FOOD FORTIFICATION PROJECT

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Outline

- Trend of Anemia in Cambodia
- Food Fortification Project and achievements
- Key success factors
- Challenges
- Next Plan
# Trend of Anemia in Cambodia

<table>
<thead>
<tr>
<th>Target group</th>
<th>CDHS 2000</th>
<th>CDHS 2005</th>
<th>CDHS 2010</th>
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<tbody>
<tr>
<td>Children &lt;5 yrs</td>
<td>63%</td>
<td>62%</td>
<td>55%</td>
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<tr>
<td>Pregnant women</td>
<td>66%</td>
<td>57%</td>
<td>52%</td>
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<tr>
<td>WRA 15-49 yrs</td>
<td>58%</td>
<td>47%</td>
<td>44%</td>
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Food Fortification Project

Iron Fortification of Fish Sauce, Soy Sauce and Vitamin A Fortification of Oil Project in Cambodia
01 April, 2011 – 31 March, 2016
In 2005, GIZ, ILSI-Japan, RACHA, in close collaboration with relevant stakeholders have started a pilot project aims to determine the efficacy of IFFS-SS in mitigating the prevalence of anemia in Cambodia and improving nutritional status of children and women of reproductive age.

AkzoNobel has provided premix.
Conclusion of the pilot project

- The iron fortified fish sauce and soy sauce were found effective and well accepted by the consumers.

- The result of the market trial revealed that consumption of fortified FS/SS significantly reduced prevalence rate of anemia and improved iron status among anemic people.
Goal/Objectives of the project

- Goal is to reduce the prevalence of anemia and vitamin A deficiencies by 30% to the target population within five years.

- Objective: at least 42,000 MT/year of fish sauce and soy sauce and 32,000 MT/year of vegetable oil sold in the markets will be fortified.

- It is expected to cover 7.7 million beneficiaries (WRA and below 14 years of age).
Management and Administration

- The collaboration of National Subcommittee for Food Fortification (NSCFF), Reproductive and Child Health Alliance (RACHA) and Private Sector for iron and Vit-A fortification.

- Transferring of management roles and responsibilities to NSCFF

- RACHA’s office is provided by the MoP
Where we are now?
Legislation

- Proclamation/Prakas was approved since July 9, 2012

Food Fortification with micronutrient Logo  Official prakas for IFFS/SS Label
Social marketing & communication

- The social marketing strategy and advocacy plan have been developed and implemented;

- Project orientation conducted at national level to National Council for Nutrition (NCN), Inter-ministerial Technical Committee (IMTC) and NSCFF, PNCC, I/LNGOs and FS/SS producers in 24 city-provinces.
IEC materials (Leaflets, banners and posters) approved and distributed;

Comedy show on advantage of IFFS/SS in the popular TV channel at the national level;

TV Spot on advantage of IFFS/SS consumption was developed and it has been broadcasted.
Production and distribution

- Orientation sessions conducted to producers from 73 FS/SS plants;
- Assessment conducted to 61 FS/SS plants.
- MoU between NSCFF, RACHA & 32 producers (from 11 city-provinces) have been signed;
- 32 producers are fortified their products (small and large scale)
- Fortificant provided to producers (The first two-year 100%, Y3: 75%, Y4: 20%, Y5: 0%)
- Producers agreed to pay for labels including logo.
With technical support from ILSI-Japan, tanks and warm reducers have been modified and 37 sets have been provided to 32 plants.
Iron fortification coverage

Coverage potential:
78% from producers capacity to fortify:
- Imported product (20% VN, 7% Thailand and 3% others)
- 44 Registered Producers (covered 32 plants)

Small producers (Rural & Home production)

The project is now covered about 7% of 40 plants.
Geographical Area and Coverage IFFSS Plants

- Uddar Meanchey
- Siem Reap
- Preah Vihea
- Steung Treng
- Rattanak Kiri
- Modul Kiri
- Battambang
- Banteay Meanchey
- Pursat
- Kampong Thom
- Kratie
- Koh Kong
- Kampong Chhnang
- Kampong Cham
- Kandal
- Prey Veng
- Svay Rieng
- Kampong Chhnang
- Takeo
- Kep
- Kandal

