

Quang Nam

A heavily forested province in the center of Viet Nam with a booming industrial sector.

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 Nam is one of 15 A&T project sites in Viet Nam. Between 2000 and 2010, Quang Nam enjoyed a 13% growth in GDP driven by a boom in the industrial sector. Despite this, the poverty rate is still high at 21.7% (compared to the national poverty rate of 12.9% in 2011)¹. Quang Nam has a population of approximately 1.4 million people. About 112,000 children are under five years of age and 46,000 children under two years of age.

The Quang Nam 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 the city of Hoi An and four of Quang Nam's eighteen districts in collaboration with health agencies at all levels. The first franchise was launched in June 2011 at the provincial Reproductive Health Center, and by 2014 there were 48 franchises. As of September 2014, a total of 198,000 contacts have been delivered in Quang Nam to date and the coverage rate is close to 90%. In September 2014, 5,900 clients visited the network of franchises, of which 82% were repeat clients. 20 additional franchises were replicated in 2014, and in 2015 there are plans to establish 10 more franchises in the districts of Duy Xuyen and Que Son. The Quang Nam 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 six communes in the Dai Loc, Thang Binh, and Nui Thanh districts. There are 12 villages with IYCF support groups. These groups are comprised of pregnant mothers and caregivers with children 0–24 months old living in remote areas.

QUANG NAM 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)	15.9	-	13.3	11.9
Underweight (< 2 years)	7.6	-	6.3	7.3
Wasting (< 2 years)	3.1	-	1.2	2.6
IYCF practices				
Early initiation of breastfeeding (BF)	61	39	51	66
Exclusive BF under six months	37	39	56	78
Predominant BF under six months	75	62	73	83
No bottle feeding under 24 months	63	-	59	73
Continued BF until two years	24	-	30	44
Consumption of iron-rich foods	89	-	87	93
Minimum dietary diversity	85	-	79	91
Minimum meal frequency	92	-	96	94
Minimum acceptable diet	75	-	74	82
No. of franchises	Provincial	District	Commune	
68	3	3	62	
No. of IYCF SG communes	No. of IYCF SG villages			
6	12			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		24	
Franchise managers	2		58	
Franchise counselors	15		380	
Community-based workers (franchise model)	31		777	
Community-based workers (IYCF SG model)	4		105	

Results. A&T survey data indicate that from 2011 to 2014, there was a rise in the percentage of children under six months who were exclusively breastfed, from 37% to 78%. There was also a marginal increase in the percentage of children receiving a minimum acceptable diet (75% to 82%), and who achieved minimum dietary diversity (85% to 91%). The percentage of stunted children under the age of two declined, from 15.9% to 11.9%.



In the Mat Troi Be Tho franchise, mothers and caregivers receive good nutrition counseling services. Photo: A&T



Dinh dưỡng hôm nay, sức khỏe cho ngày mai

www.matroibetho.vn

Quang Nam contact list

A&T Provincial Management Board

Quang Nam Department of Health

No15 Tran Hung Dao Street, Tam Ky City, Quang Nam Province

Tel: 05103 852 708

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Franchises | Dien Ban District

- Vinh Dien Town CHC: 05103 867 059
- Dien Duong Commune Health Center (CHC): 05103 843 885
- Dien Hoa CHC: 0935 525 383
- Dien Hong CHC: 05103 741 956
- Dien Nam Bac CHC: 05103 943 115
- Dien Nam Dong CHC: 05103 948 676
- Dien Ngoc CHC: 05103 843 031
- Dien Phong CHC: 05103 744 941

Franchises & IYCF support groups | Dai Loc District

- Dai Loc District Health Center: 05103 991 323
- Dai An CHC: 05103 786 115
- Dai Cuong CHC: 05103 971 713
- Dai Hiep CHC: 05103 762 539
- Dai Hoa CHC: 05103 971 713

Franchises & IYCF support groups | Thang Binh District

- Thang Binh District Health Center, Ha Lam Town: 05102 245 182
- Binh An CHC: 05103 873 249
- Binh Hai CHC: 05102 218 096
- Binh Minh CHC: 05103 660 199
- Binh Nam CHC: 05103 873 109
- Binh Nguyen CHC: 05103 875 301
- Binh Que CHC: 05103 873 391

Franchises & IYCF support groups | Nui Thanh District

- Nui Thanh District Health Center, Nui Thanh Town: 05103 870 379
- Nui Thanh Town CHC: 05103 870 022
- Tam Anh Bac CHC: 05103 592 113
- Tam Hai CHC: 05103 872 512
- Tam Hoa CHC: 05103 892 863
- Tam Xuan 1 CHC: 05103 891 470
- Tam Xuan 2 CHC: 05103 891 437
- Tam Anh Nam CHC: 05103 892 867

Franchises | Hoi An City

- Minh An CHC: 05103 863 864
- Cam Thanh CHC: 05103 864 286
- Cam Chau CHC: 05103 864 285
- Tan An CHC: 05103 864 287
- Cam Ha CHC: 05103 950 009

Franchises | Province-level

- Quang Nam Reproductive Health Center, 135 Trung Nu Vuong, Tam Ky: 05103 810 746
- Quang Nam General Hospital (Obstetric Department), No 1 Nguyen Du St, Tam Ky: 05103 851 429
- Quang Nam Children's Hospital, 46 Ly Thuong Kiet St, Tam Ky: 05103 845 717

- Dien Thang Nam CHC: 05103 769 985
- Dien Thang Trung CHC: 05103 769 700
- Dien Tho CHC: 05103 741 803
- Dien Trung CHC: 05103 744 771
- Dien Tien CHC: 05103 869 082
- Dien An CHC: 05103 867 884
- Dien Nam Trung CHC: 05103 843 923
- Dien Minh CHC: 05103 867 05

- Dai Quang CHC: 01202 604 387
- Dai Hong CHC: 05103 770 287

IYCF support groups

- Dai Hung CHC: 05103 774 549
- Dai Lanh CHC: 05103 974 302

- Binh Giang CHC: 05103 875 406
- Binh Phuc CHC: 05103 665 031
- Binh Dao CHC: 05103 875 073

IYCF support groups

- Binh Lanh CHC: 05103 676 240
- Binh Quy CHC: 05103 875 048

- Tam Giang CHC: 05103 870 106
- Tam Quang CHC: 05103 871 567
- Tam My Tay CHC: N/A
- Tam My Dong CHC: 05103 870 076

IYCF support groups

- Tam Son CHC: 05103 544 523
- Tam Tra CHC: 05103 544 801