

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 Ca Mau is under the management of Ca Mau Department of Health and is responsible for planning and providing reproductive health services to **1.2 million** people (as of 2012) in **nine** districts. Of this population, pregnant women number **19,491** (1.6%), children under five **98,067** (8.2%) and children under two **39,163** (3.3%). In 2012, the rates of stunted and underweight in children in Ca Mau were high at **26%** and **15%**, 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 Ca Mau RHC has a total of **44** regular staff, **14** 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 Ca Mau RHC was launched on **4 July, 2011**. In addition to the franchise at the RHC, there are a total of **29 Mat Troi Be Tho** franchises in Ca Mau, for which the RHC acts as a management and referral center.

## CA MAU AT A GLANCE

Nutritional status (NIN 2012)	Ca Mau	National	
Stunting	26%	27%	
Underweight	15%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Ca Mau	National	
Initiation of breastfeeding (BF) within one hour	59%	62%	
Exclusive BF under six months	4%	20%	
Predominant BF under six months	22%	31%	
No bottle feeding under 24 months	28%	65%	
Continued BF until two years	1%	22%	
Consumption of iron rich foods	92%	82%	
Minimum dietary diversity	73%	72%	
Minimum meal frequency	95%	86%	
Minimum acceptable diet	53%	52%	
No. of franchises	Provincial	District	Commune
30	2	3	25
No. of IYCF SG communes	No. of IYCF SG villages		
8	30		
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		59	
Franchise managers	3	67	
Health-facility staff	17	678	
Community-based workers	16	462	



### 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

### Ca Mau Reproductive Health Center:

- Address: No. 2 Phan Dinh Phung Street, Ward 4, Ca Mau City, Ca Mau Province
- Tel: +84 780 3 831 483
- Head of Facility/ Contact person: Tran Nguyet Hoang (Dr.) - Mob: +84 982 806 363

## Area and Population covered by Ca Mau 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.	Ca Mau City	221,422	3,310	6,557	17,625	9
2.	U Minh	102,899	1,671	3,817	8,191	–
3.	Thoi Binh	136,535	2,183	3,755	10,886	–
4.	Tran Van Thoi	189,875	3,228	6,313	15,114	–
5.	Cai Nuoc	139,819	2,013	4,243	11,130	8
6.	Dam Doi	183,606	2,850	4,577	14,615	11
7.	Nam Can	69,461	1,229	4,386	5,529	–
8.	Phu Tan	107,079	1,657	2,805	8,523	–
9.	Ngoc Hien	81,304	1,350	2,710	6,472	–
	<b>Total</b>	<b>1,232,000</b>	<b>19,491</b>	<b>39,163</b>	<b>98,067</b>	<b>28</b>

(Statistics as of 2012)