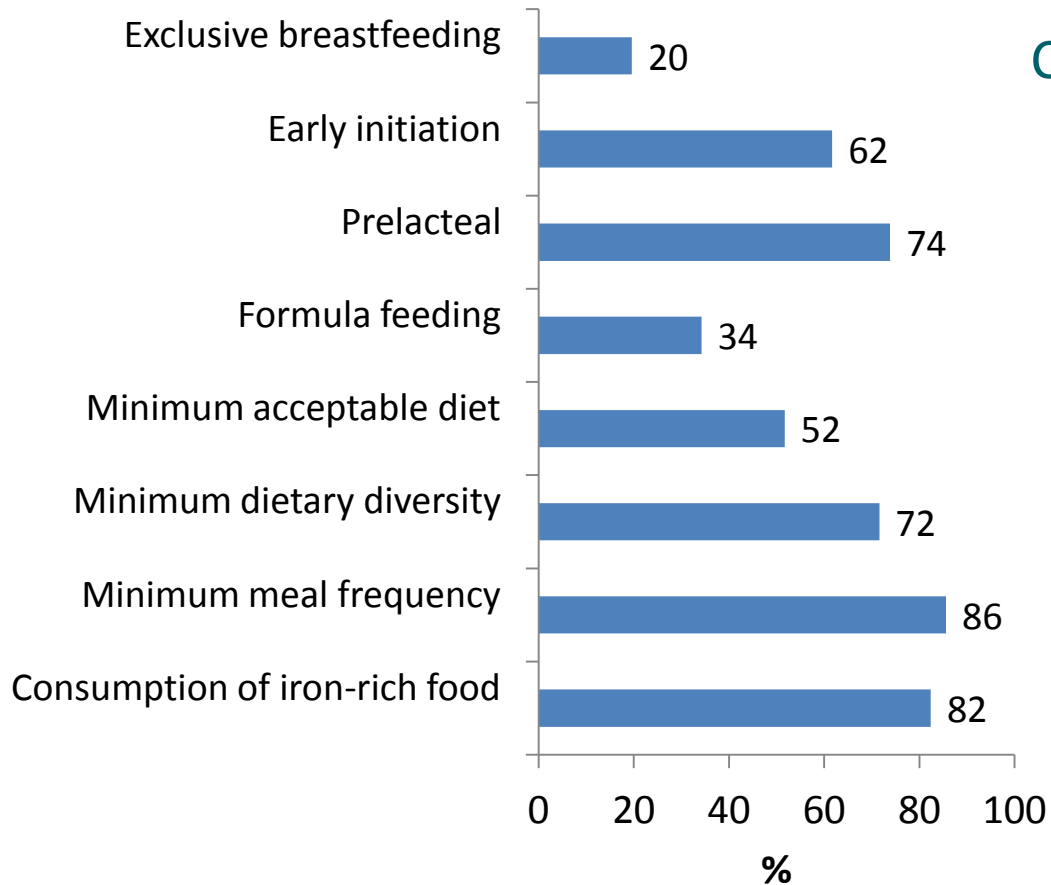


# Strengthening government health services on IYCF counseling in Vietnam through social franchising

USAID-UNEDAP Asia Regional Evaluation Summit  
September 11-12, 2013  
Bangkok, Thailand



