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Practicum Site:  
Primeros Pasos  
Quetzaltenango, Guatemala

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### Strategic Planning for a Nutrition Outreach Program in Quetzaltenango, Guatemala

**Purpose:** Primeros Pasos was established in 2002 as a primary care clinic serving residents of the Palajunoj Valley in western Guatemala. Since then, the clinic's operations have expanded to include outreach programs on nutrition, oral health, and schools. Due to financial constraints and organizational shifts, the nutrition and school outreach programs were combined in 2018 and are now run by one nutritionist. The goal of this practicum was to develop monitoring and evaluation tools for the clinic. In turn, this would allow Primeros Pasos to demonstrate the quality of their programs as they apply for additional funding to enhance and support their current initiatives.

**Design:** A three-day strategic planning session where current programs were evaluated, and a three-year plan was developed to help provide an understanding about the scope of Primeros Pasos activities. The foundation for the development of monitoring and evaluation tools for the clinic was established through participation in outreach workshops including recipe classes, health education lessons in schools, and open groups for mothers in all four communities Primeros Pasos serves in the Palajunoj Valley.

**Outcomes:** Using the information from the strategic planning meetings and previous experience in the communities, a logic framework was developed for the outreach program. This framework included ways to better utilize volunteers and other resources to reduce the strain on the single nutritionist outreach director at Primeros Pasos. To better instruct new volunteers, a curriculum development plan was initiated that will allow volunteers to administer outreach lessons that meet evidence-based health

objectives, while the outreach coordinator focuses more time on tracking at risk children and mothers to reach adequate nutritional status in the Palajunoj Valley.

**Interpretation:** The newly developed three-year plan will be implemented in January 2020. 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.

