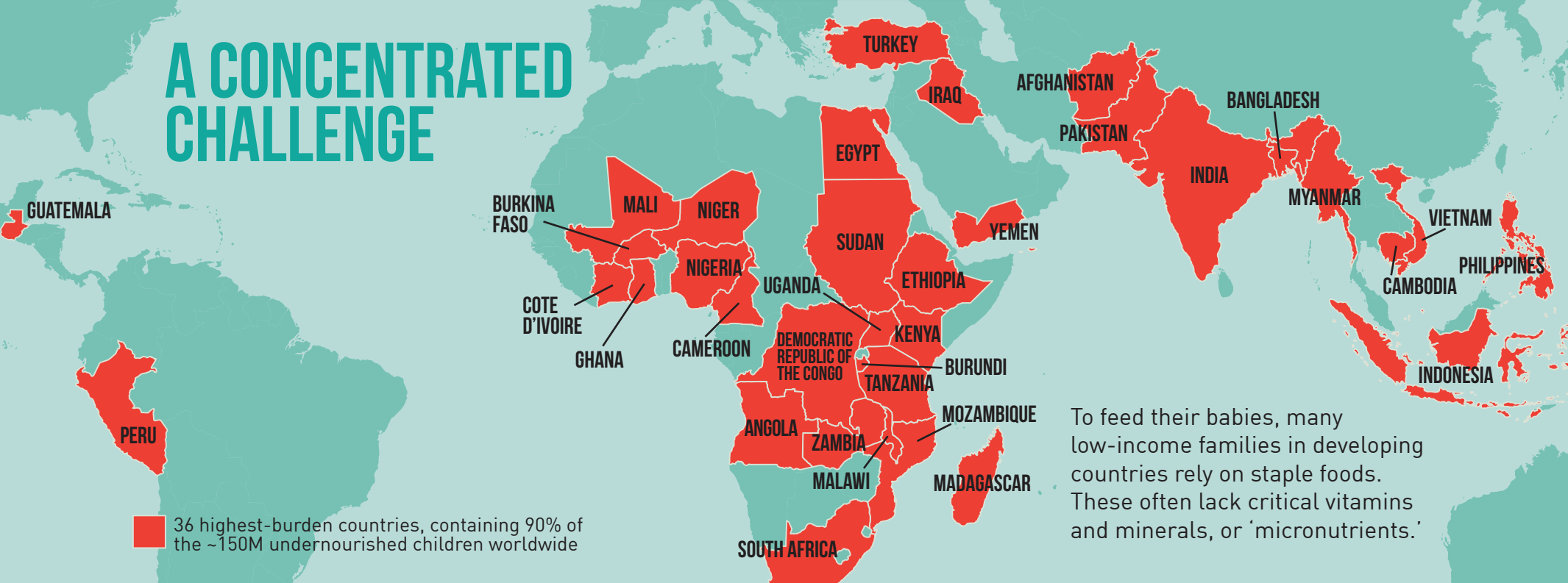


MICRONUTRIENTS

FOR ALL

During a child's first 1,000 days of life, critical cognitive and physical developments occur that play a major role in determining his or her future success. For millions of children, preventable threats like undernutrition and micronutrient deficiencies can cloud the future. The good news is that there is hope on the horizon given an affordable and effective solution...

