

# WORLD IRON AWARENESS WEEK

1-7 MAY 2017

*Are you getting enough?*

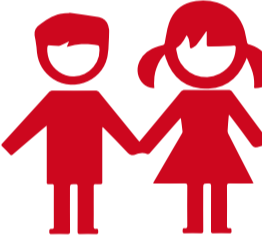


of toddlers don't meet the recommended daily intake of dietary iron<sup>1</sup>

## AT 7 MONTHS

*a baby needs more iron than her dad.*

Iron is crucial for brain development in babies and toddlers.

**14%**   
of **children** under the age of 2 are **iron deficient**<sup>2</sup>

**1 in 14**  
New Zealand women are low in iron<sup>3</sup>



*over a third* of teenage girls don't achieve their daily iron requirements<sup>3</sup>

Symptoms of iron deficiency are commonly associated with a busy lifestyle or a bug. If you can tick any of the following symptoms you may be suffering from low iron levels.

● tiredness ● grumpy and irritable ● frequent infections ● difficulty concentrating ● feeling the cold

To find out more visit the website or your GP  
[ironweek.co.nz](http://ironweek.co.nz) | [#WorldIronWeek](https://twitter.com/WorldIronWeek)