# DEVELOPMENT MEDIA INTERNATIONAL MESSAGE BRIEF - VITAMIN A DISTRIBUTION



# BEHAVIOUR TO PROMOTE - MAKE SURE YOUR CHILD RECEIVES VITAMIN A

For 4days (from Friday the 24th until Monday the 27th of May) during the National Vaccination Days, all children from 6 months to 5 years-old can receive Vitamin A free of charge, including in your region.

To receive vitamin A, mothers and/or fathers will have several choices:

- vitamin A will be offered in health centres and in different places in the community (for instance: churches, markets, mosques, training centres, etc. – the people in charge of each district will determine these places).

- volunteers will also make home visits to announce the distribution of vitamin A to every child from every household.

## REASONS

Vitamin A is very important to help children combat illnesses, especially respiratory infections, diarrhoeal diseases, and eye infections. If a child is lacking vitamin A, he/she can become blind.

## BENEFITS

Health experts have discovered that in developing countries, if young children (from 6 months to 5 years-old) are given vitamin A, it significantly reduces child mortality: a child that has received vitamin A will be less at risk of dying from common diseases such as diarrhoea.

Vitamin A helps children combat illnesses and makes them stronger.

If children have enough vitamin A, they will have good growth and will develop good vision (especially at night). If they have vitamin A deficiency, children are at risk of developing night blindness.

With vitamin A, children will be more protected against illnesses that often affect children, such as respiratory infections, diarrhoeal diseases, and eye infections.

[During these vaccination days, children will also have the opportunity to receive the vaccine against polio, and tablets which help them eliminate parasites. The vaccine against polio will protect the child against leg paralysis. It is important that every child be vaccinated because if one child is not, and gets polio, he/she could contaminate the other children. Deworming tablets will help children eliminate any worm they have inside their body. If worms are killed, children will benefit more from all the food they receive (because worms will not feed from them anymore).]

#### **VITAMIN A IN BURKINA FASO**

#### Vitamin A supplements

57% of Burkinabe mothers have received a dose of Vitamin A after giving birth.

62% of children under 5 years old in rural areas have received a dose of Vitamin A (DHS 2010).