

Dak Lak

Located in the Central Highlands of Viet Nam, Dak Lak is home to 44 ethnic minority groups and well known as a coffee paradise.

Alive & Thrive (A&T) is an initiative to improve infant and young child feeding (IYCF) practices by increasing rates of exclusive breastfeeding and improving complementary feeding practices. A&T aims to reach more than 16 million children under two years old in Bangladesh, Ethiopia and Viet Nam, and to create program models that can be replicated worldwide. In Viet Nam, A&T worked with the Ministry of Health, the National Institute of Nutrition (NIN), the Women's Union, the Viet Nam General Confederation of Labor (VGCL) and provincial authorities to double the rate of exclusive breastfeeding, improve the quality and quantity of complementary foods, and reduce stunting by two percentage points each year. These objectives were attained through different strategies including policy engagement, interpersonal counseling delivered through two distinct service delivery platforms, use of mass media, and the strategic use of data

Dak Lak is one of 15 A&T project sites in Viet Nam. Dak Lak is home to coffee, and rubber and fruit plantations, all of which play an important part in the province's economy. The province has a population of approximately 1.8 million including 44 minority groups. About 153,000 children are under five years of age and 63,000 children under two years of age. The poverty rate is 19.6% (compared to the national poverty rate of 12.9% in 2011)¹.

The Dak Lak Department of Health has partnered with A&T to achieve the following objectives:

- Double the rate of exclusive breastfeeding of infants under six months
- Improve the quality and quantity of complementary foods
- Reduce stunting by 2 percentage points each year

A&T's activities are implemented in 2 of Dak Lak's 13 districts.

Mặt Trời Bé Thơ franchise model. The franchise model is implemented in two of Dak Lak's thirteen districts in collaboration with health agencies at all levels. The first franchise was launched in May 2012 at the provincial Reproductive Health Center, and by 2014 there were a total of 22 Mặt Trời Bé Thơ franchises across the province. As of September 2014, a total of 5,700 counseling contacts have been delivered in Dak Lak, with a coverage rate of 99% in commune franchises. In September 2014, an average of 258 clients visited the network of franchises, of which 82% were repeat clients. The Dak Lak Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

IYCF support group model. This model is implemented in 17 communes across the Krong Pak and Cu M'gar districts of the province. There are 51 villages with IYCF support groups. These groups are comprised of pregnant mothers and caregivers with children 0–24 months old living in remote areas. There have been a total of 35,100 contacts delivered through the IYCF support groups.

DAK LAK AT A GLANCE

Nutritional status	A&T baseline survey (%) 2011	A&T endline survey (%) 2014		
		Non- A&T area	A&T area	
			No MTBT area	MTBT area
Stunting (< 2 years)	19.3	-	21	23.3
Underweight (< 2 years)	9	-	14.2	16.3
Wasting (< 2 years)	2.6	-	2.3	4.7
IYCF practices				
Early initiation of breastfeeding (BF)	51	43	51	62
Exclusive BF under six months	21	27	31	48
Predominant BF under six months	55	53	55	79
No bottle feeding under 24 months	63	-	60	64
Continued BF until two years	37	-	28	35
Consumption of iron-rich foods	80	-	80	89
Minimum dietary diversity	72	-	76	85
Minimum meal frequency	94	-	96	96
Minimum acceptable diet	62	-	69	80
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 2014)	No. of courses		No. of trainees	
Trainers	-		17	
Franchise managers	2		56	
Franchise counselors	2		54	
Community-based workers (franchise model)	12		292	
Community-based workers (IYCF SG model)	7		186	

Results. A&T survey data indicate that from 2011 to 2014, the percentage of children who are breastfed early within the first hour increased from 51% to 62%. There was a significant rise in the percentage of children under six months who were exclusively breastfed and who were predominantly breastfed until six months, from 21% to 48% and 55% to 79% respectively. A notable increase in indicators of minimum dietary diversity (72% to 85%) and minimum acceptable diet (62% to 80%) were also observed. However, in the same period, the percentage of stunted children under the age of two also increased from 19.3 to 23.3%.



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

www.matroibetho.vn



In the Mat Troi Be Tho franchise, mothers and caregivers receive good nutrition counseling services. Photo: A&T

Dak Lak contact list

A&T Provincial Management Board

Dak Lak Department of Health

No68 Le Duan Street, Buon Ma Thuot City, Dak Lak Province

Tel: 05003 852 200

Fax: 05003 852 209

Franchises | Province-level

- Dak Lak Reproductive Health Center, 63 Le Duan Str, Buon Ma Thuot City: 05003 852 213
- Obstetrics Department, Dak Lak General Hospital, 02 Mai Hac De, Buon Ma Thuot City: 0905 274 299
- Pediatrics Department, Dak Lak General Hospital, 02 Mai Hac De, Buon Ma Thuot City: 0905 142 523
- Tam Duc Private Clinic, 281 Phan Chu Trinh, Buon Ma Thuot City: 0905 320 830

Franchises & IYCF support groups | Krong Pak District

- | | | | | |
|--|------------------------------|------------------------------|--|----------------|
| • Krong Pak District General Hospital (Obstetrics Department), 147 Le Duan Str, Phuoc An town: 05003 521 128 | • Phuoc An CHC: 0914 408 489 | • Ea Phe CHC: 0914 249 023 | IYCF support groups: <ul style="list-style-type: none">• Hoa Dong CHC• Ea Knuet CHC• Krong Buk CHC• Ea Yieng CHC | • Vu Bon CHC |
| | • Hoa An CHC: 0905 489 932 | • Ea Kuang CHC: 0973 522 659 | | • Ea Yoong CHC |
| | • Ea Kanh CHC: 01645 921 896 | • Hoa Tien CHC: 0986 334 763 | | • Ea Uy CHC |
| | • Ea Hiu CHC: 0985 975 657 | • Ea Kly CHC: 0977 112 312 | | • Tan Tien CHC |

Franchises & IYCF support groups | Cu M'gar District

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|---|--------------------------------|--------------------------------|---|------------------|
| • Cu M'gar District General Hospital (Obstetrics Department), 04 Tran Kien Str, Quang Phu Town: 05003 834 133 | • Quang Phu CHC: 0932 487 834 | • Ea Pok CHC: 0905 434197 | IYCF support groups: <ul style="list-style-type: none">• Cu Dlie M'Nong CHC• Ea D'Rong CHC• Ea H'Ding CHC• Ea Tul CHC | • Ea K'Pam CHC |
| | • Ea Tar CHC: 0983 066 296 | • Quang Tien CHC: 0943 734 555 | | • Ea M'Droh CHC |
| | • Ea M'ngang CHC: 0986 781 355 | • Cu M'gar CHC: 01246 912 345 | | • Ea Kiet CHC |
| | • Cu Sue CHC: 0987 704 121 | • Cour Dang CHC: 01658 806 188 | | • Quang Hiep CHC |
| | | | | • Ea Kuech CHC |