

Sangkap Pinoy



National Salt Iodization Program

COMMUNICATION

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02.27.2019

Background

- Universal salt iodization continues to be recognized as the cheapest, safest, efficient and long term intervention that would address IDD.
- In 2015 the “Saktong Iodine sa Asin” seal of quality was launched by DOH, NNC and FDA. It’s main objective is to encourage the consumers to buy iodized salt product with SISA seal only.
- This Communication Plan is developed as part of the Health Promotion and Communication plan which is geared towards the promotion on the use and availability of iodized salt with adequate iodine content and the use of quality seal to ensure the adequacy of iodine in salt being sold in the market.

Behavioral Objectives

By end of 2020

- **parents of children 6-12 years old use only adequately iodized salt to prevent iodine deficiency**
- **pregnant and lactating mothers use only adequately iodized salt to prevent iodine deficiency**
- **health and nutrition workers HWs advocating the use of adequately iodized salt**
- **LCEs demonstrate support to the NSIP activities**
- **salt producers and manufacturers produce adequately iodized salt**
- **salt sellers, distributors and retailers sell only adequately iodized salt with SISA seal**
- **owners of food establishments use iodized salt with SISA seal in preparation and cooking of food**

Communication Objectives

By end of 2019,

- **parents of children 6-12 years old are aware of the importance of iodine in the physical and mental development of children and using adequately iodized salt to prevent iodine deficiency**
- **pregnant and lactating mothers are aware of the importance of iodine in the physical and mental development of children and using adequately iodized salt to prevent iodine deficiency**
- **health and nutrition workers provide correct information on the importance of using adequately iodized salt as prevention for iodine deficiency**
- **LCEs understand the importance of implementing the ASIN law**
- **salt producers and manufacturers understand the ASIN law and importance of producing adequately iodized salt**
- **salt sellers, distributors and retailers understand the importance of selling only adequately iodized salt and maintaining proper packaging and transporting iodized salt to maintain quality.**
- **owners of food establishments are aware of the importance of using iodized salt with SISA seal in preparation and cooking of food.**

Target Audiences

Primary: Parents and caregivers of children 6-12 years old

Pregnant and lactating mothers

Secondary: Health and nutrition workers

Local chief executives

Salt producers and manufacturers

Salt sellers, distributors and retailers

Owner of Food establishments

Other stakeholders

Communication Handle

“Saktong Iodine sa Asin”

Key Messages

Parents of children
6-12 years old

Pregnant and
Lactating Mothers

**“aware of the
importance of using
adequately iodized
salt as prevention for
iodine deficiency”**

- Iodine is an essential mineral that is needed for proper physical and mental development among infants, young children, and pregnant and lactating women.
- Iodine deficiency among infants slows down brain development, which leads to delayed growth and development. This also applies to older children. For pregnant women, it can cause miscarriage and stillbirths.
- Using adequately iodized salt when cooking at home is the cheapest and easiest way to prevent iodine deficiency.
- Some salt contains iodine but do not necessarily contain the right amount of iodine. When buying salt, look for the SISA seal in the packaging.
- The seal means that the salt you’re buying contains the adequate amount of iodine, which your body requires.
- Using iodized salt in meal preparations and other uses will prevent your family from having iodine deficiency.

Key Messages

Parents of children
6-12 years old

Pregnant and
Lactating Mothers

**“aware of the
importance of using
adequately iodized
salt as prevention for
iodine deficiency”**

- Using adequately iodized is the cheapest, safest, efficient and long term intervention that would address Iodine Deficiency Disorder (IDD)
- Iodine is an essential mineral for the body to produce thyroid hormones, which controls metabolism, helps in bone health, immune response, and development of Central Nervous System (CNS).
- Inadequate iodine or substandard iodized salt sold in the market puts an infant's mental and physical development at risk.
- The cheapest and safest way to prevent IDD is to use iodized salt in all family meal preparations. However, not all iodized salt sold in the market has the right amount of iodine. Look for the seal.

Key Messages

Health and nutrition workers

**“provide correct
information on
importance of using
adequately iodized
salt as prevention for
iodine deficiency”**

- As a trusted source of health and nutrition information in your community, you are in a position to influence people’s understanding of the importance of using adequately iodized salt and correcting misconceptions.
- Help people in your community understand how using adequately iodized salt helps promote physical and mental development among infants, young children, and pregnant and lactating women.

Key Messages

Local Chief Executives (LCEs)

“understand the impact of iodine deficiency from a public health and governance perspective and what they can do to address the issue ”

- Salt iodization is in the law and LGUs shall ensure its implementation.
- Using adequately iodized is the cheapest, safest, efficient and long term intervention that would address Iodine Deficiency Disorder (IDD)

Key Messages

Salt producers and manufacturers

“understand that adequate salt iodization is in the law and non-iodization and not adequately iodizing salt is a violation of consumer rights, which is not good business”

- ASIN Law requires all salt producers and manufacturers to produce adequately iodized salt
- Producing adequately iodized salt means good business and respect to consumer rights. At the same time, you are helping to boost growth and development among pregnant women, infants, and young children. This is a good corporate social responsibility.
- Maintain good manufacturing practices through compliance with FDA regulations
- Technical assistance and trainings are available for tapping

Key Messages

Food establishments

“aware the importance of using iodized salt with SISA seal in preparation and cooking of food”

- Using adequately iodized salt in the food that you are selling means good business and good service to consumers. At the same time, you are helping to boost physical and mental development especially among infants, young children, and pregnant and lactating women.

Strategies/Activities

- Massive information dissemination nationwide using multiple communication platforms

- a. Digital Media

- Posting of Social Media Cards

- b. Traditional Media

- TV & Radio Ads 30s
 - AVP
 - LCE Advocacy Kit (for LCEs, Manufacturers...)
 - FAQs
 - Health workers guide on salt iodization
 - Poster
 - Streamers
 - Flyers

Development of IEC Materials

- LCE Advocacy Kit (for LCEs, Manufacturers...)
- FAQs
- Health workers guide on salt iodization
- Poster
- Social media cards
- Streamers
- Flyers
- TV & Radio Ads 30s - (As In)
- AVP
 1. Why adequately iodized salt is better for you
 2. NNC_cretinism_20181113_PIA9

Next Steps

Date	Activity	Locus of Responsibility
1 st wk April	Materials Development Content c/o TWG <ul style="list-style-type: none">▪ LCE Advocacy Kit▪ SISA Advocacy Kit▪ Health workers guide on salt iodization▪ Poster▪ Social media cards▪ Streamer▪ Flyers▪ FAQs	HPCS
May TWG Meeting	Presentation of Materials to TWG	HPCS/ TWG

Thank you.