

# Vinh Long

A province renowned for its extensive network of waterways and floating markets.

**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

Vinh Long is one of 15 A&T project sites in Viet Nam. Covering an expanse of 1,496 square kilometers, the province has many small rivers and channels, creating a number of difficult-to-reach islands. In 2011, Vinh Long had a population of about one million people. Approximately 69,900 children are under five years of age and 28,800 children under two years of age. The poverty rate of this province is 9.2% (compared to the national poverty rate of 12.9% in 2011)<sup>1</sup>.

The Vinh Long 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 1.5 percentage points each year

A&T's activities were implemented in Vinh Long city and three other district in Vinh Loong.

**Mặt Trời Bé Thơ franchise model.** This model is implemented in Vinh Long city and three of Vinh Long's eight districts in collaboration with health agencies at all levels. The first franchise was launched in May 2010, and by 2012 there were 45 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 21 franchises were established as part of the scaling-up process, bringing the total to 66 franchises. As of September 2014, a total of 146,000 counseling contacts have been delivered in Vinh Long, with a coverage rate of 98% in commune franchises. In September 2014, there were an average of 158 contacts in the network of franchises, of which 85% were repeat clients. The Vinh Long Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

## VINH LONG 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)	12.2	15.1	11.5	6.2
Underweight (< 2 years)	10.8	11.5	5.2	6.2
Wasting (< 2 years)	5.8	2.9	2.6	4.6
<b>IYCF practices</b>				
Early initiation of breastfeeding (BF)	55	43	40	41
Exclusive BF under six months	15	26	28	60
Predominant BF under six months	42	47	45	65
No bottle feeding under 24 months	-	-	-	-
Continued BF until two years	8	13	0	29
Consumption of iron-rich foods	-	-	-	-
Minimum dietary diversity	72	88	83	92
Minimum meal frequency	86	90	92	95
Minimum acceptable diet	51	68	63	79
<b>No. of franchises</b>	<b>Provincial</b>	<b>District</b>	<b>Commune</b>	
66	3	5	58	
<b>IYCF Training (as of 2014)</b>		<b>No. of courses</b>	<b>No. of trainee</b>	
Trainers		-	27	
Franchise managers		3	76	
Franchise counselors		6	145	
Community-based workers (franchise model)		26	646	

**Results.** A&T survey data indicate that from 2011 to 2014, the percentage of children who are breastfed early within the first hour decreased from 55% to 41% from baseline to endline. There was a significant rise in the percentage of children under six months who were exclusively breastfed and who continued to be breastfed until two years, from 15% to 60% and 8% to 29% respectively. There was also an increase in the minimum acceptable diet from 51% to 79%, and the minimum dietary diversity 72% to 92%. However, in the same period, the percentage of stunted children under the age of two also increased from 12.2% to 6.2%.



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

[www.matroibetho.vn](http://www.matroibetho.vn)



Mothers receive counseling services in Matroi Be Tho franchise. Photo: A&T

# Vinh Long contact list

## A&T Provincial Management Board

Vinh Long Department of Health

No47 Le Van Tam Street, Vinh Long City, Vinh Long Province

Tel: 0703 823 107

Fax: 0703 830 652

### Franchises | Province-level

- Vinh Long Reproductive Health Centre, 53 Le Thai To, Vinh Long City: 0703 831 002
- Pediatric Department, Vinh Long General Hospital, 301 Tran Phu, Vinh Long City: 0703 821 188
- Obstetric Department. Vinh Long General Hospital, 301 Tran Phu, Vinh Long City: 0703 821 188

### Franchises | Vinh Long City

- |                                          |                                         |                                         |                                         |                               |
|------------------------------------------|-----------------------------------------|-----------------------------------------|-----------------------------------------|-------------------------------|
| • Tan Hoi Health Center:<br>0703 815 230 | • Ward 3 Health Center:<br>0703 826 638 | • Ward 1 Health Center:<br>0703 822 852 | • Ward 8 Health Center:<br>0703 821 575 | • Truong An CHC: 0703 815 673 |
| • Ward 2 Health Center:<br>0703 831 111  | • Ward 5 Health Center:<br>0703 830 409 | • Ward 4 Health Center:<br>0703 825 620 | • Ward 9 Health Center:<br>0703 832 105 | • Tan Hoa CHC: 0703 815 320   |

