

Quang Binh

A small and poor province with the renowned Phong Nha-Ke Bang caves.

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.

Quang Binh is one of 15 A&T project sites in Viet Nam. Located in the Central Region of Viet Nam, Quang Binh is a poor province, with a poverty rate of 23% (compared to the national poverty rate of 12.9% in 2011)¹. Quang Binh has a population of approximately 852,400 people. About 62,800 children are under five years of age and 25,800 children under two years of age.

The Quang Binh 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 2 percentage points each year

A&T worked across 5 districts to achieve its objectives.

Mặt Trời Bé Thơ franchise model. This model is implemented in three of Quang Binh's eight districts in collaboration with health agencies at all levels. The first franchise was launched in August 2011 at the provincial Reproductive Health Center, and by 2012 there were 35 Mặt Trời Bé Thơ franchises across the province. As of September 2014, a total of 82,100 counseling contacts have been delivered in Quang Binh with a coverage rate of 93% in commune franchises. In September 2014, 4,200 clients visited the network of franchises, of which 84% were repeat clients. In 2014, an additional 26 franchises were established as part of the scaling-up process, bringing the total to 61 franchises. The Quang Binh Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

IYCF support group model. IYCF support groups have been established in 12 villages across six communes in three districts of Quang Binh province. These groups are comprised of pregnant mothers and caregivers with children 0–24 months old living in remote areas. As of September 2014, a total of 7,500 counseling contacts have been delivered through the IYCF support groups in Quang Binh.

QUANG BINH 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)	15.1	-	18.3	13.4
Underweight (< 2 years)	10.5	-	9.9	7.7
Wasting (< 2 years)	4.3	-	3.5	2.4
IYCF practices				
Early initiation of breastfeeding (BF)	80	78	76	81
Exclusive BF under six months	27	31	47	76
Predominant BF under six months	75	66	75	93
No bottle feeding under 24 months	71	-	69	79
Continued BF until two years	21	-	19	33
Consumption of iron-rich foods	89	-	82	89
Minimum dietary diversity	82	-	75	86
Minimum meal frequency	91	-	94	95
Minimum acceptable diet	70	-	66	80
No. of franchises	Provincial	District	Commune	
61	2	5	54	
No. of IYCF SG communes	No. of IYCF SG villages			
6	12			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		21	
Franchise managers	2		52	
Franchise counselors	8		207	
Community-based workers (franchise model)	20		505	
Community-based workers (IYCF SG model)	3		72	

Results. A&T survey data indicate that from 2011 to 2014, there was a rise in the percentage of children under six months who were exclusively breastfed and predominantly breastfed up to two years, from 27% to 76% and 75% to 93% respectively. There was a marginal increase in the early initiation of breastfeeding (80% to 81%). There was also an increase in the percentage of children receiving a minimum acceptable diet (70% to 80%) and in the minimum meal frequency (91% to 95%) from baseline to endline. The percentage of stunted children under the age of two also declined, from 15.1% to 13.4%.



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

www.matroibetho.vn



Mothers and caregivers are counseled at Mat Troi Be Tho Franchise – Photo: A&T

Quang Binh contact list

A&T Provincial Management Board

Quang Binh Department of Health

No2 Ho Xuan Huong Street, Dong Hoi City, Quang Binh Province

Tel: 0523 844 200

Fax: 0523 824 026

Franchises | Province-level

- Quang Binh Reproductive Health Center, Tieu khu 8 Nam Ly, Dong Hoi City: 0523 822 376
- Nutrition Department, Viet Nam-Cu Ba Hospital, Dong Hoi City: 0523 825 005

Franchises & IYCF Support Groups | Quang Ninh District

- | | | | | | |
|---|-------------------------------|--------------------------------|------------------------------|------------------------------|--|
| • Quang Ninh District Health Center: 0523 910 216 | • An Ninh CHC: 0523 936 916 | • Hien Ninh CHC: 0523 936 526 | • Hai Ninh CHC: 0523 872 840 | • Duy Ninh CHC: 0523 873 655 | IYCF support groups <ul style="list-style-type: none">• Truong Xuan CHC• Vinh Ninh CHC |
| • Quang Ninh Hospital: 0523 872 013 | • Van Ninh CHC: 0523 936 867 | • Gia Ninh CHC: 0523 872 498 | • Ham Ninh CHC: 0523 872 979 | • Vo Ninh CHC: 0523 872 937 | |
| | • Xuan Ninh CHC: 0523 936 553 | • Luong Ninh CHC: 0523 872 935 | | | |

Franchises & IYCF Support Groups | Quang Trach District

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|---|----------------------------------|---------------------------------|----------------------------------|---------------------------------|--|
| • Quang Trach Hospital: 0523 514 029 | • Quang Tung CHC: 0523 596 690 | • Quang Hoa CHC: 0523 585 849 | • Quang Thach CHC: 0523 510 104 | • Quang Long CHC: 0523 512 270 | IYCF support groups <ul style="list-style-type: none">• Quang Hop CHC• Quang Kim CHC |
| • Preventive Medicine Center of Ba Don Town: 0523 513 694 | • Quang Xuan CHC: 0523 514 529 | • Quang Lien CHC: 0523 515 129 | • Quang Chau CHC: 0523 596 491 | • Quang Tho CHC: 0945 747 333 | |
| • Quang Phu CHC: 0523 596 487 | • Quang Thuan CHC: 0523 514 270 | • Quang Hung CHC: 0523 596 668 | • Canh Hoa CHC: 01683 306 827 | • Quang Son CHC: 0523 585 644 | |
| • Canh Duong CHC: 0523 596 436 | • Quang Phuong CHC: 0523 514 640 | • Quang Thanh CHC: 0523 514 538 | • Phu Hoa CHC: 0523 709 008 | • Quang Trung CHC: 0523 587 969 | |
| | • Quang Phong CHC: 0523 514 157 | • Quang Loc CHC: 0523 586 071 | • Quang Truong CHC: 0523 517 530 | | |

Franchises & IYCF Support Groups | Bo Trach District

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|---|---------------------------------|---------------------------------|--------------------------------|--------------------------------|--|
| • Bo Trach Hospital, Hoan Lao Town, Bo Trach District: 0522 463 802 | • Trung Trach CHC: 0523 863 305 | • Cu Nam CHC: 0523 675 164 | • Hai Trach CHC: 0523 864 121 | • Phu Dinh CHC: 0523 675 167 | IYCF support groups <ul style="list-style-type: none">• Phuc Trach CHC• Xuan Trach CHC |
| • My Trach CHC: 0523 866 434 | • Dai Trach CHC: 0523 862 809 | • Hoan Lao CHC: 0523 863 275 | • Son Loc CHC: 0523 864 550 | • Nhan Trach CHC: 0523 862 132 | |
| • Phu Trach CHC: 0523 864 760 | • Hoa Trach CHC: 0523 863 310 | • Ha Trach CHC: 0523 866 927 | • Hung Trach CHC: 0523 675 077 | • Nam Trach CHC: 0523 863 154 | |
| • Duc Trach CHC: 0523 844 758 | • Tay Trach CHC: 0523 863 348 | • Bac Trach CHC: 0523 866 857 | • Van Trach CHC: 01684 342 358 | • Ly Trach CHC: 0523 863 344 | |
| | • Son Trach CHC: 0523 677 047 | • Thanh Trach CHC: 0523 866 477 | • Hoan Trach CHC: 0523 611 659 | • Dong Trach CHC: 0523 864 553 | |