

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 Hai Phong is under the management of Hai Phong Department of Health and is responsible for planning and providing reproductive health services to **1.8 million** people (as of 2012) in **14** districts. Of this population, pregnant women number **33,949** (1.9%), children under five **163,324** (9%) and children under two **68,039** (3.8%). Over the last decade, the rate of underweight children in Hai Phong has reduced significantly from roughly 40% in 1999 to **10%** in 2012, but stunting prevalence in 2012 was still high at **21%**. **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 Hai Phong RHC has a total of **46** regular staff, **nine** 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 Hai Phong RHC was launched on **June 2012**. In addition to the franchise at the RHC, there are a total of **103 Mat Troi Be Tho** franchises in Hai Phong, for which the RHC acts as a management and referral center.

HAI PHONG AT A GLANCE

Nutritional status (NIN 2012)	Hai Phong	National	
Stunting	21%	27%	
Underweight	10%	16%	
Wasting	6%	7%	
IYCF practices (NIN 2010)	Hai Phong	National	
Initiation of breastfeeding (BF) within one hour	42%	62%	
Exclusive BF under six months	5%	20%	
Predominant BF under six months	20%	31%	
No bottle feeding under 24 months	63%	65%	
Continued BF until two years	14%	22%	
Consumption of iron rich foods	96%	82%	
Minimum dietary diversity	85%	72%	
Minimum meal frequency	96%	86%	
Minimum acceptable diet	55%	52%	
No. of franchises	Provincial	District	Commune
104	5	7	92
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		14	
Franchise managers	14	333	
Health-facility staff	14	341	
Community-based workers	95	2,461	



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

Hai Phong Reproductive Health Center:

- Address: No. 383 Lan Be Street, Lam Son Ward, Le Chan District, Hai Phong City
- Fax: +84 313 713 477
- Head of Facility: Nguyen Ba Hoe (Mr.) - Mob: +84 904 389 037
- Contact person: Nguyen Thi Xuan Mai (Ms.)

Area and Population covered by Hai Phong RHC

Ref.	Name	Population	No. of pregnant women	No. of children 0-2 years	No. of children 0-5 years	No. of MTBT franchises in districts
1.	An Duong	163,602	3,642	7,041	16,478	11
2.	An Lao	136,123	2,544	5,163	12,316	–
3.	Cat Hai	29,142	419	912	2,261	–
4.	Duong Kinh	50,665	1,197	2,375	5,517	3
5.	Do Son	45,763	858	1,731	3,982	–
6.	Kien Thuy	131,652	2,925	5,445	12,531	18
7.	Thuy Nguyen	302,110	6,129	12,163	28,373	32
8.	Tien Lang	116,329	2,035	3,862	9,516	–
9.	Vinh Bao	187,755	2,959	5,762	13,743	27
10.	Hai An	109,896	1,997	4,123	10,238	3
11.	Hong Bang	106,837	1,568	3,542	9,155	–
12.	Kien An	100,582	2,055	3,872	9,414	–
13.	Le Chan	205,890	3,635	7,045	17,323	–
14.	Ngo Quyen	157,390	1,986	5,003	12,477	5
	Total	1,843,736	33,949	68,039	163,324	98

(Statistics as of 2012)