

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 Thanh Hoa is under the management of Thanh Hoa Department of Health and is responsible for planning and providing reproductive health services to **3.5 million** people (as of 2012) in **27** districts. Of this population, pregnant women number **85,045** (2.4%), children under five **278,292** (8%) and children under two **114,333** (3.3%). As of 2012, the stunting and underweight prevalence of children under five in Thanh Hoa were higher than national average at **32%** and **20%**, respectively. **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 Thanh Hoa RHC has a total of **59** regular staff, **seven** 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 Thanh Hoa RHC was launched on **May 14, 2011**. In addition to the franchise at the RHC, there are a total of **100 Mat Troi Be Tho** franchises in Thanh Hoa, for which the RHC acts as a management and referral center.

THANH HOA AT A GLANCE

Nutritional status (NIN 2012)	Thanh Hoa	National	
Stunting	32%	27%	
Underweight	20%	16%	
Wasting	8%	7%	
IYCF practices (NIN 2010)	Thai Nguyen	National	
Initiation of breastfeeding (BF) within one hour	71%	62%	
Exclusive BF under six months	5%	20%	
Predominant BF under six months	28%	31%	
No bottle feeding under 24 months	87%	65%	
Continued BF until two years	26%	22%	
Consumption of Iron rich foods	86%	82%	
Minimum dietary diversity	78%	72%	
Minimum meal frequency	86%	86%	
Minimum acceptable diet	62%	52%	
No. of franchises	Provincial	District	Commune
101	2	4	94
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		24	
Franchise managers	4	150	
Health-facility staff	12	309	
Community-based workers	81	2,261	



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

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Area and Population covered by Thanh Hoa RHC

Ref.	Name	Population	No. of pregnant women	No. of children 0-2 years	No. of children 0-5 years	No. of MTBT franchises
1.	Thanh Hoa	61,149	8,456	13,190	26,423	—
2.	Bim Son	61,049	1,500	2,257	2,827	—
3.	Sam Son	61,115	2,008	1,921	5,029	—
4.	Quang Xuong	349,544	6,930	7,980	20,613	—
5.	Nga Son	151,520	2,808	2,495	2,524	—
6.	Tho Xuan	223,907	3,639	6,360	16,530	—
7.	Dong Son	83,772	1,852	2,689	8,731	—
8.	Trieu Son	219,720	4,672	6,372	15,952	—
9.	Vinh Loc	88,489	2,167	2,874	6,178	—
10.	Thieu Hoa	170,684	3,610	4,955	11,186	21
11.	Yen Dinh	152,265	3,375	4,637	12,136	—
12.	Hau Loc	168,880	3,590	5,273	12,517	26
13.	Cam Thuy	116,000	2,145	3,943	8,188	19
14.	Tinh Gia	246,744	11,350	4,330	22,613	32
15.	Hoang Hoa	223,907	5,451	6,978	16,479	—
16.	Ha Trung	117,034	2,867	3,662	8,229	—
17.	Nong Cong	183,349	3,919	5,968	13,773	—
18.	Nhu Thanh	90,356	1,620	2,753	7,030	—
19.	Nhu Xuan	65,455	2,314	2,681	6,324	—
20.	Thuong Xuan	84,825	1,578	3,207	7,364	—
21.	Ba Thuoc	106,177	2,318	3,246	7,825	—
22.	Ngoc Lac	143,513	3,873	4,123	11,017	—
23.	Lang Chanh	48,081	1,419	1,642	4,027	—
24.	Thach Thanh	147,638	4,141	5,667	12,571	—
25.	Quan Son	37,441	1,136	1,524	3,718	—
26.	Quan Hoa	45,116	1,241	1,870	4,088	—
27.	Muong Lat	36,860	1,023	1,736	4,382	—
Total		3,484,590	85,045	114,333	278,292	98

(Statistics as of 2012)