### Franchises | Tra On District

- |                                                                             |                                                      |                               |                                  |                               |
|-----------------------------------------------------------------------------|------------------------------------------------------|-------------------------------|----------------------------------|-------------------------------|
| • Tra On District Health Center:<br>0703 771 745                            | • Thien My Commune Health Center (CHC): 0703 776 122 | • Huu Thanh CHC: 0703 889 135 | • Luc Sy Thanh CHC: 0703 780 740 | • Tra Con CHC: 0703 723 322   |
| • Obstetric Department, Tra On District Hospital:<br>0703 770 331, etx. 218 | • Vinh Xuan CHC: 0703 884 105                        | • Hoa Binh CHC: 0703 722 604  | • Tra On Town CHC: 0703 771 139  | • Tan My CHC: 0703 770 696    |
|                                                                             | • Thuan Thoi CHC: 0703 884 275                       | • Xuan Hiep CHC: 0703 789 839 | • Tich Thien CHC: 0703 884 147   | • Phu Thanh CHC: 0703 780 292 |
|                                                                             |                                                      | • Nhon Binh CHC: 0703 721 371 | • Thoi Hoa CHC: 0703 889 025     |                               |

### Franchises | Tam Binh District

- |                                                                  |                               |                                       |                                   |                             |
|------------------------------------------------------------------|-------------------------------|---------------------------------------|-----------------------------------|-----------------------------|
| • Obstetric Department, Tam Binh District Hospital: 0988 410 563 | • Long Phu CHC: 0703 864 308  | • Tuong Loc CHC: 0706 279 444         | • Hoa Loc CHC: 0703 860 557       | • Tan Loc CHC: 0703 718 539 |
| • Binh Ninh CHC: 0703 719 272                                    | • Tan Phu CHC: 0703 728 026   | • My Thanh Trung CHC:<br>0703 714 270 | • Hoa Hiep CHC: 0703 860 910      | • Ngai Tu CHC: 0703 720 218 |
| • Loan My CHC: 0703 715 070                                      | • Song Phu CHC: 0703 864 976  | • Hau Loc CHC: 0703 718 003           | • Hoa Thanh CHC: 0706 299 027     |                             |
| • Phu Loc CHC: 0703718711                                        | • Phu Thinh CHC: 0703 864 740 |                                       | • Tam Binh Town CHC: 0703 711 201 |                             |

### Franchises | Vung Liem District

- |                                                                   |                                    |                                         |                                       |                                        |
|-------------------------------------------------------------------|------------------------------------|-----------------------------------------|---------------------------------------|----------------------------------------|
| • Vung Liem Hospital: 0703 870 202                                | • Quoi Thien CHC: 0703 980 115     | • Trung Hiep CHC: 0703 870 584          | • Trung Thanh CHC: 0702 227 981       | • Trung Nghia CHC: 0703 978 002        |
| • Obstetric Department, Vung Liem District Hospital: 0703 870 217 | • Quoi An CHC: 0703 870 495        | • Trung Thanh Dong CHC:<br>0703 970 016 | • Vung Liem Town CHC:<br>0703 971 167 | • Hieu Nghia CHC: 0703 777 110         |
| • Hieu Thanh CHC: 0703 889 828                                    | • Tan Quoi Trung CHC: 0703 993 102 | • Trung Ngai CHC: 0703 871 372          | • Hieu Phung CHC: 0703 874 754        | • Trung Thanh Tay CHC:<br>0703 871 002 |
| • Hieu Nhon CHC: 0703 987 212                                     | • Trung Chanh CHC: 0703 870 580    |                                         | • Tan An Luong CHC: 0703 875 666      | • Thanh Binh CHC: 0703 980 739         |
|                                                                   | • Hieu Thuan CHC: 0703 987 549     |                                         |                                       |                                        |