

From: International Zinc Association
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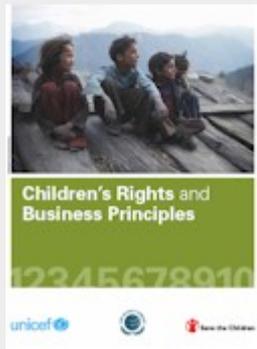


[New 'Zinc Saves Kids' Facebook Page Goes Live](#)

A new Facebook Page for 'Zinc Saves Kids' went live early March. The page offers even more information, videos and links than the previous 'Zinc Saves

March 26, 2012

Newly-Launched Children's Rights and Business Principles



In March 2012, UNICEF, Save the Children and the UN Global Compact officially launched the Children's Rights and Business Principles. These Principles ensure that businesses everywhere have a responsibility to respect children's rights and to avoid complicity in children's rights abuses. This responsibility applies to a business' own activities and throughout its relationships connected to those activities.

"I call on business leaders everywhere to embrace the spirit of the Principles," said the Secretary-General of the United Nations Ban Ki-moon in a statement in support of the Principles and the efforts made by partners in their development.

In demonstration of its commitment to the rights of children in the workplace, the International Zinc Association assisted UNICEF in the preparation of the Children's rights and Business Principles. Furthermore, IZA has now included the Principles in its own Sustainability Charter: "We are committed to respect and support children's rights in the workplace, marketplace and community." IZA is in the process of preparing Guiding Principles including best practice examples for its members.

Kids' group. Follow us and even like us on [Facebook](#)

Make a Gift

Make a gift to 'Zinc Saves Kids'

Help making 'Zinc Saves Kids' a success. Go to www.zincsavekids.org, click on the donate button and make a gift. Personal gifts can be made online with a credit card via Paypal. For corporate contributions please contact zsk-donations@zinc.org for payment procedure



Show Your Support of 'Zinc Saves Kids'

IZA member companies and others supporting 'Zinc Saves Kids' are invited to place the 'Zinc Saves Kids' banner on their website and install a hyperlink to the 'Zinc Saves Kids' website.

Please contact us to obtain a copy of the banner:

ZincSavesKids@zinc.org

For a full copy of the Principles, please [click here](#).

Study in Uganda shows zinc reduces mortality in children with pneumonia

Pneumonia is one of the leading causes of death among children under five years old, especially in developing countries. A new study suggests that zinc given in addition to standard antibiotics can significantly increase survival chances for young children.

Researchers from Makerere University in Uganda conducted a double-blind, randomized, placebo-controlled study involving 352 children aged 6 to 59 months with severe pneumonia. All children were treated with standard antibiotics; 50% were randomized to zinc and 50% to a placebo once daily for seven days. The results showed no difference in the time it took children to recover from pneumonia but the rates of survival were markedly affected by zinc. Only 4% of children taking zinc died compared to 12% of children on the placebo. The positive effect of zinc was greater in HIV-infected children than in HIV-negative children.

The findings are especially important for Uganda, where zinc deficiency is as high as 70%.

The study was published in the medical journal BMC Medicine on February 8, 2012. To read the full text, go to <http://www.biomedcentral.com/1741-7015/10/14>



First Chinese company contributes to 'Zinc Saves Kids'

On March 9, Chinese Xinhefeng Agricultural Products Company Limited, one of the affiliate members of the International Zinc Association, contributed the equivalent of US\$ 8,000 to 'Zinc Saves Kids'. Xinhefeng Company is the first Chinese company to get actively involved in 'Zinc Saves Kids'.



Mr. Wang Shi Cheng presents check to Dr. Andrew Green, IZA

"As a major micronutrient fertilizer producer and retailer in China, we want to work with IZA to find solutions to zinc deficiency," said Mr. Wang Shi Cheng, President of Beijing Xinhefeng Agricultural Products Co. Ltd., at a special ceremony marking the contribution in Shanghai. "We are also committed to the promotion of zinc fertilizer use in Chinese agriculture and zinc-rich agricultural products to improve zinc nutrition and health for Chinese people, especially those living in rural areas."

Beijing Xinhefeng Agrochemical Co., Ltd. imports,

distributes and deals in premium agricultural products and service. Its product line includes five main series: fertilizers, insecticides, herbicides, growth regulators and addition agents.

Zinc Saves Kids is a registered trademark of the International Zinc Association.

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