

## ***Demonstrated efficacy for combating iron deficiency!***

*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. A sample group of adults from WIC clinics in Contra Costa County, California participated in a study to test the efficacy of this video.

- 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
- 69% percent of the participants demonstrated gains in knowledge with an average improvement of 20%

The results suggest that exposure to a short, educational video may promote higher intake of dietary iron among young children and their families.

A complete abstract of the efficacy study can be found at:

<http://cecontracosta.ucdavis.edu/Nutrition/>

# ***For Goodness Sake! Prevent Anemia***

**Video Package in English and Spanish**  
Available in VHS and DVD formats



**University of California  
Division of Agriculture  
And Natural Resources**

## ***For Goodness Sake! Prevent Anemia***

***A nutrition education video that  
addresses iron-deficiency  
Anemia in preschoolers.***

### ***This Video Package Features***

- ◆ English and Spanish versions on the same tape-13 minutes each
- ◆ Instructor’s guide with background information about anemia and additional resources
- ◆ Reproducible handouts in English and Spanish with recipes and label-reading basics.

### ***Video Highlights***

- ◆ Children of diverse cultures enjoying iron-rich and Vitamin C foods
- ◆ Blood test with no tears!
- ◆ Delicious and easy-to-prepare soups, stir-fry, and one-pot meals
- ◆ Low-cost foods high in iron and Vitamin C
- ◆ Multi-ethnic foods

# For Goodness Sake! Prevent Anemia

## Target Audiences

- ◆ Parents of young children
- ◆ Pregnant women
- ◆ Child-care providers

## This versatile training program can be used in a variety of settings

- ◆ Nutrition lessons for EFNEP, WIC, Head Start, EPSDT, perinatal, and general health education classes
- ◆ Training for paraprofessional health/nutrition education staff
- ◆ As a stand alone program to show in waiting rooms of health clinics, social service offices, etc.



## Objectives

- ◆ Increase awareness of the prevalence of anemia and its consequences for young children
- ◆ Enhance understanding prevention methods for iron-deficiency anemia
- ◆ Encourage visits to a health-care provider for anemia screening blood tests
- ◆ Review food sources of iron and Vitamin C for infants, children and adults
- ◆ Highlight the importance of reading labels and eating iron-fortified breakfast cereals to boost the iron content in children's diets
- ◆ Reinforce good eating habits by emphasizing the use of a wide variety of foods, and drinking from a cup (not a bottle) by age one
- ◆ Encourage the use of cast-iron cookware (if available) as a means to increase iron intake
- ◆ Empower caregivers to prepare delicious iron-rich meals

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