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Natural Fe Fortified Bars: Promulgating an explicit intervention to combat anemia in adult females

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Reduction in blood transport of O₂ due to deficiency in red blood cells and iron is known as Anemia. Pakistan NNS- 2011 indicated that 51% non-pregnant women were anemic on the basis of hemoglobin concentration. Females of reproductive age are more affected and nutritional inadequacy could be one of many risk factors. PhD thesis research was conducted at Institute of Food Science and Nutrition, University of Sargodha to do efficacy study of Fe fortified bars in adult females. Hostel availing adult females were approached from different departments of university, after DRCE approval, the research work was discussed with them in detail and Information, Education and Communication (IEC) material was provided and informed consent was taken from agreed ones. Selected the anemic adult females on basis of food intake and hematological identification of anemia at baseline, fortified fruit bars (with natural as well as synthetic salt based) were intervened along with placebo bars for 90 days, results were collected after 2nd hematological analyses at end line, interpreted the data through statistical analyses, then it was concluded that placebo had negating effect, though synthetic salt FeSO₄.7H₂O fortified fruit bars showed positive results but naturally iron fortified bars (powdered *Mentha spicata* L. and ground apricot kernel of *Prunus armeniaca* L.) had improved hemoglobin (32.4%) and serum iron (20.6%).

Biography

Syeda Mahvish Zahra has her expertise in diet and nutrition and passion in improving the health and wellbeing. Her open and contextual nutritional health status evaluation model based on responsive constructivists creates new pathways for improving healthcare through sociodemographics, blood biomarkers, vital signs, antropometrics, energetics, FFQ and Quantum Magnetic Analyzer. She has built this model after years of experience in research, evaluation, teaching and administration both in hospital and education institutions.

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