

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 Da Nang is under the management of Da Nang Department of Health and is responsible for planning and providing reproductive health services to **834,000** people (as of 2012) in **seven** districts. Of this population, pregnant women number **17,968** (2.2%), children under five **71,914** (8.6%) and children under two **30,165** (3.6%). In 2012, the rate of stunted, wasted and underweight children were below the national average at **18%**, **4%** and **5%**, 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 Da Nang RHC has a total of **84** regular staff, **nine** 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 Da Nang RHC was launched on **June 2011**. In addition to the franchise at the RHC, there are a total of **38 Mat Troi Be Tho** franchises in Da Nang, for which the RHC acts as a management and referral center.

DA NANG AT A GLANCE

Nutritional status (NIN 2012)	Da Nang	National	
Stunting	18%	27%	
Underweight	5%	16%	
Wasting	4%	7%	
IYCF practices (NIN 2010)	Da Nang	National	
Initiation of breastfeeding (BF) within one hour	47%	62%	
Exclusive BF under six months	0%	20%	
Predominant BF under six months	18%	31%	
No bottle feeding under 24 months	42%	65%	
Continued BF until two years	20%	22%	
Consumption of Iron rich foods	93%	82%	
Minimum dietary diversity	92%	72%	
Minimum meal frequency	95%	86%	
Minimum acceptable diet	73%	52%	
No. of franchises	Provincial	District	Commune
39	4	4	31
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		28	
Franchise managers	2	42	
Health-facility staff	6	151	
Community-based workers	31	665	



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

Da Nang Reproductive Health Center:

- Address: 06 Phan Chu Trinh, Hai Chau District, Da Nang City
- Head of Facility: Huynh Ba Tan (Mr.)
- Contact Person: Ngo Van Quang (Mr.) - Mob: +84 511 3 812 801

Area and Population covered by Da Nang 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.	Hai Chau	197,264	3,450	5,111	13,057	–
2.	Thanh Khe	171,278	3,336	5,704	13,683	11
3.	Son Tra	123,133	1,324	4,730	11,666	7
4.	Lien Chieu	102,183	2,505	4,017	9,077	6
5.	Ngu Hanh Son	56,240	1,540	2,207	5,294	3
6.	Cam Le	73,066	2,505	3,504	7,603	–
7.	Hoa Vang	110,537	3,308	4,892	11,534	8
	Total	833,701	17,968	30,165	71,914	35

(Statistics as of 2012)