

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 Khanh Hoa is under the management of Khanh Hoa Department of Health and is responsible for planning and providing reproductive health services to **1.2 million** people (as of 2012) in **eight** districts. Of this population, pregnant women number **15,322** (1.3%), children under five **95,874** (8%) and children under two **3,419** (0.3%). In 2012, the rates of stunted and underweight in children in Khanh Hoa were high at **26%** and **14%**, respectively, a bit lower than 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 Khanh Hoa RHC has a total of **51** regular staff, **20** 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 Khanh Hoa RHC was launched on **August 2011**. In addition to the franchise at the RHC, there are a total of **44** *Mat Troi Be Tho* franchises in Khanh Hoa, for which the RHC acts as a management and referral center.

KHANH HOA AT A GLANCE

Nutritional status (NIN 2012)	Khanh Hoa	National
Stunting	26%	27%
Underweight	14%	16%
Wasting	6%	7%

IYCF practices (NIN 2010)	Khanh Hoa	National
Initiation of breastfeeding (BF) within one hour	72%	62%
Exclusive BF under six months	1%	20%
Predominant BF under six months	10%	31%
No bottle feeding under 24	40%	65%
Continued BF until two years	16%	22%
Consumption of Iron rich foods	85%	82%
Minimum dietary diversity	69%	72%
Minimum meal frequency	81%	86%
Minimum acceptable diet	36%	52%

No. of franchises	Provincial	District	Commune
45	2	7	36

No. of IYCF SG communes	No. of IYCF SG villages
8	31

IYCF Training (as of 2012)	No. of courses	No. of trainees
Trainers		32
Franchise managers	3	92
Health-facility staff	12	352
Community-based workers	27	754



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

Khanh Hoa Reproductive Health Center:

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- Tel: +84 914 671 770
- Head of Facility: Pham Huy Khoi (Mr.)
- Contact Person: Huynh Thi Chi (Ms.)

Area and Population covered by Khanh Hoa 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.	Nha Trang	406.018	7.166	12.690	31.496	16
2.	Cam Ranh	126.600	1.922	4.478	11.500	15
3.	Van Ninh	130.619	1.438	4.573	11.296	–
4.	Ninh Hoa	240.598	2.380	6.806	16.793	–
5.	Khanh Vinh	35.108	416	1.640	4.093	–
6.	Cam Lam	107.562	472	3.422	8.421	–
7.	Dien Khanh	133.686	1.190	3.794	9.721	12
8.	Khanh Son	22.005	338	1.016	2.554	–
	Total	1.202.196	15.322	38.419	95.874	43

(Statistics as of 2012)