

Thanh Hoa

A large and populous province containing Viet Nam's diverse geography and population in a microcosm.

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.

Thanh Hoa is one of 15 A&T project sites in Viet Nam. Stretching from the mountainous Laotian border in the West to the Gulf of Tonkin in the East, it is one of the largest and most populous provinces in Viet Nam after Ho Chi Minh City and Hanoi, with a population of approximately 3.4 million people. About 244,000 children are under five years of age and 100,300 children under two years of age. The poverty rate is 22.6% (compared to the national poverty rate of 12.9% in 2011).¹

The Thanh Hoa 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 activities are implemented in four districts of Thanh Hoa.

Mặt Trời Bé Thơ franchise model. This model is implemented in four of Thanh Hoa's 27 districts in collaboration with health agencies at all levels. The first franchise was established in May 2011 at the provincial Reproductive Health Center, and by 2012 there were 99 Mặt Trời Bé Thơ franchises across the province. In 2014, the Thanh Hoa Department of Health established an additional 16 franchises as part of the scaling-up process, bringing the total to 115 franchises. As of September 2014, a total of 237,000 counseling contacts have been delivered in Thanh Hoa, with a coverage rate of 76% in commune franchises. In September 2014, there were an average of 116 contacts in the network of franchises, of which 85% were repeat clients. The Thanh Hoa Department of Health is committed to advocating with the Provincial People's Committee to integrate the reduction of stunting into the province's socio-economic development plan in the long term.

IYCF support group model. Initially, no IYCF support groups were planned for Thanh Hoa. With support from Irish Aid, 114 IYCF support groups have been set up in 38 communes of the Thuong Xuan District by July 2013.

Results. A&T survey data indicate that from 2011 to 2014, the percentage of children who were breastfed early within the first hour increased, from 71% to 76%. There was a significant rise in the percentage of children under six months who were exclusively breastfed and who continued to be breastfed until two years, from 19% to 79% and 32% to 48% respectively. There was also an increase in the minimum acceptable diet (51% to 92%), and in the minimum dietary diversity, from 70% to 98%. In the same period, the percentage of stunted children under the age of two also decreased from 15.6% to 12%.

THANH HOA 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) | 15.6 | 16.4 | 21.7 | 12.4 |
| Underweight (< 2 years) | 11.6 | 8.2 | 11.6 | 9 |
| Wasting (< 2 years) | 4.1 | 3 | 2.9 | 3 |
| IYCF practices | | | | |
| Early initiation of breastfeeding (BF) | 71 | 55 | 69 | 76 |
| Exclusive BF under six months | 19 | 30 | 61 | 79 |
| Predominant BF under six months | 47 | 53 | 75 | 83 |
| No bottle feeding under 24 months | - | - | - | - |
| Continued BF until two years | 32 | 18 | 15 | 48 |
| Consumption of iron-rich foods | - | - | - | - |
| Minimum dietary diversity | 70 | 88 | 88 | 98 |
| Minimum meal frequency | 70 | 90 | 91 | 97 |
| Minimum acceptable diet | 51 | 75 | 70 | 92 |
| No. of franchises | Provincial | District | Commune | |
| 115 | 2 | 4 | 109 | |
| No. of IYCF SG communes | No. of IYCF SG villages | | | |
| 10 | 38 | | | |
| IYCF Training (as of 2014) | No. of courses | | No. of trainee | |
| Trainers | - | | 35 | |
| Franchise managers | 4 | | 96 | |
| Franchise counselors | 13 | | 321 | |
| Community-based workers (franchise model) | 90 | | 2246 | |
| Community-based workers (IYCF SG model) | 5 | | 114 | |
| No. of companies setting up lactation rooms | | | 3 | |

List of companies setting up lactation rooms in Thanh Hoa

| Ref | Industry | Company name |
|-----|-----------------|----------------------------|
| 1. | Sport Equipment | Delta Sport JSC |
| 2. | Footwear | Rollsport Footwear Co. Ltd |
| 3. | Garment | Thanh Hoa Garment JSC |

Workplace Program. In 2012, A&T collaborated with the Viet Nam General Confederation of Labor to establish three lactation rooms in three workplaces in Thanh Hoa to meet the needs of approximately 5,000 female workers.



Đinh dưỡng hôm nay, sức khỏe cho ngày mai

www.matroibetho.vn



Caregivers receive counseling service at Matroi Betho Franchise - Photo: A&T

Thanh Hoa contact list

A&T Provincial Management Board

Thanh Hoa Department of Health

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Franchises | Province-level

- Thanh Hoa Reproductive Health Center, 23 B Phan Chu Trinh, Thanh Hoa City: 0373 852 962
- Thanh Hoa Children's Hospital (Gastroenterology Department), Quang Trung 3 Street, Dong Ve Ward, Thanh Hoa City: 0373 955 955

Franchises | Cam Thuy District

- Cẩm Thủy District Health Center, Tổ 7, Cẩm Thủy Town: 0373 525 506
- Cẩm Thủy Town Health Center: 0378 979 129
- Cẩm Bình Commune Health Center (CHC): 0373 526 328
- Cẩm Do CHC: 0373 529 255
- Cẩm Giang CHC: 0373 577 410

- Cẩm Châu CHC: 0378 972 042
- Cẩm Long CHC: 0904 605704
- Cẩm Lương CHC: 0373 528 283
- Cẩm Phong CHC: 0373 845 583

- Cẩm Phú CHC: 0378 978 837
- Cẩm Quý CHC: 0378 975 017
- Cẩm Tâm CHC: 0378 976 761
- Cẩm Liên CHC: 0378 971 787

