Maternal malnutrition and the associated health outcomes remain a major health problem in Kenya despite the sufficient evidence of effective nutritional interventions strategies being implemented for decades. Designing programmes that are effective under randomized controlled intervention conditions is only the first step towards improving nutritional health and well-being. However, translating effective programmes into real-world settings and sustaining them is a complicated, long-term process that requires dealing effectively with the successive, complex phases of programme diffusion and scaling up. Little is known about the role of cultural beliefs and practices on the implementation fidelity of nutrition intervention strategies. This thesis aims to enhance an understanding on the required flexibility of intervention programmes to integrate the already existing cultural knowledge and intervention systems in the design and implementation of adoptable nutritional strategies. The research is part of ASALI project and it has a mixed methods study design.

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