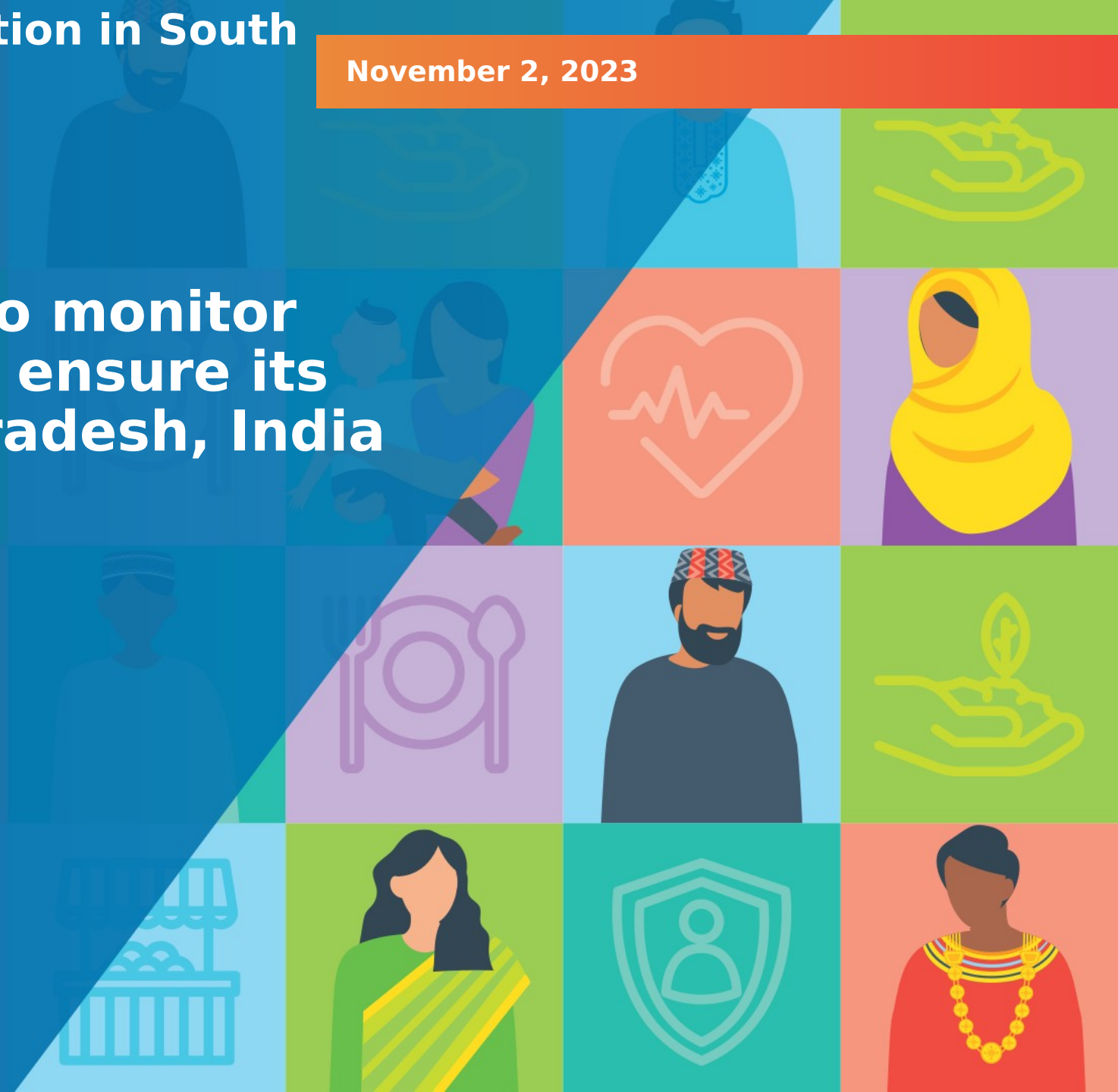


Using digital solutions to monitor iodized salt coverage to ensure its availability in Andhra Pradesh, India

Presenter Name : Ranjan K Jha
Department/Division : USI and Fortification
Organization : Nutrition International



Background

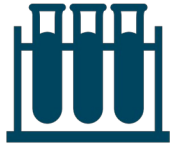
- Iodine is an essential micronutrient required in our daily diet critical in first 1000 days
- Iodized salt is the primary source of Iodine, providing 100% of Recommended Dietary Allowance
- In India, all edible salt is mandated to be iodized, with National Iodine Deficiency Disorders Control Program being the national program
- Andhra Pradesh has lowest coverage of adequately iodized salt as per India Iodine Survey 2018-19¹
- The state government has adopted digital solutions for grassroots monitoring of Iodized salt to improve its coverage



Implementation



Collection of salt samples from HH, Shops, School, AWC



Testing of Salt Samples by Spot Testing Kit



Uploading the data in the Mid Level Health Provider App for Andhra Pradesh Government Health Clinic



