

## Our vision is:

- to reach more and more women of reproductive age in order to increase their knowledge of iodine for their own health and that of their babies

## Our goals are:

- to raise awareness about the importance of iodine and support the expansion of salt iodization programs, and through that, protect children's brain development
- through education, prevent having children born with a lower IQ or impaired growth due to maternal iodine deficiency



## Iodine is essential for intelligence and healthy growth!

Find out more about the project:



<https://motherbabyiodine.com>



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## MotherBabyIodine



## Turn iodine into intelligence!

Iodine is essential:

- for growth and the brain development of the baby
- for the optimal functioning of the thyroid gland in pregnant women and babies



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## Who we are:

Thyroid Federation International (TFI), together with World Iodine Association (WIA), Iodine Global Network (IGN), Unilever, and Global Alliance for Improved Nutrition (GAIN) works to raise awareness of the importance of iodine for health and highlight the risks of iodine deficiency.

Adequate daily iodine intake is essential for women planning to have a child, during pregnancy and lactation period. Using iodized salt is the simplest way to maintain sufficient iodine intake.

Iodized salt should be widely available in all countries. We support salt iodization programs to reach the continuing large number of women who remain unprotected from iodine deficiency.



## World Health Organization's daily iodine recommendations:

- age 0-5 years: 90 micrograms (mcg)/day
- age 6-12 years: 120 mcg/day
- older than 12 years: 150 mcg/day



## For pregnant women, there is an increased need for iodine:

- pregnant and lactating women: 250 mcg/day



## About iodine deficiency

Iodine deficiency is a re-emerging issue due to dietary changes: a declining trend in the consumption of cow's milk, dairy products, and fish among young people and a lack of sufficient iodine in the diet.

Iodine deficiency may cause:

- impaired brain development of baby
- alteration in growth
- goiter
- hypothyroidism

Insufficient iodine intake during pregnancy may lead to:

- brain development issues that can reduce a child's IQ

Remember:

- consume iodine-rich foods: iodized salt, cow's milk, yogurt, fish, and eggs
- iodized salt is the simplest and most efficient method to ensure enough daily iodine intake

Use less salt, but iodized salt!