

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, Viet Nam 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 Dak Lak is under the management of Dak Lak Department of Health and is responsible for planning and providing reproductive health services to **1.8 million** people (as of 2012) in **15** districts. Of this population, pregnant women number **42,783** (2.4%), children under five **168,810** (9.4%) and children under two **65,084** (3.6%). In 2012, the rates of stunted and underweight in children in Dak Lak were high at **35%** and **25%**, respectively compared to the national average. *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 Dak Lak RHC has a total of **39** regular staff, **10** 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 Dak Lak RHC was launched on **30 May, 2012**. In addition to the franchise at the RHC, there are a total of **21 Mat Troi Be Tho** franchises in Dak Lak, for which the RHC acts as a management and referral center.

DAK LAK AT A GLANCE

Nutritional status (NIN 2012)		Dak Lak	National
Stunting		35%	27%
Underweight		25%	16%
Wasting		8%	7%
IYCF practices (NIN 2010)		Dak Lak	National
Initiation of breastfeeding (BF) within one hour		48%	62%
Exclusive BF under six months		8%	20%
Predominant BF under six months		42%	31%
No bottle feeding under 24 months		81%	65%
Continued BF until two years		37%	22%
Consumption of iron rich foods		72%	82%
Minimum dietary diversity		50%	72%
Minimum meal frequency		71%	86%
Minimum acceptable diet		32%	52%
No. of franchises	Provincial	District	Commune
22	3	2	16
No. of IYCF SG communes		No. of IYCF SG villages	
17		51	
IYCF Training (as of 2012)		No. of courses	No. of trainees
Trainers			30
Franchise managers		1	44
Health-facility staff		5	136
Community-based workers		29	794



MAT TROI BE THO FRANCHISE PACKAGE

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

Contact Information

Dak Lak Reproductive Health Center:

- Address: 63 Le Duan Street, Buon Ma Thuot City, Dak Lak Province
- Tel: +84 500 3 850 255
- Head of Facility: Pham Thi Thu Huong (Ms.)
- Contact Person: Bui Thi Ngoc Huong (Ms.)

Area and Population covered by Dak Lak RHC

Ref.	Name	Population	No. of pregnant women	No. of children 0-2	No. of children 0-5	No. of MTBT franchises in districts
1.	Buon Ma Thuot	340,179	6,922	11,715	27,686	–
2.	Ea H'Leo	127,685	3,307	5,344	15,013	–
3.	Ea Sup	62,500	1,994	3,022	6,883	–
4.	Buon Don	62,359	1,526	2,019	5,588	–
5.	Cu M'Gar	170,746	4,014	6,378	16,207	9
6.	Buon Ho	106,963	2,037	3,738	7,994	–
7.	Krong Buk	60,050	1,365	2,342	6,194	–
8.	Krong Nang	123,550	2,787	4,955	12,703	–
9.	Ea Kar	149,054	3,574	4,869	14,171	–
10.	M' Drak	69,631	1,819	2,088	6,875	–
11.	Krong Bong	91,500	2,379	3,214	8,678	–
12.	Krong Pac	207,246	4,350	6,374	17,512	9
13.	Krong Ana	83,658	2,164	3,084	7,878	–
14.	Cu Kuin	102,922	2,762	3,452	8,913	–
15.	Lak	62,914	1,783	2,490	6,515	–
	Total	1,820,957	42,783	65,084	168,810	18

(Statistics as of 2012)