



# ENOUGH CAMPAIGN

## FY24-25 -Annual Highlights for Rwanda



**ENDING  
HUNGER AND  
MALNUTRITION**

## **A MESSAGE FROM THE NATIONAL DIRECTOR**

When we launched ENOUGH in Rwanda in May 2024, we committed to one clear ambition: no child should suffer from malnutrition in a country with the knowledge and capacity to prevent it.

This year, we saw what is possible when communities, government, partners, and children themselves unite around that goal. From measurable reductions in malnutrition through Professional Umuganda to national policy influence on breastfeeding and Nutrition for Growth commitments, progress is tangible. But 33% of children remain stunted nationally. Our work is not finished.

This report highlights what changed this year, not just what was done, and how ENOUGH is helping accelerate Rwanda's journey toward a future where every child has enough nutritious food to survive and thrive.



**Pauline Okumu**  
National Director,  
World Vision Rwanda



# IMPACT AT A GLANCE

## Children reached



**1,950,000 children**  
reached through  
nutrition programming



**40,350 children**  
rehabilitated (92.8%  
recovery rate)



**14,756 children**  
enrolled in nutrition  
and WASH clubs



**153,034 children below  
5 years** screened through  
Professional Umuganda in  
four high burden districts



**74,800 children**  
supported through  
school meals



## Policy & Influence

- 3 national policy processes influenced
- Rwanda's Nutrition for Growth (N4G) commitments strengthened with Monitoring Evaluation and Learning and Accountability provisions
- **4 government budgetary** changes influenced
- **5.3 million children** reached indirectly through policy shifts



## Social Behavior Change

- **9.2 million people reached** via national Social Behavior Change Communication (SBCC) - radio, digital and theatre.
- **3.1 million** Integrated Voice Responses (IVR) engagements
- **24,777 children** engaged in structured advocacy dialogues



## Resources Leveraged

- **USD 350,000 mobilized** for scale-up holistic community interventions in two high burden districts
- **USD 525,000 district co-financing** catalyzed for Professional Umuganda

## EXECUTIVE SUMMARY

In FY24–FY25, World Vision Rwanda advanced the ENOUGH Campaign as a national platform for accelerating progress toward ending child hunger and malnutrition. The campaign combined community-driven service delivery, large-scale behavior change communication, and high-level policy advocacy to deliver measurable results.

A flagship achievement was the scale-up of the Professional Umuganda model across four high-burden districts, enabling early detection and treatment of malnutrition. Over 153,000 children were screened, with more than 40,000 rehabilitated within three months, demonstrating the effectiveness of community-led solutions when combined with structured follow-up.

At the national level, the campaign strengthened Rwanda's Nutrition for Growth (N4G) commitments by embedding monitoring, evaluation, and accountability mechanisms across nutrition indicators. This contributed to improved policy coherence and strengthened data systems for decision-making. Children's voices were also institutionalized in planning processes, with nearly 25,000 children contributing to local and national dialogues.

Integrated programming improved access to essential nutrition services while strengthening household resilience. School feeding initiatives expanded through home-grown models, improving attendance and learning outcomes. Meanwhile, large-scale social and behavior change communication reached over 9 million people, reinforcing optimal maternal, infant, and young child feeding practices.

The campaign also catalyzed significant resource mobilization, securing over USD 875,000 through external funding and government co-financing, reflecting strong national ownership and partnership.

Despite persistent challenges including food insecurity, behavioral barriers, and coordination gaps, the ENOUGH Campaign demonstrated that aligned systems, community platforms, and strategic partnerships can deliver scalable and sustainable impact.

## INTRODUCTION

The ENOUGH Campaign is a five-year World Vision initiative aimed at ending child hunger and malnutrition. In Rwanda, the campaign focuses on reducing under-five stunting through integrated programming, policy advocacy, and strengthened data systems aligned with Sustainable Development Goal 2 (Zero Hunger).

Launched globally in 2023 and nationally in 2024 in partnership with the National Child Development Agency, the campaign mobilizes government, communities, civil society, and development partners to accelerate multi-sectoral action.

