

Location:Guatemala

Details of focal point organisation (brief description of organisation, mission, activities etc).

Save the Children Guatemala (SC) is the local representative of Save the Children International which, in compliance with its institutional mission, implements projects with an annual worth of 13 million dollars to benefit children in the country. Therefore, it has well-known experience in the field of advocacy, in the promotion and defence of children's rights in Guatemala. Among the most relevant achievements in this field are: 1) Support to the Ministry of Education for the formulation of the Intercultural Bilingual Education Model, which is currently in place throughout the country. 2) Design of the National Program for Newborns' Assistance, of the Ministry of Public Health and Social Welfare. 3) Participation in the formulation and enforcement of the Law for Integral Protection of Children and Adolescents, and the Public Policy and National Action Plan 2003-2015, for children's rights. 4) Formulation and enforcement of 15 Municipal Public Policies for children's rights – MPPs -, which has implied the investment of USD 8.5 million in this sector, between 2005-2009. In the **Municipalization¹ Table and Central American Learning Circle for Children and Adolescents' Rights and**

Local Power, said methodology has been promoted, resulting in the formulation of 85 MPPs at national level (25% of the municipalities of the country), and the start-up of its implementation in Nicaragua, Honduras and El Salvador since 2007. Save the Children Guatemala has a specialized communications area, which is in charge of setting up links with mass and alternative media to support advocacy actions and raise awareness among the society in general and public authorities in relation to children's situation. 5) Participation in the formulation of the Law for Adoptions and, most recently, the Law against Sexual Violence and Child Trafficking. In relation to this issue, support has been provided to the strengthening of entities, stakeholders in the prosecution and penalization of this crime. Currently, as a part of CIPRODENI², it has submitted a proposal to the present legislators who seek to be re-elected, so that they are committed to increasing budget allocations for the implementation and update of the Law for the Integral Protection of Children and Adolescents. On the other hand, as part of the collective for the Great National Campaign for Education; it has started a national movement for quality education, through the proposal of the National Agenda for Education, which has been submitted to the technical teams and presidential candidates.



MISSION:

We inspire and promote significant changes in the way in which Guatemala and the world values and acts in favor of children and adolescents, to achieve immediate and long-lasting improvements in their lives, building the capacities of the population and local and national entities, stakeholders for the fulfillment of Children and Adolescents' Rights.

Purpose of Grant

The purpose of Grant is to strength the capacities of incidence and social audit of civil society organizations before decision makers for quality implementation and financing activities related to the Window of Opportunity of the Thousand Days and the empowerment of the affected population, (women, children) at national level, prioritizing municipals in high risk due to food insecurity and poverty conditions to contribute on the reduction of chronic malnutrition of children under 2 years old in Guatemala

Strategies to reach this purpose are:

¹ Entity that brings together several NGOs that works for children's rights. Its original objective was to promote the adoption of the Convention on the Rights of the Child, by the municipalities. It is currently promoting the formulation of Public Policies for children at municipal level.

² Institutions Coordinator for the Promotion of Children's Rights. Integrated by 8 national organizations, this Coordinator has executed several advocacy experiences.

1) The establishment of a Working Table, composed by implementing institutions of the Zero Hunger Program in health and nutrition issues (through PAHO/WHO) and the institutions of the National Food And Nutrition Security System (FNSS or SINASAN) with representatives of the Social Civil Monitoring Committee. The aim of this Working Table is to establish information and communication channels with direct implementing actors at national and regional level. In this space, official information will be gathered and analyzed on the progress of implementing the actions of the Window of the Thousand Days; this information will be confronted with the one that is going to be gathered through local partners of the Monitoring Committee of the Civil Society and other research activities of the project and direct feed back will be given to implementing institutions to improve the process.

In order to strengthen the institutional framework for social participation, it will be used the formal channels described in the Decree 32-2005. For purposes of technical proposals that have to be brought to SESAN, work will be done with the Consultive and Social Participation Body (INCOPAS) and for Public Policy proposals, it will be used the channel with members of civil society delegates and other delegate allies appointed to the National Food and Nutrition Security Council (CONASAN).

