

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 Quang Binh is under the management of Quang Binh Department of Health and is responsible for planning and providing reproductive health services to **885,000** people (as of 2012) in **seven** districts. Of this population, pregnant women number **19,491** (2.2%), children under five **70,254** (7.9%) and children under two **28,277** (3.2%). As of 2012, the stunting and underweight prevalence of children under five in Quang Binh were higher than national average at **32%** and **21%**, 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 Quang Binh RHC has a total of **25** regular staff, **14** 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 Quang Binh RHC was launched on **23 August, 2011**. In addition to the franchise at the RHC, there are a total of **34 Mat Troi Be Tho** franchises in Quang Binh, for which the RHC acts as a management and referral center.

QUANG BINH AT A GLANCE

Nutritional status (NIN 2012)	Quang Binh	National	
Stunting	32%	27%	
Underweight	21%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Quang Binh	National	
Initiation of breastfeeding (BF) within one hour	88%	62%	
Exclusive BF under six months	12%	20%	
Predominant BF under six months	48%	31%	
No bottle feeding under 24 months	89%	65%	
Continued BF until two years	26%	22%	
Consumption of iron rich foods	79%	82%	
Minimum dietary diversity	54%	72%	
Minimum meal frequency	77%	86%	
Minimum acceptable diet	35%	52%	
No. of franchises	Provincial	District	Commune
35	2	4	29
No. of IYCF SG communes	No. of IYCF SG villages		
6	12		
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		38	
Franchise managers	1	35	
Health-facility staff	5	140	
Community-based workers	19	577	



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

Quang Binh Reproductive Health Center:

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Area and Population covered by Quang Binh 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.	Dong Hoi City	114,544	2,843	4,172	10,537	–
2.	Minh Hoa	51,243	1,509	2,037	4,697	–
3.	Tuyen Hoa	82,456	1,905	2,662	6,631	–
4.	Quang Trach	207,170	3,909	6,976	16,897	10
5.	Bo Trach	180,000	4,166	5,555	13,734	11
6.	Quang Ninh	94,932	1,947	2,571	6,545	12
7.	Le Thuy	154,439	3,212	4,304	11,213	–
	Total	884,784	19,491	28,277	70,254	33

(Statistics as of 2012)