Project IDEA
(Iron Deficiency Elimination Action)

Takashi Togami
ILSI Japan CHP
(Center for Health Promotion)

The 2012 ILSI Annual Meeting
January 20-25, 2012
Cambodia

Fish Sauce and Soy Sauce Fortification

- Partner
  RACHA
  (Reproductive and Child Health Alliance)

Efficacy Study

Hemoglobin changes (all kids) during trial

- Control
- FeSO4
- NaFeEDTA

Graph showing changes in hemoglobin levels from start to final.
Market Trial of IFFS and IFSS

Started in Kampot in July 2007 and in Siem Reap in October 2007.

- Fortification 4mg Fe/10 ml FS/ SS.
- Evaluation 24 -months after introduction was conducted.

Survey was done in Kampot in August 2009 and in Siem Reap in January 2010.
Effectiveness of IFFS/IFSS on anemic women reproductive aged during market trial at SR & KP

P<0.05
Summary

- Consumption of fortified fish sauce significantly reduced prevalence of anemia and improved iron status among anemic people.

- Though trial was over 2 years, significant intake of iron fortified fish/soy sauce is only estimated to be for about 8 months. Even during these months, proportion of fish sauce intake that was actually fortified is estimated less than 60-70%.

- Even though results showed significant reductions in prevalence of anemia, more intensive intake of iron fortified fish sauce over a longer period of time would most probably have resulted in more significant improvements in iron status and reductions in anemia.
The following progress has been made since the workshop.

- A proposal for national launch was developed. It was submitted to GAIN to receive financial support for the launch.
- The proposal was accepted by GAIN. A detailed implementation plan was developed by RACHA and the government. A national workshop inviting all stakeholders was held on November 2, 2011.
- The national launch is scheduled from early 2012, following up a national kick-off meeting in January 2012.
Philippines

Rice Fortification

- Partner
  FNRI
  (Food and Nutrition Research Institute)
Market Trial in Orion Municipality

- Population
  52,000 (11,000 households)

- Premix
  6 mg Fe / g of Premix (Import from Japan)

- Iron-Fortified rice
  3 mg Fe / 100 g of rice (Blended at local miller)

- Distribution
  Commercial and Public market

- Duration
  April 2008 - May 2009
Effectiveness of IEC Program in Market Trial

- **Availability**
  - 90% Available
  - 93% Purchased

- **Acceptability**
  - Taste and Color
  - more than 97%

- **Knowledge:**
  - Iron / Anemia knowledge substantially improved
Effectiveness of Anemia Improvement in Market Trial

- Hemoglobin
  6-9 years children
  Substantially improved from 126.0 to 127.9 g/L

- Anemia prevalence
  Both groups Improved
Expansion Program in Zambales Province

- **Installation of Premix Production line**
  - Location: Aguilar Miller
  - Capacity: 50 kg Premix/hr
  - Installation: Completed in February 2010

- **Social marketing plan and program**
  - Started in October, 2010

- **Zambales Province in Luzon**
  - 8 cities and municipalities
  - 500,000 population
Vietnam

Rice Fortification

- Partner
  NIN
  (National Institute of Nutrition)
Joint Project with NIN in 2010

Efficacy Study

<table>
<thead>
<tr>
<th>Location</th>
<th>Hung Yen Province</th>
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<tbody>
<tr>
<td>Subject</td>
<td>20-49 years Women</td>
</tr>
<tr>
<td>Fortification</td>
<td>Premix system 15mg Fe/ 150g rice for lunch</td>
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<tr>
<td>Duration</td>
<td>6 month from May 2010</td>
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<tr>
<td>Evaluation</td>
<td>Anemia/ IDA, Impact on VA, Zn and Se.</td>
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</tbody>
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Iron deficiency prevalence (%)

- **Control**
  - 0 months: 21.3%
  - 3 months: 18.7%
  - 6 months: 24.4%

- **Fortified**
  - 0 months: 40.7%
  - 3 months: 31.1%
  - 6 months: 21.3%
Thank you!

Our major publications are listed in Project IDEA,