Zinc Saves Kids
An IZA initiative in support of UNICEF

Seminário de Micronutrientes
Sao Paulo, Brasil
November 2010

Greg Brouwer
Director, Zinc Nutrient Initiative
International Zinc Association
Zinc is Essential for Life

• Humans, animals, plants need zinc to function
• Affects over 300 enzymes in the body
• Helps generate cells and is important for growth and brain development
• Key for immune system
Zinc...essential for life
Global Causes of Under 5 Child Deaths

18% of infant deaths are caused by Diarrhea, compared to 3% by AIDS!

Source: Bryce J. et al., Lancet 2005
The Rapid Deterioration

Children become dehydrated, losing all bodily fluids and nutrients.
What Makes Diarrhea Deadly?

One of the leading factors associated with diarrhea is zinc deficiency!
Zinc Deficiency is a Global Problem

- One in three people are at risk of zinc deficiency. This means 2 billion people worldwide!
- WHO attributes 800,000 deaths to zinc deficiency – of which 450,000 children under the age of five.
Those children who do not die suffer from growth and development retardation and stunting.

This in turn translates into lost productivity in adult life.
Zinc Deficiency is Curable

The World Health Organization (WHO), UNICEF, and the International Zinc Nutrition Consultative Group (IZiNCG) proved beyond doubt the link between zinc deficiency and child mortality.
Effective Interventions with Zinc

• Zinc and ORS to treat acute diarrhea
• Zinc supplements and zinc-containing MNPs for prevention
Zinc Treatment is Already a Success

It has been implemented in several African countries with astounding results. The need now is to spread the treatment.
Zinc Saves Kids

IZA in partnership with UNICEF started a program called ‘Zinc Saves Kids’
Countries with high zinc deficiency

Countries of Focus

Bolivia
Guatemala
DR Congo
Ghana
Nigeria
Tanzania
Kazakhstan
Bangladesh
India
Nepal

Ecuador
Peru
Ethiopia
Mozambique
Senegal
Uganda
Kyrgyzstan
Cambodia
Indonesia

We Have Already Started...

First IZA contribution to Zinc Saves Kids: US$1.66 million
Zinc... essential for life

How Can You Contribute?
Corporate Sponsorship

Zinc Saves Kids account
#20004412021
Swift: PNBPUS33
ABA: 053000219
Wachovia Bank
Charlotte, NC, USA

Zinc Saves Kids Program 1000.00

8 June 2010
Personal Contributions

Press the button on this website: www.ZincSavesKids.org
What else can you do?

Fundraising

Individual and corporate fundraising activities benefiting the Zinc Saves Kids initiative offer unique opportunities for companies to make a difference in the survival, growth and development of undernourished children around the world.

Donations will be used to fund UNICEF-supported zinc supplementation programs for young children who are most impacted by micronutrient deficiencies. Each year, 450,000 children under the age of five are at risk of dying due to zinc deficiency and many who survive suffer lifelong repercussions from early childhood micronutrient deficiencies.

To help you get started please view the list of fundraising ideas.

Download Fundraising Idea Kit

For personalized support please contact ZincSavesKids@zinc.org
Zinc...essential for life

Communication Materials

Website
Brochures
Press Releases
Newsletter
Advertisements
Video
Posters/Banner
Donation Kits
PowerPoint Presentation
Social Networking: Facebook, etc.
Zinc...essential for life

www.ZincSavesKids.org
Welcome to the first edition of the Zinc Saves Kids e-newsletter

Each year, 450,000 children are at risk of dying from zinc deficiency and resulting complications such as diarrhea, pneumonia and malaria. A few extra milligrams of zinc every day can literally be the difference between life or death. And it costs so little. Just 50 cents will give a child a 10-14 day course of zinc tablets to treat acute diarrhea and 1-4 US$ will give a child preventive zinc treatment for an entire year.

UNICEF and IZA have joined forces through the Zinc Saves Kids initiative to provide zinc-containing supplements as a quick, effective and inexpensive response to this global crisis.

This issue of the newsletter is dedicated to the many ways you can help put an end to zinc deficiency. Whether through raising awareness or donating money, your contribution to Zinc Saves Kids will save lives. Children are our greatest resource; help give them a chance to live.

Zinc Saves Kids Initiative

In January 2010, the United Nations Children’s Fund (UNICEF) and the International Zinc Association (IZA) launched “Zinc Saves Kids”. The initiative will raise funds to
Zinc...essential for life

Posters & Brochures

An initiative to improve the survival, growth, and development of undernourished children by supporting UNICEF-supported Zinc programs around the world.

Zinc is essential for all humans, animals and plants. It is vital for the proper functioning of the immune system and crucial for the healthy growth, physical and mental development of children.

Zinc deficiency leads to over 450,000 child deaths annually. Together we can make a difference. Donate today to help save children’s lives.

www.ZincSavesKids.org

Zinc Saves Kids™
An International Zinc Association Initiative in support of UNICEF

Zinc saved lives
unicef
Banner for your website

Together we can make a difference