

NATIONAL NUTRITION MONTH

Rashtriya Poshan Maah

#PoshanMaah
1-30 September

Converging towards a healthy walk through life

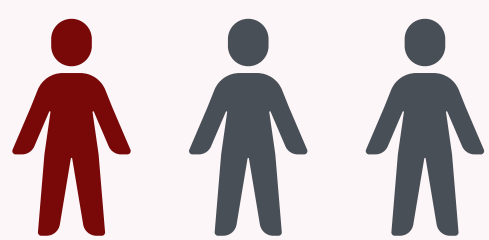
What is

Anaemia?

As per the World Health Organisation, Anaemia is a condition in which the number of red blood cells or the haemoglobin concentration within them is lower than normal.

Iron deficiency Anaemia is not only India's but world's most widespread nutritional disorder

PREVALENCE OF ANAEMIA



1 in 3 Indians are known to be anaemic

58.6%

Children under the age of 5

28.3%

Children & Adolescents (5-19 yrs.)

447

million anaemic cases were recorded in India in 2016.

50.4%

Pregnant women (15-49 yrs.)

22.7%

Men (15-49 yrs.)

Source: Global Burden of Anemia, 2016 Report.

Source: NFHS-4 (2015 -16) & CNNS (2016-18)

TYPES OF ANAEMIA

- 1 IRON DEFICIENCY ANAEMIA**
Caused due to insufficient iron intake or low iron absorption
- 2 MEGALOBLASTIC ANAEMIA**
Caused due to deficiency of Vitamin B9 or Vitamin B12
- 3 APLASTIC ANAEMIA**
Rare condition caused due to viral diseases, chemicals or radiations.

SOME INDIVIDUALS ARE 'AT MORE RISK' OF DEVELOPING ANAEMIA



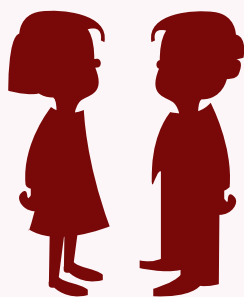
PREGNANT WOMEN

Due to loss of blood during child birth & increased requirements for growth of foetus



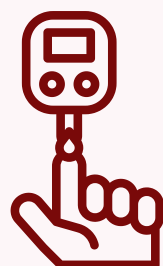
TEENAGE GIRLS & ADULT WOMEN

Due to monthly menstrual blood loss and the need to recover the iron loss



CHILDREN

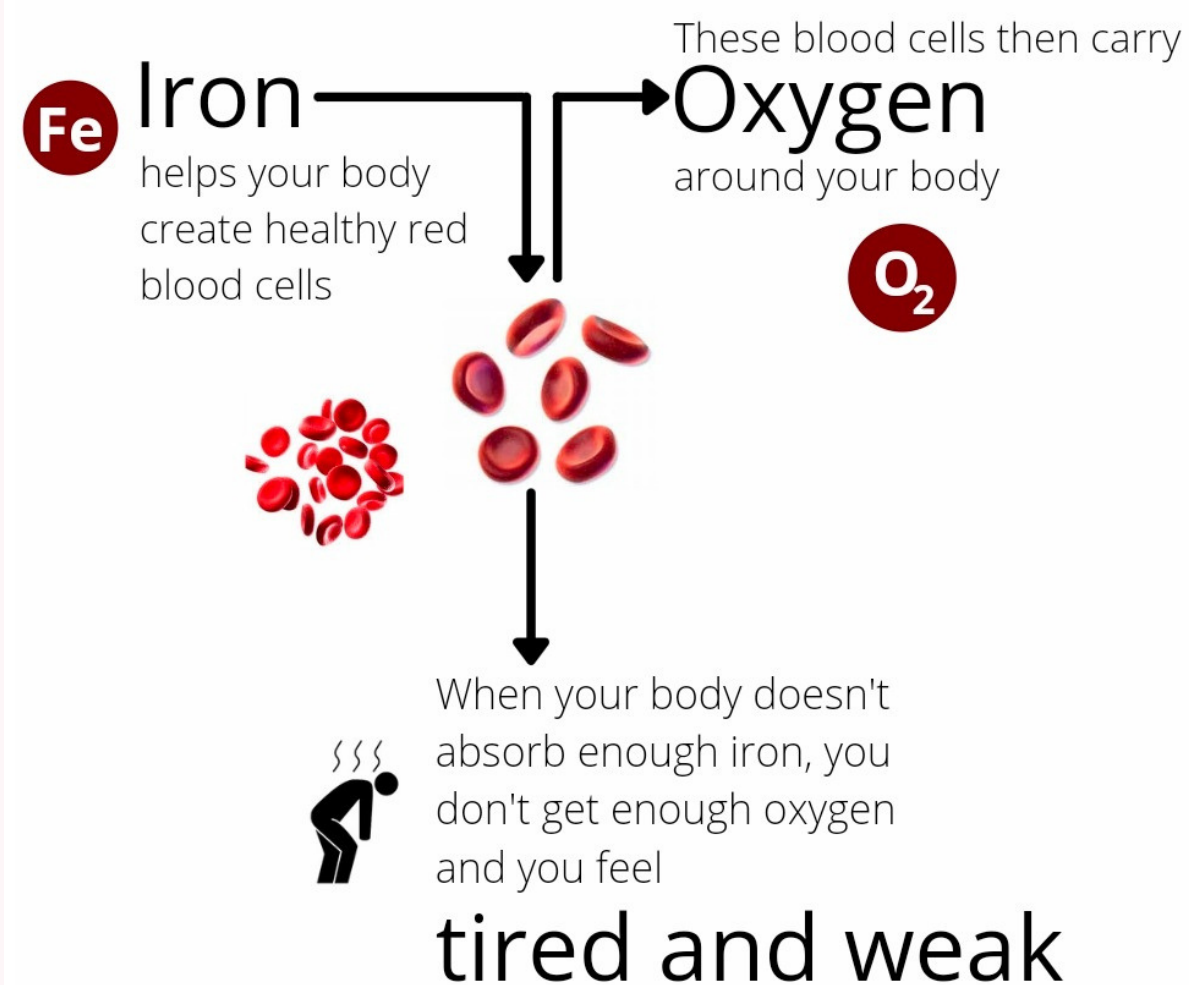
Higher needs due to growth and development



DIABETIC INDIVIDUALS

Unmanaged diabetes can lead to anaemia as one its complication

CONSEQUENCES OF ANAEMIA



TIPS FOR PREVENTION & MANAGEMENT

- ✓ Include both heme and non heme iron rich foods like meat, green leafy vegetables, beans etc.
- ✓ Ensure good intake of Vitamin C as it helps in iron absorption.
- ✓ Include folate and Vitamin B12 rich foods such as green leafy vegetables, chickpeas, egg, fish etc.
- ✓ Protein rich foods like pulses, eggs, lean meat etc, should be included in daily diet.
- ✓ Include more iron fortified packaged products/supplements (Read the labels for more information).
- ✓ Control the infections that make anaemia worse.



Reduced work capacity in adults



Increased child mortality



Reduced cognitive development in children