



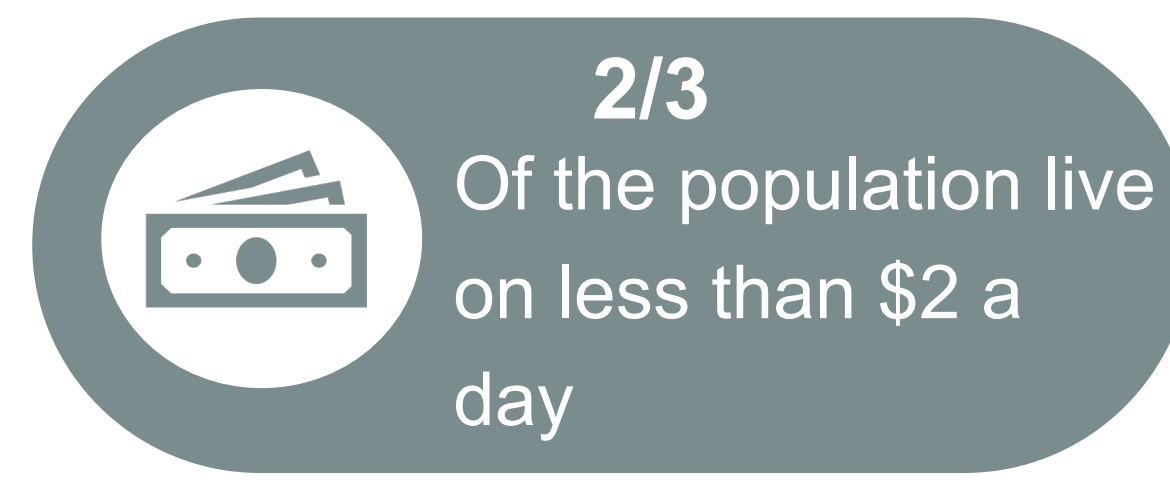
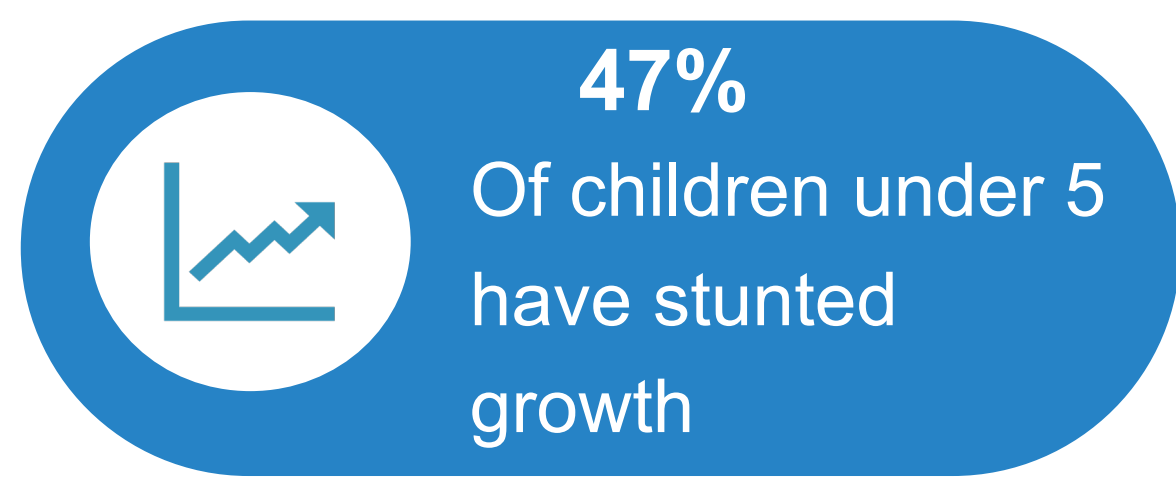
Strategic Planning for a Nutrition Outreach Program in Quetzaltenango, Guatemala

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Introduction and Context

- **Primeros Pasos** is a nonprofit clinic that was founded in the western highlands of Guatemala in 2002. Primeros Pasos serves indigenous families in the Palajunoj Valley and is located just outside Quetzaltenango, Guatemala.
- The clinic's operations have expanded to include outreach programs, focusing on nutrition, oral health, and school outreach programs. Due to financial constraints and organizational shifts, the nutrition and school outreach programs were combined in 2018 and are now run by one nutritionist.



