

Awareness drive on use of iodised salt launched

Islamabad:

“If iodine is so essential for the health of my family, why do doctors never advise its use,” questioned a concerned mother at an awareness session organised in NauGhazi, Union Council Shah Allah Ditta, here on Tuesday.

TheNetwork for Consumer Protection organised a sensitization session with women to highlight the importance of using iodised salt in order to avoid the risks caused by its deficiency. The participants were made aware of the link between consumption of iodised salt and children’s mental growth.

“Iodine deficiency costs 10 to 15 point loss in IQ level, resulting in retarded growth, low school performance and higher school dropouts,” health experts of the organisation told the participants. The session was interactive and queries related to misconceptions about iodized salt were duly addressed. Women admitted not being aware of disorders caused by its deficiency, and promised to make iodized salt an essential ingredient of their food, especially in case of pregnant women in the community.

Similar awareness sessions were conducted in Rawat, Sohan, Kirpa, Panj Garan, Women Welfare and Development Centre, G-7, and AIMMS, G/13. A large number of housewives, schoolgirls, young mothers and elderly women attended the sessions.