

ILSI Japan CHP Newsletter

January 2015 Number 20

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Project IDEA

The 1st Consortium Meeting on Multiple Nutrients Fortification of Rice



In July 3rd and 4th, ILSI Japan CHP and NIN Vietnam organized the 1st Consortium Meeting on Multiple Nutrients Fortification of Rice in Hanoi, Vietnam, inviting around 30 representatives of public and private research institutions, NGOs and members of the private sector from Vietnam, India, Philippines, Japan and Switzerland. The following points were agreed by the participants:

- A food intake survey will be done to clarify the status of lysine intake among Vietnamese people.
- NIN Vietnam will conduct an efficacy study on multiple nutrients fortified rice including iron, zinc and lysine

once the need for lysine fortification has been determined.

- NIN Vietnam will conduct a planned market trial on fortified rice with iron and zinc as the first priority nutrients.
- FNRI (Philippines) will conduct a scaling-up study on fortified rice with iron in the Mindanao region.
- Review of lysine intake and required amounts in India will be done.
- A 2nd consortium meeting will be held during the first half of 2015 in Davao, Philippines.

WHO Consultation Meeting: Fortification of condiments and seasonings

In August 2014, the WHO Consultation Meeting "Fortification of Condiments and Seasonings with Vitamins and Minerals in Public Health" was held in New York. This meeting aimed to provide WHO with information and knowledge of local practices in order to help the WHO develop guidelines for the fortification of condiments and seasonings. In this meeting, the effectiveness of condiment and seasoning fortification was discussed from basic research to the introduction of products on the market. ILSI Japan CHP was invited.



WFP Workshop: Scale Up Rice Fortification in Asia

In September 2014, the WFP (World Food Program) held the workshop "Scale Up Rice Fortification in Asia" in Bangkok. Administrative officers, scientists and industry members from 9 Asian countries were

invited to the workshop. ILSI Japan CHP was also invited. The workshop discussed the effectiveness of rice fortification to improve nutrition status in Asia. Representatives from 9 countries expressed their strong interest in the introduction of fortified rice.

The Planned Market Trial Study on Fortified Rice with Iron and Zinc in Vietnam

NIN Vietnam will finalize a protocol for the planned market trial study on rice fortified with iron and zinc, which was agreed to at the 1st consortium meeting. The available GAIN fund should be used within 2015.

Introduce Iron Fortified Rice into the Market in Mindanao

FNRI (Philippines) will conduct a scale-up rice fortification program through technology transfer in Mindanao Regions XI (Davao region) and XII (Soccsksargen) in collaboration with local offices of DOST and NFA in Davao. At the same, a social marketing campaign will be conducted for better understanding of the target participants.

Achievements of Project IDEA to Date

In the Philippines, ILSI Japan CHP has worked with FNRI on the stability and acceptability of several alternatives for the fortification of rice with iron. The overall evaluation indicated that extruded rice with ferrous sulfate and micronized ferric pyrophosphate are the most stable and have the most acceptable taste and color. An efficacy study was conducted for 6 months in 2004 by means of an intervention program using primary school pupils 6-8 years old in Metro Manila. The intervention program demonstrated that both of fortification alternatives significantly improved anemia prevalence. A market trial started in April 2008 and confirmed the effectiveness in Orion Municipality.

In Cambodia, fish sauce fortified with NaFeEDTA was introduced in Kampot in March 2007 and Siem Reap in August. ILSI Japan CHP is working with RACHA to promote social marketing programs, to establish quality monitoring of the market and to establish a surveillance system for monitoring IDA. The effectiveness of the fortification was confirmed. Akzo Nobel is supporting the project by donating NaFeEDTA.

A literature search on complementary feeding resulted in the report "Towards improved infant and young child nutrition in Asia through appropriate complementary feeding" which can be used as a basis for the research and development of complementary feeding.

In Vietnam, in collaboration with National Institute of Nutrition (NIN), ILSI Japan CHP has pursued iron fortification (NaFeEDTA) of fish sauce. A series of studies verified that regular consumption of iron-fortified fish sauce significantly reduced the prevalence of anemia. Iron-fortified fish sauce was launched in 2006 based on the scientific outcomes of the research and development. The plan calls for 10 large production plants to produce fortified fish sauce by 2009. With financial support from GAIN, the national launch is scheduled in 5 years, which will include programs for production/distribution, quality assurance, communication of nutrition and health and monitoring/surveillance. ILSI Japan CHP will continue to provide professional support to ensure a successful national launch.

