

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 Tri is under the management of Quang Tri Department of Health and is responsible for planning and providing reproductive health services to **657,000** people (as of 2012) in **seven** districts. Of this population, pregnant women number **15,003** (2.3%), children under five **54,673** (8.3%) and children under two **21,062** (3.2%). As of 2012, the stunting and underweight prevalence of children under five in Quang Tri were higher than the national average at **31%** and **17%**, 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 Tri RHC has a total of **22** regular staff, **10** 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 Tri RHC was launched on **21 October, 2011**. In addition to the franchise at the RHC, there are a total of **24 Mat Troi Be Tho** franchises in Quang Tri, for which the RHC acts as a management and referral center.

## QUANG TRI AT A GLANCE

Nutritional status (NIN 2012)	Quang Tri	National
Stunting	31%	27%
Underweight	17%	16%
Wasting	7%	7%

IYCF practices (NIN 2010)	Quang Tri	National
Initiation of breastfeeding (BF) within one hour	86%	62%
Exclusive BF under six months	9%	20%
Predominant BF under six months	47%	31%
No bottle feeding under 24	83%	65%
Continued BF until two years	25%	22%
Consumption of Iron rich foods	88%	82%
Minimum dietary diversity	81%	72%
Minimum meal frequency	84%	86%
Minimum acceptable diet	64%	52%

No. of franchises	Provincial	District	Commune
25	4	5	16

No. of IYCF SG communes	No. of IYCF SG villages
8	27

IYCF Training (as of 2012)	No. of courses	No. of trainees
Trainers		44
Franchise managers	1	27
Health-facility staff	5	168
Community-based workers	12	431



### 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 Tri Reproductive Health Center:

- Address: 64B Nguyen Trai Street, Dong Ha City, Quang Tri Province
- Head of Facility: Doan Viet Dung (Mr.) - Mob: +84 913 485 813
- Contact Person: Nguyen Thi Le Hang (Ms.) - Mob: +84 915 355 727

## Area and Population covered by Quang Tri RHC

Ref.	Name	Population	No. of pregnant women	No. of children 0-2	No. of children 0-5	No. of MTBT franchises in districts
1.	Dong Ha City	86,505	2,441	3,006	7,577	4
2.	Quang Tri	25,167	535	863	2,206	–
3.	Vinh Linh	93,421	1,601	2,731	7,086	–
4.	Gio Linh	79,405	1,381	2,412	6,273	7
5.	Trieu Phong	105,383	1,533	2,422	6,532	7
6.	Hai Lang	99,159	1,394	2,357	6,724	–
7.	Cam Lo	49,377	1,279	1,508	3,813	–
8.	Huong Hoa	80,556	3,290	3,880	9,848	3
9.	Dakrong	38,428	1,549	1,883	4,614	–
	<b>Total</b>	<b>657,401</b>	<b>15,003</b>	<b>21,062</b>	<b>54,673</b>	<b>21</b>

(Statistics as of 2012)