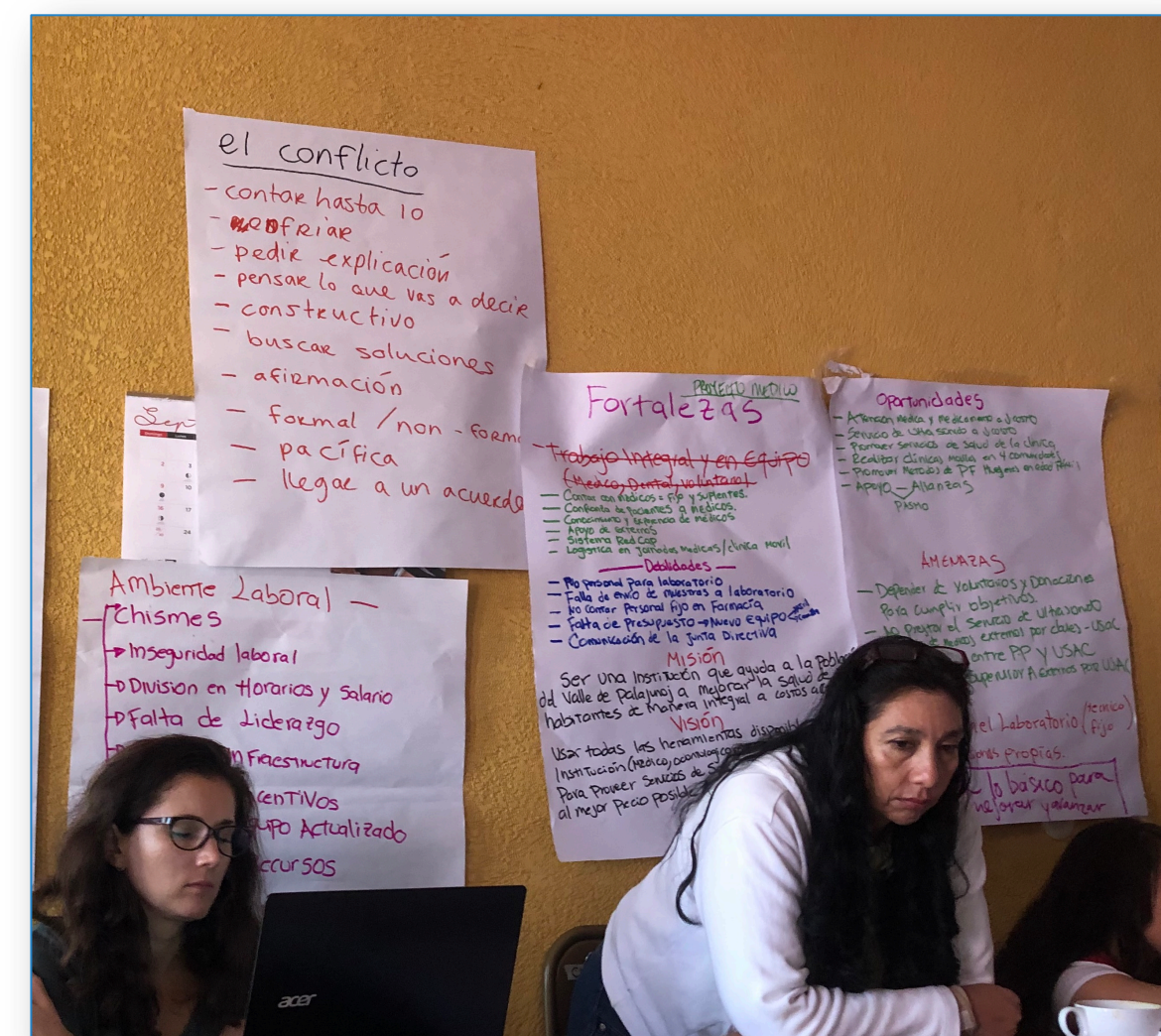
Objectives

- To enhance the monitoring and evaluation process for Primeros Pasos' outreach program
- To demonstrate the impact of the programs in order to apply and receive more funding to enhance and support their current programs

Structure or Design

Understanding the organization

3-day Strategic Planning Summit
Evaluation of current programs
3-year plan for each program
Team building exercises



Understanding the population

Participation In Outreach Activities
Recipe classes
Classroom workshops
Mobile clinics



Outcomes

Using experiences from the strategic planning meetings, outreach in the communities, and in collaboration with staff and other volunteers:

- A logic framework was initiated including ways to better utilize volunteers and other resources to reduce the strain on the only nutritionist at Primeros Pasos.
- A curriculum manual, lecture database, and recipe database were developed to support volunteers in administering outreach lessons, allowing the outreach coordinator to focus more time on tracking at risk children and mothers.



Logic framework for outreach program

Curriculum manual with a recipe and lecture database

Discussion

- The newly developed three-year plan will be implemented in 2020. If implemented as outlined, this framework along with a more streamlined volunteer onboarding plan will greatly increase the productivity of the outreach program and the quality of educational programming at Primeros Pasos.
- Years of collaboration between Primeros Pasos, Vanderbilt University, and other organizations have led to the strengthening of the outreach program. The clinic now has evaluation protocols for the nutrition program and the school education program that, if utilized, can show impact to generate more sources of sustainable funding.

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