

People involved: 6 team members and 2 teachers
Work Hours: 20 hours

People impacted: High School Community
Other involved people: Lisa Bryan

Project Fair: We are presenting to multiple students in our High School Community.



Nutriendo CORAZONES

Lucas Albin, Martín Argueta, Sofía de León, María José Díaz, Michelle Herrera, Ximena Velásquez

About our project

Nutriendo Corazones is the project we've developed throughout this year. It consists on 5 podcasts and infographics with information about a healthy nutrition. Aside from that, simple and accessible recipes were shared that contained its nutritional value. All of this can be found on our social media account @nutriendocorazones_gt



OUR PROJECT OBJECTIVES

General Objective: Improve the eating habits of the population of Guatemala to create a long-term positive impact on the quality of their lives.

Specific Objective: Educate people through podcasts on how to maintain a balanced and nutritious diet. Publish educational infographics on nutrition on social media, in order to give people access to free information on healthy eating. Share healthy recipes to help, educate, and inspire more families to practice healthy eating habits and maintain a healthy diet.

SUSTAINABLE DEVELOPMENT GOALS

Nutriendo Corazones was able to put in practice the SDGs. We managed to integrate Good Health and Well-being with Quality Education. We tackled the bad nutrition problem through education. We also taught teenagers and adults about nutrition and how to have a healthy diet. Nutriendo Corazones put these three goals into action in order to create an impact in our community.



WHY DID WE DO THIS?

We are lucky enough to have a daily nutrition, and a good one. Sadly, this isn't the reality for most people here in Guatemala. This can cause for people, specially kids, to under-develop. Because of this, we found the urge to educate people about a healthy nutrition, no matter their social status.

"In Guatemala, 1 in every 2 children suffers chronic malnutrition" (Escobar, 2020)

"Guatemala has the fourth highest rate of chronic malnutrition in the world and the highest in Latin America and the Caribbean" (ALDEA, n.d.)

IMPACT AND RESULTS OF OUR PROJECT

We had a very successful impact with this project. We were able to make podcasts that had all of the information that people need to now about a healthy diet. Since the podcasts were successful, also our infographics that went along with them. We were successful with the recipes, since we down recipes that are healthy and that contain their nutritional values, so people can recreate them. With our social media account, a lot of people were reached and interacted with our content. Finally, we were able to share our project with our High School Community at a Project Fair. There were a few miss-backs that we had with this project. We expected to have a larger impact with this project and reach a lot more people. We also wanted to publish our podcasts on the radio and our infographics in the newspapers, but we never received an answer from them. Even though our project didn't have the impact we were expecting, we were able to create an impact on the people that follow us on Instagram and the High School students and teachers that watched our presentation.

SUSTAINABILITY OF THE PROJECT

All the information on our Instagram page will remain available for everyone. Our podcasts will also remain posted and they are all free. This means that people can access all this information whenever they want throughout their life. Even if we stop posting information, everything done will permanently stay there.

HIGHLIGHT OF OUR EXPERIENCE

The highlight of our experience so far is that we got to share all the information our team had been working on with our community. This was a new and fun experience that taught us organization skills, time management, and how to be resourceful and responsible. It was challenging to compress our project in such a short amount of time and then present it.

SOCIAL MEDIA IMPACT AND COLABORATIONS

Our project was consisted on social media interaction, we focused on sharing constant information about nutrition. This was done through Instagram posts and podcasts, which are found on Spotify. We managed to exponentially expand our reach and impact.

We got inspiration for our recipes from Lisa Bryan, a nutrition blogger and YouTuber (@downshiftology on Instagram) to find healthy recipes.



70+ Followers



10+ Listeners



110+ linktree views



170+ people reached



150+ Likes



10+ Posts

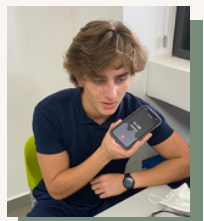
Martin Argueta

My experience working on this project was a very positive one. I was not only able to learn about nutrition, but also to work as a team. Even though I was the coordinator of the group, I was there trying to help everyone and work with them as a team member. I learned to make a podcast and to manage a professional Instagram account.



Lucas Albin

Throughout the process of planning, executing, modifying, and finishing the project, I not only gained knowledge about nutrition and its benefits, but also improved my public speaking and organization skills. Additionally, I learned how to use social media to increase public and advertising engagement. This project was a great learning opportunity, and I'm glad I could take part in it.



Sofia de León

Based on my personal and group experience, I managed to learn a lot of skills and knowledge. Throughout the length of the project, I learned how to organize and effectuate successfully an advertising Instagram account. I also learned how to create appealing infographics to spread a certain amount of knowledge.



Maria José Díaz

The experience I had during this project was very different and positive from other projects I have done in the past. I got to learn about nutrition and also inform others about it by trying to make a positive change.

Michelle Herrera

This project was a distinct and new experience from any other project I had done before. We were the ones that developed this project from the ground up, it was an eye-opener to a new world. Developing the podcasts, infographics, recipes, and managing a professional account was entertaining and exciting.



Ximena Velásquez

I had a good experience with this project because I learned many things from it. This project helped me in many ways, and it also made me discover areas and skills that I didn't know I had. I liked making podcasts because it was a fun way to compress knowledge and teach others about it. Finally, it helped me understand the importance of time management.



Escobar, Lucia. (2020). In Guatemala, the search for cases of child malnutrition are hidden by the pandemic. UNICEF. Retrieved from <https://www.unicef.org/lac/en/stories/guatemala-search-cases-child-malnutrition-are-hidden-pandemic#:~:tex=In%20Guatemala%2C%201%20in%20every.count%2011%2C087%20cases%20%2D%20nearly%20half>

What is Chronic Childhood Malnutrition? (n.d.). ALDEA. Retrieved from <https://aldeaguatemala.org/learn-more/what-is-chronic-childhood-malnutrition/>