The campaign is implemented countrywide with key focus on high burden districts and targets children under five, adolescents, and caregivers through a combination of service delivery, behavior change, and policy influence.





# ANNUAL ACHIEVEMENTS PER STRATEGIC GOAL

## Strategic goal 1: Children are visible and heard in hunger, nutrition & food security-related policies at all levels

- Baseline completed and Professional Umuganda expanded to generate actionable data and drive Positive Deviance/Heart Model (PD/Hearth).
- Screened 153,034; identified 45,911; rehabilitated 40,350 within three months (92.8% recovery).
- N4G commitments influenced to strengthen nutrition Monitoring, Evaluation and Learning (M&E/L) and indicator harmonization across sectors.
- 24,777 children contributed to planning processes at district and national level.
- ≈4.7 million people reached through mass media advocacy.

## Strategic goal 2: More children enjoy better food security, nutrition & resilience

- Community-based rehabilitation and referrals for wasting strengthened (Growth Monitoring and Promotion [GMP], PD/Hearth, facility linkages).
- Home-grown school feeding enhancements piloted in 6 schools (Burera) reaching 9,726 students; early signs of improved attendance and concentration.
- 1.8 million RWF mobilized to support school meals for 10,286 children via national concert engagement with Brand Ambassador.
- Child-sensitive food environment advanced with partners (fortification, responsible marketing & labeling).
- 55,000 adolescents reached with nutrition and menstrual health information; awareness of Iron Folic Acid (IFA) strengthened.
- 362 nutrition and WASH clubs created in schools to advance monitoring of school meals.



Governor Mugabowagahunde Maurice of Rwanda's Northern Province (right), Pauline Okumu, National Director of World Vision Rwanda (center), and community members join hands in Professional Umuganda, Rwanda's flagship community service model.

World Vision Rwanda has scaled up this initiative across four high-burden districts, and has enabled early detection and treatment of malnutrition. Over 153,000 children have been screened and rehabilitated more than 40,000 within three months.





## ADVOCACY AND POLICY INFLUENCE

Policy/Guideline	Level	WVR Contribution	Status/Outcome
Nutrition for Growth (N4G) Commitments	National	Advocated to strengthen nutrition M&E/L and indicator harmonization	Integrated; influencing implementation
National Maternal Infant and Young Child Nutrition (MIYCN) Guidelines (review)	National	Technical input to review	Developed
National guideline for Maternal Infant and Young Children feeding practices in emergencies	National	Technical input to review	Developed
National Parenting Guidelines (development)	National	Co-development support	Developed
Feeding Guidelines for Early Childhood Development (ECD) Facilities	National	Technical input	Developed
National Food Fortification policy	National	Advocacy for development	In progress

The policy and guideline advancements highlighted above directly address key system gaps targeted by the ENOUGH Campaign, including weak data and accountability systems, limited caregiver knowledge on maternal, infant and young child nutrition, poor dietary diversity, and inadequate integration of nutrition across sectors.

By strengthening frameworks such as N4G commitments, MIYCN guidelines, parenting and ECD feeding standards, and advancing food fortification, the campaign is tackling the root causes of malnutrition improving behavior change, enhancing service quality, and ensuring better coordination and evidence-based decision-making to accelerate progress in ending child hunger and stunting in Rwanda

# Driving behavior change at scale

The campaign achieved national reach through integrated social and behavior change communication aligned with the Government's Hehe n'Igwingira initiative.

Over 9.2 million people were reached through radio, digital platforms, and community engagement. Messaging focused on optimal maternal, infant, and young child feeding practices, hygiene, and positive parenting.

Evidence from community engagement indicates improved knowledge and adoption of key practices, including breastfeeding, complementary feeding, and hygiene behaviors. Aligning messaging with national platforms enhanced consistency and reduced duplication.

Strategic partnerships, including engagement with a national brand ambassador, further amplified campaign visibility and mobilized public support for child nutrition.

