

**From:** International Zinc Association  
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Newsletter  
December 2014

## Zinc Saves Kids Highlights

The Zinc Saves Kids initiative was launched with the aim of supporting UNICEF in implementing and strengthening existing multiple micronutrient (MNP) and zinc interventions to combat chronic malnutrition and acute diarrheal diseases in two high burden countries – Nepal and Peru. Since then hundred of thousands of young children in those two countries received MNP to fight malnutrition and its irreversible lifelong consequences on growth, development and cognitive learning and those suffering from acute diarrheal diseases (ADD), the second most common cause of childhood death in developing countries, were treated with lifesaving zinc supplements. Zinc Saves Kids' commitment in Nepal was successfully completed in 2013 while we extended our engagement in Peru.



*child receiving zinc supplement;  
photo UNICEF*

### Zinc Saves Kids: Enormous Progress in Peru

In 2013-2014 the intervention programs supported by UNICEF and IZA/Zinc Saves Kids made a quantum leap in Peru.

The MNP program was expanded from 14 regions in 2013 to all 24 country regions in 2014. 164 million sachets of MNP including 5mg of zinc were provided to regional health centers for the treatment of 934,892 children aged 6-36 months representing 65% of children in this age group. This is a 30% increase compared to last year.

In late 2013 the Peruvian Ministry of Health approved the "National Plan for the reduction of child chronic malnutrition and the prevention of anemia 2014-2016". The objective is to reduce chronic malnutrition in children under three years of age from 18% to 10% and anemia from 46% to 20% by 2016. The Government has committed a multi-million dollar budget for a comprehensive health and nutrition package including health check-ups, vaccines, MNP supplementation for pregnant women, infants and children under five. This enabled the nationwide expansion of the UNICEF and Zinc Saves Kids supported MNP program.



**Wiegel renewed their  
support for Zinc Saves**



children receiving MNP; photos UNICEF

Another important advance has been the expansion of zinc supplementation for the treatment and prevention of ADD. The number of health establishments providing the WHO/UNICEF recommended zinc and ORS (oral rehydration salts) therapy increased from 193 in 2013 to 544 in 2014. Two new regions were added to the program including 266 health centers in Cusco and 19 in Amazonas. In Loreto the zinc intervention was significantly expanded to hard-to-reach communities in the Amazonian region including 29 indigenous communities. Health centers administering a 10 day course of 20mg zinc report an average reduction of ADD episodes of 25% and a 40% reduction in the duration and severity. Health centers in Ucayali showed the highest reduction of ADD prevalence: 58%.

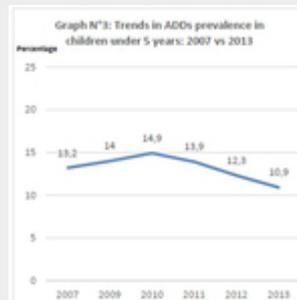
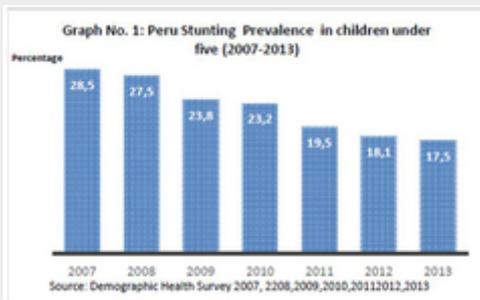
Number of Health Centers incorporating zinc supplementation for ADD treatment 2011-2014				
Region	2011	2012	2013	2014
Amazonas	0	0	0	19
Ayacucho	6	7	18	18
Callao	18	16	50	50
Cusco	0	0	0	266
Loreto	0	22	66	115
Ucayali	0	0	59	76
<b>Total</b>	<b>24</b>	<b>45</b>	<b>193</b>	<b>544</b>



photo UNICEF

Huge progress has been made during the past few years both stunting, an indicator for early childhood malnutrition, and ADD show a constant downward trend since 2010. The next challenge will be to reduce the big disparities between urban and rural and coastal and mountainous regions.

To learn more about the programs supported by Zinc Saves Kids click [here](#).



source: Progress Report Child Survival and Development, UNICEF Peru, 2014

### Zinc Saves Kids provides a healthy start in life

Due to MNP supplementation strategies supported by Zinc Saves Kids young children like Naheli have the chance to grow and develop to their full potential. [Read more about the turn for the better in Naheli's life.](#)

### Kids

It has become a tradition. For the fifth consecutive year IZA affiliate member Wiegel Group - one of the leading European hot-dip galvanizing companies with plants in Germany, Czech Republic and Slovak Republic - presented a US\$ 30,000 check to Zinc Saves Kids. "Being general galvanizers we accept our special responsibility of improving the nutritional zinc intake of children suffering from a deficiency in zinc and its negative impact on growth, development and cognitive performance. We are extremely happy about the progress made in Peru and will continue to support Zinc Saves Kids to reach out to even more children. We also welcome the plan to showcase the success of this program to all of Latin America in 2015," commented Alexander Hofmann, Board of Directors, Wiegel Verwaltungs GmbH & Co KG.



B. Wirths (IZA), A. Hofmann (Wiegel), E. Gök (UNICEF)

### Want to support Zinc Saves Kids?

A donation no matter if big or small will contribute to the good of kids in need.

You are an individual and want to donate: Please use the regonline payment facility for Zinc Saves Kids by clicking [here](#).

You are company wanting to support Zinc Saves Kids. Please contact [bwirths@zinc.org](mailto:bwirths@zinc.org)

You want to inspire friends, family or colleagues? Check our catalogue of fund raising ideas by clicking [here](#).



Naheli and her mother; photos UNICEF

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