

Public- Private Partnerships to Address Micronutrient Deficiency



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What is Micronutrient Deficiency?

- The lack of proper vitamins and minerals in diet
- A hidden epidemic
- “The most widespread and devastating nutritional deficiency on earth”



Impacts in developing countries: Individuals

- Blindness
- Low birth weight & stunted growth
- Compromised life expectancy
- Impaired cognitive development: 40-60% of infants
- Impaired immunity: 40% of world's "under-5's"
- Birth defects: 200,000 births
- Death during pregnancy & childbirth: 60,000
- Decreased intellectual capacity: 10-15%



Impacts in developing countries: Economic Growth & Development

- Global cost burden: **\$180 billion**
- Adult work performance lost annually: **\$6 billion**
- 10-year productivity loss from iron deficiency: **\$25 billion**
- Annual GDP lost: **2%**
- Failure to achieve full potential as students, parents, workers & citizens: **3 billion people**



Is there an affordable solution?

Copenhagen Consensus:

10 leading economists, 3 Nobel Prize winners,

What is the best way of advancing global welfare, particularly in developing countries, given and extra \$50 billion?

VERY GOOD PROJECTS

1. Diseases: Control of HIV/AIDS
2. Malnutrition: Providing micronutrients
3. Subsidies and Trade Barriers: Trade liberalization
4. Diseases: Control of Malaria

COPENHAGEN
CONSENSUS2004



Investing in nutrition is critical to achieving the MDGs

Goal	Nutritional Effect
1: Eradicate extreme poverty and hunger	Erodes human capital through irreversible effects on cognitive and physical development.
2: Achieve universal primary education	Affects the chances that child will go to school, stay in school and perform well.
3: Promote gender equality and empower women	Anti-female biases in access to food, health, and care resources may result in malnutrition, possibly reducing women's access to assets. Addressing malnutrition empowers women more than men.
4: Reduce child mortality	Directly or indirectly associated with most child deaths. The main contributor to the burden of disease in the developing world.
5: Improve maternal health	Associated with most major risk factors for maternal mortality including maternal stunting, iron, iodine deficiencies
5: Combat HIV/AIDS, malaria and other diseases	May increase risk of HIV transmission, compromise antiretroviral therapy, hasten the onset of full-blown AIDS and premature death; increases chances of tuberculosis infection, reduces malarial survival rates.

Requires a multi-sector approach

Leverage full range of expertise & resources



- Private sector: production & distribution of goods
- Government: policy & enforcement
- Civil Society: implementation & access to markets

Why is the private sector engaging?

