



Press Release

IZA's 'Zinc Saves Kids' initiative in support of UNICEF renewed in Peru

Brussels - Lima, August 22, 2013: UNICEF and International Zinc Association (IZA) have extended their partnership to improve the survival, growth and development of vulnerable children under the age of five. In 2010, IZA launched 'Zinc Saves Kids' with the objective of supporting the provision of life-saving zinc and multiple micronutrient supplements to combat diarrhea and chronic malnutrition.

Populations in many developing countries especially women and young children do not receive adequate vitamins and minerals in their diet on an ongoing basis. The resulting chronic malnutrition leads to a number of significant health impacts including poor immune response and stunted growth. Those who survive their childhood years suffer life-long repercussions on health, education, productivity and income.

Diarrhea is one of the leading causes of child deaths - each year claiming the lives of 1.5 million children under the age of five. Most of the deaths occur in a dozen countries across South Asia, Sub-Saharan Africa and Latin America. Treatment with zinc supplements and oral rehydration salts (ORS) is an important strategy to prevent diarrhea-related illness and deaths. Zinc plays an important role in supporting the immune system and can help to shorten the duration and intensity of diarrheal episodes, and prevent subsequent episodes.

"The first 1000 days in the life of a child are a window of opportunity for correcting deficiencies and their life-long impacts. Thanks to IZA and other partners UNICEF has been able to support the government and people of Peru to make significant progress in reducing chronic malnutrition and diarrhea-related illnesses. In Peru, the prevalence of chronic malnutrition has declined from 29% in 2007 to 18% in 2012 with big disparities between urban and rural areas. Continuing our collaboration with IZA will enable us to support the Ministry of Health to expand life-saving zinc and multiple micronutrient interventions to contribute to a sustained decline on a national level", said Paul Martin, Representative UNICEF Peru.

"UNICEF is making great strides in Peru in helping solve one of the world's major problems. Peru is a country that is rich in zinc resources yet many children do not get adequate quantities of this essential micronutrient. IZA and its Members are truly pleased to continue our relationship with UNICEF for 'Zinc Saves Kids'," says Stephen Wilkinson, Executive Director, IZA.

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International Zinc Association



About IZA

IZA is a non-profit organization representing the global zinc industry by supporting and advancing zinc products and markets through research, development, technology transfer and communicating the unique attributes that make zinc sustainable and essential for life. IZA supports the zinc and health programs of UNICEF through the 'Zinc Saves Kids' initiative ; collaborates with the Clinton Health Access Initiative and the Bill & Melinda Gates Foundation; and promotes crop nutrition through the Zinc Nutrient Initiative. Please visit www.zinc.org

About UNICEF

UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit www.unicef.org

About Zinc Saves Kids

Zinc Saves Kids is an initiative of the International Zinc Association (IZA) in support of UNICEF. The initiative was launched in 2010 with the objective of increasing the awareness of the global zinc deficiency issue and raising funds to support UNICEF's zinc-containing supplementation programs to combat and prevent diarrhea and chronic malnutrition in young children in high-burden areas. Please visit www.zincsavekids.org

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