

WPI

Plump it Up: Malnutrition in Guatemala

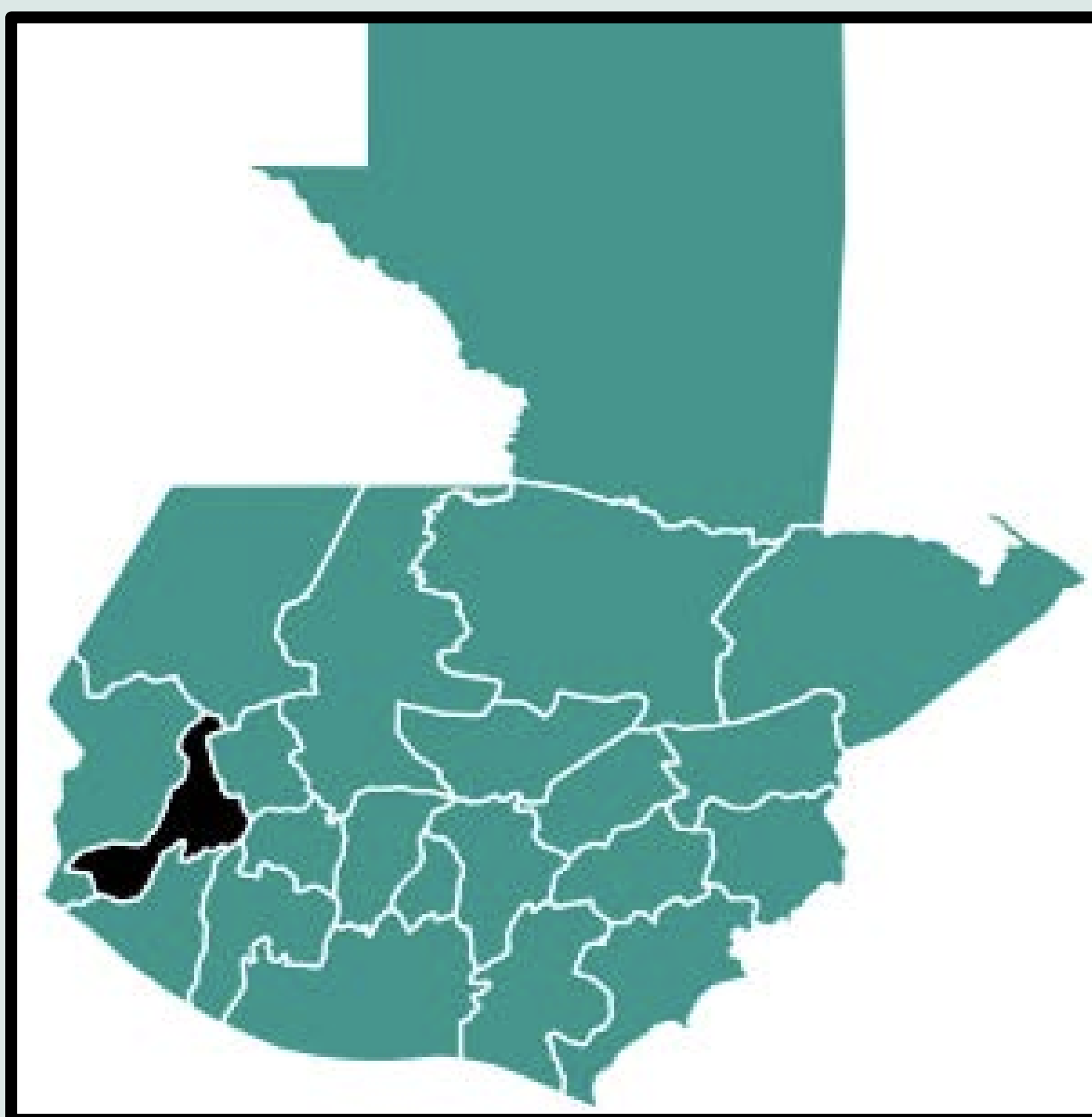
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BACKGROUND

- ❖ Rural Guatemala: ~ 60% of children (0- 5 years) suffer from malnutrition (Noel)
 - ❖ Focus Region: Quetzaltenango Province
 - ❖ Signs of malnutrition: 6 weeks & under
- ❖ Prior Initiatives: exclusive-Breastfeeding (Beusekom)
 - ❖ Results: lack of nutrients not lack of food
- ❖ New Supplement: Plumpy'Nut
 - ❖ efficient, accessible, affordable (ProQuest)

PROBLEM

Malnourished Guatemalan children (5 & under) suffer developmental defects due to insufficient diets and lower economic standing



- ❖ Focused on the Quetzaltenango region
 - ❖ High poverty
 - ❖ Affected heavily by malnutrition

APPROACH

Prevent and Treat Malnutrition in Guatemala with Plumpy'Nut

Target

Children 6 months → 5 years (2)

