



Zinc Saves Kids

An IZA initiative in support of UNICEF



**Seminário de Micronutrientes
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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



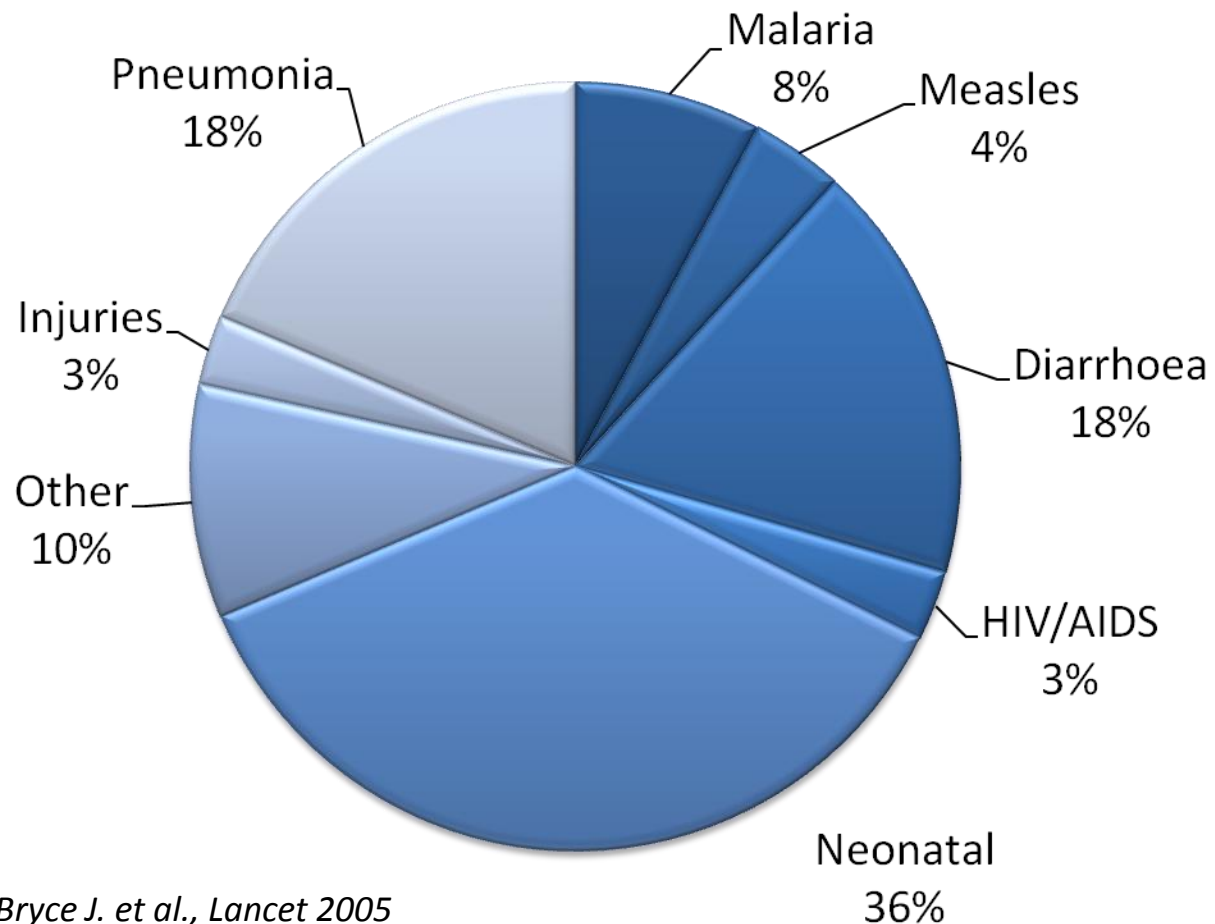
Children With AIDS Charity
Supporting families infected and affected by HIV/AIDS





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



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The Rapid Deterioration

Children become dehydrated, losing all bodily fluids and nutrients.





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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.





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Those children who do not die suffer from growth and development retardation and stunting.

This in turn translates into lost productivity in adult life.



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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





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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.