# Infant and young child feeding situation in Vietnam

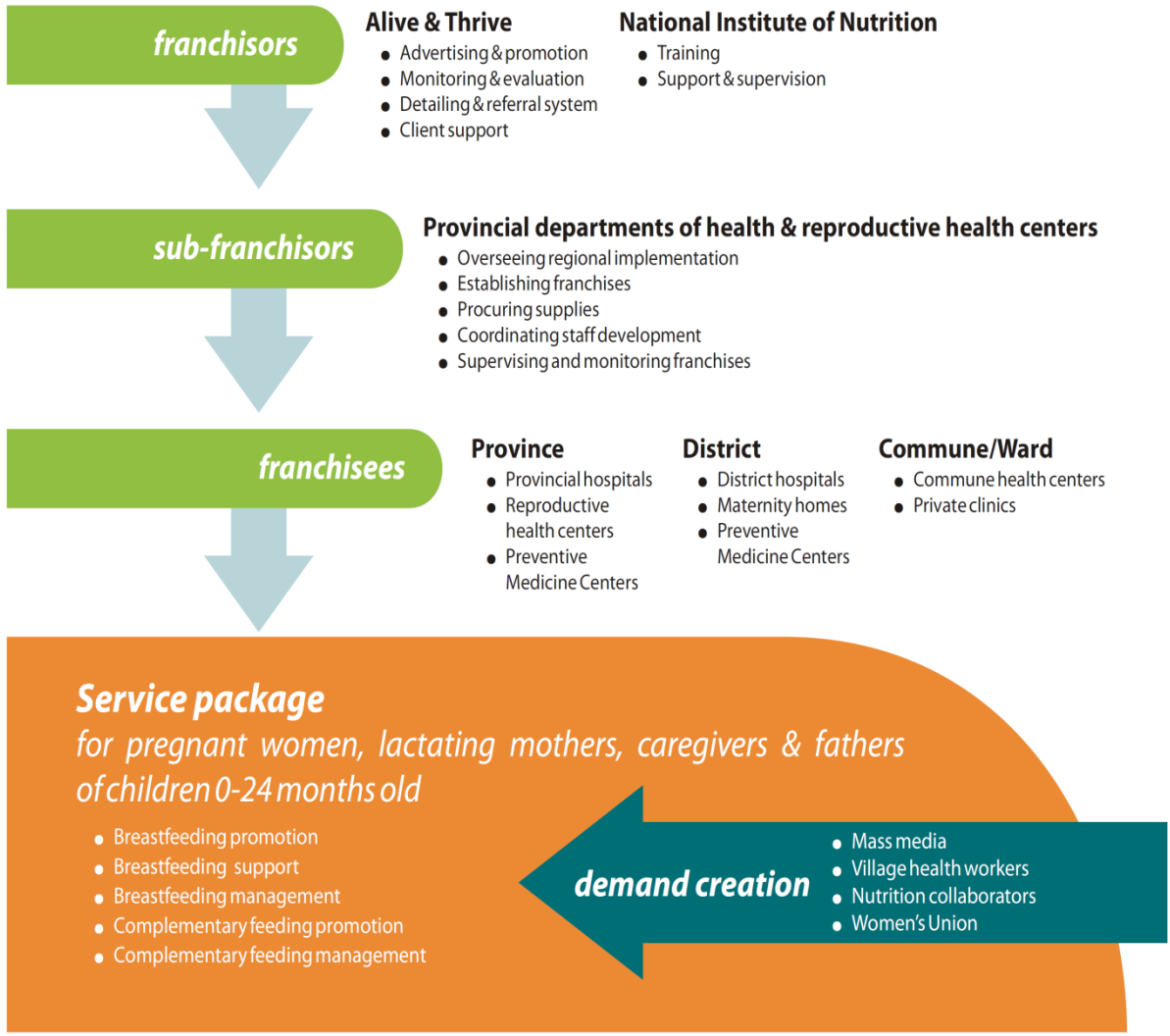


## Challenges:

- One out of three children stunted (27.5%)
- One out of five children underweight (16.8%)
- One out of five children exclusively breastfed (20%)
- Complementary foods introduced early (62%) and of poor nutrient quality