2) Establishment of a Civil Society Monitoring Committee with key actors related to social audit and human rights, including Children's rights, to develop a common agenda on monitoring the implementation of the Thousand Days Initiative. These sectores will represent grassroots organizations (women, indigenous people, peasant, youth promoters), academic sector, research centers, professional associations, etc. for social audit that will support a higher efficacy of the existing public plans and programs to address the problem.

The geographic area will comprise three country regions and will be held through existing organizations and networks: 1) Quetzaltenango, Totonicapan and San Marcos (West); 2) Huehuetenango and Quiché (North- West, with the highest percentage of children chronic malnutrition); 3) Chiquimula (North- East).

For better impact, it will be developed a two-way decentralized strategy, in which actions are performed both nationally and in the regions where interventions of Window of the Thousand Days will take place. These actions involve at local / regional level, monitoring the implementation of the strategy, identifying gaps in coverage and quality, identifying best practices and the implementation of proposals made by the Civil Society initiatives. At national level, the monitoring of the budget allocation and execution, transfers of funds to other budget items not related to SUN, and the mobilization of public opinion on the situation, progress and obstacles facing the implementation.

3) To promote an advocacy plan before the Government in a jointly way with representatives of Civil Society Organizations. The Advocacy Plan will be a product of the different inputs produced by the Civil Society Monitoring Committee such as: a) common analysis of the monitoring information gathered at local/ regional and national level through committee partners, b) specific research on the implementation of the Thousand Days Window through expert consultancies and a dialogue process with experts. The plan implementation will comprise the identification of key actors, key issues and proper timing for lobbying with key stakeholders to promote the formulation of public policy proposals to ensure the adequate implementation, sustainability and institutionalization of the Thousand Days Strategy

4) Massive promotion for people to demand the implementation of measures that have been proven effective in preventing the effects of chronic malnutrition with Children's rights approach.

This campaign will be oriented specifically to reach the target population (pregnancy and early childhood from conception to 24 months of age) with multicultural approach using main mayan languages through radio, TV and alternative media, to increase social demand of the components of "window opportunity" at health services and health programs included in the "Hambre 0" (Hunger 0) government strategy to reduce the high levels of chronic malnutrition.

Besides that, it will be developed activities with journalists for sensitizing and encourage them to contribute to publicize and spread key campaign messages. Campaign also supports the participation of adolescents Communication Promoters, one of the groups supported by Save the Children which has radio program production experience.

Government Dialogue:

Proposal of the Civil Society in Guatemala for the implementation of the SUN Strategy/1000 days

11/06/2012

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A meeting was held recently with the new Secretary of the National Food Security Secretariat (SESAN), and he is very interested coordinating with SUN strategy proposal, recognized that he knew about the window of opportunity through Save the Children, and designated a focal point to follow up this proposal implementation.

In synthesis, Intervention will include:

- a) The establishment of a Working Table, composed by implementing institutions of the Zero Hunger Program in health and nutrition issues (through PAHO/WHO) and the institutions of the National Food And Nutrition Security System (FNSS or SINASAN) with representatives of the Social Civil Monitoring Committee.
- b) Establishment of a monitoring committee with key actors related to social audit and human rights, including Children's rights.
- c) Development and implementation of a joint advocacy agenda for adequate and sustainable implementation of Zero Hunger program and the window of the Thousand Days.
- d) Development of a media campaign for a massive promotion for people to demand the implementation of measures that have been proven effective in preventing the effects of chronic malnutrition with Children's rights approach

Description of malnutrition situation

Guatemala has a total population estimated at 14,636,487 according to ENCOVI³ 2011 report. It is a lower middle income country and ranks 131 of 173 on the HDI (Human Development Global Report 2011), being part of the group of countries with high development deficit. This situation has a negative impact on the exercise of human rights of the majority of the Guatemalan population, which reaches a level of poverty of 53.71 according to ENCOVI 2011 report.

Guatemala is one of the most unequal countries in the world, due to its history of social exclusion and economic models which have been monopolizing wealth. Its GINI index is 55.1, which ranks it throughout Latin America and worldwide, as one of the countries with greater inequality in income distribution according to the National Human Development Report 2007/2008, UNDP. As a result of this inequality, chronic hunger and progressive malnutrition continues to increase in children and adults, which is directly linked to poverty and extreme poverty. According to a study conducted in 2010 by the School of Medicine, of the State University "San Carlos"; 52% of the Guatemalan families are under a moderate risk of suffering food insecurity in extreme situations, while a 42.7% are under the risk of food insecurity at mild level and the remaining 2.8% are under severe risk.

