

Press Release

## Danone Thailand Leads the Charge Against Iron-Deficiency Anemia at “Iron-Strong, Smart Thai Kids” Press Conference

*More than 1 in 3 Thai children at risk of anaemia: Landmark study reveals large-scale insights highlighting susceptibility in both urban and rural areas.*



*Dr. Duangporn Pinjeesekikul, Deputy Director of Health Department, Bangkok Metropolitan Administration (fourth from left); Miss Prapimpan Suvarnakut, Director of Early Childhood Development Group, the Department of Children and Youth (fifth from left); Associate Professor Dr. Pongsak Noipayak, M.D., from the Faculty of Medicine Vajira Hospital (third from left); Patricia Rangsisingpipat (second from left); Nina from “Nina Beauty World” (first from left); representatives from Big C, CJ More, and P. Y. Kitsiri (first to third from right); Wirudchada Suttayakom, Healthcare and Nutrition Director, Danone Specialized Nutrition Thailand and Laos (center), and representatives from Danone Thailand*

**BANGKOK, 26 NOVEMBER 2024** - Danone Thailand, a global leader in health-focused food and beverages, held a successful event on International Iron Deficiency Day to raise awareness about **Iron Deficiency Anemia (IDA)**. This initiative highlights the urgent need for early detection and proactive nutritional care to reduce IDA. After years of partnering with healthcare professionals and communities, Danone continues to improve health and nutrition across the country by promoting early screening and providing fortified nutrition, reflecting Danone’s mission: **“Bringing health through food to as many people as possible”**. Danone advocates that IDA screening should be mandatory for early intervention and better health outcomes. The event, which is part of Danone’s



broader initiative to combat IDA, was inaugurated by the **Dr. Duangporn Pinjeesekikul, M.D., Deputy Director of Health Department, Bangkok Metropolitan Administration** and **Miss Prapimpan Suvarnakut, Director of Early Childhood Development Group, the Department of Children and Youth, Ministry of Social Development and Human Security.** It featured a panel discussion with a pediatrician, a nutritionist from Danone Thailand, and two celebrity mothers, who discussed the latest findings on IDA, the importance of early screening, and iron fortification through daily food intake.



**Associate Professor Dr. Pongsak Noipayak, M.D., from the Faculty of Medicine Vajira Hospital, emphasized,** "Iron deficiency anemia can affect growth, physical development, and brain development, as well as the functioning of the body and brain. If the deficiency is severe or prolonged, it can cause permanent damage. Iron deficiency anemia may not be visible to the naked eye, so early screening is very important for detecting and managing this condition from the early stages."

IDA can have irreversible impacts on brain development, affecting cognitive functions and overall growth. Since IDA is not always visibly detectable, early screening are crucial to identify and address this condition early." **Theerachai Wongmetinee, Head of Nutrition Design, Danone Southeast Asia, added,** "to combat IDA, it's essential to incorporate iron-rich foods such as meat, liver, eggs, and green vegetables, or iron-fortified foods such as iron-fortified milk and cereal into children's daily diets. Additionally, pairing these foods with vitamin C-rich items can significantly enhance iron absorption. "



At the event, **Patricia Rangsingpipat, a well-known celebrity and expectant mother**, highlighted “every mother strives to provide the best nutrition for their children, but sometimes additional knowledge and support are needed.” Patricia shared practical tips on incorporating iron-fortified foods into children’s diets, such as including red meats, beans, spinach, and pairing them with vitamin C-rich foods to enhance iron absorption, or iron-fortified milk to ensure sufficient iron intake.

**Nina, the influencer from “Nina Beauty World” and a mother**, shared her personal experience with her child’s diagnosis of IDA. She recalled, “There were no symptoms indicating my child was ill, which is quite frightening for parents. We later learned that most children with iron-deficiency anemia show no symptoms, making it hard for parents to know. It’s not about blaming ourselves but taking action to ensure our children’s well-being. Early screening and proper nutrition are crucial.” She highlights, “proper nutrition is not just about including iron-rich foods but also about knowing how to prepare and combine them the right way.”



Building on the success of this event, Danone Thailand is committed to continuing its long-term efforts to combat IDA. In addition to the non-invasive screening for IDA risk at the Rangsit Babies' Home under the Department of Children and Youth (DCY) in July 2024, and the non-invasive screening tool hand-over to the Health Department of Bangkok Metropolitan Administration (BMA) in October 2024 for use in their six public health centres in Bangkok with a target of 3,000 children, the company plans to extend its awareness and screening initiatives to other homes under the Department of Children and Youth (DCY), as well as public health centres under Bangkok Metropolitan Administration (BMA), and partner with retailers such as Big C, CJ, and P. Y. Kitsiri to provide non-invasive screening accessible to children in major cities across Thailand. With the support of these partners, Danone aims to make IDA screening more accessible and widespread, ensuring early detection and intervention. This ongoing commitment ensures that the initiative does not end with the event but continues to make a significant impact on children's health nationwide. By working together with



government, healthcare professionals, communities, and retailers, Danone Thailand is dedicated to curbing IDA and improving the overall health and well-being of children across the country.

**Wirudchada Suttayakom, Healthcare and Nutrition Director, Danone Specialized Nutrition Thailand and Laos**, said, the prevalence of 'at risk of anaemia' in Northeast Thailand study highlights the severity of anemia among children in Thailand. Danone has supported this study, raised IDA awareness through over 9,000 healthcare professionals, and promoted early screening. Our work aligns with our mission 'Bringing Health Through Food to as Many People as Possible.'" She emphasized Danone's dedication through their Danone Impact Journey roadmap, focusing on improving health outcomes. The First 1,000 Days initiative, which stresses the importance of nutrition from conception to a child's second birthday, is a key part of this effort. By improving children's health and development, Danone supports a healthier future for Thai families.

