CDC IMMPaCt: Effectiveness of selling micronutrient powders (Sprinkles) in Western Kenya - NICHE Project - Multiple micronutrient powder (point-of-use fortification) - Infants and young children

Programme Data

Programme Description
Although efficacy of micronutrient powders (e.g., Sprinkles) in reducing anemia rates has been established, their effectiveness in real-world programs has seldom been assessed. In 2007, CDC joined with local Kenyan institutions to implement the Nyando Integrated Child Health and Education Project (NICHE) to evaluate the effectiveness of selling Sprinkles and other health products through community vendors who promote health.

Objective(s): 1) Evaluate the effectiveness of distributing Sprinkles through community vendors who promote health 2) Monitor Sprinkles sales and coverage 3) Measure the impact of Sprinkles use on anemia, iron deficiency and vitamin A deficiency. Potential Impact: Effectiveness data for use of micronutrient powders in intervention and program settings. Even with relatively low and infrequent use, micronutrient powder use through community vendor sales in resource-poor settings may decrease rates of anemia and iron and vitamin A deficiencies among children. Contribution to evidence-base for malaria and iron recommendations.

Program type
Community/sub-national

References

Implementing organisations
- Bilateral and donor agencies and lenders
  - Centers for Disease Control and Prevention (CDC USA)
- Research / Academia
  - Details: more
    - Kenya Medical Research Institute

Action data
- Start date: January 2006
- End date: January 2012
- Country(ies): Kenya
Area: Peri-urban
Place: Nyando Division, population 80,000 in Western Kenya
Topic: Multiple micronutrient powder (point-of-use fortification)
Target group: Infants and young children
Preschool-age children (Pre-SAC)
Stunted child
Delivery: Community-based
Other delivery: Community based women’s groups
Implementation details: 1 sachet daily
Target population size: 81000, 0.2
Outcome indicator(s): anemia, iron deficiency, vitamin A
M&E system:
Evaluate the effectiveness of distributing Sprinkles through community vendors who promote health
Monitor Sprinkles sales and coverage; To measure program effectiveness, 60 villages were randomly
assigned to either intervention or control groups. Biweekly household visits measured Sprinkles
purchases and use, and annual cross-sectional surveys measured biological impact
Baseline: (N=561) Hb (g/dL): 10.3 ± 1.5; Anaemic (Hb <11.0 g/dL): 64.7%;
Post-intervention: 2008: Results show high demand and uptake; significant reduction in anemia, iron deficiency and
vitamin A deficiency; and no adverse effects. 2010:sales and use of Sprinkles decreased significantly,
and there was an increase in anemia and iron deficiency, due to reduced marketing efforts.
Other lessons learnt: 1) Monitoring and evaluation is important to determine the progress of your program (monitoring
informs trends)2) Make programmatic changes according to monitoring data3) Use formative research
to design appropriate communications the will help promote your program 4) Monitor the costs of all
inputs and outputs to determine cost-effectiveness appropriately

Typical problems Solutions

**eLENA Link**

Multiple micronutrient powders for home fortification of foods consumed by children 6?23 months of age