

At the Mat Troi Be Tho counseling centers, mothers and caregivers can receive trusted advice about child nutrition.

Alive & Thrive (A&T) is a six-year (2009–2014) initiative funded by the Bill & Melinda Gates Foundation and managed by FHI 360. In Viet Nam, A&T works with the Ministry of Health, the National Institute of Nutrition, Vietnam Women’s Union and other state agencies to double the rate of exclusive breastfeeding of infants under six months of age, improve the quality and quantity of complementary foods and reduce stunting by 2 percentage points each year. A&T Viet Nam’s innovative social franchise system, **Mat Troi Be Tho**, was set up to provide good quality counseling on infant and young child feeding to women and families at approximately 800 health facilities across 15 provinces.

The Reproductive Health Care Center (RHC) in Ha Dong is under the Ha Noi Department of Health and is responsible for planning and providing reproductive health activities across **14** districts and towns that were incorporated into Hanoi in 2008. Collectively, the 14 districts have a population of **2.8 million** people (*as of 2012*) with **377,357** pregnant women (13.5%), **267,155** children under five (9.5%) and **112,008** children under two (4%). As of 2012, the stunting and underweight prevalence of children under five in Ha Dong was lower than the national average at **22%** and **11%**, respectively, yet still high for a country at this level of development. **Mat Troi Be Tho** franchise at the RHC provides nutrition counseling services to clients beginning in the third trimester of pregnancy and continuing through the first two years. Counseling focuses on recommended breastfeeding and complementary feeding practices to optimize child growth and development.

The Ha Dong RHC has a total of **37** regular staff, **four** of whom have been trained to provide **Mat Troi Be Tho** franchise services. Staff are provided with appropriate job aids to encourage and support mothers and caregivers to practice optimal feeding practices.

The **Mat Troi Be Tho** franchise at Ha Dong RHC was launched on **September 27, 2011**. In addition to the franchise at the RHC, there are a total of **119 Mat Troi Be Tho** franchises in Hanoi, for which the RHC Ha Dong acts as a management and referral center in the newly incorporated area.

HANOI AT A GLANCE

Nutritional status (NIN 2012)			
	Hanoi	National	
Stunting	22%	27%	
Underweight	11%	16%	
Wasting	5%	7%	
IYCF practices (NIN 2010)			
	Hanoi	National	
Initiation of breastfeeding (BF) within one hour	50%	62%	
Exclusive BF under six months	9%	20%	
Predominant BF under six months	26%	31%	
No bottle feeding under 24 months	66%	65%	
Continued BF until two years	31%	22%	
Consumption of Iron-rich foods	87%	82%	
Minimum dietary diversity	84%	72%	
Minimum meal frequency	91%	86%	
Minimum acceptable diet	71%	52%	
No. of franchises	Provincial	District	Commune
120	1	8	111
IYCF Training (as of 2012)			
	No. of courses	No. of trainees	
Trainers		40	
Franchise managers	11	282	
Health-facility staff	14	372	
Community-based workers	111	3,253	



MAT TROI BE THO FRANCHISE PACKAGE

- Breastfeeding promotion (7months pregnancy – 6 months)
- Breastfeeding support (at delivery)
- Breastfeeding management (0-6 months)
- Complementary feeding promotion (5-6 months)
- Complementary feeding management (6-23 months)

Contact Information

Ha Dong Reproductive Health Center:

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- Head of Facility: Tran Quang Trung (Mr.) - Mob: +84 904 024 286
- Contact person: Vu Thi Hong (Ms.)

Area and Population Covered by Ha Dong RHC

Ref.	Name	Population	No. of pregnant women	No. of children 0-2 years	No. of children 0-5 years	No. of MTBT franchises in districts
1.	Ha Dong	245,507	12,401	9,746	24,851	1
2.	Son Tay	12,5303	12,722	4,634	11,297	–
3.	Ba Vi	286,843	28,152	10,026	23,919	14
4.	Phuc Tho	170,369	20,001	6,716	15,931	–
5.	Thach That	191,150	24,506	8,198	19,760	–
6.	Dan Phuong	150,939	34,361	6,155	14,936	–
7.	Hoai Duc	198,088	22,314	8,611	20,687	–
8.	Quoc Oai	174,173	38,730	7,449	17,743	–
9.	Chuong My	298,015	40,948	12,864	29,599	–
10.	Thanh Oai	183,779	19,191	7,666	17,376	–
11.	Thuong Tin	223,682	44,998	9,759	22,540	–
12.	Ung Hoa	186,115	19,190	6,388	15,353	25
13.	Phu Xuyen	203,316	25,428	7,105	17,159	–
14.	My Duc	180,301	34,415	6,691	16,004	–
Total		2,817,580	377,357	112,008	267,155	40

(Statistics as of 2012)