

# Thai Nguyen

A multi-ethnic society with significant opportunities for industrial development.

**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

Thai Nguyen is one of 15 A&T project sites in Viet Nam. Located in the northern mountainous area, Thai Nguyen is blessed with abundant natural resources and considered the gateway for socio-economic development in the Red River Delta. Thai Nguyen has a population of approximately 1.2 million people. About 97,900 children are under five years of age and 40,200 children under two years of age. The poverty rate is 16.9% (compared to the national poverty rate of 12.9% in 2011).<sup>1</sup>

The Thai Nguyen 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 1.5 percentage points each year

A&T's activities were implemented in 3 districts.

**Mặt Trời Bé Thơ franchise model.** This model is implemented in three of Thai Nguyen's nine districts in collaboration with health agencies at all levels. The first franchise was launched in August 2011, and by 2012 there were 51 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 13 franchises were established as part of the scaling-up process, bringing the total to 64 franchises. As of September 2014, a total of 121,000 counseling contacts have been delivered in Hanoi, with a coverage rate of 86% in commune franchises. In September 2014, there were an average of 110 contacts in the network of franchises, of which 83% were repeat clients. The Thai Nguyen Department of Health is committed to integrating the operation of the Mặt Trời Bé Thơ franchises into the National Program on Nutrition to sustain the model after the culmination of the project in 2015.

**Results.** A&T survey data indicate that from 2011 to 2014, the percentage of children who are breastfed early within the first hour did not increase between the baseline and endline. There was a significant rise in the percentage of children under six months who were exclusively breastfed from 30% to 69%, and a slight increase in those who continued to be breastfed until two years, from 14% to 15%. There was also an increase in the minimum acceptable diet (66% to 82%), and the minimum dietary diversity, from 82% to 90%. In the same period, the percentage of stunted children under the age of two also decreased from 13.6% to 12%.

## THAI NGUYEN 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)	13.6	16.9	20.	12
Underweight (< 2 years)	7.5	9.4	10.9	8
Wasting (< 2 years)	6.1	3.1	3.6	3
<b>IYCF practices</b>				
Early initiation of breastfeeding (BF)	54	32	43	54
Exclusive BF under six months	30	23	57	69
Predominant BF under six months	47	35	63	74
No bottle feeding under 24 months	-	-	-	-
Continued BF until two years	14	19	14	15
Consumption of iron-rich foods	-	-	-	-
Minimum dietary diversity	82	93	91	90
Minimum meal frequency	84	96	95	95
Minimum acceptable diet	66	83	82	82
No. of franchises	Provincial	District	Commune	
64	10	4	50	
<b>IYCF Training (as of 2014)</b>		No. of courses	No. of trainees	
Trainers		-	16	
Franchise managers		4	90	
Franchise counselors		7	171	
Community-based workers (franchise model)		28	691	
No. of companies setting up lactation rooms			2	

## List of companies setting up lactation rooms in Thai Nguyen

Ref	Industry	Company name
1.	Garment	Sewon Co. Ltd.
2.	Garment	TNG investment and joint stock company

**Workplace Program.** From 2012 to 2014, A&T collaborated with the Viet Nam General Confederation of Labor to establish two lactation rooms in two garment companies in Thai Nguyen. Approximately 8,200 female workers used the rooms.



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



Pregnant women receive counseling service at Mat Trôi Bé Thơ Franchise – Photo: A&T

## Thai Nguyen contact list

### A&T Provincial Management Board

Thai Nguyen Department of Health

27 Ben Tuong Street, Thai Nguyen City, Thai Nguyen Province

Tel: 02803 750 437

#### Franchises | Central

- Thai Nguyen Reproductive Health Center, Thai Nguyen City; Tel: 02803 757 456
- Obstetric Department, General Hospital, Thai Nguyen City; Tel: 0912 004 849
- Thai Nguyen Preventive Health Center, Thai Nguyen City; Tel: 0912 710 215
- Pediatric Department, General Hospital, Thai Nguyen City; Tel: 0913 541 712
- Obstetric Department, Gang Thiep Hospital, Thai Nguyen City ; Tel: 01668 743 899
- Pediatric Department, Gang Thiep Hospital, Thai Nguyen City ; Tel: 0912 445 761
- Pediatric Department, Hospital A, Thai Nguyen City; Tel: 0912 750 050
- Obstetric Department, Hospital A, Thai Nguyen City; Tel: 0912 750 050
- Pediatric Department, Hospital C, Thai Nguyen City; Tel: 02803 852 903
- Obstetric Department , Hospital C, Thai Nguyen City; Tel: 0912 307 686

#### Franchises | Dong Hy District

- Dong Hy Hospital: 02803 820 105
- Dong Hy District Health Center: 0915 637 448
- Chua Hang CHC: 0913 256 852
- Cay Thi CHC: 0976 179 343
- Hoa Binh CHC: 01256 358 687
- Tan Loi CHC: 0984 513 575
- Trai Cau CHC: 0984 373 124
- Hoa Thuong CHC: 01686 726 147
- Hoa Trung CHC: 0949 794 877
- Huong Thuong CHC: 0946 020 777
- Khe Mo CHC: 0916 633 039
- Linh Son CHC: 0984 091 619
- Tan Long CHC: 01233 803 397
- Minh Lap CHC: 0973 729 295

#### Franchises | Pho Yen District

- Pho Yen Hospital: 02803 508 004
- Ba Hang Town Health Center: 02802 245 232
- Bai Bong Town Health Center: 02803 764 537
- Phuc Tan CHC: 02803 900 146
- Hong Tien CHC: 02803 663 063
- Dong Tien CHC: 02803 764 657
- Nam Tien CHC: 02803 763 644
- Tan Huong CHC: 02803 864 899
- Dong Cao CHC: 02803 866 639
- Trung Thanh CHC: 02803 708 663
- Phuc Thuan CHC: 02803 865 768
- Bac Son CHC: 02803 865 243
- Thanh Cong CHC: 02803 665 007
- Tien Phong CHC: 02803 763 773
- Van Thai CHC: 0982 465 234
- Thuan Thanh CHC: 02803 708 028
- Tan Phu CHC: 02803 666 336
- Minh Duc CHC: 02803 865 592
- Dac Son CHC: 02803 663 169

#### Franchises | Dinh Hoa District

- Dinh Hoa District Hospital: 0988 983 420
- Bao Cuong CHC: 02803 878 859
- Boc Nhieu CHC: 02803 880 922
- Dinh Bien CHC: 02803 879 152
- Dong Thinh CHC: 02803 879 229
- Trung Hoi CHC: 02803 880 110
- Tan Thinh CHC: 02803 878 897
- Linh Thong CHC: 02802 243 690
- Phu Dinh CHC: 02803 879 144
- Phuc Chu CHC: 02803 778 011
- Phuong Tien CHC: 02803 778 060
- Tan Duong CHC: 02803 778 153
- Trung Luong CHC: 02803 879 238
- Lam Vy CHC: 0123 4893 382
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- Diem Mac CHC: 0166 6362 830
- Son Phu CHC: 0168 3342 882
- Phu Tien CHC: 0989 532 853
- Kim Phuong CHC: 02803 778 012
- Quy Ky CHC: 0168 9855 806
- Binh Yen CHC: 02803 879 151