In the rural area, food and nutritional security has been getting worst since the end of the year 2007, due to the increase of food prices, economical and climate change crisis.

Most of the families have limited access to food, situation which forces them to consume a very low quantity and quality, and sometimes the lack of food it's so severe they don't have anything to eat for several days.

In terms of child malnutrition, the situation is alarming. According to comparative figures in Latin America regarding the mortality rate of children under 5 years old, caused by malnutrition (2009), the Latin American average stood at a 20.4%, while Guatemala reached a 42%, which represents more than twice the continental average. Figures published by UNICEF Guatemala show that Guatemala is among one of the 9 countries where over 50% of children under 5 suffer from any significant degree of malnutrition.

Official figures report that 49.3%⁴ of children under 5 years old show signs of malnutrition⁵, placing Guatemala among the six countries at world level with the worst indicators of chronic malnutrition. This situation worsens even more when indigenous and rural population is included, reporting chronic malnutrition rates close to 80%.

³ ENCOVI (National Survey of Life Conditions)

⁴ ENSMI (2008-2009)

⁵ USAID, Nutrition Profiles

As stated, and just as in other countries, malnutrition in Guatemala has structural causes, such as the high levels of poverty and inequality, illiteracy, inadequate access to and quality of health services, insufficient access to drinking water, which among others, are worsened by climate change effects, such as natural disasters, which increase the costs of food, and also social demands that require extraordinary budget allocations, diminishing response capacity of the Government.

A positive element in the context, is that the current Government has included in its Zero Hunger program elements based on the window of opportunity of 1,000 days, returning to the commitment shown by the previous government, stated on December 2010 before the International Community, to be included among the 10 pilot countries for the implementation of the 1,000 Days Initiative, being the only Latin American country proposed. The current Secretary of Food and Nutritional Security, which is the governing body of the State policies for this subject, has publicly stated its willingness to discuss and coordinate with the civil society to respond effectively to the problem of children chronic malnutrition in the country.

Legal Framework for the project:

The legal instruments, which support actions to address malnutrition in the country, are described as follows:

The Political Constitution of the Republic of Guatemala, in its articles 2, 94 and 97 sets forth the duties of the State in regard to life, security, food, and nutrition. Decree 32-2005, the Law for the National Food and Nutrition Security System; the Public Policy for Food and Nutrition Security; the Law for the Integral Protection of Children and Adolescents, which ratifies the UN Convention on the Rights of the Child; Governmental Agreement 278-98 on Improvement of food conditions of the population; and Article 43 of the Health Code, which sets forth mechanisms for ensuring availability, production and biological intake of foods. This legal framework also includes the National Policy for Food and Nutrition Security – POLSAN (for its name in Spanish), which sets a broad space for action based in the law, not only for the government, but also for the civil society, committed to address this problem in an integral and co-responsible manner.

Likewise, there is an ad hoc institutionalism for the enforcement of the National Policy for Food Security which includes:

- a) A policy body, the National Council for Food and Nutrition Security – CONASAN (for its name in Spanish) chaired by the Vicepresident and involving 14 ministries, 5 Civil society delegates, two from the private sector, one representative of the National Municipal Association, the President of the Parliamentary Commission on Food and Nutrition Security.
 - b) The Secretariat for Food and Nutrition Security – SESAN (for its name in Spanish), as the entity responsible for the information, planning and coordination at the sector level.
 - c) The System also includes a mechanism of social participation: The Consultative and Social Participation Body – INCOPAS- (for its name in Spanish) comprised of 10 sectors of civil society: Farmer, Business, Catholic Church, Evangelical Churches, universities and social research organizations, unions, NGOs, women's organizations and Professional Colleges. This body is the institutional space for the Civil Society Sectors for communication, participation and to pose initiatives related with Food and Nutrition Security.
 - d) Group of Support Institutions –GIA- made up of Government institutions not included in CONASAN, and International Cooperation Agencies, that can provide technical, financial and operational support when so required by SESAN.
- All these constituting organs of the system, which are mandatory reference points for this proposal.

