

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 Tien Giang is under the management of Tien Giang Department of Health and is responsible for planning and providing reproductive health services to **1.7 million** people (as of 2012) in **10** districts. Of this population, pregnant women number **26,534** (1.6%), children under five **126,674** (7.5%) and children under two **48,908** (2.9%). In 2012, the rates of stunted and underweight in children in Tien Giang 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 Tien Giang RHC has a total of **34** regular staff, **five** 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 Tien Giang RHC was launched on **16 September, 2011**. In addition to the franchise at the RHC, there are a total of **59 Mat Troi Be Tho** franchises in Tien Giang, for which the RHC acts as a management and referral center.

TIEN GIANG AT A GLANCE

Nutritional status (NIN 2012)	Tien Giang	National	
Stunting	26%	27%	
Underweight	14%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Tien Giang	National	
Initiation of breastfeeding (BF) within one hour	74%	62%	
Exclusive BF under six months	4%	20%	
Predominant BF under six months	30%	31%	
No bottle feeding under 24 months	48%	65%	
Continued BF until two years	14%	22%	
Consumption of iron rich foods	92%	82%	
Minimum dietary diversity	74%	72%	
Minimum meal frequency	84%	86%	
Minimum acceptable diet	41%	52%	
No. of franchises	Provincial	District	Commune
60	2	6	52
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		43	
Franchise managers	5	133	
Health-facility staff	17	430	
Community-based workers	25	707	



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

Tien Giang Reproductive Health Center:

- Address: No. 3 Le Loi Street, Ward 1, My Tho City, Tien Giang Province
- Contact Person: Tran Xuan Mai (Ms.)
- Mob: +84 908 386 193

Area and Population covered by Tien Giang 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.	My Tho City	215,996	2,934	5,122	14,008	–
2.	Go Cong	95,289	1,500	2,762	7,187	–
3.	Cai Be	288,393	4,420	8,137	21,144	16
4.	Go Cong Dong	141,184	2,410	4,622	11,780	–
5.	Go Cong Tay	125,291	1,799	3,331	8,532	10
6.	Cho Gao	175,863	2,712	5,131	13,648	–
7.	Chau Thanh	235,872	3,993	7,296	18,547	15
8.	Tan Phuoc	57,096	1,169	1,663	4,402	–
9.	Cai Lay	307,022	4,908	9,577	24,144	17
10.	Tan Phu Dong	40,595	689	1,267	3,282	–
	Total	1,682,601	26,534	48,908	126,674	58

(Statistics as of 2012)