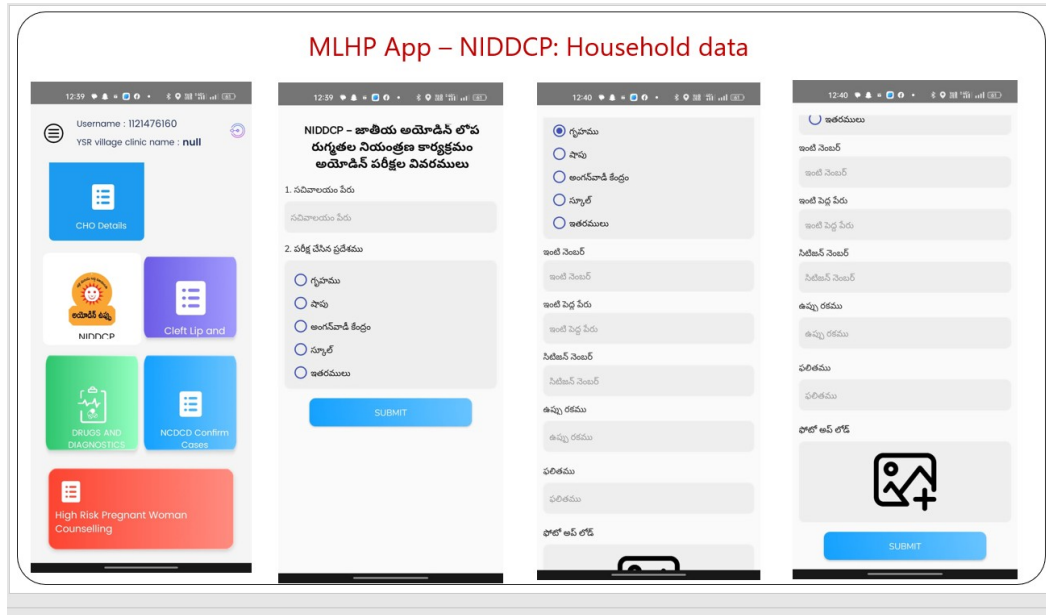
Analyzed report generated through the app, indicating location, types of salt, iodine content, brand etc.



Report shared with Dept of Health and Family Welfare (HH and AWC), Education (School Meal), Food and Drugs Control Administration (Retail)



Report reviewed in District and state meetings of relevant departments



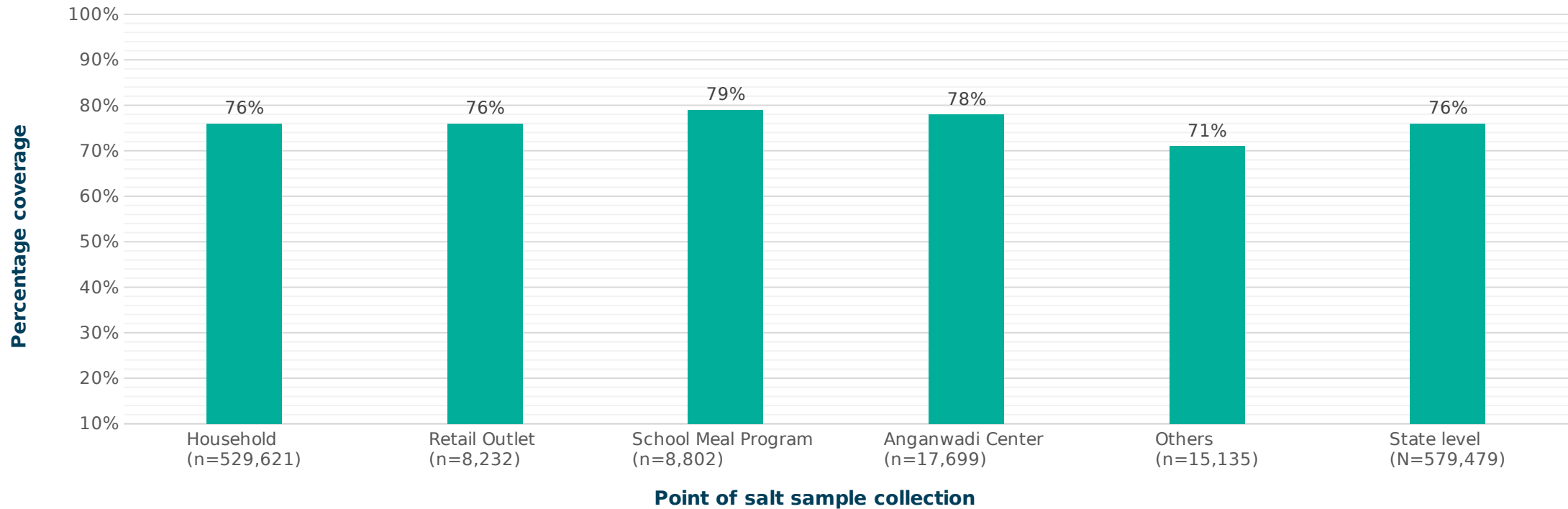
Nutrition International's support

- Since 2000, NI has been supporting national and state governments as well as Industry through TA to achieve universal access to iodized salt in India
- Provided TA for developing layout and data entry format of the app
- Training of the 14,358 (90%) MLHP staff on the use of the app and subsequent handholding support for data entry
- Integrating the app by facilitating data review at district and state level program reviews
- Coordinated with key departments for action taken, on data findings



