

# Tien Giang

A key zone in the Mekong Delta, rich with potential for economic development.

**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 percent 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

Tien Giang is one of 15 A&T project sites in Viet Nam. Endowed with abundant natural resources, Tien Giang is one of the nation's top eight economic powerhouses, driven by farming and aquaculture. In 2011, Tien Giang had a population of approximately 1.7 million people. About 118,700 children are under five years of age and 48,800 children under two years of age. The poverty rate of this province is 10% (compared to the national poverty rate of 12.9% in 2011)<sup>1</sup>.

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

- Raise the rate of exclusive breastfeeding of infants under six months to 20% by 2014
- Improve the quality and quantity of complementary foods
- Reduce stunting by 2 percentage points each year

**Mặt Trời Bé Thơ franchise model.** This model is implemented in four of Tien Giang's 10 districts in collaboration with health agencies at all levels. The first 35 franchises were launched in September 2011, and by 2012 there were 60 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 37 franchises were established as part of the scaling-up process, bringing the total to 97 franchises. As of September 2014, a total of 233,000 contacts were delivered in the province of Tien Giang with a coverage rate of 95% at the commune level. In September 2014, there were an average of 165 contacts, of which 85% were repeat clients. In August 2014, Tien Giang's provincial authorities committed to investing approximately 70,000 USD to fight malnutrition in collaboration with other stakeholders.

## TIEN GIANG 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)	11	-	13.8	10.5
Underweight (< 2 years)	7.4	-	7.4	6
Wasting (< 2 years)	5.3	-	3.1	1.5
<b>IYCF practices</b>				
Early initiation of breastfeeding (BF)	44	50	53	65
Exclusive BF under six months	12	17	28	47
Predominant BF under six months	53	41	56	76
No bottle feeding under 24 months	44	-	35	42
Continued BF until two years	9	-	19	16
Consumption of iron-rich foods	89	-	84	89
Minimum dietary diversity	82	-	81	87
Minimum meal frequency	95	-	96	99
Minimum acceptable diet	66	-	67	76
No. of franchises	97	Provincial	District	Commune
		2	6	89
<b>IYCF Training (as of 2014)</b>		<b>No. of courses</b>		<b>No. of trainees</b>
Trainers		-		36
Franchise managers		4		95
Franchise counselors		7		172
Community-based workers (franchise model)		25		633

**Results.** A&T survey data indicate that from 2011 to 2014, there was a substantial rise in the percentage of children under six months who were exclusively breastfed, from 12% to 47%. There was also a rise in the percentage of children who received a minimum acceptable diet (66% to 76%), a diverse diet (82% to 87%), and in the minimum meal frequency (95% to 99%). A marginal decline in the percentage of stunted children was also observed, from 11% to 10.5%.



Mothers receive counseling services at a Mat Troi Be Tho franchise. Photo: A&T

# Tien Giang contact list

## A&T Provincial Management Board

Tien Giang Department of Health

No. 4 Hung Vuong Street, My Tho City, Tien Giang Province

Tel: 0733 872 350

Fax: 0733 878 106

### Franchises | Cai Lay District

- Cai Lay District Heath Center: 0733 826 435
- Cai Lay Town Health Center: 0733 829 056
- Tan Binh Commune Health Center (CHC): 0733 820 083
- My Hanh Trung CHC: 0733 914 556
- Long Khanh CHC: 0733 820 089
- Long Tien CHC: 0733 811 743
- Tam Binh CHC: 0733 828 428
- Hoi Xuan CHC: 0733 912 449
- Nhi Quy CHC: 0733 814 149
- Phu Quy CHC: 0733 814 135
- My Hanh Dong CHC: 0733 914 579

### Franchises | Cai Be District

- Cai Be District Health Center: 0918 818 200
- Cai Be District Hospital: 0733 824 377
- My Duc Tay CHC: 0733 746 543
- An Thai Trung CHC: 0733 821 512
- Hoa Hung CHC: 0733 821 847
- An Thai Dong CHC: 0733 746 964
- My Luong CHC: 0733 921 014
- My Tan CHC: 0733 750 010
- My Hoi CHC: 0733 720 145
- Dong Hoa Hiep CHC: 0733 823 787

