

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 Ngai is under the management of Quang Ngai Department of Health and is responsible for planning and providing reproductive health services to **1.3 million** people (as of 2012) in **14** districts. Of this population, pregnant women number **11,378** (0.9%), children under five **90,163** (6.9%) and children under two **37,336** (2.9%). In 2012, the rates of stunted and underweight in children in Quang Ngai were high at **27%** and **17%**, 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 Ngai RHC has a total of **30** regular staff, **six** 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 Ngai RHC was launched on **September 2011**. In addition to the franchise at the RHC, there are a total of **36 Mat Troi Be Tho** franchises in Quang Ngai, for which the RHC acts as a management and referral center.

QUANG NGAI AT A GLANCE

Nutritional status (NIN 2012)	Quang Ngai	National	
Stunting	27%	27%	
Underweight	17%	16%	
Wasting	7%	7%	
IYCF practices (NIN 2010)	Quang Ngai	National	
Initiation of breastfeeding (BF) within one hour	55%	62%	
Exclusive BF under six months	1%	20%	
Predominant BF under six months	37%	31%	
No bottle feeding under 24 months	69%	65%	
Continued BF until two years	32%	22%	
Consumption of iron rich foods	93%	82%	
Minimum dietary diversity	73%	72%	
Minimum meal frequency	89%	86%	
Minimum acceptable diet	48%	52%	
No. of franchises	Provincial	District	Commune
37	2	3	32
No. of IYCF SG communes	No. of IYCF SG villages		
14	35		
IYCF Training (as of 2012)	No. of courses	No. of trainees	
Trainers		44	
Franchise managers	2	50	
Health-facility staff	5	156	
Community-based workers	23	602	



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 Ngai Reproductive Health Center:

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- Head of Facility: Tran Van Duc (Mr.)
- Contact Person: Le Thi Huong (Ms.)

Area and Population covered by Quang Ngai 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.	Minh Long	15,521	182	661	1,525	–
2.	Ba To	50,371	594	2,127	4,805	2
3.	Son Ha	68,618	626	2,762	6,616	–
4.	Tra Bong	30,349	392	1,204	2,860	3
5.	Tay Tra	16,290	234	1,042	2,396	–
6.	Son Tay	16,147	347	912	2,073	–
7.	Ly Son	20,758	137	662	1,715	–
8.	Binh Son	186,170	1,515	5,095	12,598	17
9.	Son Tinh	201,176	2,400	5,220	12,663	–
10.	Quang Ngai	127,194	621	3,526	8,765	–
11.	Nghia Hanh	103,244	516	2,151	5,425	–
12.	Tu Nghia	187,361	1,198	4,656	11,344	13
13.	Mo Duc	149,725	1,684	3,557	8,160	–
14.	Duc Pho	158,798	932	3,761	9,218	–
	Total	1,331,722	11,378	37,336	90,163	35

(Statistics as of 2012)