Budget

Cost: 15 Q (\$2 USD)
Funding: Zero Hunger Pact, UNICEF and CDC Relief (5)

Awareness

Posters, Educational Program, Media Advertisements

Distribution

Local Markets, Health Centers, Rural shipping (5)

OUTREACH PROGRAM

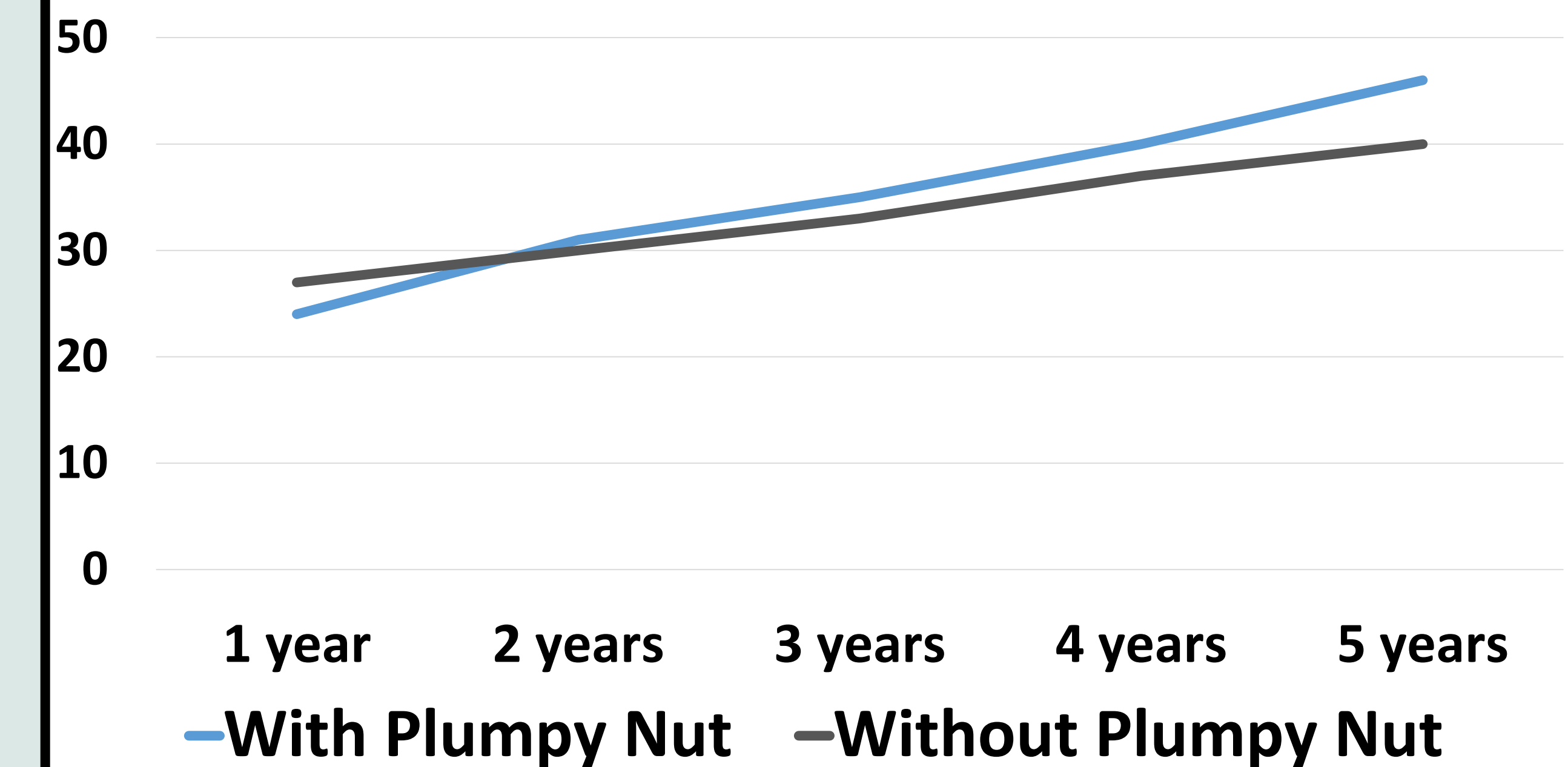
- ❖ Quetzaltenango natives
- ❖ Health Centers
- ❖ General information (Pehlke)
 - ❖ Effects of malnutrition
 - ❖ Plumpy'Nut initiative (ProQuest)
 - ❖ Diet



Factory workers producing Plumpy'Nut

Frederic de La Mure. (2014) *Hilina Enriched Food P.L.C.*

Height Increase of Guatemalan Children in Inches



Amsler, D. (2011). *Happy Time.*

CONCLUSIONS

- ❖ 2 years – consistent increase in height
 - ❖ Dropped then plateaued second year
 - ❖ Picked up again
- ❖ Overall customer satisfaction

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