Channel	FY24–FY25 Coverage/Highlights
Urunana (25 episodes)	4,623,653 online views; national radio estimated 7–8M listeners
Community live theatre (7 districts)	44,345 attendees; quizzes/surveys show improved MIYCN & WASH knowledge
Viamo 845 Integrated Voice Response (IVR) platform	3,181,949 callers; 3,103,540 listeners (≈1,034,513 engagements/month)
Brand ambassador engagement	Content amplified to ≈2,000,000 followers
National Breastfeeding Month	3,766,500 people reached in communities; ≈3.5M media reach

As part of efforts to amplify advocacy and drive behavior change at scale, the ENOUGH Campaign partnered with national Brand Ambassador, the renown Gospel Artist Israel Mbonyi, whose influence significantly enhanced public engagement and visibility of child nutrition issues.

Through his digital platforms and public engagements, key campaign messages reached an estimated 2 million people.

Beyond awareness, this partnership translated into tangible impact, through a national concert and advocacy initiative by the Ambassador, approximately RWF 1.8 million was mobilized, directly supporting school feeding for over 10,286 children.

This demonstrates how leveraging influential voices can bridge advocacy and action, turning public engagement into real improvements in children's nutrition and wellbeing.



**Fruit tree planting campaign with the Enough Campaign Brand Ambassador**

## Key Lessons from FY25

- ❑ Leveraging existing community platforms enables rapid scale and sustainability
- ❑ Integrated, multi-sectoral approaches deliver stronger nutrition outcomes
- ❑ Alignment with national systems enhances efficiency and impact
- ❑ Behavior change requires targeted strategies, including male engagement
- ❑ Strengthening data-to-decision systems improves accountability and results

## FY26 Strategic priorities

- ❑ Scale high-impact community models in priority districts
- ❑ Institutionalize child participation in planning and budgeting
- ❑ Target critical gaps in adolescent nutrition and early childhood feeding
- ❑ Advance policy implementation, including fortification and financing tracking
- ❑ Strengthen partnerships and resource mobilization for national scale





## A Safe Space for mothers: How advocacy turned into action at Kacyiru Bus Stop

At the busy Kacyiru bus stop in Kigali, a new space is quietly transforming the daily experience of mothers. The “Maman Corner” offers a safe, private, and dignified place for breastfeeding, something that did not exist before. It stands as a visible result of World Vision Rwanda’s ENOUGH Campaign advocacy, turning national commitments on breastfeeding into practical support for women in public spaces.

This achievement emerged from broader efforts during the 2025 World Breastfeeding Week and National Breastfeeding Awareness Month. Working with partners such as the Rwanda Pediatric Association and Partners In Health, the campaign strengthened health systems by integrating breastfeeding modules into professional training, reaching 756 healthcare workers across 37 district hospitals. At the policy level, it also contributed to advancing regulations that protect breastfeeding from inappropriate marketing practices.

Recognizing that policy change alone is not enough, the campaign pushed for breastfeeding-friendly environments in everyday life. This led to the creation of the Maman Corner—an important step toward making public spaces more inclusive for mothers, especially those balancing work, travel, and caregiving responsibilities.

Beyond infrastructure, the initiative reflects a wider shift in social norms. Through community platforms and nationwide messaging reaching over 7.5 million people, the campaign promoted shared responsibility for child nutrition, including greater male and family support. The Maman Corner is more than a physical space—it is a symbol of progress toward a society where every mother is supported, and every child has the best start in life.

# Breastfeeding Week 2025



*A nurse demonstrates proper breastfeeding techniques to mothers during Breastfeeding Week, organized in 2025 by the National Child Development Agency in partnership with World Vision Rwanda*

## Acknowledgements

World Vision Rwanda acknowledges the Government of Rwanda, development partners, UN agencies, civil society, faith actors, private sector partners, and communities whose collaboration made these achievements possible.

Together, we are advancing a shared vision: a Rwanda where every child has enough nutritious food to survive and thrive.