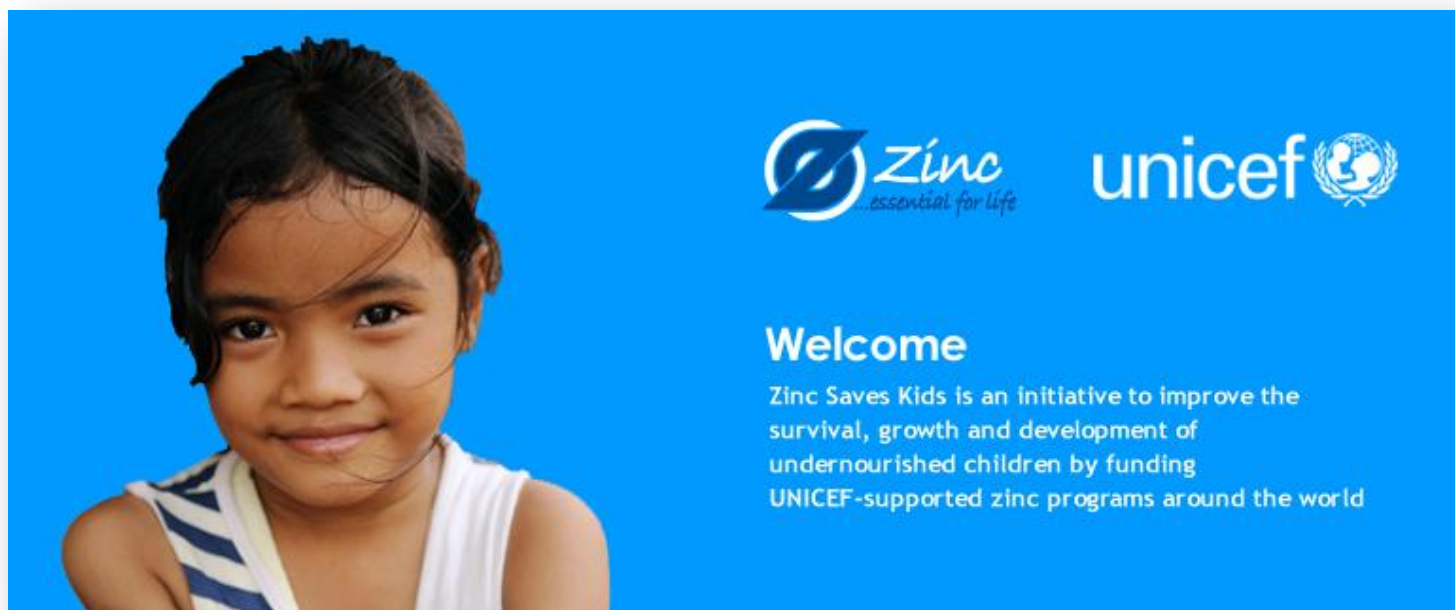




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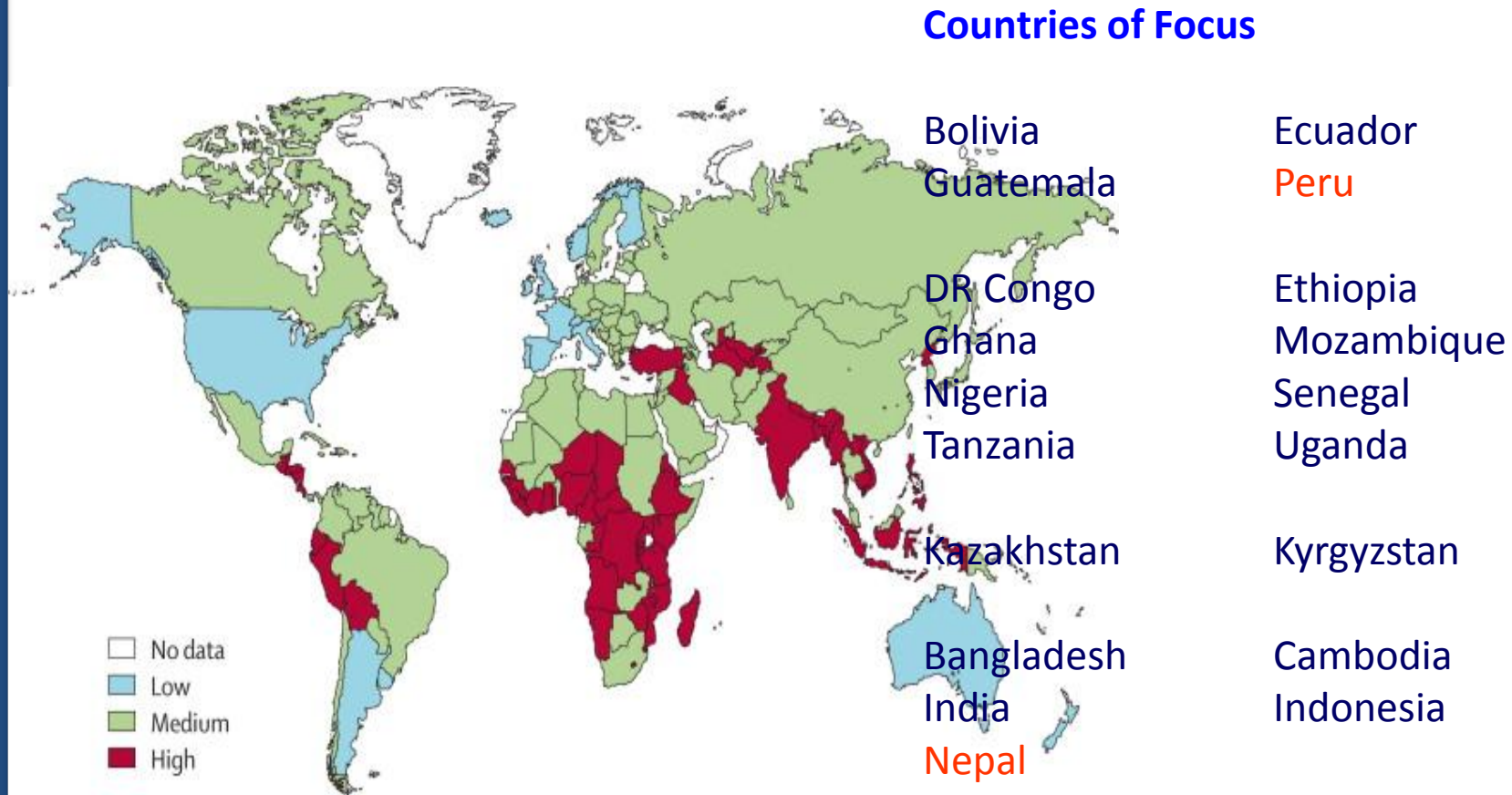
Zinc Saves Kids

IZA in partnership with UNICEF started a program called 'Zinc Saves Kids'





Countries with high zinc deficiency



Source The Lancet Maternal and Child Under nutrition Series January 2008



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We Have Already Started...

First IZA contribution to Zinc Saves Kids: US\$1.66 million





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How Can You Contribute?





Corporate Sponsorship


Zinc Saves Kids account
 #200044412021
 Swift: PNBUS33
 ABA: 053000219
 Wachovia Bank
 Charlotte, NC, USA



022

DATE 8 June 2010

PAY TO THE ORDER OF Zinc Saves Kids Program \$ 1000.00

100 (DOLLARS)  Security features included. Details on back.

MEMO _____

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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



Communication Materials

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

ZINC Saves Kids
A program of the International Zinc Association in partnership with Unicef

An initiative to improve survival, growth and development of children in developing countries by supporting UNICEF's zinc supplementation programs in Africa, Asia and Latin America

