

# FURTHER WITH 15

## 15 Essential Nutrients for Healthier Women and Babies

### Background

There is significant global momentum behind Multiple Micronutrient Supplements (MMS) for pregnant women. The WHO/UNICEF formulation of MMS (known as UNIMMAP) contains 15 essential nutrients to support the mother's health and the healthy development of her growing baby. National advocates are calling for greater investment in MMS as part of a package of maternal and child health interventions, and major stakeholders like UNICEF, the World Bank, and the Gates Foundation and many others are supporting introduction and scale-up efforts.

Global health and nutrition advocates are asking for resources that will build confidence among the influential and interested—national policymakers, decisionmakers, and donors who currently have a desire to implement a sustainable strategy for long-term MMS introduction and scale-up and want more information in order to move forward confidently.

The Healthy Mothers Healthy Babies Consortium is here to support advocates, national policymakers, decisionmakers, and donors with messaging and materials that educate and inspire confidence and guide them to take action to benefit millions of mothers and babies, communities, and entire nations.

*Throughout this document, both MMS and UNIMMAP MMS are referenced, however, **UNIMMAP MMS is the only internationally recognized formula that is backed by over 25 years of evidence** in support of its effectiveness and ability to improve pregnancy outcomes in low- and middle-income countries.*

### About Further with 15

- Nutrition experts and advocates are **calling for a new narrative**. For some, rehashing the evidence on MMS effectiveness on loop is not helpful as the conversation has shifted beyond the benefits of MMS.
- It's time to tell a different story about the MMS movement. The new message: **Together, we can go Further with 15.**
- **This new narrative**—which plays on the benefits of MMS containing 15 essential vitamins and minerals compared to IFA, which contains only two—will support advocates, national policymakers, decisionmakers, and donors with messaging and materials to provide knowledge and inspire confidence, guiding them to take action to benefit millions of mothers and babies, communities, and entire nations.

### Where Can I Learn More?

Visit **Further with 15** for tools and resources—available now on HMHB's website: [hmhbconsortium.org/furtherwith15](http://hmhbconsortium.org/furtherwith15) and [www.furtherwith15.org](http://www.furtherwith15.org).

