

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 Vinh Long is under the management of Vinh Long Department of Health and is responsible for planning and providing reproductive health services to **1.1 million** people (as of 2012) in **eight** districts. Of this population, pregnant women number **910** (0.08%), children under five **66,867** (6.1%) and children under two **27,113** (2.5%). In 2012, the rates of stunted and underweight in children in Vinh Long were high at **26%** and **16%**, respectively, at the same level as 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 Vinh Long RHC has a total of **26** 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 Vinh Long RHC was launched on **29 June, 2011**. In addition to the franchise at the RHC, there are a total of **44 Mat Troi Be Tho** franchises in Vinh Long, for which the RHC acts as a management and referral center.

## VINH LONG AT A GLANCE

Nutritional status (NIN 2012)	Vinh Long	National	
Stunting	26%	27%	
Underweight	16%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Vinh Long	National	
Initiation of breastfeeding (BF) within one hour	46%	62%	
Exclusive BF under six months	2%	20%	
Predominant BF under six months	7%	31%	
No bottle feeding under 24 months	60%	65%	
Continued BF until two years	10%	22%	
Consumption of iron rich foods	91%	82%	
Minimum dietary diversity	65%	72%	
Minimum meal frequency	84%	86%	
Minimum acceptable diet	38%	52%	
No. of franchises	Provincial	District	Commune
45	3	5	37
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		28	
Franchise managers	5	92	
Health-facility staff	10	274	
Community-based workers	23	608	



### 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

### Vinh Long Reproductive Health Center:

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- Head of Facility: Le Minh Hue (Ms.)
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## Area and Population covered by Vinh Long 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.	Vinh Long City	139,869	115	3,846	8,307	4
2.	Binh Minh Town	95,282	86	2,092	5,785	–
3.	Binh Tan	94,527	121	2,824	6,727	–
4.	Long Ho	162,489	105	4,104	9,985	–
5.	Mang Thit	107,541	84	2,785	6,775	–
6.	Tam Binh	166,826	118	4,291	10,212	14
7.	Tra On	144,683	122	3,331	8,548	10
8.	Vung Liem	159,453	159	3,840	10,528	14
	<b>Total</b>	<b>1,070,670</b>	<b>910</b>	<b>27,113</b>	<b>66,867</b>	<b>42</b>

(Statistics as of 2012)