

Situation



Inputs



Activities

Background

- A large percentage of women in Guatemala have poor breastfeeding habits. Some do not start breast feeding immediately after birth, while others discontinue before the recommended six months
- Disparity of knowledge distribution of the benefits and time frame recommended to breastfeed.
- Unknown cultural practices which are preventing women to adopt recommended breastfeeding practices.
- Child morbidity rates need to be lowered.
- Nutrition status of infants and children need to be improved
- Growth and brain development relating to malnutrition need to be improved.
- Harmful cultural practices must be addressed.

ASSUMPTIONS

- Funding and support will be adequate and available
- Participants and partners will actively participate in the project

What we invest:

- Project Leader (me)
 - Oversee and facilitate operations
- Researcher team
 - Facilitate Focus groups
 - Conduct statistical analysis of results of focus groups
- Dietitians
 - Produce education materials and provide dietary expertise
- Anthropologists
 - Aid in cultural and regional interpretation and advise researcher through data collection and analysis
- La Leche League
 - Provide expertise from years of experience working within the Guatemalan culture in regards to infant and child feeding practices
- Local partners
 - Logistics
 - Cultural and regional information
 - Facilitate recruitment of individuals for focus groups
- Federal Funds
- Local funds
- Time
 - 2 years
- Educational materials
 - To be given out at each focus group meeting
- Food vouchers
 - Incentive given to participants for attending focus groups

Activities related to research

- Design and conduct research
- Lead community outreach
- Provide counseling to new mothers and women of childbearing age

Who we reach:

Traditional Birth Attendants
Public

Activities

1. Stakeholder meetings
2. Collaboration meetings with local partners
3. Development of maternal education materials and incentives
4. Focus groups
5. Analysis of qualitative data
6. Compilation of results and conclusions

Participants:

1. Project Leader
2. Researchers
3. Anthropologists
4. Dietitians

Activities related to education

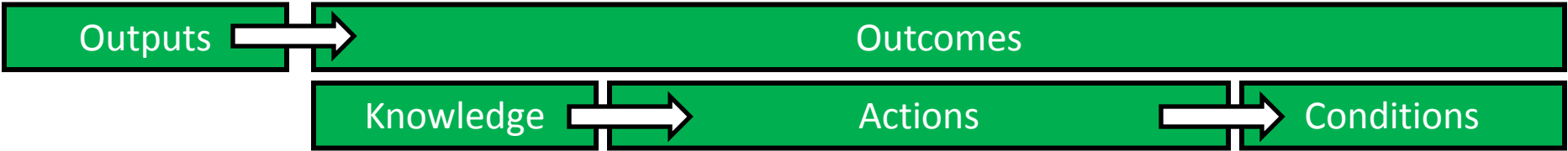
1. Train researchers to be affective leaders of focus groups.
2. Cultural training for researchers.

Participants:

1. Graduate students

EXTERNAL FACTORS

- Potential international and regional travel logistical challenges.
- Potential logistical challenges among different ethnic groups as they vary per region.
- Potential language barriers.



- Outputs related to research**
- New methods of breastfeeding education
 - Cultural awareness publications
 - Information, skills, and positive life choices for mothers and women of childbearing age

- La Leche League, UNICEF, and local health groups will create education materials
- Change in attitudes and beliefs toward breastfeeding
- Improved methods in regional breastfeeding education
- Improved cultural and situational awareness for local groups

- La Leche League, UNICEF and other local health groups will create educational materials that are better fitting to regional disparities regarding infant feeding practices
- Application of breastfeeding knowledge
- Increased duration of breastfeeding
- Maternal confidence to improve health of their children
- Youth empowered with knowledge to make healthy decisions for their future children
- Increase health promotion outreach to more rural communities

- Health promotion materials and programs created which will focus on:
 - Child wellness and nutrition status
 - Improved growth and mental function
 - Fewer childhood sicknesses
 - Reduced childhood morbidity
- Improved quality of life for mothers and children through self empowerment of nutrition knowledge