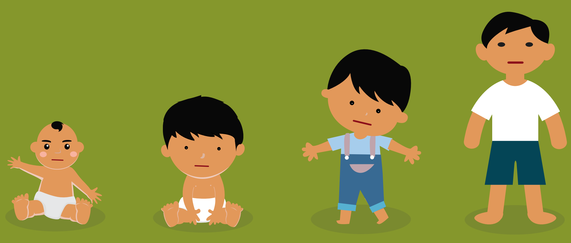
VITAMIN A DEFICIENCY

is the leading cause of preventable childhood blindness in Sri Lanka

WHO IS MOST AT RISK?

Children between 6 months and 5 years



WHY DO YOU NEED VITAMIN A?

- It supports your growth and development
- Helps maintain your immune system
- Maintains eye health and enables your eyes to adapt to low light

WHAT IF YOU DON'T GET ENOUGH?

Early signs of vitamin A deficiency are impaired vision and night-blindness

Long-term deficiency can lead to scarring of your corneas and blindness

Your immune system is weakened and you're more prone to respiratory and digestive infections

As a young child, your risk of severe illness, and even death, from common childhood infections such as measles, increases

HOW CAN WE PREVENT IT?

The World Health Organization aims to eliminate vitamin A deficiency. This can be done through a mixture of immediate interventions and long-term solutions:

Encourage breastfeeding, as it's the best way of protecting babies, since breast milk has high amounts of vitamin A

Increase intake of vitamin A through consumption of fruits, vegetables and greens naturally rich in vitamin A, such as mango, carrot and spinach

Treat deficient children with low-cost, high-dose supplements of vitamin A

WHAT IS NESTLÉ DOING?

We provided

360 million servings

of micronutrient fortified food and beverages in 2015

We are fortifying our products that are widely and regularly consumed, with vitamin A.

They include *Maggi Chicken, Maggi Curry, Nespray Everyday, Nespray FortiGrow and Nespray Nutri-Up*

We conduct educational programmes

to teach people about the importance of micronutrients in their diet

For more information about our commitment to help reduce micronutrient deficiencies in Sri Lanka, visit:

http://www.nestle.lk/en/nhw/improving-our-products/micronutrient-fortification

Sources

Fortifying our future: A snapshot report on food fortification
www.gainhealth.org/wp-content/uploads/2015/05/Fortifying-our-Future-A-SnapShot-Report-on-Food-Fortification1.pdf

Global prevalence of vitamin A deficiency in population at risk: 1995-2005
www.who.int/vmnis/database/vitamina/x/en/

Micronutrient deficiencies: Vitamin A deficiency
www.who.int/nutrition/topics/vad/en/

Micronutrients - Iodine, vitamin A, iron, zinc, calcium, vitamin D and folate
www.unicef.org/nutrition/index_iodine.html

Nestlé commitment: Help reduce the risk of undernutrition through micronutrient fortification
www.nestle.com/csv/nutrition/micronutrient-fortification

Investing in the future: United call to action on vitamin and mineral deficiencies
www.unitedcalltoaction.org/documents/Investing_in_the_future.pdf

Vitamin and mineral nutrition information system: Prevalence of night blindness
www.who.int/vmnis/database/vitamina/table3/en/

Medical Research Institute 2006/2007 report

Food based dietary guidelines for Sri Lankans 2011
http://203.94.76.60/departmnt/NutritionDivision/Nutrition%20Guidelines/FBDG-English.pdf

Creating shared value: The Nestlé healthy kids programme
http://www.nestle.lk/en/csv/nutrition/nestle-healthy-kids

Creating shared value: Nestlé nutri-corners
http://www.nestle.lk/en/csv/nutrition/consumer-information/nestle-nutri-corners