- # of Fortified Plants
- Province
- Special Activities
- Fish source registered & MOU

Legend:
Yearly comparison of non-fortified and fortified production of 32 producers

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-fortified</th>
<th>Fortified</th>
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<tbody>
<tr>
<td>Y-1</td>
<td>13,966</td>
<td>55</td>
</tr>
<tr>
<td>Y-2</td>
<td>13,966</td>
<td>1,091</td>
</tr>
<tr>
<td>Y-3</td>
<td>13,966</td>
<td>7,371</td>
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Legend:
- Blue: Non-fortified
- Red: Fortified
Baseline and follow up assessment

% IFFS/IFSS ever heard and currently/ever used

- Ever heard: 2012 - 10, 2013 - 16
- Currently/ever used: 2012 - 16, 2013 - 39
Partnering and Linkage

- GTZ, ILSI, RACHA collected evidence-based results (Conducted efficacy trial in 2005 and Market trial in 2007);
- Support, guidance and Technical Assistance from ILSI and GAIN;
- Exchange visit between Cambodian and Vietnamese teams and study tour to Thailand;
- In country partnership with local and international NGOs (WVC: advocacy and Unicef: TA).
Key success factors

- Political commitment from the government and development partners;
- Strategy, manuals (production and quality control) are developed;
- Technical and financial contribution from the NSCFF, health development partners;
- Leadership and commitment of national and sub-national levels such as NCN, IMTC, NSCFF, and PNCC;
- Participation of private sector, local authorities and communities.
Coordination and Commitment

- Commitment of Government and Donors

National workshop, considering a launch of IFFSS to reduce anemia in Cambodia, July 2010
Active involvement and support

Secretary of state of MoH, ILSI Director, RACHA chair and its BOD members and colleagues are actively participated in special events.

National workshop, considering a launch of IFFS/SS to reduce anemia in Cambodia, July 2010
Active involvement and support

National workshop to launch the IFFS/SS and Vit A FO project January, 2013. Presided over by Senior Minister of Planning
Engagement with producers

Orientation and signing session with producers
Community behavior change

- Raising awareness to seller by project staff

Health messages provided by local comedians to community
Community behavior change (Con’t.

Food cooking demonstration sessions conducted by village health support group
Deputy Prime Minister and USAID officials showed interest and support to the iron fortification fish sauce and soy sauce program and advocacy at the International Women’s Day 26 Feb, 2012 in Pursat Province
Challenges

Population/culture:
- Limited budget for social marketing nationwide especially at the community, hence awareness and perception of people are still poor;

Economic:
- Reduce fortificant support might impact on the quantity and quality of production;
- Increase cost of product;
- Competition.
Participation:

• Participation of private sector;
• Delay in approval of the mandatory regulation will lead to low production of the product and limited contribution of the premix cost.

Materials:

• Equipment and technical on quality control/assurance.
Next plan

• Assist in developing National micronutrient fortification (Fe & VA) policies and guidelines and translate them into action;
• Behavior change and social marketing at all levels;
• Strengthen the capacity of producers to deliver the quality acceptable products and make them available and accessible for vulnerable and marginalized sectors of society.
Next plan (Con’t.)

- Create sustainability plan: association/channel for producers to access to the fortificant;
- Advocate for product standard for domestic and imported vegetable oil;
- Advocate for mandatory regulation for IFFS/SS and VAFO;
- Prepare for handing over the project to the government.
Conclusion

• Strengthening essential newborn care:
  – Improving infection control at delivery room and NICU
  – Developing and applying the standard operating procedures on neonatal sepsis care and treatment.

• Increase quality of health services:
  – Training should be more focused onsite practice (coaching)
  – Supportive supervision in order to ensure the quality of implementation is applied in routine activities at health facilities.

THANK YOU!