

# Project $\Omega$ Doro

## Helping Heal with Every Meal

**Project Doro is a worldwide campaign to end childhood vitamin and mineral deficiency with the Sprinkles micronutrient supplement.**

### What Are Sprinkles?

Sprinkles are the most affordable and effective tool to guarantee a child's nutrition. At 5 cents a serving, Sprinkles can secure healthy development for just \$6 a year.

Packed in single sachets, Sprinkles are a blend of multivitamin powders for children up to five years targeting the deficiencies central to the world's most pressing health concerns. Sprinkles are shelf stable and can be added to any semi solid foods without changing taste, color or texture.

### Invisible Hunger

Even in countries with enough to eat, insufficient access to fresh fruits, vegetables, meat and dairy leaves children suffering from a lack of essential vitamins and minerals.

This invisible hunger is at the heart of the most debilitating conditions in the developing world. Without steady sources of iron, zinc, vitamin A, and other vital nutrients, children are left vulnerable to anemia, and infectious diseases.

These deficiencies compromise healthy growth into adulthood and can leave entire populations at risk for generations.

- More than 2 billion people worldwide are anemic, mostly due to iron deficiency.
- An estimated 40% of all infants in the developing world are anemic.
- Approximately 100 million children worldwide are Vitamin A deficient.

### How Sprinkles Help

The real power of Sprinkles is their simplicity. By not requiring specific training, families can fortify meals at home and keep their children fully nourished no matter what food sources are available. This greatly increases long term usage without creating additional strain on relief operations.

The low cost and long shelf life of Sprinkles make them a low risk and high reward addition to world aid programs. They are easy to store, transport and distribute within communities, and can be understood beyond any language or knowledge barriers.

### What's Next

Sprinkles have the potential to make a significant intervention in global health. The treatment has been underutilized since being introduced in 2007, and now is the time to make a change.

The effects of depressed immunity and disease are too severe to deny children the chance at a healthy life.