Result

MLHP App Data



Implication

- Improves grassroots monitoring on iodized salt usage at the household level as well as social safety net programs
- Allows Food and Drugs Control Administration to depute HR resources in identified geographies (rural and tribal) for effective compliance
- Contributes to ensuring optimal iodine nutrition of the population esp. pregnant and lactating women
- Integrated into existing program to ensuring sustainability and replicable in other states



Doctor's advice, Iodine is nice!

Salts are many like rock, organic, himalayan or pink. Use any, salt as long as it is adequately iodized.

DEFENDER OF EVERYONE'S HEALTH... IODIZED SALT IS SHEER WEALTH!

NAMAK RAJA

YUMMY, BALANCED DIET COOKED WITH IODISED SALT IS THE SECRET OF GOOD HEALTH

Benefits of Iodised Salt
Iodine is an essential micronutrient, critical for proper physical and mental growth of children.
It protects us from goiter, as well as reduces the probability of abortion and stillbirth in pregnant women.

Total salt intake during a day must not exceed one teaspoon (5 gm). Consuming more salt over a long period of time can lead to high blood pressure.

DEFENDER OF EVERYONE'S HEALTH... IODISED SALT IS SHEER WEALTH!

NAMAK RAJA

Less Salt More Fitness

Tips for reducing salt intake

1. Add salt in minimal quantity at the end while cooking food.
2. Avoid adding salt while cooking rice and dal.
3. Avoid sprinkling salt on food while eating.
4. Reduce consumption of pickles, sauces, chutneys and papads.

DEFENDER OF EVERYONE'S HEALTH... IODISED SALT IS SHEER WEALTH!

NAMAK RAJA

Namakraja uses only Iodized Salt Do you?

- Amplifies IQ in children
- Reduces the chances of stillbirth
- Prevents Goiter and Cretinism
- Assures proper physical and mental growth of children

Defender of Everybody's Health, Iodized Salt is Sheer Wealth!

NAMAK RAJA

There may be many types of salts, but only Iodized Salt for my family!

Dr. Ranika mentions that Iodine is critical for proper brain growth in children, and iodized salt is the primary source of Iodine in our diet.

Defender of Everybody's Health, Iodized Salt is Sheer Wealth!

NAMAK RAJA

Thanks, and Questions !!!

Celebrating festivals together is always a treat.. As Iodine makes salt complete!

Develops both body and mind, Iodized Salt is one of its kind!

IODINE CHAMPIONS

WE ARE IODINE CHAMPIONS PARTNERS IN THE NATION'S INTELLECTUAL DEVELOPMENT

- TEACHER**
To retain the benefits of Iodized Salt in my school, I request the use of iodized salt in the school mid-day meals, regular competitions on iodized salt in the school.
- SARPANCH**
I request awareness on iodized salt among the villagers. I request the shopkeepers to sell Iodized Salt only. I will give the iodized salt to the poor people and Iodized Salt will be the mark of awareness on buying iodized salt.
- WOMAN**
I request the pregnant and lactating women and their families to use iodized salt in daily cooking. I organize discussions on Iodized Salt or Iodine meetings regular. I explain the process of iodine based labeling of iodine. I will give pamphlets to our area.

“धारी महिलाएँ रखें ध्यान... आयोडीन युक्त नमक बे हो खानपान!”

यदि आपका घर के सदस्यों में कोई महिला है तो आयोडीन युक्त नमक बे होना है, और आयोडीन युक्त नमक इलाक़ा में नमक बे होना है।

बुद्धि और स्वास्थ्य का दखलाल... नमक बे तो आयोडीन वाला!

नमक बे होना है।

STOP ATTACKING YOUR HEART

Consuming extra salt in food can lead to heart ailments like Hypertension and even Heart Attack.

Reduce Salt and Stay Healthy
Use only Iodized Salt in food.

Develops both body and mind, Iodized Salt is one of its kind!

NAMAK RAJA

Is your Salt Iodized?
Testing the presence of iodine in salt is simple and can be done at home.

1. Cut a medium sized potato in 8 parts, boil it.
2. Cool and strain the water.
3. Take some freshly squeezed lemon juice.
4. Mix about 5 drops each of the two liquids in a spoon.
5. Add a pinch of iodized salt to it.
6. The salt containing iodine would turn purplish blue.

Defender of Everybody's Health, Iodized Salt is Sheer Wealth!

NAMAK RAJA