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**“Iron Deficiency Anemia in Pregnant Women and Children Aged 0-5 Years:  
A Long-standing Challenge” conference in recognition of World Iron Deficiency Day  
29 November 2024**



*From left: **Associate Professor Dr. Suchaorn Saengnipankul**, Pediatric Nutrition, Department of Pediatrics, Faculty of Medicine, Khon Kaen University; **Associate Professor Dr. Suchaya Leuwan**, Maternal Fetal Medicine, Department of Obstetrics and Gynecology, Faculty of medicine, Chiangmai University; **Emeritus Clinical Professor Vitaya Titapant**, President of ELN NETWORK Thailand; **Professor Emeritus Kraisit Tantisirin**, Honorary Advisor to the Nutrition Association of Thailand under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn; Former Director of the Food and Nutrition Division of the FAO under the United Nations; and Former Senator of Thailand; **Vincent Teh**, Marketing Director -- Thailand & Laos and SEA Aptamil Brand Director, Danone Thailand; **Wirudchada Suttayakom**, Healthcare and Nutrition Director, Danone Thailand & Laos; Nongsuda Mongkolsamai, Regulatory Affairs Director, Danone Southeast Asia*

**BANGKOK, 29 NOVEMBER 2024** - Danone, in collaboration with the Early Life Nutrition Network Thailand, is hosting this conference during the same week as World Iron Deficiency Day to enhance knowledge about iron deficiency anemia (IDA) in pregnant women and young children among medical personnel. The conference was held at the Pullman King Power Hotel, Bangkok, on Friday, 29 November 2024, aiming to raise awareness among medical personnel involved in the care of pregnant women, infants, and young children about the importance of iron deficiency anemia, its health impacts, prevention strategies, and appropriate nutritional advice to reduce the



risk of iron deficiency. By bringing together experts and practitioners, the conference seeks to foster collaboration, share the latest research, and develop strategies to combat iron deficiency anemia, ultimately improving health outcomes for mothers and young children. The conference features four distinguished speakers, including **Emeritus Clinical Professor Vitaya Titapant**, President of ELN NETWORK Thailand, **Professor Emeritus Kraisit Tantisirin**, Honorary Advisor to the Nutrition Association of Thailand under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn; Former Director of the Food and Nutrition Division of the FAO under the United Nations; and Former Senator of Thailand; **Associate Professor Dr. Suchaorn Saengnipankul**, Pediatric Nutrition, Department of Pediatrics, Faculty of Medicine, Khon Kaen University, and **Associate Professor Dr. Suchaya Leuwan**, Maternal Fetal Medicine, Department of Obstetrics and Gynecology, Faculty of medicine, Chiangmai University.



*(From left: Emeritus Clinical Professor Vitaya Titapant, President of ELN NETWORK Thailand, Associate Professor Dr. Suchaorn Saengnipankul, Pediatric Nutrition, Department of Pediatrics, Faculty of Medicine, Khon Kaen University, and Associate Professor Dr. Suchaya Leuwan, Maternal Fetal Medicine, Department of Obstetrics and Gynecology, Faculty of medicine, Chiangmai University)*

Danone remains unwavering in its support for Thai families as they navigate the health and nutritional challenges prevalent today. The company is leading several initiatives, including fostering robust collaborations with healthcare partners to escalate anemia screening and education on iron and micronutrient deficiencies among parents and caregivers. By leveraging its resources and expertise, Danone is utilizing non-invasive devices to measure hemoglobin levels, eliminating the need for traditional, invasive blood-draw methods. Engaging with healthcare professionals, these cross-disciplinary partnerships allow Danone to evaluate where and when its support can have the most significant impact, ensuring critical needs are addressed as they arise. Through these efforts, Danone is committed to making a meaningful difference in the health and well-being of mothers and young children in Thailand.



### **About Danone**

Danone is a leading global food and beverage company operating in three health-focused categories: Essential Dairy & Plant-Based products, Waters, and Specialized Nutrition. Our One Planet One Health vision drives us to inspire healthier and more sustainable eating and drinking practices. We believe our health is linked to a healthy planet and thriving communities. Our brands and supply chains are uniquely positioned to impact the health of consumers, communities, and the planet. The Danone Impact Journey, built on Health, Nature, and People & Communities, defines our sustainability priorities and transformation ambition across our value chain – from farmers and their communities, through our brands, to consumers and their families. By 2025, Danone aims to be one of the first multinational companies to obtain global B Corp™ certification, reflecting our commitment to measurable nutritional, social, societal, and environmental impact.

### **Danone in Thailand**

Danone Specialized Nutrition Thailand has been a part of the Thai community for over 65 years, providing essential nutrients to Thai people for generations. Our brands, including Hi-Q and Dumex, have been trusted by Thai families for generations. Hi-Q is our iconic global brand, while Dumex has deep roots in Thailand, both backed by the latest scientific innovations in the field of specialized nutrition. Our commitment to Thailand includes significant investments in local talent and infrastructure, such as our Bangplee factory in Samut Prakarn province, which serves as a regional hub for Southeast Asia. Danone Thailand has been B Corp certified since 2021, reflecting our commitment to achieving measurable nutritional, social, societal, and environmental impact.

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