Several civil society organizations have made efforts to influence the formulation and implementation of this framework, which protects the right to food. Nevertheless, these efforts have not achieved yet the expected impact due to the dispersion and lack of prioritization of the subject in their agendas. This situation has confirmed the lack of effective mechanisms for the participation and social monitoring of present laws and programs to reduce child malnutrition specifically. This problem needs to become an urgent priority, not only for its current effects in relation to child morbid-mortality rates, but also for the future of a whole generation, due to its irreversible consequences (physiological, psycho-biosocial, economic, among others), which require decisive and committed actions from the new authorities and the Civil Society.

Update Notes:⁶

It is important to note, that from the first application of the project (August 2011) to the current one (October 2012), new opportunities and threats for the SUN initiative have arisen in the country.

A new government period started in february 2012 introducing changes in the context that can be interpreted as opportunities in the process and must be taken into account.

1. The new government has created a Ministry of Development that institutionalizes social protection programs of the previous government.
2. The Zero Hunger program has been institutionalized and the window of the Thousand Days is one of the main components.
3. The Zero Hunger Pact signed by Government, International Cooperation Agencies, and Private Sector and some Civil Society Organizations.
4. The government has set a goal of reducing chronic malnutrition by 10% by 2015.
5. The different organs of the institutional framework for food and nutrition security have been restored, including new members of the Consultative and Social Participation body (INCOPAS).
6. There has been a process of sensitization of media and opinion makers for the reduction of chronic malnutrition.
7. There has been a massive dissemination of government activities scheduled against hunger.
8. Projects have been approved with nutrition interventions by the international cooperation in the most affected departments.

At the other end, there are factors that suggest that the process of implementation of the Thousand Days Window will require a social audit support to provide inputs from those working with rights holders and the affected population itself, so that goals are achieved and their effects are sustainable. These factors are:

1. Zero Hunger Program has not been quantified nor has a defined implementation plan that allows to measuring progress in achieving the target.
2. After nine months of being launched, interventions in the pilot municipalities have been few and poorly coordinated among government agencies.
3. Although being signed, The Zero Hunger Pact does not still have a critical route of implementation, nor assigned roles and investment commitments among parties.
4. The mechanisms for civil society participation have been weak. Most efforts have been focused in urban mobilization activities for young people promoting charity to support rural communities, rather than promoting a right based vision for genuine social participation.
5. So far, there is no articulated platform of civil society organizations that monitor the window of the Thousand Days.
6. More than half of the funds assigned for the activities of the Window of the Thousand Days to the Ministry of Health's budget this year (2012), were re-allocated to other activities within the ministry and from the remaining funds, only 36% have been executed by the end of October 2012.
7. The health system which aims to make the delivery of services remains without a real transformation, which would enable an expansion of actual coverage and quality.
8. The proposed budget for fiscal 2013 has increased in absolute terms for the Zero Hunger program, but on the percentage of the total budget shows a decrease, thus, reflects a contradiction between the commitments to prioritize reduction of chronic malnutrition.
9. The anticipated expenditure for the window of the Thousand Days, although showing an increase in absolute terms in 2013, has no defined expenditure items at the risk of being re-allocated to other expenditure items as done in the this year

⁶ Contextual notes October/2012.

Problems that project aims to address through advocacy and campaigning activities

The proposal prioritizes to attend chronic malnutrition of children under 3 years old, through the implementation of an advocacy and campaigning strategy. This strategy aims to promote the massive implementation of effective measures proven to avoid immediate effects of mother and child malnutrition, which must be applied today, in order to prevent and attend effectively the problem of malnutrition, with Children's rights focus. It is also mandatory to obtain the commitment from the State to invest progressively more funds for the implementation of the actions described in the 1,000 days window opportunity strategy, to meet the target of the reduction of chronic malnutrition prevalence set in 10%.

1) Insufficient actions taken by the government to address the problem of children chronic malnutrition with the adequate institutional development and investment.