unicef

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

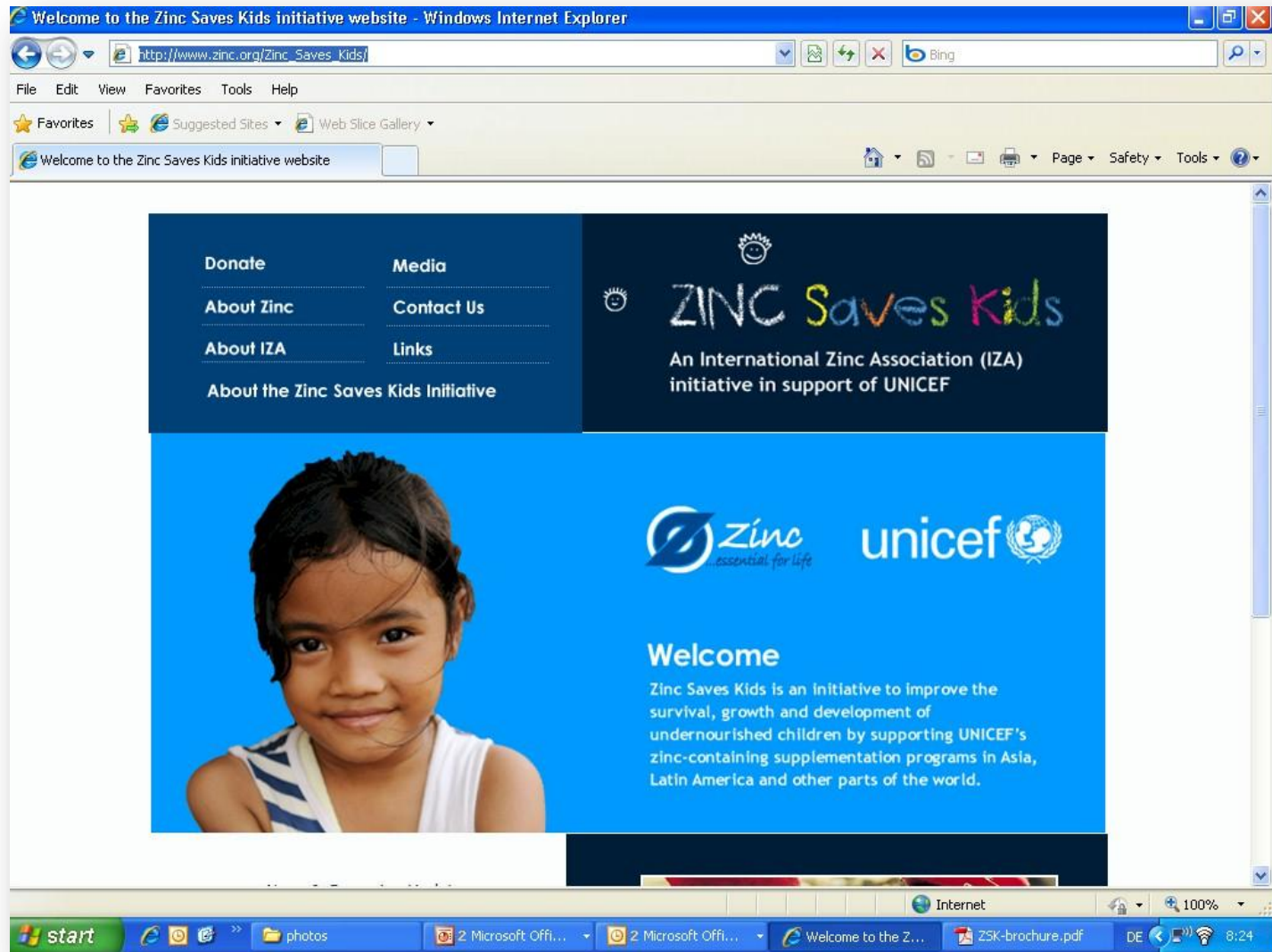
But zinc deficiency causes over 450,000 child deaths annually.

Together we can make a difference.
www.ZincSavesKids.org

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Zinc Saves Kids Newsletter



An International Zinc Association (IZA)
Initiative in support of UNICEF



Vol. 1, June, 2010

IN THIS ISSUE

- Welcome
- Zinc Saves Kids initiative
- Get involved!
- Follow us on Facebook
- Where will contributions go
- How can you help?

Get Involved!

Visit www.ZincSavesKids.org for more details on the Zinc Saves Kids initiative; the vast scope of the zinc-deficiency problem and ways we can work together to end this preventable tragedy.

Persons or corporations wishing to become more involved are encouraged to download the fundraising and media kit. Exhibit banners and color brochures to support fundraising efforts are also available. They are currently available in English, but Chinese, Czech, Dutch, Finnish, French, German, Italian, Japanese, Norwegian, Portuguese, Spanish and Swedish versions are being developed. To request copies of the printed materials, materials, please send an email to zincsaveskids@zinc.org



Link to our Website

Show support to the Zinc Saves Kids initiative by downloading the banner

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 us 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.

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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



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

 **unicef** 

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

Posters & Brochures

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

 **unicef** 

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



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Banner for your website



and link to www.ZincSavesKids.org
(www.ZincSavesKids.org/Portuguese)

