

## Press Release

### **Together for Healthy Childhoods: Danone and Public Sector Join Hands to Tackle Iron Deficiency Anaemia in Young Children**

Over 250 children in Bangkok and Samut Prakarn received free IDA screenings and playful health activities, as families, educators, and health professionals came together to raise awareness and support early development.



**From left:** Siriporn Singhasiricharoenkul, Assistant Thawi Watthana District Director; Sukwichaya Nasomsong, Director of Thawi Watthana District; Dr. Duangporn Pinjeesekikul, M.D., Deputy Director of Health Department, BMA; Associate Professor Dr. Tavid Kamolvej, Ph.D., Deputy Governor of Bangkok; Danish Rahman, General Manager, General Manager, Danone Thailand, Laos, and Southeast Asia; Dr. Suthee Saritsiri, M.D., Director of Health Promotion Division Health Department, BMA; Gafar Lutian, SEA General Secretary & General Counsel, Danone Southeast Asia; Dr. Tharit Mongkol, M.D., Deputy Director of the Bureau of Nutrition, Department of Health, Ministry of Public Health, at the opening ceremony of the event at Wat Puranawas Community Early Childhood Development Center in Bangkok

**Bangkok, 1 July 2025**– Iron Deficiency Anemia (IDA) is a silent but serious threat to young children’s development, affecting learning, and growth. As part of a broader commitment to early childhood health, Danone Thailand collaborated with public sector partners—including the Bangkok Metropolitan Administration (BMA), its Health Department, Health Centres, and Child Development Centres—as well as Rattanakosin 9 School and the Bangplee Industrial Estate Office in Samut Prakarn. Together, they delivered free IDA screenings, nutrition education, and

playful learning activities to over 250 children and their families. These efforts were part of Danone Day, a global initiative where Danoners engage directly with communities to listen, learn, and give back.

This builds on Danone Thailand's long-standing commitment to tackling IDA through research support, healthcare professional education, public awareness campaigns, and collaboration with government bodies like the Bangkok Metropolitan Administration (BMA). In addition, Danone has recently partnered with leading retail chains such as Big C, Lotus's, CJ, and PY Kijsiri to expand nationwide access to free, non-invasive IDA screenings—bringing early detection closer to families in their everyday environments.

### **1 in 3 Thai Children May Be at Risk of Iron Deficiency**



IDA is one of the most common nutritional deficiencies in Thai children under six, yet often goes undetected. Without early intervention, it can hinder physical growth, brain development, and emotional well-being. Early screening and caregiver education are key to prevention.

With national data suggesting that up to one-third of Thai children may be affected, community-based initiatives like Danone Day play a vital role in addressing the issue at the ground level. During the event, more than 250 children received non-invasive IDA screening.

### **IDA Screening and Parent Education**

As part of a collaborative initiative to promote early childhood health, an activity was held at the Wat Puranawas Community Early Childhood Development Center in Thawi Watthana District, Bangkok. Danone Thailand and its employee volunteers, in collaboration with Public Health Service Center 67 Thawi Watthana and the Health Promotion Division of the Bangkok Metropolitan Administration (BMA), provided screening services



for iron deficiency anemia (IDA) to over 150 children. Additionally, an educational session was held for the children's parents.

The event was honored by the presence of Associate Professor Dr. Tavida Kamolvej, Ph.D., Deputy Governor of Bangkok, along with executives from the Health Department, the Thawi Watthana District Office, and the Nutrition Division of the Department of Health, Ministry of Public Health. They joined in launching the activity and supporting this mission to improve the health of Thai children.

