



*Are you getting enough?*

**WORLD IRON AWARENESS WEEK  
22 AUGUST - 28 AUGUST 2022**

## Background

Now in its 9th year, World Iron Awareness Week (WIAW) has continued to be an important global public health campaign, raising awareness of iron deficiency and the importance of dietary iron.

This year Beef + Lamb New Zealand's campaign focus was iron's role in energy and the essential part it plays in how we perform at work, school, sport and in our daily lives. The question posed to New Zealanders was 'Is low iron holding you back?'. WIAW campaign supporters created content that was relevant to their own audiences.

This report provides an overview of World Iron Awareness Week, 22-28 August 2022.

## Campaign Supporters

This year we welcomed New Zealand organisations:

- Sanford and Sons Fishmonger
- Food Writers New Zealand
- Vegan Society NZ

Along with global organisations:

- International Meat Secretariat
- Global Meat Alliance
- National Cattlemen's Beef Association

to our growing list of supporting organisations.



New Zealand Blood Service



Retail Meat New Zealand



Toi Tangata



Sanford and Sons Fishmonger

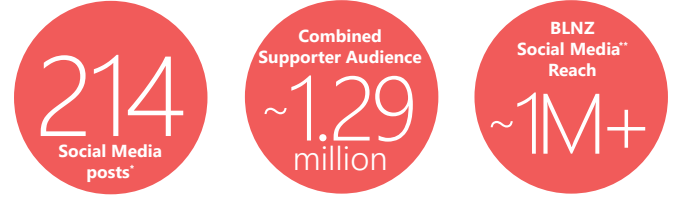
## Supporter content

Organisations supported WIAW through social media posts, videos, recipes, webinars, articles, competitions, and radio interviews.

Some of the highlights were:

- Toi Tangata's partnership with Kaelah's Wild Kai Kitchen produced a video showing iron-rich kaimoana that can be gathered in New Zealand and an iron-rich recipe
- Butchers spelling out WIAW graced the cover on Retail Meat's Butchers Quarterly magazine
- Sanford & Sons Fishmonger created delicious iron-rich seafood recipes with Dish magazine

### Supporters Social Media Reach:



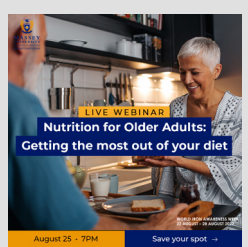
\*Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube  
\*\*Facebook, Pinterest, Instagram, Twitter and LinkedIn

## Massey Webinars

This year Massey University's School of Sport, Exercise and Nutrition hosted two public facing webinars titled:

- Nutrition for Young Adults: Is your diet holding you back? by Dr Claire Badenhorst
- Nutrition for Older Adults: Getting the most out of your diet, by Dr Pam von Hurst

The webinars covered nutrients that are vital for health at different age groups. The webinars were sponsored by Beef + Lamb New Zealand and attracted over 115 attendees, with 392 people initially registering for the webinars.



## Media

### RADIO

Today FM featured interviews with both Mia David from Sanford and Sons Fishmonger and Regina Wypych from Beef + Lamb New Zealand. Food Writer Nici Wickes also shared iron week information and her iron-rich sausage roll recipe on Newstalk ZB.

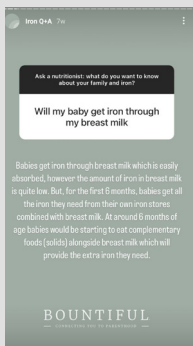


### #WORLDIRONWEEK

The #worldironweek hashtag was seen across all social media channels, with many organisations creating individualised content, including butcheries, pharmacies, food industry, public health organisations and individual Registered Dietitians and Nutritionists.

### TWITTER

Twitter also expanded the reach of the campaign with a total audience of over 360,000 from 126 tweets and 46 organisations.



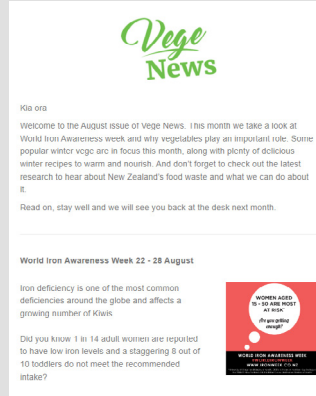
## Bountiful Partnership

Bountiful is an organisation which supports new Kiwi parents in a variety of ways including two free educational resources – My Bump and My Baby. Joanna Bunt, Nutrition Advisor at Beef + Lamb New Zealand, answered questions from Bountiful followers about iron for babies, toddlers, and pregnant women. Text based answers over stories had an average reach of 2071 followers, while video answer views ranged from 370 to 1500.

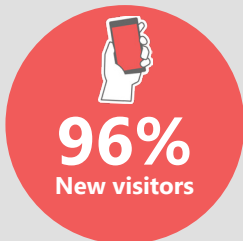
## Newsletters

WIAW was highlighted in twelve newsletters, both locally and globally including:

- International Meat Secretariat
- Global Meat Alliance
- The New Zealand Nutrition Foundation
- Nutrition Society of New Zealand
- The Asian Network Inc
- Digest - Food Writers NZ
- Retail Meat NZ
- vegetables.co.nz
- Butchers Quarterly
- New Zealand Institute of Food Science and Technology Inc
- Nutrition and Physical Activity Bulletin
- AginEd



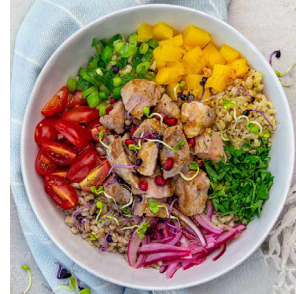
## Ironweek.co.nz



Ironweek.co.nz became a one stop shop for both supporters and public wanting to find out more about WIAW. The interactivity of the website was also enhanced with the addition of quizzes and videos. This saw a substantial increase in website traffic and 410 resources downloaded. Iron-rich recipes featured on Pinterest also drove interest up.

## NEW Resources and Recipes

A new set of WIAW social media graphics were added to the website with a focus around 'Is low iron holding you back?', highlighting the key symptoms of iron deficiency. New recipes were provided by NZ PORK, Beef + Lamb New Zealand, NZ Venison, Sanford and Sons Fishmonger, vegetables.co.nz and the Vegan Society NZ, covering a wide range of cuisines. The website also hosted three quizzes this year.



## Competitions



Food Writers New Zealand, Bountiful, Sanford and Sons Fishmonger, Retail Meat New Zealand, along with Beef + Lamb New Zealand all held competitions to increase awareness of WIAW. Food Writers New Zealand members were invited to share an iron-rich recipe using ingredients from one of the WIAW supporting food producer organisations, with the prize being a Legacy pan, kindly donated by Ironclad Pan Co.

## Global Reach

WIAW was a significantly larger and more active international campaign than previous years with increased engagement seen across multiple platforms. This was largely due to the support of Global Meat Alliance and the International Meat Secretariat. Website traffic was predominantly from New Zealand, but also came from the USA, Denmark, UK, Australia, Canada, India, South Africa, and Spain.

## Thank You

The Beef + Lamb New Zealand Nutrition team would like to thank all supporters for their contribution to World Iron Awareness Week 2022 and welcome all feedback for future campaigns.