Data source: Vietnam Nutrition Surveillance 2010

# Alive & Thrive franchise model



Infrastructure Upgrade & Branding

Capacity Building

Job Aids & Client Materials

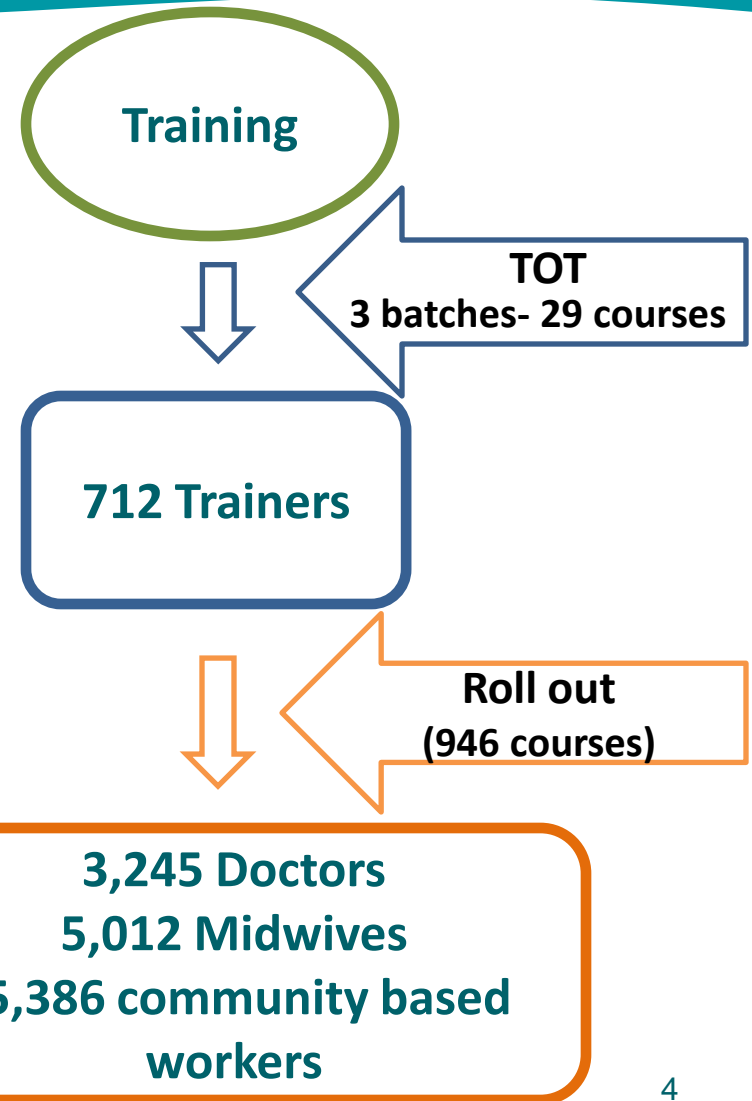
~800 franchises across 15 provinces



# Training implementation

Three training manuals were developed to build capacity of :

- Franchise Managers
- IYCF Counselors
- Community Based Workers



# Method of training evaluation

Phase one: Assessed the quality of training

## Desk review

Training manuals  
Lesson plans  
Handouts

## Training observations

Training methods  
Trainer presentations  
Trainee participation and response

## Pre- and post-tests

Improvement of knowledge after training

Phase two: Assessed the long term impact of training on service delivery

## Provider surveys

Knowledge and skills

## Counseling observations

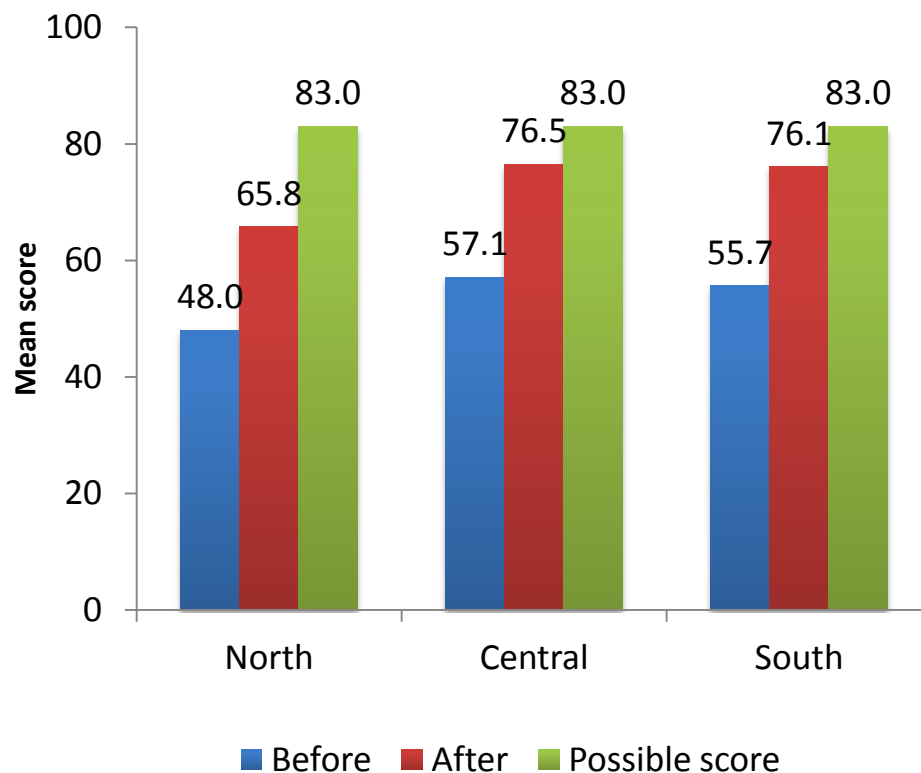
Standards of care  
Competence and performance during IYCF counseling

