

Quang Ngai

A province in the South central coastal region enjoying an economic boom.

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 Ngai is one of 15 A&T project sites in Viet Nam. The topography is characterized by mountains and hills in the West and a large plain along the coast. Quang Ngai experienced a spectacular increase in GDP (21%) in 2009 as a result of the establishment of the Dung Quat industrial zone. Despite this, the poverty rate is still high at 20.8% (compared to the national poverty rate of 12.9% in 2011)¹. Quang Ngai has a population of approximately 1.2 million people. About 99,100 children are under five years of age and 40,700 children under two years of age.

The Quang Ngai 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

A&T activities are implemented in Quang Ngai city and five other districts of Quang Ngai.

Mặt Trời Bé Thơ franchise model. This model is implemented in the city of Quang Ngai and five of Quang Ngai's thirteen districts in collaboration with health agencies at all levels. The first franchise was launched in September 2011 at the provincial Reproductive Health Center, and by 2012 there were 37 Mặt Trời Bé Thơ franchises across the province. As of September 2014, a total of 77,000 contacts were delivered in the province of Quang Ngai with a coverage rate of 100% at the commune level. In September 2014, there were an average of 102 contacts, of which 81% were repeat clients. In 2014, an additional 20 franchises were established as part of the scaling-up process, bringing the total to 57 franchises. The Quang Ngai 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 14 communes across three districts of the province. There are IYCF support groups in 35 villages. These groups are comprised of pregnant mothers and caregivers with children 0–24 months old living in remote areas.

QUANG NGAI 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)	16.8	9.7	11.4	10.2
Underweight (< 2 years)	13.2	4.8	8.6	9.3
Wasting (< 2 years)	7.2	2.2	1.4	4.2
IYCF practices				
Early initiation of breastfeeding (BF)	47	37	41	45
Exclusive BF under six months	11	32	44	57
Predominant BF under six months	41	52	51	76
No bottle feeding under 24 months	-	-	-	-
Continued BF until two years	32	23	18	30
Consumption of iron-rich foods	-	-	-	-
Minimum dietary diversity	79	92	93	98
Minimum meal frequency	88	97	96	96
Minimum acceptable diet	63	84	87	94
No. of franchises	Provincial	District	Commune	
57	2	3	52	
No. of IYCF SG communes	No. of IYCF SG villages			
14	35			
IYCF Training (as of 2014)	No. of courses		No. of trainees	
Trainers	-		24	
Franchise managers	2		55	
Franchise counselors	12		311	
Community-based workers (franchise model)	18		451	
Community-based workers (IYCF SG model)	7		169	

Results. A&T survey data indicate that from 2011 to 2014, the percentage of children who were breastfed early within the first hour decreased from 47% to 45%. There was a significant rise in the percentage of children under six months who were exclusively breastfed, from 11% to 57%. However, the percentage of children who continued to be breastfed until two years decreased, from 32% to 30%. There was an increase in the minimum acceptable diet (63% to 94%), and the minimum dietary diversity, from 79% to 98%. In the same period, the percentage of stunted children under the age of two also decreased from 16.8% to 10.2%.



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

Quang Ngai contact list

A&T Provincial Management Board

Quang Ngai Department of Health

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Franchises & IYCF support groups | Ba To District

- Protecting Mother and Health Care Team of Ba To Health Centre, No 4 of Ba To Town : 0553 863 564
- Ba Vi Commune Health Centre (CHC): 0553 890 330

IYCF support groups

- Ba Cung CHC: 0553 863 980
- Ba To Town CHC: 0553 863 978

Franchises | Binh Son District

- Binh Long CHC: 0553 850 782
- Chau O Town CHC: 0553 478 864
- Binh Hoa CHC: 0553 610 435
- Binh Tri CHC: 0553 507601
- Binh Hai CHC: 0553 610169
- Binh Chanh CHC: 0553 630035
- Binh Hiep CHC: 0553 525023
- Binh Thoi CHC: 0553 510 317
- Binh Phu CHC: 0553 626677
- Binh Chau CHC: 0553 626443

- Binh Thanh Dong CHC: 0553 850782
- Binh Dong CHC: 0553 610600
- Binh Minh CHC: 0553 850541
- Binh Khuong CHC: 0553 510204
- Binh Duong CHC: 0553 517020

- Binh Chuong CHC: 0553 511140
- Binh Nguyen CHC: 0553 852 224
- Binh Thuan CHC: 0553 610 021
- Binh Thanh CHC: 0553 632 009
- Binh An CHC: 0553 523 001

- Binh Phuoc CHC: 0553 611 093
- Binh Trung CHC: 0553 850 195
- Binh Thanh Tay CHC: 0553 850 820
- Binh My CHC: 0914 091 103
- Binh Tan CHC: 0553 525 287

Franchises & IYCF support groups | Tu Nghia District

- The Obstetric Dept of Tu Nghia Hospital, La Ha Town: 0553 913 915
- Song Ve Town CHC: 0553 923026
- Nghia Phuong CHC: 0553 848 436
- Nghia Dien CHC: 0553 918 036
- Nghia An CHC: 0553 846 069
- Nghia My CHC: 0553 848 974
- Nghia Trung CHC: 0553 845 871

- Nghia Hoa CHC: 0553 910 543
- Nghia Ha CHC: 0553 846 303
- Nghia Lam CHC: 0553 847 036
- Nghia Thang CHC: 0552 219 038

- Nghia Ky CHC: 0553 845 307
- La Ha Town CHC: 0553 910 480
- Nghia Thuan CHC: 0553 916 017
- Nghia Thuong CHC: 0553 910 470

IYCF support groups

- Nghia Son CHC: 0553 847 056
- Nghia Tho CHC: 0553 914 011

Franchises & IYCF support groups | Tra Bong District

- Protecting Mother and Health Care Team of Tra Bong Health Centre: 0553 872 082
- Tra Phu CHC: 0553 865 434

- Tra Xuan CHC: 0553 872 007

IYCF support groups

- Tra Son CHC: 0553 865 436
- Tra Thuy CHC: 0553 865 436
- Tra Giang CHC: 0553 873 201

- Tra Hiep CHC: 0553 873 101
- Tra Bui CHC: 0553 696 011
- Tra Tan CHC: 0553 696 120
- Tra Lam CHC: 0553 871 774

Franchises | Quang Ngai City

- Le Hong Phong CHC: 0553 825 567
- Tran Phu CHC: 0553 826 096
- Quang Phu CHC: 0553 826 093
- Nghia Chanh CHC: 0553 830 797

- Truong Quang Trong CHC: 0553 841 154

- Nghia Dung CHC: 0553 826 091

- Nguyen Nghiem CHC: 0553 825 233

Franchises | Nghia Hanh District

- Hanh Thinh CHC: 0987 040 740
- Hanh Minh CHC: 0948 188 125