Social and behavior change communication (SBCC) related to ASF consumption in households that received a cow through the Government of Rwanda’s Girinka program may boost consumption of milk and other ASF. Alongside SBCC, ASF value chain actors should work toward improving the quality, availability, and accessibility of ASF. Stronger ASF value chains together with SBCC to increase consumption of and demand for ASF will lead to reductions in childhood malnutrition and improvements in maternal and child health, ultimately improving national workforce health and productivity.

Social and behavior change communication strategies should be context specific and they should include different communication channels; target audiences; barriers, facilitators, and desired changes; positioning and key messages; and implementation and monitoring and evaluation plans.

The strategy developed for this study can be implemented throughout Rwanda among families participating in the Government of Rwanda’s Girinka (“One Cow per Poor Family”) program. Community health workers, health clinic staff and non-governmental organizations can implement the strategy in families with young children to achieve the desired outcomes.

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