

WHO are we empathizing with?

Child malnutrition is a critical issue requiring collaboration from policymakers, NGOs, and global organizations. Understanding their perspectives helps in creating effective policies and



What do they HEAR?

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Information from global organizations, media, and professional discussions shapes their understanding of malnutrition and the urgency of intervention.



Reports from UNICEF, WHO, World Bank on malnutrition trends. From friends: Concerns from

> • From colleagues: gaps, and intervention

Second-hand sources: Media

NGOs and

policymakers

about rising

malnutrition.

reports,

research

forums.

papers, and

global health

From others:

Discussions on funding, policy strategies.

resources and implementing interventions

Role: Decisionmakers allocating

GOAL

What do they THINK and FEEL?

PAINS

Limited

funding and

resources.

Difficulty in

reaching

remote

areas.

What are their fears,

frustrations, and anxieties?

Challenges in

implementing

across diverse

policies

regions.

effectively

What decisions to make? Focus on high-risk

regions.

GAINS

What are their wants,

Increased

collaboration

for funding.

global

Innovative

programs and

distribution.

nutrition

food

needs, hopes, and dreams?

targeted policies.

Enhanced data-

driven decision-

making for

targeted

interventions.

What to do differently? Implement

time.

How to measure success? Track

malnutrition decline.

What jobs to get done? Allocate resources effectively.

> see in the Data on trends.

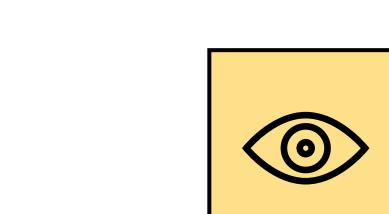
What do they need to DO? Stakeholders must take strategic actions to combat malnutrition by implementing targeted policies, efficiently allocating resources, and prioritizing high-risk regions. Success is measured by tracking improvements in child nutrition and reducing malnutrition rates over

What are they watching and reading? Reports, research, and media coverage.

 What do they see in their immediate environment? High malnutrition in lowincome areas.

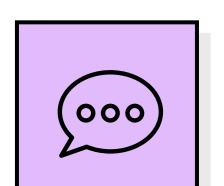
 What do they see others saying and doing? Advocacy by governments and NGOs.

 What do they marketplace? malnutrition



What do they SEE?

Stakeholders observe malnutrition trends through data analysis, research studies, and real-world conditions. Their environment influences how they perceive challenges and opportunities.



What do they SAY?

Their public statements and discussions reflect their concerns, priorities, and proposed solutions for combating malnutrition.

> What have we heard them say? "Malnutrition needs urgent action."

> > What can we imagine them saying? "Better policies and funding are needed."

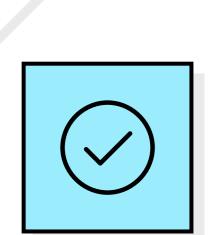
What other thoughts and feelings might influence their behavior?



Urgency to implement effective policies to reduce child malnutrition.



Pressure from global health organizations to show measurable progress.



What do they DO?

They analyze data, allocate resources, develop policies, and collaborate with other organizations to improve child nutrition outcomes.

What do they do today? Analyze child malnutrition data using Power Bl.

What behavior have we observed? Create policies and allocate resources.

What can we imagine them doing? Collaborating globally to reduce malnutrition.