

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 Nam is under the management of Quang Nam Department of Health and is responsible for planning and providing reproductive health services to **1.5 million** people (as of 2012) in **18** districts. Of this population, pregnant women number **43,885** (2.9%), children under five **112,302** (7.5%) and children under two **11,191** (0.7%). In 2012, the rates of stunted and underweight children in Quang Nam were high at **30%** and **16%**, respectively compared to the national average. **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 Nam RHC has a total of **29** regular staff, **five** 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 Nam RHC was launched on **June 2011**. In addition to the franchise at the RHC, there are a total of **47 Mat Troi Be Tho** franchises in Quang Nam, for which the RHC acts as a management and referral center.

QUANG NAM AT A GLANCE

Nutritional status (NIN 2012)	Quang Nam	National	
Stunting	30%	27%	
Underweight	16%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Quang Nam	National	
Initiation of breastfeeding (BF) within one hour	73%	62%	
Exclusive BF under six months	29%	20%	
Predominant BF under six months	52%	31%	
No bottle feeding under 24 months	72%	65%	
Continued BF until two years	21%	22%	
Consumption of iron rich foods	82%	82%	
Minimum dietary diversity	73%	72%	
Minimum meal frequency	83%	86%	
Minimum acceptable diet	58%	52%	
No. of franchises	Provincial	District	Commune
48	3	3	42
No. of IYCF SG communes	No. of IYCF SG villages		
6	12		
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		39	
Franchise managers	2	50	
Health-facility staff	6	180	
Community-based workers	30	836	



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 Nam Reproductive Health Center:

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- Head of Facility/ Contact Person: Nguyen Thi Nha (Ms.)

Area and Population covered by Quang Nam 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.	Tam Ky City	108,582	826	8,155	826	–
2.	Phu Ninh	84,272	629	5,562	629	–
3.	Hoi An City	95,149	851	7,163	851	–
4.	Dai Loc	159,655	1,083	10,833	1,083	8
5.	Dien Ban	208,931	1,417	16,093	1,417	16
6.	Duy Xuyen	132,917	702	8,498	702	–
7.	Que Son	97,609	529	6,490	529	–
8.	Nong Son	33,181	180	1,776	180	–
9.	Hiep Duc	42,806	343	3,107	343	–
10.	Thang Binh	186,225	1,244	12,719	1,244	11
11.	Nui Thanh	151,652	1,177	10,730	1,177	10
12.	Tien Phuoc	76,285	481	4,943	481	–
13.	Nam Tra My	25,658	373	2,714	373	–
14.	Bac Tra My	40,578	389	3,874	389	–
15.	Tay Giang	17,430	137	1,988	137	–
16.	Dong Giang	24,208	251	2,430	251	–
17.	Nam Giang	23,336	261	2,546	261	–
18.	Phuoc Son	23,163	318	2,681	318	–
	Total	1,531,637	43,885	11,191	112,302	45

(Statistics as of 2012)