

# Quang Tri

A small and poor province reflecting Viet Nam's diverse geography and population

**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 Tri is one of 15 A&T project sites in Viet Nam. The province has harsh weather and is poverty stricken as a result of the Viet Nam War. The poverty rate is 21.7% (compared to the national poverty rate of 12.9% in 2011)<sup>1</sup>. Quang Tri has a population of approximately 601,800 people. About 52,900 children are under five years of age and 21,700 children under two years of age.

The Quang Tri 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

**Mặt Trời Bé Thơ franchise model.** This model is implemented in four of Quang Tri's nine districts in collaboration with health agencies at all levels. The first franchise was launched in August 2011 at Dong Ha Health Center, and by 2012 there were 25 Mặt Trời Bé Thơ franchises across the province. As of September 2014, a total of 66,000 counseling contacts have been delivered in Quang Tri and the coverage rate is 88% in commune franchises. In September 2014, 2,900 clients visited the network of franchises, of which 100% were repeat clients. In 2014, an additional five franchises were established as part of the scaling-up process, bringing the total to 30 franchises. The Quang Tri Department of Health is committed to supporting the operation of the franchises after the culmination of the project in 2015.

**IYCF support group model.** This model is implemented in 10 communes in two districts of Gio Linh and Huong Hoa. IYCF support groups have been established in 31 villages. These groups are comprised of pregnant mothers and caregivers with children 0–24 months of age living in remote areas. As of September 2014, the cumulative number of counseling contacts was 17,900.

## QUANG TRI 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)	18.3	-	11	11.4
Underweight (< 2 years)	9.5	-	5.2	6.8
Wasting (< 2 years)	3.4	-	2.2	3.3
IYCF practices				
Early initiation of breastfeeding (BF)	73	64	68	80
Exclusive BF under six months	21	20	37	62
Predominant BF under six months	71	63	71	88
No bottle feeding under 24 months	80	-	65	76
Continued BF until two years	22	-	35	28
Consumption of iron-rich foods	90	-	79	89
Minimum dietary diversity	90	-	78	88
Minimum meal frequency	94	-	96	97
Minimum acceptable diet	77	-	74	82
No. of franchises	Provincial	District	Commune	
30	4	5	21	
No. of IYCF SG communes	No. of IYCF SG villages			
10	31			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		21	
Franchise managers	2		40	
Franchise counselors	8		207	
Community-based workers (franchise model)	12		291	
Community-based workers (IYCF SG model)	5		133	

**Results.** A&T survey data indicate that from 2011 to 2014, the percentage of children who are breastfed early within the first hour increased from 73% to 80%. There was a significant rise in the percentage of children under six months who were exclusively breastfed, from 21% to 62%. There was also a marginal increase in the percentage of children receiving a minimum acceptable diet (77% to 82%) and in the minimum meal frequency (94% to 97%). The percentage of stunted children under the age of two declined, from 18.3% to 11.4%.



Mothers are nursing babies in Mat Troi Be Tho franchise – Photo: A&T



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

[www.matroibetho.vn](http://www.matroibetho.vn)

# Quang Tri contact list

## A&T Provincial Management Board

Quang Tri Department of Health

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### Franchises | Province-level

- Quang Tri Reproductive Health Center, 64B Nguyễn Trãi, Dong Ha City, 0533 527 889
- Obsteric Department of Quang Tri General Hospital, 83 Le Loi, Dong Ha City, 0533 854 832
- Pediatric Department of Quang Tri General Hospital, 83 Le Loi, Dong Ha City, 0533 851 575
- Trieu Hai General Hospital, 67 Phan Dinh Phung, Quang Tri, 0533 662 371

### Franchises | Trieu Phong District

- Trieu Phong Hospital, Tieu khu 2, Ai Tu Town: 0533 828 389
- Trieu Tai CHC: 0533 861 839
- Trieu Trung CHC: 0533 829 229
- Trieu Lang CHC: 0533 507 728
- Trieu An CHC: 0533 869 257
- Trieu Dong CHC: 0533 883 332
- Trieu Do CHC: 0533 867 213
- Trieu Van CHC: 0533 869 256
- Trieu Phuoc CHC: 0533 868 277
- Trieu Dai CHC: 0533 868 341
- Trieu Thuong CHC: 0533 828 204

### Franchises & IYCF support groups | Gio Linh District

- Gio Linh Hospital, Khu pho 6, Gio Linh Town: 0533 630 240
- Gio Linh Town CHC: 0533 825 579
- Gio An CHC: 0533 883 264
- Linh Hai CHC: 0533 883 327
- Gio Thanh CHC: 0533 630 238
- Gio My CHC: 0533 780 396
- Cua Viet Town CHC: 0533 824 100
- Gio Phong CHC: 0533 825 262
- IYCF support groups**
  - Linh Thuong CHC
  - Hai Thai CHC
  - Vinh Truong CHC

### Franchises | Dong Ha City

- Dong Ha Health Center, 9A Ly Thuong Kiet, Dong Ha City: 0532 241 405
- Dong Ha Hospital, 32 Tran Hung Dao, Dong Ha City: 0533 509 304
- Phuong 3 CHC: 0533 550 008
- Dong Thanh CHC: 0533 524 044

### Franchises & IYCF support groups | Huong Hoa District

- Huong Hoa Hospital, 296 Le Duan, Khe Sanh Town: 0533 780 391
- Khe Sanh Town CHC: 0533 780 396
- Lao Bao Town CHC: 0533 877 331
- IYCF support groups**
  - Lao Bao CHC
  - Tan Thanh CHC
  - Tan Long CHC
- Tan Lap CHC
- Tan Lien CHC
- Khe Sanh CHC
- Xa Huc CHC