- Dependent on labor forces: issue of long-term sustainability of business



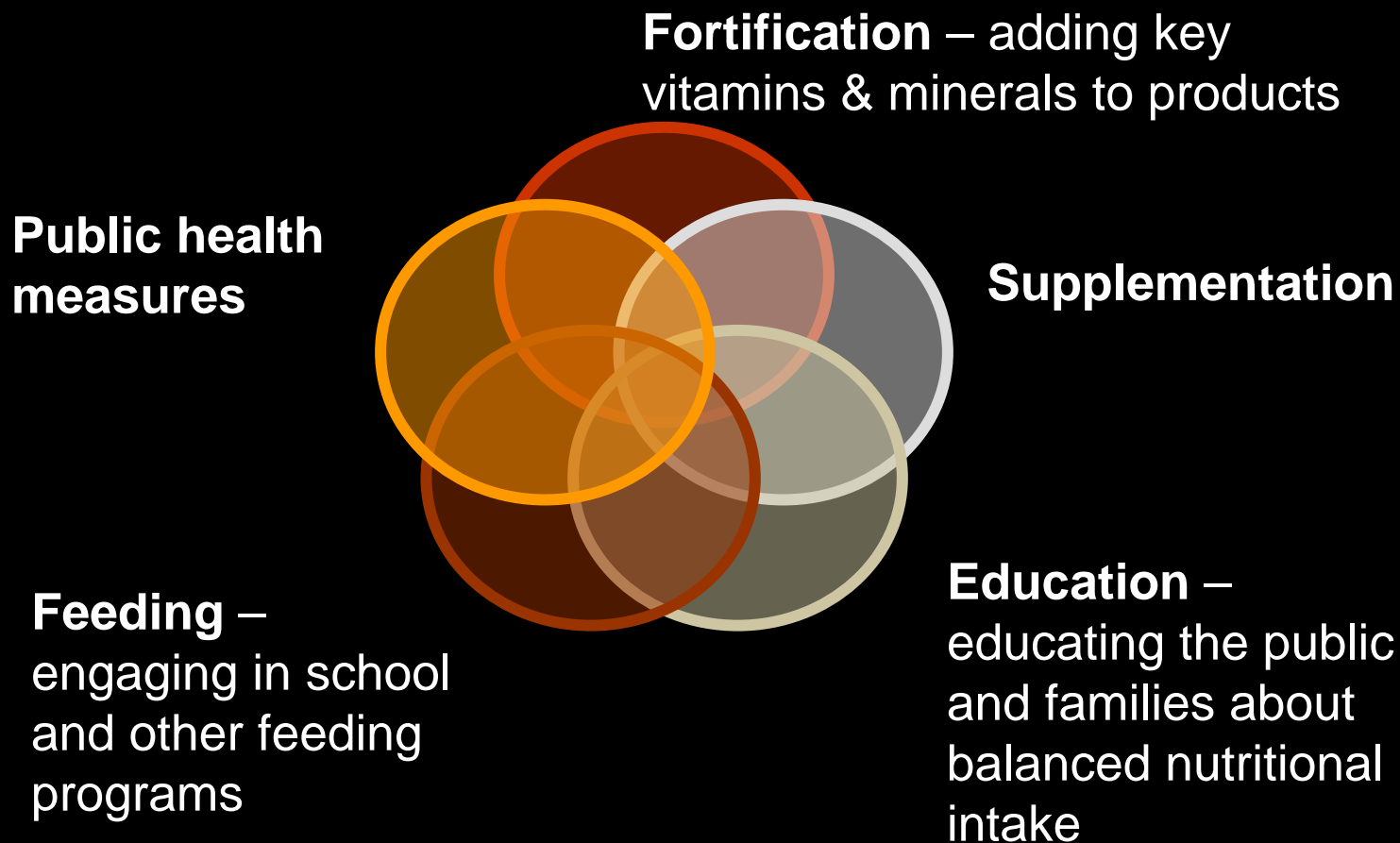
- Impacts demand for goods and services: low levels earning power due to chronic underperformance impacts markets

How is the private sector engaging?

- Growing
- Feeding
- Cause-related marketing
- Innovating to create fortified foods
- Distributing food & information through supply chains



Solutions to Micronutrient Deficiency



Challenges to Food Fortification

- Costs & Standards
- Political will
- Lack of understanding
- Delivery systems
- Finding suitable partners
- Tariffs, duties, food laws
- Enabling environment
- Public policy & legal barriers



Public - Private Partnerships

- May be one answer to global dilemmas
- But, they are not easy to create, grow, or manage



Global Alliance for Improved Nutrition



- A collaborative mechanism for business, civil society, and governmental organizations to address and improve micronutrient challenges worldwide (2002)
- 2005: Business Alliance for Food Fortification (BAFF)
 - Identify new financial mechanisms and new business models
 - Expand scientific knowledge and expertise in fortification
 - Catalyze joint action between companies, development partners and government.

Useful Resources

- Publications

- Reich, MR. Public-Private Partnerships for Public Health. Cambridge: Harvard University Press, 2002.
- Bekefi, T. Micronutrient Deficiency & the Private Sector. CSRI Report. Kennedy School of Government.
- Bekefi, T and Jarvis, M. Business action to fight micronutrient deficiency. World Bank Institute.

- Websites

- Partnership for Quality Medical Donations www.pqmd.org
- Initiative on Public-Private Partnership for Health www.ippph.org
- World Economic Forum Global Health Initiative www.weforum.org
- World Bank Institute www.worldbank.org/wbi
- Global Alliance in Improved Nutrition www.gainhealth.org