

Peru: Sprinkles save lives...painlessly

In Canada, kids clamour for “sprinkles” on their ice cream and cupcakes. The colourful grains of candy are big on fun but provide low nutritional value. In Peru, proceeds from the 30 Hour Famine will help reduce the prevalence of anemia by providing nutritious iron sprinkles for children under the age of five and pregnant mothers.

Jose Garcia's mother learned the importance of providing her child with green, iron-rich vegetables after taking courses in food preparation offered by World Vision in El Salvador.

It is one of the many nutrition programs World Vision is providing across South and Central America. Supported by funds raised in the 30 Hour Famine, World Vision will be able to provide 10 communities in Peru with programs aimed at reducing the incidence of anemia in children under the age of five and pregnant mothers.

In communities where food is available but iron-rich meats and produce is not readily on hand, iron sprinkles are simply shaken onto children's and mothers' meals. The iron sprinkles provide mothers with iron supplements for a two-month stretch. These micro-encapsulated vitamins come in small, easy to use packets. Most importantly for children, they don't change the taste of the food.

In addition to improving iron intake, the project also trains women in the communities to be leaders for other moms. These “guide mothers” organize cooking sessions which encourage other women to prepare and to use affordable, available, iron-rich foods such as chicken liver and leafy greens.



Eat nothing. Do something.

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