

NETWORK FOR SUSTAINED ELIMINATION OF IODINE DEFICIENCY

**Multi-Sectoral Partnerships For Improved
Nutrition**

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The Persisting Global Nutrition Problem

- Globally about 60% of all deaths and 47% of the burden of disease can be attributed to diet-related chronic diseases. ... two-thirds of deaths linked to these diseases occur in the developing world, where the major risk factors are poor diet, physical inactivity, and obesity. International Obesity Task Force, 2004
- The portion of the global burden of disease .. in developing countries that would be removed by eliminating malnutrition is estimated as 32%. This includes the effects of malnutrition of the most vulnerable groups' burden of mortality and morbidity from infectious diseases only.....a conservative figure... Philip Musgrove and Jean-Pierre Habicht, 2003

...the costs of inaction/Benefits of action

- Micronutrient deficiencies alone may cost India US\$2.5 billion annually and the productivity losses (manual work only) from stunting, iodine deficiency and iron deficiency together are responsible for a total loss of 2.95% of GDP" . Horton, 1999
- investments in micronutrients have higher returns than those from investments in trade liberalization, in malaria, or in water and sanitation..... *No other technology offers as large an opportunity to improve lives at such low cost and in such a short time.*
- Copenhagen Consensus, 2004

Adequate Nutrition Security is an Essential Building Block

- Hundreds of millions of people around the world continue to suffer from hunger and malnutrition and their serious consequences including learning disabilities, impaired work capacity, illness and death.
- At the current rates of progress global nutrition and development goals cannot be met within the targeted time frame.
- There is need for a comprehensive nutrition security, based on an affordable diet of high nutritional quality whose outcome is judged by mental acuity and economic productivity rather than simple physical survival

Better Nutrition Directly Contributes to the Attainment of the MDGs

Goal 1: Eradicate extreme poverty and hunger: Addressing Malnutrition contributes to improved physical health, mental capacity, resistance to infections leading to improved productivity and earning capacity.

Goal 2: Achieve universal primary education: Micronutrients (iron and iodine) are critical for mental and cognitive development.

Goal 3: Promote gender equality and empower women: Better nourished girls are more likely to stay in school and to have more control over future choices.

Goal 4: Reduce child mortality: Malnutrition is directly or indirectly associated with more than 50% of all child mortality. Breastfeeding, micronutrients (especially vitamin A) and complementary feeding are key to adequate nutrition and human development.

Goal 5: Improve maternal health: Maternal health is compromised by malnutrition. Skilled delivery at birth and micronutrients (esp iron) are critical to reduce pregnancy complications and maternal deaths.

Goal 6: Combat HIV/AIDS, malaria, and other diseases: Improved nutrition may delay progression to AIDS, enhances efficacy/safety of ARV treatment and resistance to opportunistic infections.

The Key to Effective Intervention To Improve Nutrition

- Technological problems are not as serious as operational ones related to making programs work in communities where malnourished people live.
- Key issues that need to be addressed:
 - Demand, supply and logistics
 - Communications and community participation
 - Partnership building across a wide spectrum of players – public and private

The New Global Economy

- Roles of government and the private sector are changing dramatically
- Food production and consumption patterns are shifting
- The food industry is becoming more global
- Much potential for governments, food companies, scientific establishments, development agencies and NGOs to collaborate on ensuring adequate nutrition status for all.

Successful Partnerships

- Over the past decade, the percentage of the global population with access to iodized salt has increased from 20 to 70%
- Testimony to the power of well articulated and targeted joint action
- Public investment of \$400 million has leveraged more than \$ 1.5 billion of private investment in salt iodization
- Need to build on such experiences to harness the complementary resources and comparative advantages of public, private and civil society organizations and develop partnerships to improve nutrition on a vastly expanded scale.
- Example: The Asian Development Bank estimates that a public investment of \$ 115 million in food fortification in 5 Asian countries supplemented with private investment of \$ 700 million could deliver iron and folic acid to 1 billion people at a cost of 8 cents per capita and a benefit: cost ratio of 7:1. A real bargain!

The Partnership Challenge and Opportunity

- Many needy people do not have access or affordability to benefit from nutrition products and services offered by the private sector
- Opportunities for collaboration are hampered by a lack of communication between public agencies and private food industries
- In today's global economy Governments are becoming more business like and private industries are recognizing their social responsibilities.
- The world is going to increasingly see such collaboration in several sectors of human development
- We need to channel the energy of this new dynamic to address nutritional deficiencies
- Nutrition could be at the forefront of the movement!

Defining and Broadening the Alliance

- Partnerships should be a means to set a level playing field and ensure compliance.
- A profit-focused agenda should not compromise the public good
- Civic society organizations may play a broader role within a larger Alliance.
- We need to harness the best practices in public-private-people partnership creation and management to enhance nutrition programmes.

Core Business Engagement (Examples)

- Fortification of Staple foods and condiments
- Production and marketing of industrially produced fortified complementary foods
- Fortified processed foods for distribution in public institutional feeding programs.
- Marketing of nutritional supplements
- Effective processing, storage, transport and distribution of conventional foods of nutritional significance.
- Donation of genetic matrix information patents to the public domain

Supportive Partnerships (Examples)

- Marketing low cost foods under government programs
- Education programs to create greater nutrition awareness
- Use of industrial research capabilities for government programs

Philanthropy (Examples)

- Private Foundation support for nutrition
 - UN Foundation (Preventative Health and Population Programmes)
 - Bill and Melinda Gates Foundation (Global Alliance for Improved Nutrition)
 - National Foundations (e.g. Ratan Tata, Infosys in India)
- Private Voluntary Organizations as key partners for fundraising, advocacy and grassroots support
 - Rotary (Polio immunization)
 - Lions (Eye care)
 - Kiwanis (Iodine Deficiency)

Network for Sustained Elimination of Iodine Deficiency (example)

- The Network is an alliance of organizations that share a common commitment to assist countries in reaching the goal of sustained elimination of iodine deficiency.
- The Network includes public, private, and civil society member organizations that bring enormous individual assets to the table.
 - At a global level, the Network organizations harmonize their activities to better assist in national efforts.
 - The Network encourages the creation and strengthening of nationally and regionally representative coalitions to ensure that national vigilance for USI is sustained.

Network for Sustained Elimination of Iodine Deficiency (example)

- Over the past decade, the percentage of the global population with access to iodized salt has increased from 20 to 70%.
- Sustained elimination of iodine deficiency will also contribute to at least 6 MDGs.
 - Eradicate extreme poverty and hunger
 - Achieve Universal Primary Education
 - Promote gender equality and empower women
 - Reduce child mortality
 - Improve maternal health
 - Develop a global partnership for development

The Way Forward....

- Countries need to be creative in bringing together the Private Sector, Governments, capital, information, consumers and talent in networked coalitions to work for public good.
- We need to capitalize on the vast distribution networks, management experience, technologies, research capacity and marketing skills of the private sector to enable improved nutrition for all.
- Adequate regulations should prevent actions that detract from the goal of public good
- Government and Industry need to devote more energy, commitment and ingenuity to build alliances that will ensure a significant corporate contribution to achieve the global malnutrition goals over the next decade.