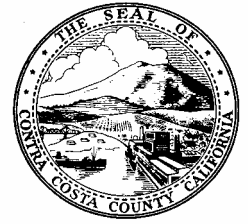




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Demonstrated Efficacy of “Prevent Anemia” Video for Combating Iron Deficiency

Iron deficiency is a serious problem for people of all ages, decreasing work capacity, increasing the risk of premature or low birth weight, and interfering with cognitive ability. But in young children, when the brain is still developing, an iron deficiency can lead to irreversible impairment of mental capacity.

Research in Contra Costa county has shown that 42% of one-to-three-year-old children enrolled in the Richmond, California WIC Program were iron deficient (deficient as defined by serum ferritin level 12 µg/l or less.) While the Richmond study population was 82% Hispanic, iron deficiency is recognized as a widespread problem in all ethnic groups.

A short video, “For Goodness Sake: Prevent Anemia” was developed to increase knowledge among parents and care givers of the seriousness of iron deficiency, importance of being tested, and dietary interventions to reduce iron deficiency.

Evaluation study details: A total of 261 adults from WIC clinics in Richmond, Concord and Pittsburg, California participated in a study to test the efficacy of the video. The ethnicity of the study population was 56% Hispanic, 21% Black, 18% White, and 5% Asian. Ninety five people were tested on the Spanish version of the tape.

Study Results: The response to the video was very positive:

- 69% of the participants demonstrated **gains in knowledge**
- average improvement was 20%.

Assessment of reactions to the video and anticipated behavioral changes demonstrated that:

- 75% of the respondents liked the video “a lot”;
- 86% of the respondents thought that everything in the video was easy to understand;
- 63% of the respondents indicated that they would try recipes or ideas suggested in the video

The results indicate that watching “For Goodness Sake: Prevent Anemia” may motivate families to provide diets higher in iron to prevent iron deficiency.

For more information see related links on this web page <http://cecontracosta.ucdavis.edu/Nutrition/> or contact: Mary Lavender Fujii: mlfujii@ucdavis.edu.

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