

**Global Alliance for Improved Nutrition  
(GAIN) Launch B-Roll  
9 May 2002  
Running Time: 5:20 minutes**

**For further information about the Global Alliance for Improved Nutrition:**

GAIN: [www.gainhealth.org](http://www.gainhealth.org)  
UNICEF: [www.unicef.org/programme/nutrition/](http://www.unicef.org/programme/nutrition/)  
Bill & Melinda Gates Foundation: [www.gatesfoundation.org](http://www.gatesfoundation.org)

**For media queries:**

Joyce Greene, UNICEF, NY, Tel: 212 824 6306, [jgreene@unicef.org](mailto:jgreene@unicef.org)

Annemarie Hou, Bill & Melinda Gates Foundation, Tel: 206.619.4456,  
[annemarie@gatesfoundation.org](mailto:annemarie@gatesfoundation.org)

Portia Palmer, USAID Office of Legislative and Public Affairs  
(202) 712-4422 or (202) 494-3887, [popalmer@usaid.gov](mailto:popalmer@usaid.gov)

Canadian International Development Agency (CIDA)  
Media Relations Office, (819) 953-6534, [info@acdi-cida.gc.c](mailto:info@acdi-cida.gc.c)

**For information about this videotape:**

Dan Thomas, UNICEF, NY, Tel: 212 326 7075, [dtomas@unicef.org](mailto:dtomas@unicef.org)  
Ruth Landy, UNICEF, NY Tel: 212 326 7211, [rlandy@unicef.org](mailto:rlandy@unicef.org)

**Note to broadcasters:**

Use of this B-roll is free of charge. Please credit UNICEF on screen.

## **Global Alliance for Improved Nutrition (GAIN)**

### **Background Information**

Micronutrient deficiencies – in particular, deficiencies in vitamin A, iron, folic acid and iodine – cause a wide range of serious health problems including birth defects, maternal death, childhood mortality, impaired physical and mental growth, blindness, anemia and increased susceptibility to infections. More than two billion people – mostly women and children – are affected.

The Global Alliance for Improved Nutrition (GAIN) – a new alliance of public and private sector partners will be launched during the United Nations Special Session on Children on the 9<sup>th</sup> of May. It will work to leverage cost-effective food fortification initiatives that promise to improve the health and productivity of the poorest nations.

GAIN will support developing countries in the implementation of locally developed food fortification programs designed to eliminate the devastating – and often deadly – effects of vitamin and mineral deficiency (known as micronutrient deficiency). GAIN's partners include bilateral donors, foundations, UN and other multilateral agencies, developing countries, private sector companies, NGOs and academic institutions. Funds available for the first year of GAIN activities will be between \$20-25 million.

Leveraging the expertise and experience of its partner organizations, GAIN will undertake national fortification of flour, sugar, oil, rice and/or maize, as appropriate to, and tailored for, local dietary needs and customs. GAIN will also support the development and marketing of fortified processed foods.

### **Video B-roll Sequences**

The B-roll contains three segments that illustrate different ways food can be fortified with these essential micronutrients.

#### **Zambia – Vitamin A Fortified Sugar**

As Vitamin A is essential for the functioning of the immune system, children are at much greater risk of dying from common childhood illness like measles. The problem can be solved easily by fortifying food staples such as sugar and flour.

This video segment from Zambia illustrates how a private sugar company, Zambia Sugar, is fortifying sugar with Vitamin A to ensure that everyone, especially children get the needed amounts in their diet. It also illustrates how through a public campaign, people are educated on the importance of Vitamin A and encouraged to use fortified sugar.

#### **Madagascar – Iodized Salt**

Lack of iodine, an essential micronutrient, still threatens the growth and mental development of millions of children around the world. Iodine deficiency is the leading

cause of preventable mental retardation and in severe cases can cause cretinism and goitre. Yet the use of iodized salt is a simple and cost effective way to eliminate iodine deficiency.

