Plump it Up: Malnutrition in Guatemala

**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

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

**OUTREACH PROGRAM**
- Quetzaltenango natives
- Health Centers
- General information (Pehlke)
  - Effects of malnutrition
  - Plumpy’Nut initiative (ProQuest)
  - Diet

**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)

**REFERENCES**

**FACTORY WORKERS PRODUCING PLUMPY’NUT**
Frederic de La Mure. (2014) Hilina Enriched Food P.L.C.

**CONCEPTS**
- Factory workers producing Plumpy’Nut
- Focus on the Quetzaltenango region
- High poverty
- Affected heavily by malnutrition