

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 Nong is under the management of Dak Nong Department of Health and is responsible for planning and providing reproductive health services to **550,000** people (as of 2012) in **eight** districts. Of this population, pregnant women number **15,239** (2.8%), children under five **57,415** (10.4%) and children under two **29,216** (5.3%). In 2012, the rates of stunted and underweight in children in Dak Nong 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 Nong RHC has a total of **21** regular staff, **nine** 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 Nong RHC was launched on **28 May, 2012**. In addition to the franchise at the RHC, there are a total of **14** *Mat Troi Be Tho* franchises in Dak Nong, for which the RHC acts as a management and referral center.

## DAK NONG AT A GLANCE

Nutritional status (NIN 2012)	Dak Nong	National	
Stunting	35%	27%	
Underweight	25%	16%	
Wasting	8%	7%	
IYCF practices (NIN 2010)	Dak Nong	National	
Initiation of breastfeeding (BF) within one hour	81%	62%	
Exclusive BF under six months	0%	20%	
Predominant BF under six months	46%	31%	
No bottle feeding under 24 months	38%	65%	
Continued BF until two years	25%	22%	
Consumption of iron rich foods	70%	82%	
Minimum dietary diversity	35%	72%	
Minimum meal frequency	82%	86%	
Minimum acceptable diet	24%	52%	
No. of franchises	Provincial	District	Commune
15	3	2	10
No. of IYCF SG communes	No. of IYCF SG villages		
9	27		
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		30	
Franchise managers	1	37	
Health-facility staff	3	75	
Community-based workers	22	565	



### 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 Nong Reproductive Health Center:

- Address: Group 1 Nghia Tan Ward, Gia Nghia Town, Dak Nong Province
- Tel: +84 914 186 053
- Head of Facility: Nguyen Thi Lan (Ms.)
- Contact Person: Nguyen Thi Kim Le (Ms.)

## Area and Population covered by Dak Nong 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.	Krong No	65,664	1,908	3,818	7,049	–
2.	Cu Jut	93,000	2,363	4,430	9,056	5
3.	Dak Mil	91,664	2,363	4,998	10,168	–
4.	Dak Song	63,400	1,765	4,199	7,679	–
5.	Dak Rlap	79,826	2,537	2,983	7,742	7
6.	Tuy Duc	43,361	1,302	2,319	5,599	–
7.	Dak Glong	64,085	1,392	2,835	5,177	–
8.	Gia Nghia	49,000	1,609	3,634	4,945	–
	<b>Total</b>	<b>550,000</b>	<b>15,239</b>	<b>29,216</b>	<b>57,415</b>	<b>12</b>

(Statistics as of 2012)