In China, the Iron Fortified Soy Sauce Program has been launched since 2004 as the national policy to prevent anemia by ILSI Focal Point in China and CDC China.

What's Project IDEA (Iron Deficiency Elimination Action) ?

The difficulty in maintaining a variety of food sources results in malnutrition and micronutrient deficiencies in the developing countries. Iron deficiency anemia, one of the most prevalent threats to public health, impairs brain development, immune system functioning, and learning ability in infants and children. It can also be a major cause of death among pregnant women, and dramatically reduces productivity among working adults, which in turn hinders the struggle against poverty. The UN ACC/SCN (the United Nations Administrative Committee on Coordination/ Sub-Committee on Nutrition) reported that 3.5 billion people suffer from iron deficiency anemia, and that it has been more difficult to overcome this than other micronutrient deficiencies.

Project IDEA works to reduce iron deficiency anemia (IDA) in developing countries by adding iron to commonly-eaten and commercially-produced foods such as condiments and staples, based on the dietary patterns unique to each country.

Project SWAN



Vietnam SWAN3: Distribution of educational materials and the implementation of training for village health workers



The “Project to support educational activities for mothers to improve the quality of complementary food in rural Vietnam*” has been carried out since April 2014 and steady progress has been made in accordance with the overall plan. In July, a staff member of ILSI Japan CHP visited the project sites and discussed a detailed plan with people in the Preventive Medical Centers in Thai Nguyen and Bac Giang Provinces. In addition, a staff member of ILSI Japan CHP visited several target communes and exchanged ideas with representatives of communes and mothers who have children under five years-old. In September, kick-off meetings were conducted by involving provincial, district and commune authorities and were used to advocate political support for the project. In October, in order to prepare for the training, we reprinted 768 copies of flip charts and staff members of National Institute of Nutrition (NIN), Vietnam, a project partner, discussed the content of the training with people in charge at the Provincial and District Preventive Medical Centers. In November, Provincial and District Preventive Medical Centers conducted training for village health workers which was supervised by staff members of NIN. In the targeted 2 provinces, approximately 500 relevant people that include village health workers learned how to communicate with mothers by using flip charts. As the next phase, relevant authorities at all levels will collaborate and plan on how to implement information, education and communication (IEC) activities in response to local needs.

* The project is supported by AIN (Ajinomoto International Cooperation Network for Nutrition and Health)

What's Project SWAN (Safe Water and Nutrition)?

WHO has reported that 780 million people do not have access to safe drinking water, and in many developing countries the intake of unsafe water and unhygienic environments cause diarrhea and infectious diseases among children. This interferes with the intake of necessary nutrients, resulting in malnutrition. Even if water treatment facilities exist, it is often found that these facilities are not properly designed and that proper treatment is not conducted, including the use of chemicals to remove contaminants, resulting in the failure to meet WHO microbiological and chemical standards.

Project SWAN aims to establish sustainable water supply and health management models in rural and suburban areas through a participatory approach with inhabitants by enhancing knowledge of drinking water, nutrition, food hygiene and sanitation at the household level, optimizing the operation of water treatment facilities to meet Vietnamese standards, establishing effective management systems to sustain safe water supplies and promoting health communication by community-based participatory approaches.

It is expected that these models will be applicable to and can be expanded to other rural and suburban areas in Vietnam.

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Achievements of Project SWAN to Date

With an emphasis on rural areas in developing countries in Asia, where public water works are lacking, ILSI Japan CHP has since 2001 been investigating the quality of drinking water and the needs of local residents toward safe water supplies, food safety and hygienic environment. Through experiments we have confirmed that the water quality can be improved to meet the Vietnamese standards for drinking water by optimizing the operation of existing water treatment facilities.