### Franchises | Chau Thanh District

- Chau Thanh District Health Center: 0733 831 271
- Tan Ly Dong CHC: 0733 896 158
- Than Cuu Nghia CHC: 0733 831 161
- Tam Hiep CHC: 0733 893 327
- Long Hung CHC: 0733 832 166
- Long Dinh CHC: 0733 834 776
- Nhi Binh CHC: 0733 832 915
- Diem Hy CHC: 0733 627 883
- Binh Duc CHC: 0733 853 196

### Franchises | Go Cong Tay District

- Go Cong Tay Distirct Health Center: 0733 838 355
- Thanh Nhut CHC: 0733 997 239
- Binh Nhi CHC: 0733 838 238
- Binh Phu CHC: 0733 532 099
- Dong Son CHC: 0733 996 139
- Vinh Huu CHC: 0733 545 419

### Franchises | Province-level

- Tien Tien Giang Reproductive Health Center, 3 Le Loi, My Tho City, Tien Giang; Tel: 0733 872 205
- Pediatric Department, General Hospital, 2 Hung Vuong, My Tho City, Tien Giang; Tel: 0733 883 929
- Tan Phu CHC: 0733 814 427
- Nhi My CHC: 0733 829 653
- Thanh Hoa CHC: 0733 820 644
- Cam Son CHC: 0733 911 596
- Hiep Duc CHC: 0733 911 543
- Tan Phong CHC: 0733 810 016
- Long Trung CHC: 0733 811 602
- Phu Nhuan CHC: 0733 816 251
- My Thanh Bac CHC: 0733 813 034
- My Phuoc Tay CHC: 0733 914 755
- My Long CHC: 0733 799 292
- Ngu Hiep CHC: 0733 812 938
- Thanh Loc CHC: 0733 813 071
- Long Khanh CHC: 0733 820 089
- An Cu CHC: 0938 225 047
- Hau My Phu CHC: 01234 902 778
- My Trung CHC: 0733 825 779
- Hoa Khanh CHC: 01682 375 312
- My Duc Dong CHC: 0733 819 492
- An Huu CHC: 0733 817 383
- My Loi A CHC: 0733 747 636
- Tan Hung CHC: 0733 920 106
- Hau My Bac B CHC: 0733 822 429
- Hau My Bac A CHC: 0733 760 846
- Hau My Trinh CHC: 0733 724 351
- Thien Tri CHC: 0733 819 491
- Thien Trung CHC: 0733 825 778
- My Loi B CHC: 0733 750 039
- Tan Thanh CHC: 0733 920 097
- Cai Be Town CHC: 0733 823 788
- Hau Thanh CHC: 0733 922 007
- Binh Truong CHC: 0733 627 219
- Dong Hoa CHC: 0733 832 143
- Phu Phong CHC: 0733 894 156
- Song Thuan CHC: 0733 833 722
- Ban Long CHC: 0733 833 757
- Duong Diem CHC: 0733 627 883
- Huu Dao CHC: 0733 627 218
- Kim Son CHC: 0733 894 189
- Tan Hoi Dong CHC: 0733 896 179
- Long An CHC: 0733 856 582
- Tan Huong CHC: 0733 896 177
- Tan Ly Tan CHC: 0733 896 102
- Vinh Kim CHC: 0733 834 083
- Thanh Phu CHC: 0733 893138
- Tan Hiep Town CHC: 0733 831 287
- Yen Luong CHC: 0733 523 053
- Thanh Tri CHC: 0733 839 235
- Long Binh CHC: 0733 830 259
- Binh Tan CHC: 0733 830 260
- Binh Tan CHC: 0733 830 260
- Dong Thanh CHC: 0733 996 115
- Thanh Cong CHC: 0733 891 052
- Long Vinh CHC: 0733 830 314
- Vinh Binh Town CHC: 0733 839 154