As stated above, the legal frame for Food and Nutritional Security is based mainly on the National Policy for Food and Nutritional Security and the National Law of Food and Nutritional Security System –SINASAN- (Legal Decree No. 32-2005 of the Guatemalan Republic Congress). This legal instrument establishes the shared responsibilities assumed by SINASAN as the governing body of said policy, as well as the coordination mechanisms at the State sectoral level. Despite the legal support this important tool provides, there's still a very high level of alarming figures in most of the municipalities in the country, and the government efforts to reduce this problem haven't been successful in order to improve this situation. According to a study performed in 2010, by the School of Medicine, of San Carlos State University, 52% of the Guatemalan families live in a permanent moderate risk of suffering food insecurity in extreme situations, while a 42.7% are under risk of suffering a lighter food insecurity situation, and the remaining 2.8% are under the most dangerous risk of suffering severe food insecurity situations. In the rural area, food and nutritional security has been getting worst since the end of the year 2007, due to the increase of food prices, economical and climate change crisis.

According to the Report of the International Mission of Verification on Food Security Right, presented by the FIAN in 2010; "Despite of the strong legal development of the Right to food security in Guatemala and the broad institutional State structure, that should presume acceptable levels of updated validity and effectiveness on the Right to food security; Guatemala presents the most alarming levels of malnutrition in Latin America and one of the worst worldwide". At the same time, UNICEF states in its Report "Global Status of Children 2007", that Guatemala has the higher percentage of children with chronic malnutrition in Latin America, which particularly affects the rural areas and indigenous people, where more than 80% of the population are under risk of food insecurity.

This situation is worrying, as stressed by the study published in Lancet magazine "Low income, poor health and limited access to adequate nutrition in turn affect the health of children of future generations, thus establishing a vicious circle. Malnourished children are more likely to become short adults, get less educational attainment and give birth to weaker babies. Mother and child malnutrition is also associated with lower economic status in adulthood, with effects that are turning to future generations."

In many of the Government Ministries exists budget overrun of these resources or they haven't been prioritized and have been re- allocated to other kind of expenditures that do not correspond to chronic malnutrition attention.

Analyzing the funds invested in Children, most efforts have been oriented towards education and health (especially in regards to vaccination). However, the poor attention given to the National Health System, the priority on curative actions (big hospitals in the metropolitan area) rather than preventive measures, the weak first level of attention and

health facilities without enough supplies required to improve substantially mother-child health, leaves thousands of people out of reach.

The inclusion of the measures proposed by the Window of the Thousand Days in the Zero Hunger Programme of the current government, and the inclusion of about 20 million U.S. dollars in the budget for fiscal year 2012, reflects a political will to implement the initiative. However, performance analysis shows that these funds were not executed by the Ministry of Health this year and were re-allocated to other activities outside the window of the Thousand Days. The projected budget for 2013 has a slight increase in absolute quantities. But when comparing to the percentage of the total national budget or to the GNP, it in fact decreased⁷. This situation reflects that the expected increase in coverage and quality of services proposed by the SUN initiative will not be possible and the target of reduction of chronic malnutrition level will not be reached in the long run.

2) Lack of a common agenda among civil society organizations to follow up on chronic child malnutrition and the implementation of the 1000 days window of opportunity.

Efforts in relation to food and nutritional security of the Guatemalan population, contained in the National Food Security Policy, both performed by the Government and civil society, are not consolidated. This is due to the failure of civil society in making a strong alliance among its members, and establishing a common agenda to improve control over the accomplishment of food and nutritional security policies. Additionally, they haven't prioritized children in their platforms, therefore, despite the problem of child malnutrition causes high negative impacts on current and future population, it is still been relegated to institutions that focus more on "health and nutrition" and "food distribution" to the population at the community level, which doesn't allow them to perform advocacy on decision making actors, to enable the State to assume its role of providing constitutional guarantee of health, nutrition and welfare for all population.

Food Security policies establish several participation channels for civil society organizations, together with some Government Ministries which attend this problem, but until today, it have had a limited effectiveness, mainly due to the lack of dialogue and coordination spaces between organizations working on the subject and due to the lack of sectoral coordination at State level.

Also, there's psychological waste in social structures, caused by repeated efforts without obtaining real political will and commitment from the Government to accept and fund socially agreed proposals.

This situation is also generated by:

3. Lack of knowledge and empowerment of women and children about the legal instruments and policies pertaining to health and nutrition and the benefits of the window of 1000 days.

