



The United Nations Children's Fund (UNICEF) was created in 1946 to provide emergency food and healthcare to children in countries that had been devastated by World War II. In 1953 UNICEF became a permanent part of the United Nations System. Funded by governments and private donors, UNICEF provides long-term humanitarian and developmental assistance to children in developing countries. Programs are targeted at developing community-level services and to promote health and well-being.



Passionate about developing and implementing solutions for hidden hunger, the Micronutrient Initiative works in partnership with governments, the private sector and civil society organizations to address this serious problem that affects one third of the world's population.



The International Zinc Association (IZA) is a non-profit organization which promotes zinc's essentiality in present and potential product applications, human health and crop nutrition and by highlighting zinc's contribution to sustainable development.

Further information about **ZINC SAVES KIDS**, visit:  
[www.zincworld.org](http://www.zincworld.org)

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## ZINC SAVES KIDS



A fundraising initiative  
to alleviate zinc deficiency in children



## ZINC DEFICIENCY causes over 400,000 child deaths annually

- 1/3 of the world's population is at risk of zinc deficiency
- Zinc deficiency is one of the major factors involved with diseases such as diarrhea and pneumonia which lead to high mortality rates
- Zinc deficiency especially impacts children under five

AREAS WITH SEVERE ZINC DEFICIENCY SHOWN IN RED



BLACK ET AL 2008

## Zinc supplementation can save children's lives

Zinc is essential for good health. It protects the human body from infections and disease and is vital for normal growth and development. Zinc has a strong effect on our all-important immune system and can even save lives.



Zinc is supplied to the body through a diversified diet which is inaccessible to large parts of the population in developing countries. In 2008, the Copenhagen Consensus, a panel of eight leading economists, concluded that combatting malnutrition in undernourished children, specifically providing vitamin A and zinc, is the most cost-effective solution to the world's leading challenges.

## ZINC SAVES KIDS

This UNICEF initiative, in conjunction with the International Zinc Association and Micronutrient Initiative, has the objective of raising funds from the global zinc industry and its employees, partners and friends to reduce child mortality by providing zinc supplementation to undernourished children in Africa, Asia and Latin America.

We look forward to your support.