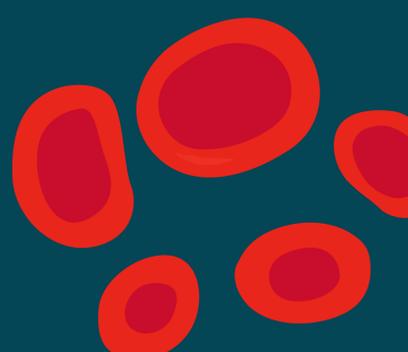


ANAEMIA

A GLOBAL EPIDEMIC

Iron-deficiency anaemia is the world's most widespread nutritional disorder.



THE SCALE OF THE PROBLEM

2 billion people
(almost one third of the world's population) are anaemic, mainly because of a lack of iron in the diet

468 million non-pregnant women are anaemic globally

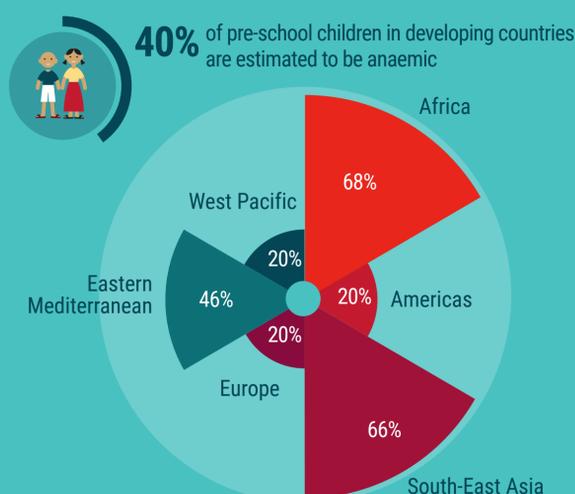
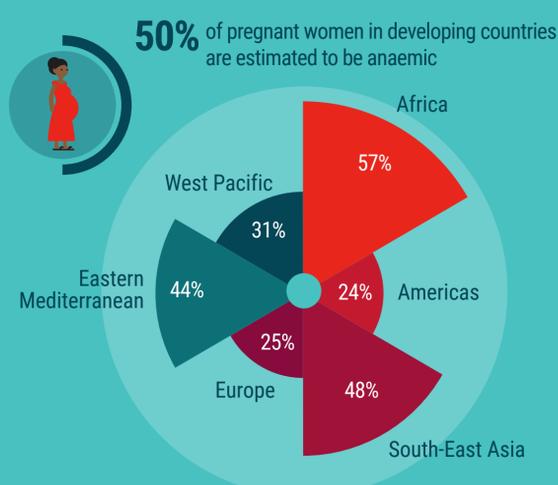
293 million children are anaemic globally

Anaemia contributes to **20%** of all maternal deaths

THE PEOPLE MOST AT RISK

People in developing countries are far more likely to live in social and economic situations that exacerbate anaemia.

Pregnant women, infants, and pre-school children are particularly at risk.



WHAT ARE THE CONSEQUENCES?

Fe Iron

helps your body to create healthy red blood cells.

These blood cells then carry **Oxygen** around your body.

O₂

When your body doesn't absorb enough iron, you don't get enough oxygen and you feel **tired and weak**



reduced physical and cognitive development in children



increased child mortality



reduced work productivity in adults

HOW CAN WE PREVENT IT?

The World Health Organization says there is no reason for anaemia to be a major health issue. The solutions are effective and inexpensive.



Increase intake of iron through consumption of iron rich or iron fortified foods, or iron supplements



Control the infections that make anaemia worse



Prevent other deficiencies such as Vitamin B12, folate and Vitamin A through better nutrition generally

WHAT IS NESTLÉ DOING?

We've committed to providing

200

billion servings

of micronutrient fortified foods and beverages annually worldwide by 2016.



We target products for fortification that are consumed widely and regularly (such as milks and condiments) that contribute to a generally healthy diet, and that are affordable and likely to be bought by the population at risk.



In 2014 we fortified about **57 billion servings**

of our *Maggi* culinary products with iron.

Sources

Anaemia at a glance

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Anaemia prevention and control: what works

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Fortifying our Future: A snapshot report on food fortification

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Micronutrient deficiencies: Iron deficiency anaemia

www.who.int/nutrition/topics/ida/en/

Nestlé commitment: Help reduce the risk of undernutrition through micronutrient fortification

www.nestle.com/csv/nutrition/micronutrient-fortification

Prevention and control of nutritional anaemia: A South Asia priority

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Vitamin and Mineral Nutrition Information System: Database on Anaemia

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