

Press Release

Danone Thailand Handover of IDA Screening Tool to support BMA's Health Checks Ambition Across Bangkok

*Partnership Aims to Enhance Early Detection
and Prevention of Iron Deficiency Anaemia (IDA) in Children*



Danish Rahman, General Manger, Danone SEA (third from right) and representatives from Danone Thailand handed over the IDA screening tools to **Duangporn Pinjeesekikul, Deputy Director of Health Department** (third from left) and **Teerawee Viravan, Director of Health Promotion Division, Health Department** (second from left), Bangkok Metropolitan Administration (BMA)

Bangkok, Thailand – Danone Specialized Nutrition (Thailand) Co. Ltd. proudly announces the handover of Iron Deficiency Anaemia (IDA) screening tools to the Bangkok Metropolitan Administration (BMA). These tools will support BMA's ambitious plan to conduct health checks throughout Bangkok. The initiative aims to make non-invasive IDA screening more accessible to children, marking a significant step towards early detection and prevention of the permanent effects of IDA on health and brain development.

This handover is part of Danone’s “One Planet. One Health” vision, reflecting the company’s commitment to improving public health through strategic collaborations. The World Health Organisation (WHO) reports that 24.9% of Thai children aged 6-59 months are affected by anaemia. Recognizing the serious health risks and developmental impacts of IDA (including brain development, immunity, and physical growth), particularly in young children, Danone emphasizes the importance of early detection and intervention to mitigate long-term consequences.

To support this initiative, Danone Thailand is lending IDA screening tools to screen 3,000 children. This number is particularly significant, as it nearly matches the increase in Bangkok’s birthrate from 2022 to 2023, which rose from 82,169 to 85,582 births. This demonstrates the company’s commitment to addressing IDA in children. By providing essential resources, Danone aims to support the health and well-being of the younger generation in Thailand, ensuring they have a healthier future.

“Danone has long been committed to raising awareness and expanding IDA screenings. Providing this non-invasive screening tool to BMA is a crucial step in ensuring that children receive timely screening and intervention, preventing both short- and long-term effects of IDA,” said Danish Rahman, General Manager, Southeast Asia and ISEA Lead, Danone SEA. “This collaboration with BMA perfectly aligns with our vision and commitment to improve health and nutrition across Thailand, reinforcing our global One Health agenda.”

“We are excited to partner with Danone Thailand on this vital health initiative. Regular health checks are crucial for early detection and prevention, especially for children. Integrating this non-invasive IDA screening tool into our health check program is a proactive measure to protect our children’s health and ensure healthier future for the entire Bangkok community.” said Duangporn Pinjeesekikul, Deputy Director of Health Department, Bangkok Metropolitan Administration.

Danone Thailand remains dedicated to supporting public health initiatives and will continue to work alongside healthcare professionals, researchers, and communities to foster positive change in health and nutrition.

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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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