Lack of awareness of women rights and the importance of demanding its accomplishment for the benefit of mothers and children under 2, denies access for women to public health services with quality, among other essential services. This situation affects negatively the accomplishment of the right to health of the population and affects more strongly children under 2 years. This situation increases the levels of chronic malnutrition in the country, especially in rural communities where the presence of the Ministry of Health is very poor.

Ignoring human rights, with socio-cultural and linguistic relevance, has led to a lack of dissemination of laws and policies on a massive scale. The socialization of the information regarding the right to food, to health and the measures proposed by the SUN initiative, incorporating the use of mayan languages, will facilitate the understanding and

⁷ **Análisis del Presupuesto General de Ingresos y Egresos del Estado de Guatemala, aprobado para 2013**
Enfocado a la niñez y adolescencia. ICEFI-UNICEF October 2012

empowerment of people, especially women and those in pregnancy period, allowing them to demand the attention of State services, and the application of the "Window of Opportunity for the 1000 days" program, to prevent and treat properly the problem of child malnutrition.

Until now, there hasn't been any massive communication campaigns to socialize key information for people to recognize the importance of human rights, and that may encourage them to demand the use of health services to be provided with the components of the "Window of Opportunity of the 1,000 days" program, for mothers and children under 2 years in all the communities around the country, and that may also be applied from local to national level, so the State will attend this demand as a national priority, to guarantee the existence and adequate distribution of the vital micronutrients for mothers and children under 2 years old: vitamin A, zinc, iron, iodine, and calcium among others, as well as an adequate orientation about health services regarding hygiene and breastfeeding, to improve health and nutrition of both mother and child. All these factors would "allow children to reach their intellectual potential and increase their range of opportunities for future achievements" (Lancet magazine, special report, page 5).

Key partners

National Level:

Civil Society

Sectors represented in INCOPAS. Key actors not represented in INCOPAS but involved in social audit activities: Children's Rights: CIPRODENI (rights (Interinstitutional Coordination for Children's Rights Promotion), Human Rights: Ombudsman Office, Human Rights Office of the Archbishopric of Guatemala; COINDE (Coordinative Board of Development Institutions), REDSSAG (Food Security and Sovereignty Defence Network). Research Centers such as: Central American Institute for Fiscal Studies -ICEFI, Latin American Faculty of Social Sciences FLACSO.

Institutional Support Group (GIA)

International cooperation Agencies: USAID, EU. PVO'S implementing Title II Projects in the area of Zero Hunger Program. UN System Agencies: (through PAHO/WHO) INCAP, UNICEF, WFP, FAO, UNDP.

A final list will be elaborated through a mapping exercise to identify partners, allies and targets for the advocacy plan.

Sub National/Local Level:

Civil Society Organizations participating in the Departmental/ municipal Comissions for Food and Nutrition Security (COMUSAN/ CODESAN), Children Rights local partners organizations of CIPRODENI, Save The Children regional offices, NGO health service providers, regional offices of the University of San Carlos and other private universities that implement actions in nutrition, or carry out monitoring of the situation of food and nutrition security in the area.

Approach (es) to be adopted

The proposal addresses right's focus, which is centered on the capacity of enabling children, recognizing them not as objects of attention but as subjects of attention, as persons with the capacity to defend and demand their rights, identifying the State responsibilities, the duty bearer, as well as those of the civil society organizations and the private company's sector, encouraging these actors to compromise in prioritizing actions in favor of children, based on the "Superior Interest of the Child", established in the Children's Rights Convention, ratified by Guatemala in 1990. From this perspective, our actions will be aimed at supporting a shared social responsibility framework, which can help strengthen the ongoing efforts of civil society and the Government, in order not to repeat them and to achieve compliance with children's rights and specific public policies related to the problem of child malnutrition. Therefore, advocacy and social audit actions will be developed as an initiative to contribute to the strengthening of the commitments of the state as guarantor of rights and the implementation of participation and coordination mechanisms enabling actions proposals to address the problem of chronic malnutrition, from a broad perspective and diverse program that assumes the "Window of the 1,000 days" as a strategy that supports not only the children, but society as a whole, both in the present and in the future, to receive the attention it deserves.

