

# Engaging the Private Sector in nutrition-enhancing interventions



**A case study series from...**  
Pakistan and the Eastern Mediterranean  
Region



# Combatting malnutrition through breastfeeding awareness campaigns in Pakistan



## SITUATION

The double burden of malnutrition is growing in the Region and governments are struggling to meet the United Nation's Sustainable Development Goals by 2030, including Sustainable Development Goal 2, zero hunger.

No country, in the Eastern Mediterranean Region or the world, is on course to meet all ten of the 2025 global nutrition targets.

## PROCESS

In 2019, the Government of Pakistan, in collaboration with UNICEF and the private sector, launched a breastfeeding campaign which included disseminating infant and young child feeding (IYCF) messages through theatres, seminars, social media and television. The programme was funded through corporate social responsibility.

# 50 million people

were reached through the programme



## Additional Resources:

Enhancing nutrition specific interventions through public health policies and public-private partnerships in the Eastern Mediterranean Region: a desk review  
<https://f1000research.com/articles/10-17>



# Addressing malnutrition by engaging the private sector in food fortification initiatives (FFIs) in the Eastern Mediterranean Region



## SITUATION

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The private sector plays a significant role in implementing FFIs in most countries in the Region. The implementation of wheat flour fortification programmes in most of these countries is led by Ministries of Health working in partnership with UN development agencies, international development agencies, donors, and the private sector (the milling industry). For two decades, WHO and UNICEF have worked in close collaboration with the International Council for Control of Iodine Deficiency Disorders (ICCIDDs), other international agencies and the salt industry to support governments develop national salt iodization (SI) programmes. In 2008, UNICEF entered into a new partnership with the Global Alliance for Improved Nutrition (GAIN) to further support SI programmes in selected priority countries.

## RESULTS

- ✓ A majority of countries in advanced nutrition transition have achieved good coverage of WFF (e.g., Kuwait: 100% coverage of fortification) and have reported improvement in health outcomes as a result of FFIs.
- ✓ SI initiatives have been implemented in all these countries, with the exception of the Kingdom of Saudi Arabia.
- ✓ SI programmes in the United Arab Emirates and Kuwait are progressing quickly towards full coverage and the elimination of iodine deficiency disorders.
- ✓ In other countries in the Region, mandatory or voluntary measures on WFF and SI have been introduced. Examples of successful WFF initiatives include Iran (result: 100% fortification) and Jordan (93% fortification).

*Some countries in the Eastern Mediterranean Region face challenges in implementing FFIs due to gaps in their regulatory framework, lack of financial resources, and weak monitoring and enforcement mechanisms.*

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## *Country Conversations*

**For more details, please contact:**

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