

# Ca Mau

The southernmost of Viet Nam's provinces, located on the Mekong Delta.

**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



In the Mat Troi Be Tho franchise, mothers and caregivers receive good nutrition counseling services. Photo: A&T

Ca Mau is one of 15 A&T project sites in Viet Nam. Surrounded by the sea, fishing is an important industry in Ca Mau. Ca Mau is also a famous tourist destination. The province has a population of approximately 1.2 million. About 83,500 children are under five years of age and 34,300 children under two years of age. The poverty rate is 10.9% (compared to the national poverty rate of 12.9% in 2011)<sup>1</sup>.

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

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

A&T activities are implemented in Ca Mau city and two of nine districts of Ca Mau Province.

**Mặt Trời Bé Thơ franchise model.** This model is implemented in Ca Mau city and the Dam Doi and Cai Nuoc districts in collaboration with health agencies at all levels. The first franchise was launched in July 2011, and by 2012 there were a total of 30 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 19 franchises were established as part of the scaling-up process, bringing the total to 49 franchises. As of September 2014, a total of 134,000 contacts have been delivered through the franchises with a coverage rate of 92%. In September 2014, an average of 216 clients visited the network of franchises, of which 84% were repeat clients. The Ca Mau Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

**IYCF support group model.** This model is implemented in eight communes across Dam Doi and Cai Nuoc districts. There are a total of 30 villages with IYCF support groups. These groups are comprised of pregnant women, mothers and caregivers with children 0–24 months old living in remote areas.

**Breastfeeding support in hospital.** Ca Mau is one of four provinces that has approved the breastfeeding support in hospital guideline. The Ca Mau Department of Health issued an official guideline to support skin-to-skin contact and the early initiation of breastfeeding in all hospitals in the province. So far the guideline have been applied to 50-70% of cases of vaginal deliveries.

**Workplace Program.** In 2012, A&T collaborated with the Viet Nam General Confederation of Labor to establish two lactation rooms in Ca Mau, meeting the needs of about 1,050 female workers.

## CA MAU 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)	15.1	-	14.3	9.9
Underweight (< 2 years)	9.2	-	8.1	8.8
Wasting (< 2 years)	4.5	-	3.5	1.1
IYCF practices				
Early initiation of breastfeeding (BF)	41	43	52	61
Exclusive BF under six months	7	12	39	70
Predominant BF under six months	59	58	76	91
No bottle feeding under 24 months	59	-	50	63
Continued BF until two years	13	-	14	11
Consumption of iron-rich foods	92	-	88	87
Minimum dietary diversity	74	-	80	86
Minimum meal frequency	95	-	93	89
Minimum acceptable diet	54	-	61	73
No. of franchises	Provincial	District	Commune	
49	3	2	44	
No. of IYCF SG communes	No. of IYCF SG villages			
8	30			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		23	
Franchise managers	5		124	
Franchise counselors	6		146	
Community-based workers (franchise model)	15		382	
Community-based workers (IYCF SG model)	4		98	
No. of companies setting up lactation rooms			2	

**Results.** A&T survey data indicate that from 2011 to 2014, the percentage of children who are breastfed early within the first hour increased from 41% to 61%. There was a significant rise in the percentage of children under six months who were exclusively breastfed, from 7% to 70%. However, there was a slight decrease in the rate of children who continue breastfeeding until two. A notable increase in indicators of minimum dietary diversity and minimum acceptable diet were observed. In the same period, the percentage of stunted and underweight children under the age of two declined from 15.1% to 9.9% and 9.2% to 8.8% respectively.

## Ca Mau contact list

### A&T Provincial Management Board

Ca Mau Department of Health

No.155A Bui Thi Truong Street, Ca Mau City, Ca Mau Province

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#### Franchises | Ca Mau City

- Clinic Ward 5 : 07803 838 895
- Clinic Ward 7: 07803 570 002
- Hoa Tan Commune Health Center (CHC): 07803 675 115
- Dinh Binh CHC: 07803 846 272
- Tac Van CHC: 07803 847 471
- Tan Thanh CHC: 07803 820 437
- An Xuyen CHC: 07803 688 151
- Ly Van Lam CHC: 07803 668 231
- Ward 1 CHC: 07803 838859
- Ward 2 CHC: 0913 656 548
- Ward 4 CHC: 07803 821 496

#### Franchises & IYCF Support Groups | Dam Doi District

- Dam Doi District Hospital: 07803 858 256
- Tan Duc CHC: 07803 855 082
- Ta An Khuong Dong CHC: 07803 959 019
- Tan Duyet CHC: 07803 703 979
- Ngoc Chanh CHC: 07803 956 247
- Quach Pham Bac CHC: 07803 942 019
- Quach Pham CHC: 07803 850 549
- Thanh Tung CHC: 07803 854 047
- Nguyen Huan CHC: 07803 859 206
- Tan Dan CHC: 07803 305 015
- Tan Trung CHC: 07803 944 008
- Tran Phan CHC: 07803 851 052
- Tan Thuan CHC: 07808 530 278
- Ta An Khuong CHC: 07803 703 700
- Ta An Khuong Nam CHC: 07803 857 071
- Tan Tien CHC: 07803 852 057
- Dam Doi Town CHC: 07803 858 953

#### IYCF Support Groups:

- Tan Tien CHC
- Tran Phan CHC
- Tan Thuan CHC
- Ta An Khuong CHC
- Ta An Khuong Nam CHC

#### Franchises & IYCF Support Groups | Cai Nuoc District

- Cai Nuoc District Hospital: 07803 883 388
- Thanh Phu CHC: 07803 776 013
- Tan Hung CHC: 07803 770 300
- Hoa My CHC: 07803 502 003
- Tan Hung Dong CHC: 07803 884 212
- Tran Thoi CHC: 07803 881 141
- Dong Thoi CHC: 07803 883 143
- Luong The Tran CHC: 07803 776 871
- Phu Hung CHC: 07803 773 117
- Hung My CHC: 07803 880 186
- Dong Hung CHC: 07803 851 808
- Cai Nuoc Town CHC: 07803 882 001

#### IYCF Support Group

- Phu Hung CHC
- Hung My CHC
- Dong Hung CHC

#### Company setting up lactation rooms

- Ca Mau Seaprimexco Limited Company
- Ca Mau Seafood Processing Joint Stock Company



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

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