Based on the preliminary investigations, we conducted the safe water and nutrition project for 6 years (phase1: 2005-2008 and phase2: 2010-2013) with a financial support from JICA (Japanese International Cooperation Agency). In the project, the Water Management Union composed of a technical group and an IEC group has been working to generate a synergistic effect to improve the water supply and health communication system. SWAN1 was implemented in 3 communes in Hanoi and Nam Dinh Province and obtained a community level achievements in terms of the improvements of water supply, food hygiene practice and the reduction of childhood diarrhea. SWAN2 enabled to enhance cross-sector collaboration between water and health sectors and to improve a community-support system.

Project PAN



Collaboration between TAKE10! and Tailgate Sales in depopulated regions in Tsuwano

What's Project PAN (Physical Activity and Nutrition)?

To promote healthier aging, Project PAN seeks to prevent **lifestyle-related diseases** including **obesity** among middle-aged people and **keep the elderly out of being bedridden**. Project PAN develops science-evidenced programs to promote physical exercise and to improve nutritional status of people through changing their lifestyles.

ILSI Japan CHP is pursuing two programs named "TAKE10!®" and "LiSM10!®".

LiSM10!®

ILSI Japan CHP developed "LiSM10!®" (Lifestyle Modification) that supports improvements of risk factors of lifestyle-related diseases of employees in **worksites**. This program focuses on health promotion for physical activity and dieting after medical check-ups in worksites.

"LiSM10!®" consists of 1) Individual objective setting and recording implementation, 2) Individual and periodical counseling by professionals to support individual program for 6 months, and 3) Support programs from worksites and families of individuals.

TAKE10!® for the elderly

Aiming to support "Healthier longevity" among the elderly and to reduce costs of the national health care program, ILSI Japan CHP developed TAKE10!® for the elderly. The program is featured by effective and unique combination of **appropriate physical activity** and **proper dieting habits**, which is different from conventional programs for preventing lifestyle-related diseases of adults.

TAKE10!® Up To Now

An intervention study was conducted for 1400 elderly population in Nangai village, Akita Prefecture from July 2002 for one year. The study proved that TAKE10!® for the elderly can effectively be introduced to local communities and can improve regular physical exercise practices and dieting habits, maintain muscle strength and improve physiological functions.

The result of the study was reported at the Annual meeting of Japanese Society of Public Health in November 2004. Three national newspapers and eight local newspapers covered the study. More than 8,000 inquiries have been received, including inquiries from local government offices and organizations, and more than 20,000 copies of the booklets have been sold. Many lecture sessions by ILSI Japan CHP have been conducted.

The "Sumida TAKE10!®" program was started by Sumida Ward Government of Tokyo in October 2005. The program was conducted at six sites and included lecture sessions on the program and physical exercise practices.

The project of collaboration between TAKE10! and Tailgate Sales has started in Aohara, Tsuwano Town, Shimane prefecture.

Measures to counter the inconvenience to consumers in regions where the number of stores has decreased due to population decline have become a critical issue. Also, since these areas often face growing percentage of elderly population, health infrastructure for the elderly is also very important. Therefore, this project has been set up in a deserted shopping area of Tsuwano.

A NPO named "Urban Design Partners Balloon", which is run by a graduate school student group from the University of Tokyo, supports the Tailgate Sales in cooperation with the local organizations. Members of "Tsuwano Silver Human Resource Center", who have attended the TAKE10! leaders training course in the past, organize the Tsuwano TAKE10! activities for health assistance. They hold the Tsuwano TAKE10! class at a town hall in the morning and then the sales van arrives by the time the class finishes. These events have been held seven times since July 2014. It seems to be also appreciated that you could earn some points on attendance of the class or shopping.

Since Tsuwano Silver Human Resource Center has started discussions on a new collaboration with a local tourist hotel, TAKE10! is expected to be widely utilized and contribute to local revitalization.

TAKE10 Edogawa Conduct Regular Volunteer Activities

"TAKE10 Edogawa", a volunteer group of senior students from Edogawa Citizen's College, who took the TAKE10 leader training class for the two consecutive years, is very active in Edogawa Ward, Tokyo. Thus far, they have held TAKE10 classes, regular cooking classes, and care prevention classes at a Community General Support Center.

As the Ministry of Health, Labour and Welfare emphasizes the importance of preventative healthcare programs led by citizens, it is expected that the volunteer leaders like these will become more and more active across the country.