Attending the problem from the civil society organizations and the government through the SINASAN organs, together; it will be a very important contribution for Children to overcome the crisis they are going through due to chronic malnutrition. This enables the Guatemalan society and government to implement immediate urgent actions to revert

the high levels of malnutrition which diminish the hopes of life and integral development. In order to support these actions, it is mandatory to bring to the attention especially, the studies recently published at global level ("The Lancet" Magazine, series about malnutrition of mother and child 2011), regarding the importance of the 1,000 first days since the conception of the child until the next 2 years after birth, period in which malnutrition can be considerably reverted, representing a Window of Opportunity not only for the present life of millions of children previously destined to suffer malnutrition; but also for the development and quality of life of a whole generation for the future, which will produce a great positive impact in all social indicators of the country (health, education, economy, etc.)

The civil society in Guatemala proposes the social co-responsibility, which implies: The creation of effective mechanisms for coordination and articulation of existing efforts, with the Government and other civil society organizations, to influence monitoring and enforcement of public policies and available budgets, for the reduction of chronic malnutrition in children under two years, and in the health condition of pregnant women.

The diffusion through massive media, of messages to raise awareness among the target population in regards to their rights so that they, in turn, demand the delivery of quality health services, as well as pre-natal and post-birth assistance for pregnant mothers; breastfeeding; and micro-nutrients, such as iron, folic acid, vitamin "A", to ensure an improved quality of life.

Project Description

Goal:

To contribute on the reduction of chronic malnutrition of children under 2 years in Guatemala, through the empowerment of the affected population, the intersectoral coordination and social audit that will support a higher efficacy of the existing public plans and programs to face the problem.

Purpose:

To strength the capacities of incidence and social audit of civil society organizations before decision makers for quality implementation and financing activities related to the Window of Opportunity of the Thousand Days and the empowerment of the affected population, (women, children) at national level, prioritizing municipals in high risk due to food insecurity and poverty conditions to contribute on the reduction of chronic malnutrition of children under 2 years old in Guatemala

Expected Outcomes

Problem 1:

Lack of a common agenda among civil society organizations to follow up chronic child malnutrition and the implementation of the 1000 days window of opportunity.

Outcome 1:

Common Monitoring and Social Audit Agenda of civil society, on the effective implementation of the Window of Opportunity of the 1,000 days at national and local level developed and implemented.

Activities:

1. Establishment of Monitoring and Social Audit Commission of Civil Society organizations, through meetings with the existing structures regarding Social audit, Human Rights, Children's Rights food and nutritional security monitoring to establish a formal alliance. This will include joint definition of the nature, objectives, mission, guiding principles, representation, rights and responsibilities of the members of the committee / commission, definition of the working process, methodology, expected outputs, financing and information management procedures.
2. Elaboration of the Common Monitoring and Social Audit Agenda and Strategy of the Thousand Days Initiative, with the aim to monitor and evaluate the on-going government actions, public investment, the progress and

effectiveness of policies, programs and plans. This will be done through meetings to define monitoring themes, indicators to be followed, a monitoring data base, elaboration of monitoring tools, flow of information and allocation of institutional responsibilities in the pursuit and capture of information.

3. Implementation of Monitoring and social Audit Strategy: through periodic reports of monitoring activities of partners at national /local level. Two specific researches per year of the implementation means, mechanisms and impact of plans and programs of the Thousand Days Window by specialized consultants or research centers. Annual studies about public investment in chronic malnutrition, to acquire knowledge about Project's management and effectiveness at national level.
4. Management of Monitoring and Social Audit outcomes through monthly data gathering, joint data analysis and reporting, elaboration of situation reports, newsletters, inputs for media releases and elaboration of technical proposals to improve SUN implementation.

Problem 2

Insufficient actions taken by the government to address the problem of children chronic malnutrition with the adequate institutional framework and investment.

Outcome 2

Joint advocacy strategy of civil society implemented before the Government, strengthens the efficacy of the programs oriented to the attention and prevention of chronic malnutrition of mother and child.

