

WORLD IRON AWARENESS WEEK

13-19 APRIL 2015



Fact: 8 out of 10 toddlers don't meet the recommended daily intake of dietary iron¹

At 7 months, a baby needs more iron than her dad. Iron is crucial for brain development in babies and toddlers.

14%
of **children** under the age of 2 are **iron deficient**²

1 in 14
New Zealand women are low in iron³



over a third
of teenage girls don't achieve their daily iron requirements³

Symptoms of iron deficiency are commonly associated with a busy lifestyle or a bug. If you can tick any of the following symptoms you may be suffering from low iron levels.

● tiredness ● grumpy and irritable ● frequent infections ● difficulty concentrating ● feeling the cold

To find out more visit the website or your GP
ironweek.co.nz | [#WorldIronWeek](https://twitter.com/WorldIronWeek)

1: Wall, CR et al. (2008). Ethnic variance in iron status: is it related to dietary intake? Public Health Nutr 12 (9):1413-1421. 2: Grant, CC et al. (2007). Population prevalence and risk factors for iron deficiency in Auckland, New Zealand. J Paediatr Child Health 43: 532-538. 3. University of Otago and Ministry of Health. (2011). A Focus on Nutrition: Key findings of the 2008/09 New Zealand Adult Nutrition Survey. Wellington: Ministry of Health.