

## Priority Revenue Expansion Initiatives

Proposal Summary Document			
<b>Project Title:</b> NATIONAL SCALE-UP OF IDA REDUCTION IN U2Ys USING SPRINKLES			
<b>Region:</b> SOUTH ASIA		<b>Country:</b> BANGLADESH	
<b>Geographic Scope:</b> National Scale-up: All 64 districts in the country.			
<b>Objective:</b> To reduce iron deficiency anemia and other micronutrient deficiencies including vitamin A, folic acid and zinc among infants and young children in Bangladesh through the implementation of a sustained, large-scale home fortification program, using 'sprinkles'.			
<b>Target Beneficiaries:</b> Infants 6-36 months old			
<b>Period:</b> 4.5 years			
<b>Budget(USD):</b> 11.4 million			
<b>Potential Partners</b>	<b>Role of Partners</b>	<b>Funding Amount (CAD)</b>	
		<u>Through MI</u>	<u>Parallel</u>
			<u>In-Kind</u>
1. BRAC: Implementation			
2. MoH: Implementation			
3. CIDA: Funding		400,000	
4. Bill & Melinda Gates Foundation: Funding		11 million	
<b>Project Description:</b>			
<ul style="list-style-type: none"> <li>▪ In the developing world, severe iron deficiency and its associated anemia have been causally associated with mortality in women and children. Furthermore, the indirect impact of moderate iron deficiency as a co-morbid factor contributes significantly to an increased risk of diarrhea-related mortality, the leading cause of death in children under the age of two years in developing countries. In Pakistan, the risk of death in children is increased five-fold when diarrhea and anemia occur together, despite medical care at the country's best health care institution. Notwithstanding the UNGASS goal to reduce the prevalence of anemia (including iron deficiency) by one third by 2010, attempts to achieve this goal have been dismally unsuccessful. The root cause of the ineffectiveness of many programs is their inability to reach the most vulnerable populations with appropriate, sustainable and cost-effective solutions. No program exists to meet the needs of children infants under 2 years old - the most critical period of growth and need for bioavailable iron.</li> <li>▪ A new approach using multi-micronutrient sachets (sprinkles) is showing significant promise by making home fortification of weaning foods possible. "Sprinkles" are packed in single-dose sachets containing recommended micronutrients including lipid encapsulated iron in powder form, which are easily sprinkled onto any weaning food prepared at home. Essentially, homemade foods can be fortified by the addition of sprinkles, hence the term 'home fortification'. They are meant to be used once daily and are simple to use.</li> <li>▪ The project will be implemented through BRAC's (formerly the Bangladesh Rural Advancement Committee) extensive national infrastructure and will include the following components: Technology transfer and national production of sprinkles; Distribution; Training; Advocacy; Building Awareness and Behaviour Change Communication; Monitoring and Evaluation, and Operational Research and Impact evaluation.</li> <li>▪ The program will be delivered over 4.5 years using a phased approach starting in Dhaka Division and extending to Sylhet and Barisal in Year 2, and finally to serve all 6 Divisions by Year 4.</li> </ul>			
<b>Status of Project:</b> Proposal finalized			
<b>Next Steps:</b> Define detailed implementation strategy with BRAC. <b>Responsible Person:</b> Dr. Zeba Mahmud			