A CONCENTRATED CHALLENGE



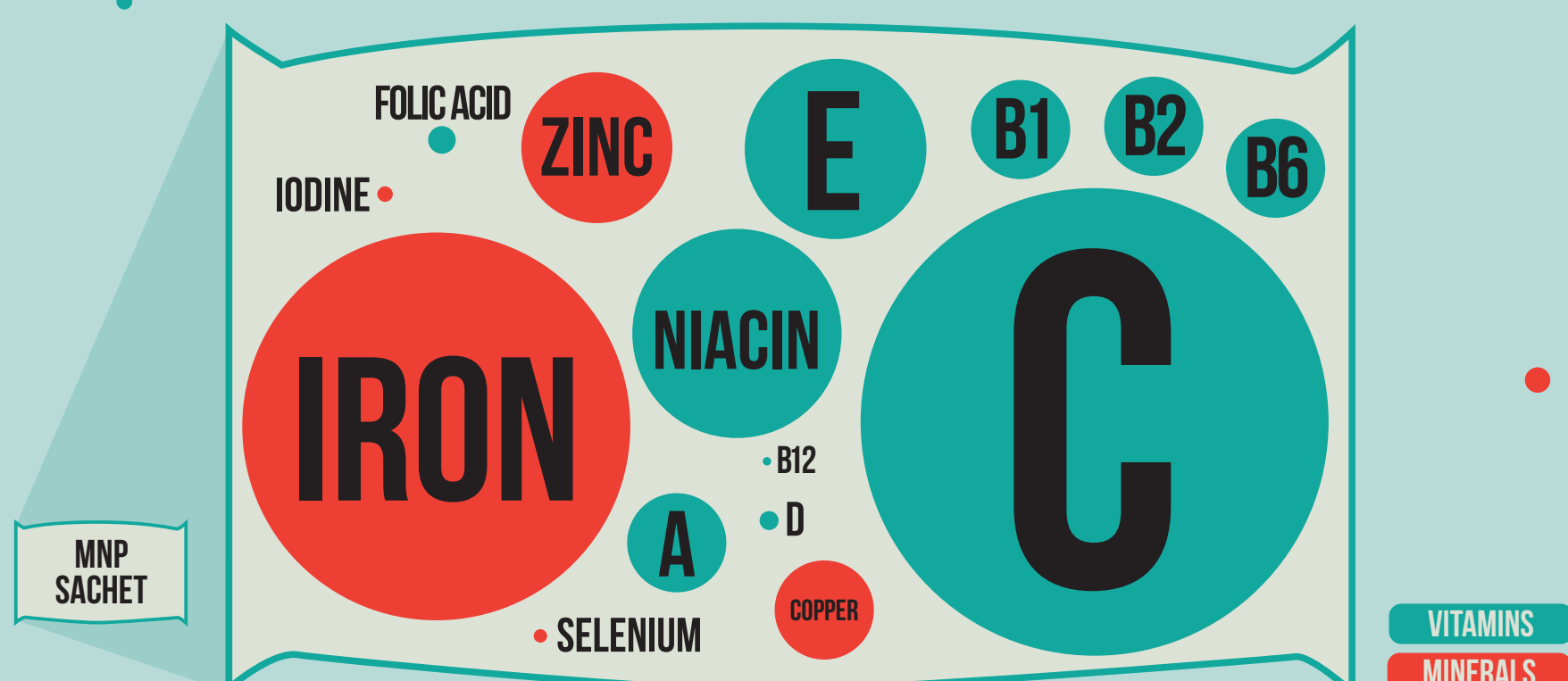
THE STAKES ARE HIGH

Malnutrition jeopardizes the physical and cognitive development of hundreds of millions of children. The lack of critical micronutrients — specifically iron — can lead to iron deficiency anemia.



On average, infants with iron deficiency anemia score up to one-third lower on mental development tests than infants with better iron status.

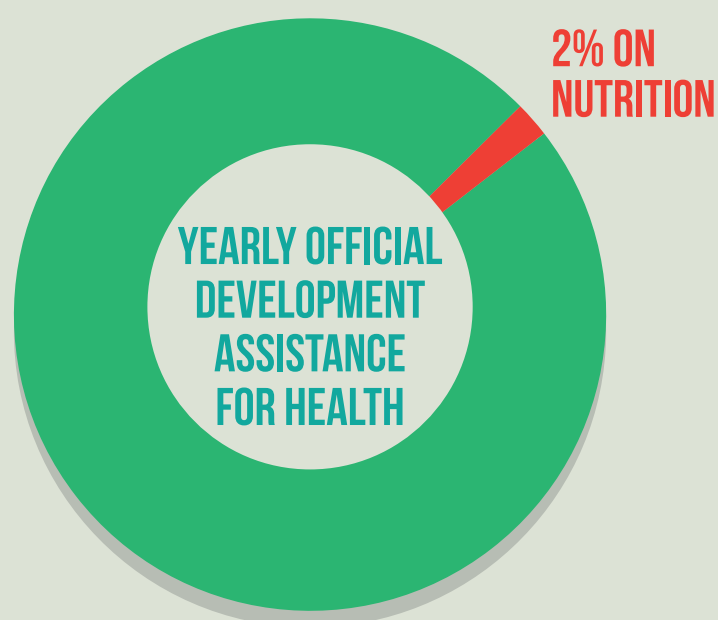
A LOW-COST, HIGHLY EFFECTIVE SOLUTION



Invented in the 1990's, micronutrient powders (MNP) provide the whole range of necessary vitamins and minerals. MNPs specifically treat and prevent iron deficiency anemia at just \$0.03 per sachet.

UNDERINVESTMENT STALLS PROGRESS

Despite the low cost and high impact, MNPs have yet to catch on globally. Only a negligible fraction of the 34M children targeted for this intervention by the Scaling Up Nutrition movement have been reached.



Official development assistance measured using OECD Creditor Reporting System (CRS) data.



100 = 1 MILLION CHILDREN TARGETED
1 = 1 MILLION CHILDREN REACHED

THE RESPONSIBILITY IS GLOBAL

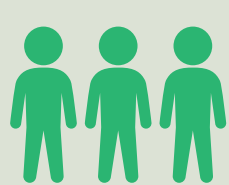
The global community has a responsibility to scale access to MNPs among the tens of millions of children targeted in high-burden countries.

\$200 MILLION

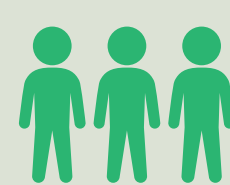
PUBLIC SECTOR

COMMERCIAL

SOCIALLY-ORIENTED



INCREASED RESOURCING AND EFFECTIVE DELIVERY THROUGH A MIX OF CHANNELS CAN MAXIMIZE COVERAGE OF MNPs IN HIGH-BURDEN COUNTRIES.



NUTRITION FOR A BETTER TOMORROW

With proper nutrition, babies can grow into healthier, more productive and higher-earning adults, who can ensure that their own children continue on the path to a better quality of life.



Healthier, higher-earning, and more productive families...



...translate to a national population no longer at risk of losing up to 2% GDP due to physical and cognitive productivity losses from iron deficiency anemia.

This infographic is based on a new report from the Results for Development Institute (R4D), 'Nutrition for a Better Tomorrow: Scaling Up Delivery of Micronutrient Powders for Infants and Young Children.' For an executive summary of the report, please visit www.resultsfordevelopment.org

Lozoff et al, "Long-lasting Neural and Behavioral Effects of Iron Deficiency Anemia in Infancy," Nutrition Review, 2006, May. Available: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1540447/>

Horton et al, "Scaling Up Nutrition: What will it Cost?" The World Bank, 2010.

Horton and Ross, "Corrigendum to: 'The Economics of iron deficiency' [Food Policy 28 (2003) 51-75]