- Cẩm Tân CHC: 0373 529 212
- Cẩm Thạch CHC: 0378 971 032
- Cẩm Thành CHC: 0373 528 015
- Cẩm Tú CHC: 0373 845 060

- Cẩm Vân CHC: 0373 849 161
- Cẩm Yên CHC: 0378 976 761
- Cẩm Ngọc CHC: 0373 551 576
- Cẩm Sơn CHC: 0378 654 329

Franchises | Hau Loc District

- Hau Loc District Health Center, Tiểu khu 5, Hau Loc Town: 0373 630 551
- Hau Loc Town Health Center: 0373 630 921
- Hoa Loc CHC: 0373 745 278

- Cầu Lộc CHC: 0373 744 712
- Đa Lộc CHC: 0373 748 595
- Đại Lộc CHC: 0373 633 171
- Đồng Lộc CHC: 0378 868 496
- Hải Lộc CHC: 0373 832 609

- Hòa Lộc CHC: 0378 862 456
- Hưng Lộc CHC: 0373 832 761
- Liên Lộc CHC: 0373 745 580
- Lộc Sơn CHC: 0373 630 921
- Minh Lộc CHC: 0373 832 609

- Mỹ Lộc CHC: 0373 630 196
- Ngự Lộc CHC: 0373 832 400
- Phong Lộc CHC: 0378 864 140
- Phú Lộc CHC: 0373 745 227
- Quang Lộc CHC: 0373 944 441

- Thành Lộc CHC: 0378 861 440
- Thịnh Lộc CHC: 0373 631 494
- Thuần Lộc CHC: 0378 867 520
- Tiến Lộc CHC: 0373 926 569
- Triệu Lộc CHC: 0373 743 061

- Tuy Lộc CHC: 0373 768 745
- Văn Lộc CHC: 0373 637 014
- Xuân Lộc CHC: 0378 865 063
- Lộc Tân CHC: 0373 630 902
- Châu Lộc CHC: 0373 743 220

Franchises | Thieu Hoa District

- Thieu Hoa District Health Center, Thiệu Đô Commune: 0378 644 285
- Vạn Hà Town Health Center: 0373 842 172
- Thiệu Châu CHC: 0378 824 318
- Thiệu Công CHC: 0378 837 203

- Thiệu Dương CHC: 0373 819 344
- Thiệu Đô CHC: 0373 829 988
- Thiệu Giang CHC: 0373 512 213
- Thiệu Hòa CHC: 0378 839 583
- Thiệu Duy CHC: 0378 828 127

- Thiệu Quang CHC: 0378 829 437
- Thiệu Long CHC: 0373 816 159
- Thiệu Lý CHC: 0378 833 203
- Thiệu Nguyên CHC: 0378 831 272
- Thiệu Hợp CHC: 0378 828 690

- Thiệu Tâm CHC: 0378 830 006
- Thiệu Tân CHC: 0373 699 811
- Thiệu Tiến CHC: 0373 203 034
- Thiệu Toán CHC: 0373 698 164
- Thiệu Viên CHC: 0378 820 508
- Thiệu Phú CHC: 0373 695 133

- Thiệu Vũ CHC: 0373 696 057
- Thiệu Thành CHC: 0378 832 253
- Thiệu Chính CHC: 0373 698 039
- Thiệu Minh CHC: 0373 698 331
- Thiệu Vận CHC: 0373 697 275
- Thiệu Phú CHC: 0373 695 133

- Thiệu Trung CHC: 0373 829 865
- Thiệu Giao CHC: 0373 811 481
- Thiệu Thịnh CHC: 0373 813 316
- Thiệu Ngọc CHC: 0378 823 173
- Thiệu Phúc CHC: 0373 695 231

Franchises | Tinh Gia District

- Tinh Gia District Health Center, Hải Hòa Commune: 0373 861 170
- Tinh Gia Town Health Center: 0373 861 710
- Anh Sơn CHC: 0373 976 072
- Bình Minh CHC: 0373 611 420

- Hải An CHC: 0373 619 370
- Hải Bình CHC: 0373 616 006
- Hải Châu CHC: 0373 619 429
- Hải Hà CHC: 0373 613 176
- Hải Hòa CHC: 0373 970 273
- Hải Lĩnh CHC: 0373 860 344
- Phú Lâm CHC: 0373 977 425

- Hải Nhân CHC: 0373 860 264
- Hải Ninh CHC: 0373 619 493
- Hải Thanh CHC: 0373 612 824
- Hải Thượng CHC: 0373 613 350
- Hải Yến CHC: 0373 862 857
- Hùng Sơn CHC: 0373 976 455
- Các Sơn CHC: 0378 716 442

- Mai Lâm CHC: 0378 722 579
- Nghi Sơn CHC: 0378 710 712
- Ngọc Lĩnh CHC: 0378 723 052
- Nguyên Bình CHC: 0373 970 215
- Ninh Hải CHC: 0378 726 232

- Phú Sơn CHC: 0373 602 135
- Tân Trường CHC: 0373 977 586
- Thanh Thủy CHC: 0373 619 784
- Tĩnh Hải CHC: 0373 862 428
- Triều Dương CHC: 0373 618 581
- Trúc Lâm CHC: 0373 617 600

- Tùng Lâm CHC: 0373 617 980
- Xuân Lâm CHC: 0373 970 759
- Tân Dân CHC: 0373 860 681
- Tân Trường CHC: 0373 617 559
- Thanh Sơn CHC: 0373 871 195
- Định Hải CHC: 0373 860 082

