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World News

with a particular thrust on listening to young Muslims worldwide. The diplomat of Kashmiri origin has been tasked by Secretary of State Hillary Clinton to work on the agenda set by President Barack Obama in Cairo last month on engaging with Muslims.

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Call to create awareness on iodine deficiency disorders

ISLAMABAD, Jul 2 (APP): Medical experts have urged to create awareness among public about the negative effects of iodine deficiency disorders (IDDs) on human health. They said while addressing a day-long consultative meeting on role of media in promotion of breastfeeding and iodine deficiency disorders (IDDs) here organized by TheNetwork for consumer protection.

They said that the media has an important role to play in elimination of iodine disorder deficiency and suggested to form a national alliance with media persons for IDD's legislation enforcement besides advocacy and monitoring of implementation of breastfeeding laws.

They claimed that only 17% of overall population of the country are using iodized salt, which is incredibly low as compared with countries having similar socio-economic conditions.

They said iodine deficiency is a serious public threat and according to recent research around 50 million people are suffering from iodine deficiency in the country, 6.5 million of whom are facing sever type of deficiency, they added.

They said that recent estimates show that about one billion people all over the world are at risk of IDD's, 200 million people have goiter and 20 million are suffering from preventable brain damage.

They said in asia alone 400 million people are at risk, 30 million are suffering from goiter, 0.9 million are cretin and 36 million have some degree of mental impairment due to iodine deficiency.

They said non-governmental organizations alongwith the government are striving to eliminate iodine deficiency and to motivate salt producers to produce only iodized salt.

They said that the media has an important role to play in elimination of iodine disorder deficiency and suggested to form a national alliance with media persons for advocacy, awareness and monitoring of implementation of breastfeeding laws and promotion of IDD's legislation enforcement.

According to them, besides iodine deficiency a large number of infants in the country are suffering from malnutrition for the reason that breast milk substitutes are being promoted due to lack of proper implementation of the law.

They said lack of awareness has profound impact on poor breastfeeding practices. They added breastfeeding forms a focal point of infant health and protects the child from a plethora of diseases including diarrhea, ARI and malnutrition.

Earlier, Waqar Ahmad, EC-TheNetwork explained the aims and objectives of the meeting while Robina Bhatti, Project Coordinator, made a presentation on future strategy, suggested ToRs and action plan of the alliance.

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