

Embrace health

Unite to screen and treat anemia



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A N E M I A

Anemia

Anaemia, is a **widespread** public health problem.

2 000 000 000 people are affected.....

Time -is crucial.

“New analysis shows that in Bangladesh, Democratic Republic of the Congo, Ethiopia, Nigeria, and Pakistan, the percentage of children under age 5 who are not stunted or wasted ranges between 43 and 48 percent.

Children growing up healthy are in a minority”

Actions and Accountability to advance Nutrition and Sustainable development xxiii

*”It was probable that there was a **high prevalence of retardation in mental and psychomotor development** because of the lack of early*

*stimulation and the **high prevalence of iron deficiency anemia and stunting”.***

Food and Nutrition Bulletin Volume 30 no 1 2009 The United Nations University

“Anemia impairs health and well-being in women and increases the risk of maternal and neonatal adverse outcomes.

.....In some settings, considerable reductions in the prevalence of anemia have been achieved; however, overall, progress has been insufficient.

Further actions are required to reach the World Health Assembly target of a 50% reduction of anemia in women of reproductive age by 2025”

WHA Global Nutrition Targets 2025 **Anemia Policy Brief**

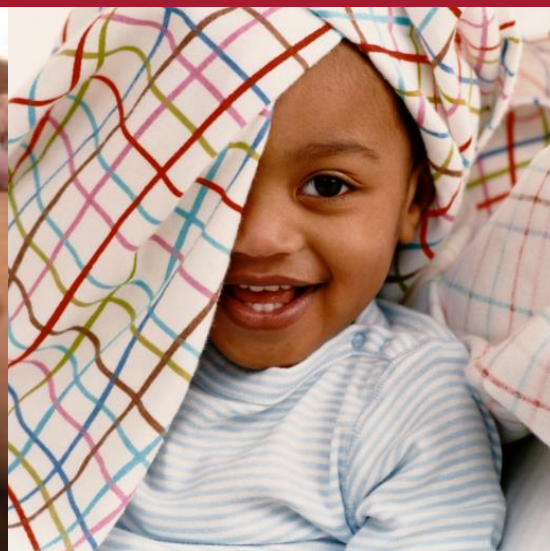
February 9, 2016



Fighting anemia – what to do?

Where to make the most impact?

1 000 DAYS CONCEPT



Large Government Funded Anemia Screening Programs using HemoCue systems

"...methods generally recommended for use in surveys to determine the population prevalence of anemia by haemoglobinometry are the cyanmethemoglobin method in the laboratory and the HemoCue system."

"Long-term field experience has also shown the instrument to be stable" Iron Deficiency Anemia Assessment Prevention and Control A guide for programme managers



HemoCue anemia screening in Mexico -Un Kilo de Ayuda



HemoCue is actively supporting Ministry of Health "Mother and Child" initiative in Malaysia



HemoCue supports women, infants and children (WIC) clinics in the United States in their efforts to screen and monitor anemia.



HemoCue anemia screening initiative "Women and Infants" in Indonesia

Include anemia control in existing health programs

Many existing health programs have the potential to contribute to anemia prevention and control.

Screening for anemia should therefore be part of programs aimed at:

- Family planning and reproductive health
 - Adolescent health
 - Safe pregnancy and motherhood
 - Maternal and child health
- Malaria
- HIV/AIDS prevention and treatment
- Malnutrition

A FIGO FOGSI INITIATIVE

VISION 2022
MAKE
INDIA
ANEMIA
FREE

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Gynecology and
Obstetrics

FOGSI
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Societies of India



*Under the Honorable Leadership
and Generous Guidance of:*

"Padma Shri" Prof. Alka Kriplani
President FOGSI 2016

Dr. Hema Divakar
FOGSI representative to FIGO, FIGO Executive
Board Member and President FOGSI 2013

Dr. Sadhana Gupta
Vice President FOGSI 2016.

HEMOcUE PROUDLY JOINS HANDS TO SUPPORT THE CAUSE
LAUNCHES **"REACH ALL"** CAMPAIGN

HEMOcUE IS PARTNER OF TRUST WITH WHO, NATIONAL FAMILY HEALTH SURVEY



Developed in collaboration with **TROLLBÄCK + COMPANY** | TheGlobalGoals@trollback.com | +1.212.529.1010
For queries on usage, contact: dpicampaigns@un.org

Reducing the burden of anemia will make a major contribution to achieving several UN Sustainable Development Goals.



Detect those at risk



HemoCue® Hb 301 System

HemoCue in Action: Hb301 Kit for instant use

Key benefits for the user

- Easy, Fast, Accurate
- Small, battery-operated, portable
- Reagent stability that allows for bulk shipment

Key benefits for the institution

- Low lifecycle costs
- Long lasting product life
- Robust system – aimed at demanding climate

Key benefits for the patient

- Less invasive – capillary (but also venous) specimen
- Immediate results – allows for immediate action



The HemoCue Hb 301 kit– screen 200 subjects on the go, use as start up or for emergencies

About HemoCue

This is why HemoCue add value in any situation

EXPERIENCE

- Over 30 years of experience
- Four HemoCue tests performed every second
- Over 500 000 cuvettes produced per day
- More than 350 000 systems delivered world wide
- FDA 510(k), CE marked
- Distributes to 130 + countries



TRUST

- Registered at the UNGM
- Member of the UN Global Compact
- Holds all ISO certificates needed – ISO 9001, ISO 13485, ISO 14001
- Holds AAA Triple A financial diamond status

VALUE

- Factory calibrated analyzers
- Ease of use
- Fast accurate results to act on
- Non-hazardous reagent



HemoCue offer Sustainable solutions in any situation

Supporting multiple levels in Health

- Rural and mobile clinics
- Primary care
- Hospitals
- Disaster response and field hospitals
- Low resource settings
- Ambulance and emergency care

Wide application possibilities

- Maternal healthcare
- Child health
- General health
- Emergency response
- Blood banks
- Occupational health



HemoCue key objectives for this meeting

PARTNERSHIPS & COLLABORATIONS

We seek ways to -

- Gain understanding of your needs and objectives
- Find how we can partner to assist you in reaching your goals

We hope that we have shown

- through a brief introduction, who we are as HemoCue
- the knowledge that we have and the willingness for us to support in making a difference

And above all – that

Anemia is important to act on, for the future of our children, for the prosperity of the communities and for our global future!

Join our movement.....



Because when it comes to
caring for people, we refuse
to compromise.

