

Da Nang

An economic and cultural hub in the center of Viet Nam, and the second-fastest growing city nationwide.

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

Da Nang is one of 15 A&T project sites in Viet Nam. It is the fifth largest province in the country with a population of about 950,300 people. Approximately 77,600 children are under five years of age and 31,900 children under two years of age. The poverty rate is 3.7% (compared to the national poverty rate of 12.9% in 2011)¹.

The Da Nang Department of Health has partnered with A&T to achieve the following objectives:

- Increase the rate of exclusive breastfeeding of infants under six months to 20% by 2014
- Improve the quality and quantity of complementary foods
- Reduce stunting by 2 percentage points each year

A&T's activities were implemented in 7 districts across the province.

Mặt Trời Bé Thơ franchise model. This model is implemented in seven districts of Da Nang in collaboration with health agencies at all levels. The first franchise was launched in June 2011 at the provincial Reproductive Health Center. By 2012 there were 41 Mặt Trời Bé Thơ franchises across the province. In 2014, an additional 28 franchises were established as part of the scaling-up process, bringing the total to 69 franchises. As of September 2014, a total of 154,000 counseling contacts have been delivered in Da Nang, with a coverage rate of 73% in commune franchises. In September 2014, an average of 205 contacts visited the network, of which 68% were repeat clients. The Da Nang Department of Health is committed to supporting the operation of franchises after the culmination of the project in 2015.

Breastfeeding support in hospital. Da Nang is one of four provinces that has approved the breastfeeding support in hospital guideline. The Da Nang Department of Health issued an official guideline to support skin-to-skin contact and the early initiation of breastfeeding at health facilities providing obstetrics and pediatrics services in Da Nang city. So far the guideline has been applied to 80-90% of cases of vaginal deliveries at the Da Nang Obstetrics and Pediatrics hospital.

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 28% to 36%. There was a significant rise in the percentage of children under six months from 4% to 25%. Nevertheless, the percentage of children who continued to be breastfed until 24 months decreased slightly from 12% to 11%. A notable increase in the minimum dietary diversity from 91% to 98%, and the percentage of people receiving a minimum acceptable diet was the same in this period at 87%. However, in the same period, the percentage of stunted children under the age of two also increased from 6.7% to 11.5%.

DA NANG 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)	6.7	-	6.4	11.5
Underweight (< 2 years)	2.7	-	2.5	5.8
Wasting (< 2 years)	2.7	-	0.8	1.9
IYCF practices				
Early initiation of breastfeeding	28	19	25	36
Exclusive BF under six months	4	14	19	25
Predominant BF under six months	33	40	38	35
No bottle feeding under 24	49	-	57	46
Continued BF until two years	12	-	25	11
Consumption of iron-rich foods	93	-	92	96
Minimum dietary diversity	91	-	91	98
Minimum meal frequency	98	-	98	98
Minimum acceptable diet	87	-	80	87
No. of franchises	69	Provincial 4	District 7	Commune 58
IYCF Training (as of 2014)				
Trainers		No. of courses		No. of trainees
Franchise managers		2		45
Franchise counselors		12		296
Community-based workers (franchise model)		27		671
No. of companies setting up lactation rooms				4

List of companies setting up lactation rooms in Da Nang

Ref	Industry	Company name
1.	Footwear	Danang Friendship Production and Trading JSC
2.	Garment	Valley View Co. Ltd.
3.	Children's Toy	Associated Vietnam Co. Ltd.
4.	Children's Toy	Keyhinge Toys Matrix Vietnam Co. Ltd.

Workplace Program. From 2012 to 2014, A&T collaborated with the Viet Nam General Confederation of Labor to establish four lactation rooms in four factories manufacturing garments, children's toys and footwear in Da Nang. These lactation rooms meet the needs of approximately 3,500 female employees.



Mothers receive counseling services in Mặt Trời Bé Thơ franchise – Photo: A&T

Da Nang contact list

A&T Provincial Management Board

Da Nang Department of Health

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Fax: 05113 826 276

Franchises | Lien Chieu District

- Lien Chieu Health Centre, 525 Ton Duc Thang: 05113 734 539
- Hoa Hiep Nam Ward/Commune Helth Center (CHC): 05113 845 260

Franchises | Thanh Khe District

- Thanh Khe Health Centre, 62/32 Ha Huy Tap, Da Nang: 05113 746 517
- Thac Gian CHC: 05113 835 284
- Tam Thuan CHC: 05113 896 340
- Chinh Gian CHC: 05113 811 962
- Tan Chinh CHC: 05113 830 026

Franchises | Son Tra District

- Son Tra Health Centre, 770 Ngo Quyen 05113 836 069
- Thọ Quang CHC: 05113 848 321
- An Hai Bac CHC: 05113 844 075

Franchises | Ngu Hanh Son District

- Ngu Hanh Son Health Centre, 582 Le Van Hien, 05113 969 894
- Hoa Hai CHC: 05113 950 215

Franchises | Hoa Vang District

- Hoa Vang District Health Center: 0511 3789 123
- Hoa Phuoc CHC: 05113 211 864
- Hoa Lien CHC: 05113 730 133
- Hoa Nhon CHC: 05113 780 113
- Hoa Chau CHC: 05113 897 102

Franchises | Hai Chau District

- Hai Chau District Health Center, 38 Cao Thang: 05113 895 192
- Thanh Binh CHC: 05113 863 119
- Binh Thuan CHC: 05113 830 023
- Thuan Phuoc CHC: 05113 830 021
- Thach Thang CHC: 05113 830 028
- Hai Chau 1 CHC: 05113 830 029
- Binh Hien CHC : 0935 190 447

Franchises | Cam Le District

- Cam Le District Health Center: 05113 672 210
- Hoa Phat CHC: 0935 115 171

Franchises | Central

- Da Nang Reproductive Health Centre, 06 Phan Chu Trinh, Da Nang: 05113 812 801
- Da Nang Preventive Health Centre, 315 Phan Chu Trinh, Da Nang: 05113 575 057
- The Obstetric and Pediatric Departments of Danang Obstetric/Pediatric Hospital 402 Le Van Hien, Da Nang: 05113 957 777

- Hoa Khanh Nam CHC: 05113 223 814
- Hoa Minh CHC: 05113 841 801

- An Khe CHC: 05113 842 859
- Hoa Khe CHC: 05113 723 164
- Thanh Khe Tay CHC: 05113 760 310
- Vinh Trung CHC: 05113 830 022

- An Hai Tay CHC: 05113 844 278
- Phuoc My CHC: 05113 831 389
- An Hai Dong CHC: 05113 844 572

- My An CHC: 05113 950 058
- Khue My CHC: 05113 955 949

- Hoa Tien CHC : 05113 879 309
- Hoa Bac CHC : 05113 770 319
- Hoa Ninh CHC: 05113 730 322
- Hoa Phu CHC : 05113 780 186

- Hoa Thuan Dong CHC: 05113 618 937
- Nam Duong CHC: 05113 897 591
- Hoa Cuong Bac CHC: 05113 244 836
- Hoa Cuong Nam CHC: 05113 624 951

- Hoa Tho Tay CHC : 05113 675 708
- Hoa Xuan CHC : 0511 3879 317