This segment illustrates how in Madagascar, a salt producer, Les Salines d'Iftay, in partnership with UNICEF, is iodizing salt, and by using it in their household cooking, mothers can protect their children from iodine deficiency.

### **Egypt – Fortifying Flour with Iron**

Three out of every four people in the world are affected by iron deficiency, and although the signs are not evident, the consequences are everywhere. Two billion people, or one out of every three people, suffer from anemia, the most severe form of iron deficiency.

This segment illustrates how in Egypt the problem of iron deficiency is being tackled through the fortification of flour. By adding iron to foods that are regularly consumed and that can be fortified, such as wheat flour, a greater number of people are getting the needed dose of iron in their daily diet.

### **B-roll Shot list with time code**

<b>NTSC Time Code</b>	<b>Visuals</b>
01 00 00	<b>The Global Alliance for Improved Nutrition/GAIN Launch B-roll</b>
01 00 05	Micronutrient deficiencies affect more than 2 billion people – mostly women and children.  Micronutrient deficiencies, in particular, deficiencies in Vitamin A, iron, folic acid, and iodine – cause a wide range of serious health problems including birth defects, maternal death, childhood mortality, impaired physical and mental growth, blindness, anaemia and increased susceptibility to infections.
01 00 10	The Global Alliance for Improved Nutrition (GAIN) – a new alliance of public and private sector partners- was launched today in an effort to leverage cost effective food fortification initiatives to help improve health, cognitive development and productivity in developing countries.  Fortification is currently underway in some countries. However, in many countries support is needed to take projects to a national scale or to begin projects where none yet exist.
<b>01 00 15-01 02 05</b>	<b>Zambia: Vitamin A Fortified Sugar Segment</b>
01 00 15	Mazubuku, Zambia: Vitamin A fortified sugar – Shot list title page
01 00 20	Village road
01 00 25	An infant, suffering from micronutrient deficiencies, looks into camera
01 00 28	A boy, suffering from micronutrient deficiencies, in a health clinic

01 00 36	Shots of sugar being fortified with Vitamin A at Zambia Sugar (private company)
01 00 47	Bag of Vitamin A fortified sugar
01 00 55	A public education campaign educates people about the importance of using fortified sugar
01 01 30	A boy buys Vitamin A fortified sugar from small grocery store
01 01 45	Family uses Vitamin A fortified sugar
01 01 50	Close up shot of cooking with Vitamin A fortified sugar
01 02 00	Wall billboard advertising Vitamin A for a healthy life and good eyesight
<b>01 02 05 – 01 03 45</b>	<b><i>Madagascar: Iodized Salt Segment</i></b>
01 02 05	Madagascar: Iodized Salt Shot list title page
01 02 10	Brickaville, Madagascar: village road
01 02 15	Tulear, Madagascar: Les Salines d'Iftay (private company) Young men gathers salt
01 02 44	Tulear: Les Salines D'Iftay Shots of equipment and the process of iodizing salt
01 03 00	Bagging iodized salt
01 03 15	Ambodirina, Madagascar: girl buys salt from woman trader
01 03 30	Girl brings mother iodized salt to use in her cooking
01 03 40	Close up of mother putting salt in pot
<b>01 03 45 - 01 05 20</b>	<b><i>Egypt: Iron Fortified Flour</i></b>
01 03 45	Egypt: Iron Fortified Flour Shot list title page
01 03 50	Cairo, Egypt: Pyramids
01 03 55	Cairo: boy suffering from iron deficiency anaemia
01 03 40	Cairo: Dr. Ibrahim examines girl with iron deficiency anaemia
01 04 17	Cairo: Flour mill Machinery for bread fortification
01 04 27	Fortified flour being bagged at flour mill
01 04 45	Mixing dough for bread with iron fortified flour
01 04 50	Making iron fortified bread
01 05 15	Iron fortified bread at table with other foods in a restaurant