ActivitiesO.2

1. Establishment of the Advocacy Commission of the Civil Society Organizations Committee for the SUN implementation through meetings with senior representatives of Civil Society Organizations and other relevant actors nationally and regional/local to establish The Advocacy Committee for the implementation of the Window of the Thousand Days Initiative.
2. Elaboration of a Joint Advocacy Plan to be implemented before State Actors who have roles related to the adequate implementation the Window of Thousand Days through workshops to define advocacy themes at national and regional/ local level, identification of key actors and sectors, identification of advocacy means and definition of Operators of the Advocacy Agenda. (3 national, 6 regional/ local).
3. Meetings and joint activities with Working Table, composed by implementing institutions of the Zero Hunger Program in health and nutrition issues (through PAHO/WHO), the institutions of the National Food And Nutrition Security System (FNSS or SINASAN) nationally and region/local level with representatives of the Civil Society Advocacy Committee, meeting on regular basis; semiannual seminars for sensitization and review of program progress, with municipal public and sectoral authorities at local /Regional level in the prioritized regions.
4. Public Opinion mobilization through events with columnists and opinion formers on the implementation of Thousand Days Window Program, printing and dissemination of research and studies reports. (2 annually, for 3 years). Public presentation of researches and studies performed through annual public forums. (3 forums). National Conferences on the progress of addressing the problem of chronic malnutrition and the Scaling Up Nutrition initiative globally with national and international experts. (2 Conferences).

Problem 3:

Lack of knowledge and empowerment of women and children about the legal instruments and policies pertaining to health and nutrition and the benefits of the window of 1000 days.

Outcome3:

Massive communication campaign to inform and empower women; strengthening their capacity to demand quality health services for both mother and child, launched.

1. Launching a massive communication campaign at national and local level, with a multi-ethnic and multi-lingual approach, diffused in Spanish and in the main indigenous languages, through massive media (TV, local radios, press), for the population to demand their rights to receive specific services.
2. Production and broadcasting of radio programs by the Adolescent Communicators Network, to inform about the importance of Production and broadcasting of radio programs by the adolescent communicators to provide information on the importance of demanding basic health services included in the SUN initiative.
3. Monthly monitoring of communication media and Social Networks maintenance (Face Book) about the approach of prioritized subjects (Web SCG).

Monitoring and Evaluation Plan

Elaboration of a baseline during the first year, by Save the Children, also assuming the development and socialization of the instruments for monitoring all actors involved, with the support of an expert in Monitoring and Evaluation at institutional level, which will provide part of his time to follow-up the results of this project.

Monitoring of sub-contracted activities will be Save the Children's responsibility. In order to do this, Save the Children will use a system that shows the products and results for each of the interventions included in the expected objectives. **Please refer to Annex #1 for details on indicators and means of verification.**

A three-year plan and an annual operational plan will be elaborated. Quarterly meetings will be held with partner organizations, and monthly meetings with the Project Coordinators. Save the Children will send the donor a bi-annual report and an annual progress report on program objectives and budget execution.

Budget summary (Please refer to Annex 3)

Management Structure

a) Personnel

Save the Children will be responsible for managing available financial resources and will transfer said resources to the Civil Society organizations that are in the best position to carry out the activities that enable achievement of results. Thus, the project will hire 1 General Coordinator of the whole process for the planning and implementation of the Project and will report directly to Save the Children's Program Director. The **General Coordinator** will also lead, integrate and coordinate the Inter sectoral working table's activities. Their remuneration will be part of the Project's direct costs.

b) Administration

It is planned that 7% of the total budget which includes a partial time of the salary of the accountant for financial and budget execution control; Financial Manager, Programme Director and Assistant Director, and the Coordinator of the Advocacy Program.⁸ Headquarters' operational expenses (utilities, telephone, Internet) will be covered in a proportional manner, as well as monitoring and evaluation costs, such as transportation, fuel and vehicle maintenance. Administrative-financial and accounting processes will be subject to Save the Children's institutional policies.

⁸ This person is in charge of providing technical assistance to the organizations, on the advocacy methodology implemented by SCG.

c) Implementation of Activities

It is expected that several organizations of the Civil Society in Guatemala will participate in the implementation of planned activities. The engagement of the entity in the best position to achieve expected results will be sought for each one of the described activities, through a system that will be defined jointly.

Proposal implementation will be through a process of dialogue, lobby and capacity building to bear in a greater Civil Society participation, prioritizing knowledge transfer to leaders and stakeholders about the malnutrition impact so they can influence before the Government and generate public opinion in favor of the Proposal. The intersectoral coordination and strategic Alliance will be developed through a Steering Committee integrated by representants of involved organizations and the General Coordinator lead by Save the Children.