



# ENRICH

## Enhancing Nutrition Services to Improve maternal and Child Health in Africa and Asia (ENRICH)

The Enhancing Nutrition Services to Improve Maternal and Child Health in Africa and Asia (ENRICH) is a

Direct Beneficiaries  
**Two Million People**  
**CAD \$47 Million**  
March 2016 - September, 2020

multi-year, multi-country program funded by Global Affairs Canada that aims to improve the health and nutrition status of mothers, newborns and children in select regions of Bangladesh, Kenya, Myanmar, Pakistan and Tanzania. ENRICH is implemented by World Vision Canada (WVC) and The Micronutrient Initiative (MI), with WVC as the consortium lead. This consortium works closely with other Canadian and international partners including HarvestPlus

(H+), the Canadian Society for International Health (CSIH), the University of Toronto's Dalla Lana School of Public Health (UofT) and the Hospital for Sick Children (SickKids).

### The Facts

Globally, malnutrition is a cause of over 3 million child deaths annually representing 45% of all cause of child mortality (Lancet 2013). The target countries carry a disproportionate 13% of the global burden of stunting with more than 23.4 million stunted children under 5 (CU5), despite representing just 6.8% of the global population (State of the World's Children 2014). Micronutrient deficiencies - especially iron and vitamin A - increases the risk of stunted growth, cognitive delays, weakened immunity among young children, and the risk of delivering infants with low birth weight or even death among pregnant women.

### ENRICH Program

The overall goal of ENRICH is to contribute to reduction of maternal and child mortality in the five countries by addressing issues critical to the health of mothers, newborns and young children. The program seeks to achieve this goal through strengthening of health systems with an emphasis on community systems, improving nutrition of pregnant women (PW), infants and young children during the first 1,000 days from conception to 24 months of age, and ensuring accountability of results at all levels. ENRICH takes a comprehensive approach to improve delivery of essential nutrition services: increasing production, and consumption of nutritious foods and micronutrient supplements by women in child bearing age, pregnant women, children under five; and strengthening governance, policy and public engagement of Maternal, Newborn, Child Health (MNCH) in Canada and target countries. All program activities will take into consideration gender equality, good governance principles and environmental sustainability (where applicable).

HarvestPlus provides global leadership on the improvement of nutrition and public health through developing and promoting biofortified food crops that are rich in vitamins and minerals. HarvestPlus brings extensive capacity through its country offices and ongoing delivery operations in Bangladesh and Pakistan and links with the National Agriculture Research Systems (NARS) and local CGIAR centers in Kenya and Tanzania. HarvestPlus provides technical assistance to the project supporting seed supply, delivery, nutrition education and consumer acceptance activities.



The Micronutrient Initiative (MI) is a non-profit agency, reaching 500 million people each year in more than 70 countries around the world. Currently, MI has registered branch offices in three of the five implementing ENRICH countries – Kenya, Bangladesh and Pakistan. MI is responsible for working with government ministries to monitor the activities and progress around development/implementation of enabling policies, supportive procurement processes, MNP procurement and delivery to WV field offices for distribution and assessment of fortification.

World Vision Canada has a track record of delivering innovative, effective, and community-driven MNCH programs and impacting malnutrition through multi-country, multi-year programs, through GAC grants and private funding. The ENRICH project is implemented through World Vision's locally incorporated and registered country offices leveraging on their long term presence and existing investments, technical capacity, community base and infrastructure as well as partnership with the public and private sector. WV's country offices are also involved in key roles in a number of country level Health and Nutrition platforms including the SUN movement.

The ENRICH project brings together a strong partnership between international and local partners with extensive experience and high capacity to deliver results on MNCHN interventions in the five target countries.



## CONTACTS

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