



Investing in the Future: A united call to action on vitamin and mineral deficiencies

This is part of a four-year, multi-agency campaign to increase investment in micronutrient programming to bring low-cost solutions to vulnerable populations. Alleviating vitamin and mineral deficiencies will decrease mortality rates, improve the physical and intellectual development of children, and help communities grow strong and prosperous.

The Report

Launched in May 2009 at the Micronutrient Forum in Beijing, China, *Investing in the Future: A united call to action on vitamin and mineral deficiencies* provides a comprehensive snapshot of the global impact of vitamin and mineral deficiencies, describes the health and economic costs of these deficiencies, details progress made and lessons learned in vitamin and mineral programming, and makes a convincing case for increasing funding for cost-effective solutions.

The Website: www.unitedcalltoaction.org

The accompanying website will provide additional resources for those involved in health and development on how they can integrate or increase micronutrient programming. Currently in Phase One, the website is an easy-to-use micro-site for the report and provides tools on how to build a case for increased investment in micronutrients.

Organizational Involvement

The development of this united call to action was coordinated through an Interagency Steering Committee, including high-level representatives from GAIN, the Flour Fortification Initiative, the Micronutrient Initiative, UNICEF, USAID, WHO and the World Bank. The agencies worked together to develop the objectives for the project and guided the creation of the report and the website.

As chair of the report steering committee and sole funder, the Micronutrient Initiative managed the development of the report and its accompanying website.