



Private and public partnerships from industry, government, academia, and civil society might be the key for sustainability.

Ayoub Al-Jawaldeh, right, Eastern Mediterranean



#FFI15

#15CHAMPS

In 2017, the Food Fortification Initiative celebrated its 15 year anniversary, where it honoured 15 fortification champions from different sectors and different parts of the world. From WHO's Regional Office for the Eastern Mediterranean Dr Ayoub Al-Jawaldeh (right), the Regional Adviser for Nutrition, is one of these champions.

He claims that private/public partnerships from industry, government, academia, and civil

society might be the key for sustainability. To achieve impact, programme managers are using fortification vehicles that are consumed by the nutritionally vulnerable and add bioavailable fortificants. Fortifying at adequate levels will reduce dietary gaps and micronutrient deficiencies.

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