

Khanh Hoa

A popular tourist destination, famous for deep-sea sports.

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

Khanh Hoa is one of 15 A&T project sites in Viet Nam. Located in the South central coast, Khanh Hoa is economically one of the most developed areas in the Central Viet Nam after Da Nang. The poverty rate is 8.8% (compared to the national poverty rate of 12.9% in 2011)¹. Khanh Hoa has a population of approximately 1.2 million people. About 88,500 children are under five years of age and 36,400 children under two years of age.

The Khanh Hoa 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 activities are implemented in Nha Trang City and three other districts.

Mặt Trời Bé Thơ franchise model. This model is implemented in Nha Trang city and two districts of Cam Ranh and Dien Khanh in collaboration with health agencies at all levels. The first franchise was launched in August 2011 at the provincial Reproductive Health Center, and by 2012 there were 45 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 15 franchises were established as part of the scaling-up process, bringing the total to 60 franchises. As of September 2014, a total of 151,000 contacts were delivered in the province of Khanh Hoa with a coverage rate of 81% at the commune level. In September 2014, there were an average of 134 contacts, of which 66% were repeat clients. In 2014, The Khanh Hoa Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

IYCF support group model. There are 31 villages with IYCF support groups in the Khanh Son district. These groups are comprised of pregnant mothers and caregivers with children 0–24 months old living in remote areas.

Breastfeeding support in hospital. Khanh Hoa is one of four provinces that has approved the breastfeeding support in hospital guideline. The Khanh Hoa Department of Health issued an official guideline to support skin-to-skin contact and the early initiation of breastfeeding in Khanh Hoa General Hospital. Besides, Cam Ranh Hospital (in Khanh Hoa) also produced a guideline to support the application of skin-to-skin contact and the early initiation of breastfeeding in the hospital as well. So far the guideline has been applied to 90% of cases of vaginal deliveries.

KHANH HOA 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)	13.3	-	13.6	8.1
Underweight (< 2 years)	7.3	-	6.5	4.7
Wasting (< 2 years)	3	-	2.6	1.2
IYCF practices				
Early initiation of breastfeeding (BF)	42	46	40	43
Exclusive BF under six months	1	12	15	35
Predominant BF under six months	29	42	49	65
No bottle feeding under 24 months	59	-	47	52
Continued BF until two years	7	-	18	13
Consumption of iron-rich foods	90	-	89	92
Minimum dietary diversity	84	-	83	94
Minimum meal frequency	95	-	97	98
Minimum acceptable diet	70	-	74	85
No. of franchises	Provincial	District	Commune	
60	2	7	36	
No. of IYCF SG communes	No. of IYCF SG villages			
8	31			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		27	
Franchise managers	2		50	
Franchise counselors	5		114	
Community-based workers (franchise model)	25		623	
Community-based workers (IYCF SG model)	5		125	

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 42% to 43%. There was a significant rise in the percentage of children under six months who were exclusively breastfed from 1% to 35%, and a slight increase in those who continued to be breastfed until two years, from 7% to 13%. There was also an increase in the minimum acceptable diet (from 70% to 85%), the minimum dietary diversity 84% to 94%. In the same period, the percentage of stunted children under the age of two also decreased from 13.3% to 8.1%.



Định 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

Khanh Hoa contact list

A&T Provincial Management Board

Khanh Hoa Department of Health

No3A Han Thuyen Street, Nha Trang City, Khanh Hoa Province

Tel: 0583 829 695

Fax: 0583 827 908

Franchises | Province-level

- Khanh Hoa Reproductive Healthcare Center, 36 Yet Kieu, Nha Trang City; Tel: 0583 822 175
- Provincial General Hospital, 19 Yersin, Nha Trang City; Tel: 0583 822 175

Franchises | Nha Trang City

- | | | | | |
|--|---|--------------------------------|--------------------------------|---------------------------------|
| • Reproductive Health Center:
058 3 824 641 | • Clinic No5: 0583 889 441 | • Vinh Luong CHC: 0583 706 729 | • Phuoc Long CHC: 0583 884 628 | • Vinh Hai CHC: 0583 832 315 |
| • Clinic No2: 0583 831 141 | • Vinh Hoa Commune Health Center
(CHC): 0583 551 125 | • Vinh Ngoc CHC: 0583 891 058 | • Van Thanh CHC: 0583 812 953 | • Vinh Nguyen CHC: 0583 590 029 |
| • Clinic No3: 0583 822 195 | • Vinh Phuong CHC: 0583 725 021 | • Vinh Thanh CHC: 0583 890 358 | • Vinh Phuoc CHC: 0583 834 537 | |
| | | • Phuong Sai CHC: 0583 710 039 | • Phuoc Dong CHC: 0583 710 039 | |

Franchises | Cam Ranh District

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|---|---------------------------------------|-----------------------------------|---------------------------------------|------------------------------|
| • Cam Ranh District Hospital:
0583 856 419 | • Cam Phuc Nam CHC: 0583 861 781 | • Cam Thinh Tay CHC: 0583 703 071 | • Cam Loc CHC: 0583 955 787 | • Ba Ngoi CHC: 0583 952 026 |
| • Cam Thanh Nam CHC:
0583 857 076 | • Cam Thinh Dong CHC:
0583 978 354 | • Cam Loi CHC: 0583 953 004 | • Cam Phuoc Dong CHC:
0583 997 160 | • Cam Phu CHC: 0583 861 901 |
| | • Cam Lap CHC: 0583 865 314 | • Cam Linh CHC: 0583 854 313 | • Cam Nghia CHC: 0583 857 076 | • Cam Binh CHC: 0583 858 622 |
| | | • Cam Thuan CHC: 0583 955 818 | | |

Franchises | Dien Khanh District

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|---|------------------------------|--------------------------------|-------------------------------|-------------------------------|
| • Obstetric District Health Center:
0583 760 072 | • Dien Phu CHC: 0583 770 284 | • Dien Toan CHC: 0583 852 064 | • Dien Hoa CHC: 0583 781 544 | • Dien Loc CHC: 0583 782 047 |
| • Mother and Child Hospital:
0583 753 047 | • Dien Son CHC: 0583 774 052 | • Dien Thanh CHC: 0583 852 064 | • Dien Dong CHC: 0583 786 294 | • Suoi Tien CHC: 0583 742 011 |
| | • Dien Tan CHC: 0583 783 184 | • Dien Lac CHC: 0583 767 111 | | |

IYCF support groups | Khanh Son District

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|----------------------------|----------------|-----------------|------------------|
| IYCF support groups | • Son Lam CHC | • Son Binh CHC | • Ba Cum Bac CHC |
| • To Hap CHC | • Son Hiep CHC | • Son Trung CHC | • Ba Cum Nam CHC |
| • Thanh Son CHC | | | |