

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 Thai Nguyen is under the management of Thai Nguyen Department of Health and is responsible for planning and providing reproductive health services to **1.1 million** people (as of 2012) in **nine** districts. Of this population, pregnant women number **10,864** (1%), children under five **103,004** (9.3%) and children under two **44,005** (4%). Over the last decade, the malnutrition rate has reduced significantly in Thai Nguyen. However, the rates of stunted and underweight children were still high at **26%** and **17%**, respectively (as of 2012). **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 Thai Nguyen RHC has a total of **27** regular staff, **six** 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 Thai Nguyen RHC was launched on **5 August, 2011**. In addition to the franchise at the RHC, there are a total of **50 Mat Troi Be Tho** franchises in Thai Nguyen, for which the RHC acts as a management and referral center.

THAI NGUYEN AT A GLANCE

Nutritional status (NIN 2012)	Thai Nguyen	National	
Stunting	26%	27%	
Underweight	17%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Thai Nguyen	National	
Initiation of breastfeeding (BF) within one hour	60%	62%	
Exclusive BF under six months	14%	20%	
Predominant BF under six months	33%	31%	
No bottle feeding under 24 months	84%	65%	
Continued BF until two years	27%	22%	
Consumption of Iron rich foods	75%	82%	
Minimum dietary diversity	70%	72%	
Minimum meal frequency	85%	86%	
Minimum acceptable diet	71%	52%	
No. of franchises	Provincial	District	Commune
51	10	4	37
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		14	
Franchise managers	5	114	
Health-facility staff	8	176	
Community-based workers	41	1,156	



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

Thai Nguyen Reproductive Health Center:

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Area and Population covered by Thai Nguyen 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.	Dinh Hoa	93,302	908	7,041	16,478	18
2.	Pho Yen	148,125	1,830	5,163	12,316	9
3.	Dong Hy	113,372	1,325	912	2,261	14
4.	Dai Tu	168,167	1,308	2,375	5,517	-
5.	Vo Nhai	66,695	725	1,731	3,982	-
6.	Phu Luong	107,116	968	5,445	12,531	-
7.	Thai Nguyen	253,648	1,962	12,163	28,373	-
8.	Phu Binh	143,023	1,212	3,862	9,516	-
9.	Song Cong	50,709	626	5,762	13,743	-
	Total	1,144,157	10,864	44,005	103,004	41

(Statistics as of 2012)