Associate Professor Tavida Kamolvej, Ph.D, Deputy Governor of Bangkok, emphasized the importance of both early detection and public-private collaboration: *“Anaemia is a common but often overlooked issue in young children. Early screening helps us act before it affects their development. I thank all the parents for their cooperation, and I deeply appreciate the collaboration between BMA and Danone Thailand. This partnership made the screening process smooth, informative, and even enjoyable for the children. I hope this project continues to grow—for the health and development of all our children.”*



From left: Amarit Pho-Kart and Udon Wingworn, the Deputy Directors of Rattanakosin 9 School; Dr. Sukanya Mantadilok, Ph.D, the Director of Rattanakosin 9 School; Dr. Piangjai Hanwattanawut, Ph.D., the Director of Bangplee Industrial Estate Office; Pakorn Thampimukvatana, SEA Supply Chain Director & AMEA Projects; Sivinee Pinthong, SEA Operations Director, and Rittinarong Juntarasook - SEA Manufacturing Director, Danone Thailand and Southeast Asia, at the opening ceremony of the activity at Rattanakosin 9 School, Samut Prakarn

## Fun, Games, and IDA Screening for Kindergarteners

At Rattanakosin 9 School, over 100 young children participated in fun, interactive games while receiving non-invasive screening for Iron Deficiency Anemia (IDA). The event was a collaboration between the school, Danone Thailand, and the Bangplee Industrial Estate Office—demonstrating how schools, industry, and the private sector can work together to support early childhood health.



*“This partnership reflects our shared commitment to children’s health and development,”* said Dr. Sukanya Mantadilok, the school’s director, emphasizing the importance of early detection and building awareness. Ms. Piangjai Hanwattanawut, director of the estate office, added, *“a good example of turning sustainable development ideas into real action through collaboration for the benefit of local youth.”* Danone volunteers also took part—not only

engaging children through play, but also helping spark early conversations about healthy habits in a way that felt natural, joyful, and age-appropriate.

## Guided by Purpose: Danone’s Impact Journey

*“At Danone, we believe that health starts in the earliest years of life,”* said Danish Rahman, General Manager, Danone Thailand and Danone Southeast Asia. *“The events are more than a IDA screening—it reflects what we can achieve when we come together with a shared goal. By supporting early detection of Iron Deficiency Anaemia, we’re taking a vital step toward improving children’s health and development.”*



*Driven by our ‘One Planet. One Health’ vision, we’re proud to contribute—through resources, expertise, and collaboration—to make health services more accessible to families. Danone Day is not about us; it’s about contributing to what matters most: the well-being of children and communities.”*



### **Together, We Can Help Every Child Thrive**

These activities were made possible through the strong collaboration—reflecting a shared commitment to improving child health and nutrition. By uniting public and private efforts, the initiative demonstrated how collective action can drive meaningful change for children across Thailand. Danone Thailand remains committed to expanding these partnerships and continuing to support Thai families through nutrition, education, and care.

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### **About Danone**

Danone is a leading global food and beverage company operating in three health-focused categories: Essential Dairy & Plant-Based products, Waters, and Specialized Nutrition. Our “One Planet One Health” vision drives us to inspire healthier and more sustainable eating and drinking practices. We believe our health is linked to a healthy planet and thriving communities. Our brands and supply chains are uniquely positioned to impact the health of consumers, communities, and the planet. The Danone Impact Journey, built on Health, Nature, and People & Communities, defines our sustainability priorities and transformation ambition across our value chain – from farmers and their communities, through our brands, to consumers and their families.

By **2025**, Danone aims to be one of the first multinational companies to obtain global B Corp™ certification, reflecting our commitment to measurable nutritional, social, societal, and environmental impact.

### **Danone in Thailand**

Danone Specialized Nutrition Thailand has been a part of the Thai community for over **65** years, providing essential nutrients to Thai people for generations. Our brands, including Hi-Q and Dumex, have been trusted by Thai families for generations. Hi-Q is our iconic global brand, while Dumex has deep roots in Thailand, both backed by the latest scientific innovations in the field of specialized nutrition. Our commitment to Thailand includes significant investments in local talent and infrastructure, such as our Bangplee factory in Samut Prakarn province, which serves as a regional hub for Southeast Asia. Danone Thailand has been B Corp certified since **2021**, reflecting our commitment to achieving measurable nutritional, social, societal, and environmental impact.

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