



## INTERNATIONAL COUNCIL FOR CONTROL OF IODINE DEFICIENCY DISORDERS

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### WHAT MIGHT SUCCESS LOOK LIKE?

This is a note designed for discussion. It is hoped that it lists the essentials for what success in achieving the goal of USI would require. It does not amplify each element since the objective is to submit an outline not a thesis.

We need to remind ourselves that the largest contributor to sustained success is the consumer of iodized salt... an act undertaken freely in every village in every country every day. Thus success depends upon sustaining the access to the product for those people, part of which depends on the market, part of which depends on quality, part of which depends on enforcement of regulations, part of which depends on educated (informed) demand, part of which depends upon application of unfolding technology and improved understanding of IDD, part of which depends upon political commitment nationally as a sustained national policy. Much depends upon the attitudes and practices of national leaders as they deal with the need to sustain successful access while introducing new technologies, like cellular communications, electronic monitoring and reporting, and improved access to the product itself.

### ACHIEVEMENT OF USI IS FIRST PLATEAU.

Thus, a *sine qua non* for International Development Policy makers is : Sustain commitment of each organization to achievement of USI and Sustained Elimination and sustain the issue on the agenda of each agency.

A "International Commission of Oversight" (proposed by ICCIDD to WHO and UNICEF earlier) to sustain global interest; global technical and professional support when needed; continual oversight support and sustained monitoring is required. Part of the Commission would be a team on call to assist national efforts on request.

### SUSTAINING IT IS THE OBJECTIVE.

The Global Network Secretariat with the collaboration of Board Members has prepared acceptable Guidelines for measuring success. They are still valid as a working tool for national leaders to deal with national evaluation and assessment. Communications is an essential element in each national success and is essential as well to see a communications plan permanently in places, but adapting to improved and modern delivery channels to the public on the values of iodine and the dangers of its absence. The Global Network Secretariat produces an annual Scorecard of progress

that should continue, despite the WHA Resolution calling for mandatory reporting until the latter becomes more routine, modern and accessible to all.

This is not an attempt to cover every detail or to pretend to substitute for ongoing work to improve data gathering, data reviews, and data needs. It is not a 'how to' paper, although some of those are needed in national effort to spur progress. It does not deal with national costs, investments or suggestions for foreign aid.

SUCCESS WILL BE ACHIEVED WHEN:

1. HOUSEHOLD ACCESS OF OPTIMAL IODINE DAILY NEEDS IS ACHIEVED IN MORE THAN 90% OF HOUSEHOLDS AS REVEALED BY ESTABLISHED REGULAR SURVEYS AND ANALYSIS WHICH DEMONSTRATE URI LEVELS AS PUBLISHED BY WHO AND THE GLOBAL NETWORK SECRETARIAT: Median Urinary Iodine concentration generally in range of 100-199 ug/l; in pregnant women with range of 150-249 ug/l.
2. LEGAL GUIDELINES ARE IN PLACE, REGULATORY PROCEDURES ARE IN PLACE AND KNOWN; ARE IMPLEMENTED AND ENFORCED WITH PUNISHMENT OF NON COMPLIANCE. Provision for adjustment as economic and social development affects market place and consumption rates in place.
3. NATIONAL COMMITMENTS OF FINANCIAL SUPPORT ARE REGULAR FEATURES IN THE NATIONAL BUDGET, REVIEWED AND IMPROVED ANNUALLY, WITH PUBLIC REPORTING AND APPROPRIATE STAFFING NEEDS INCLUDING A NATIONAL LAB WITH PUBLISHED OBLIGATIONS. SPECIAL FINANCED ATTENTION IS PAID TO SMALL HOLDERS NEEDS.
4. QUALITY ASSURANCES PROCEDURES AND PROCESSES ARE IN PLACE, WITH QUALIFIED STAFF AT ALL LEVELS WITH CLEAR TRANSPARENT ASSIGNMENTS, RESPECTED AND ENFORCED WITH APPROPRIATE FINANCIAL OR OTHER PUNISHMENT WITH STATUS REPORTS ISSUED REGULARLY AND PUBLICLY. QUALITY ASSURANCE IS A PRACTICE IN ALL ELEMENT OF THE NATIONAL ENDEAVOR.
5. NATIONAL COMMITTEE/COALITION OF MAJOR ENTITIES IS FUNCTIONING WITH OVERSIGHT OBLIGATIONS AND COMMITMENTS WITH A TRANSPARENT BUDGET. IT HAS SENIOR LEVEL MEMBERSHIP REPRESENTING NATIONAL ENTITIES FROM PUBLIC, PRIVATE, SCIENTIFIC, CIVIC, GOVERNMENT COMMITMENTS; WITH APPROPRIATE AND FUNCTIONAL ACCESS TO NATIONAL COMMUNICATIONS SYSTEMS AND CHANNELS; WITH PUBLIC REPORTING.
6. NATIONAL PROCUREMENT PROCESSES ASSURE ADEQUATE AND SECURE ACCESS TO NEEDED RAW MATERIALS FOR PRODUCTION, PROCESSING; QUALITY ASSURANCE; STORAGE, LABELING AND TESTING OF IODIZED SALT AVAILABLE TO ALL PRODUCERS AND PROCESSORS IN THE COUNTRY AT FAIR COSTS. UNDUE IMPORT RESTRICTIONS ARE REMOVED.
7. NATIONAL POLITICAL LEADERSHIP IS VISIBLY COMMITTED TO THE GOAL OF SUCCESSFUL PROTECTION OF THE ENTIRE POPULATION FROM PREVENTABLE BRAIN DAMAGE AND DEMONSTRATES THAT COMMITMENT REGULARLY.

8. A MONITORING SYSTEM IS IN PLACE REGULARLY TO REVIEW AND ANALYZE DATA AND INFORMATION ON ALL ELEMENTS RELATING TO THE PRODUCT (IODIZED SALT); THE PROCESSES (Management, Finance, Communications, Advocacy, Access to Continuing Research, Marketing and Retailing Practices, etc); and PROGRESS (Regular surveys and public reports on the status of iodine in the population, reports to WHO and other international bodies).

9. A NATIONAL ADVOCACY PLAN AND A NATIONAL COMMUNICATIONS PLAN IS IN PLACE TO ASSURE NATIONAL RENEWED AND REFRESHED POLITICAL AND OTHER COMMITMENTS; TO SUSTAIN NATIONAL COMMITMENT TO THE CONCEPT THAT 'SUSTAINED IDD ELIMINATION' IS A PERMANENT NEED OF THE NATION. A NATIONAL COMMUNICATIONS PLAN ASSURES ADEQUATE, TIMELY, CORRECT AND SCIENTIFICALLY SUPPORTED INFORMATION IS AVAILABLE AND ACCESSIBLE SO THAT PUBLIC COMMITMENT IS TRANSFERRED TO THE NEXT GENERATION.

IN SHORT, SUSTAINED ELIMINATION IS A PERMANENT TASK.

NEED FOR OPTIMAL IODINE IS FOREVER.

References: On Request.