**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

**APPROACH**
- **Prevent and Treat Malnutrition in Guatemala with Plumpy’Nut**
  - **Target**
    - Children 6 months → 5 years (2)
  - **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

**REFERENCES**

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

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