## Client exit interview

Rate their satisfaction with counseling services

# Training Evaluation: Results (Phase 1)

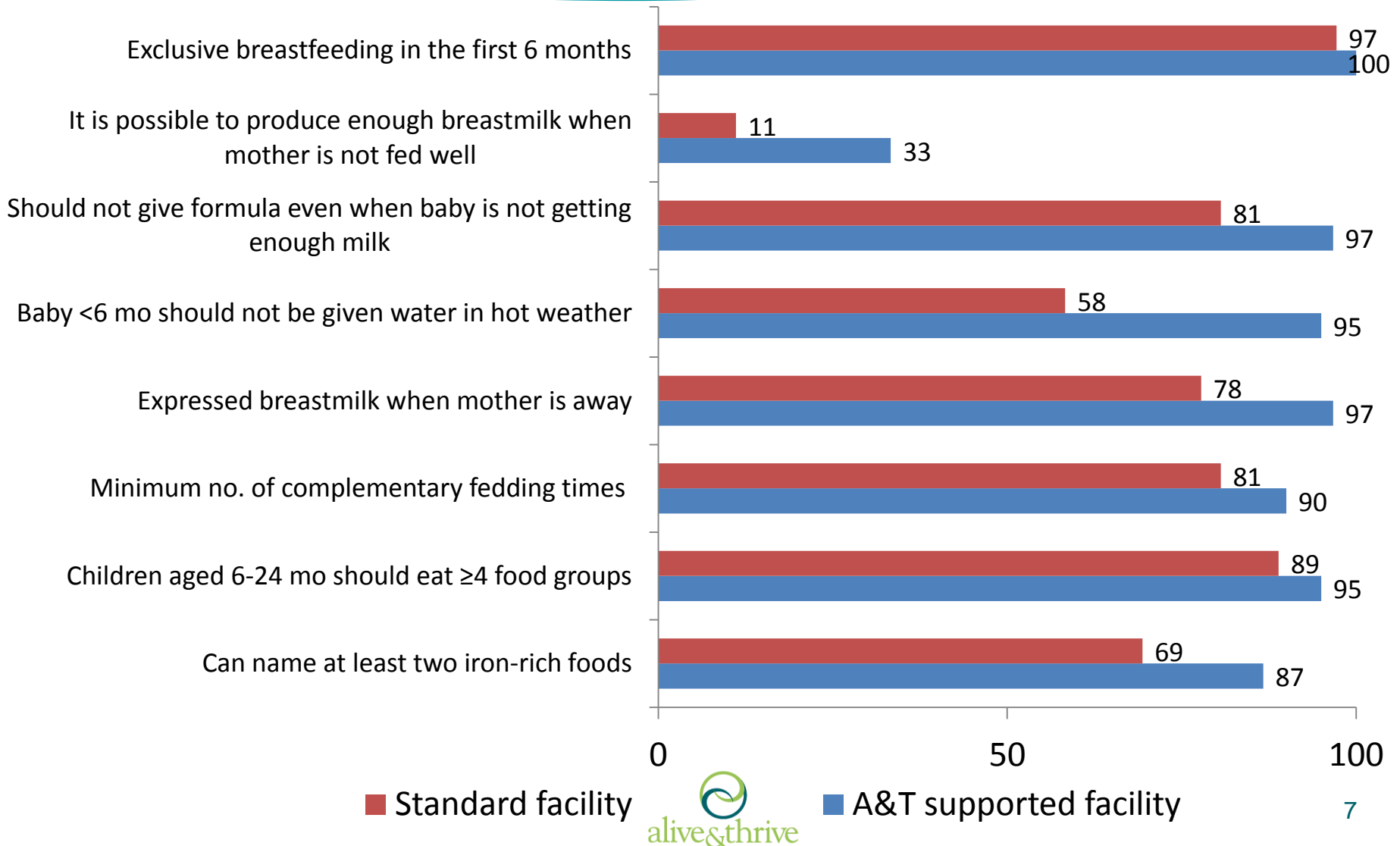
- Desk review:
  - Training manuals: clear and visualized illustration of various activities
  - Lesson's objectives specific and measurable
- Training observation:
  - Followed schedule
  - Well set up facilities with adequate teaching aids
  - Variety of practice sessions
- The pre- and post-tests:
  - Knowledge substantially improved



**Mean total score of knowledge on all topics in pre- and post-tests, TOT training**

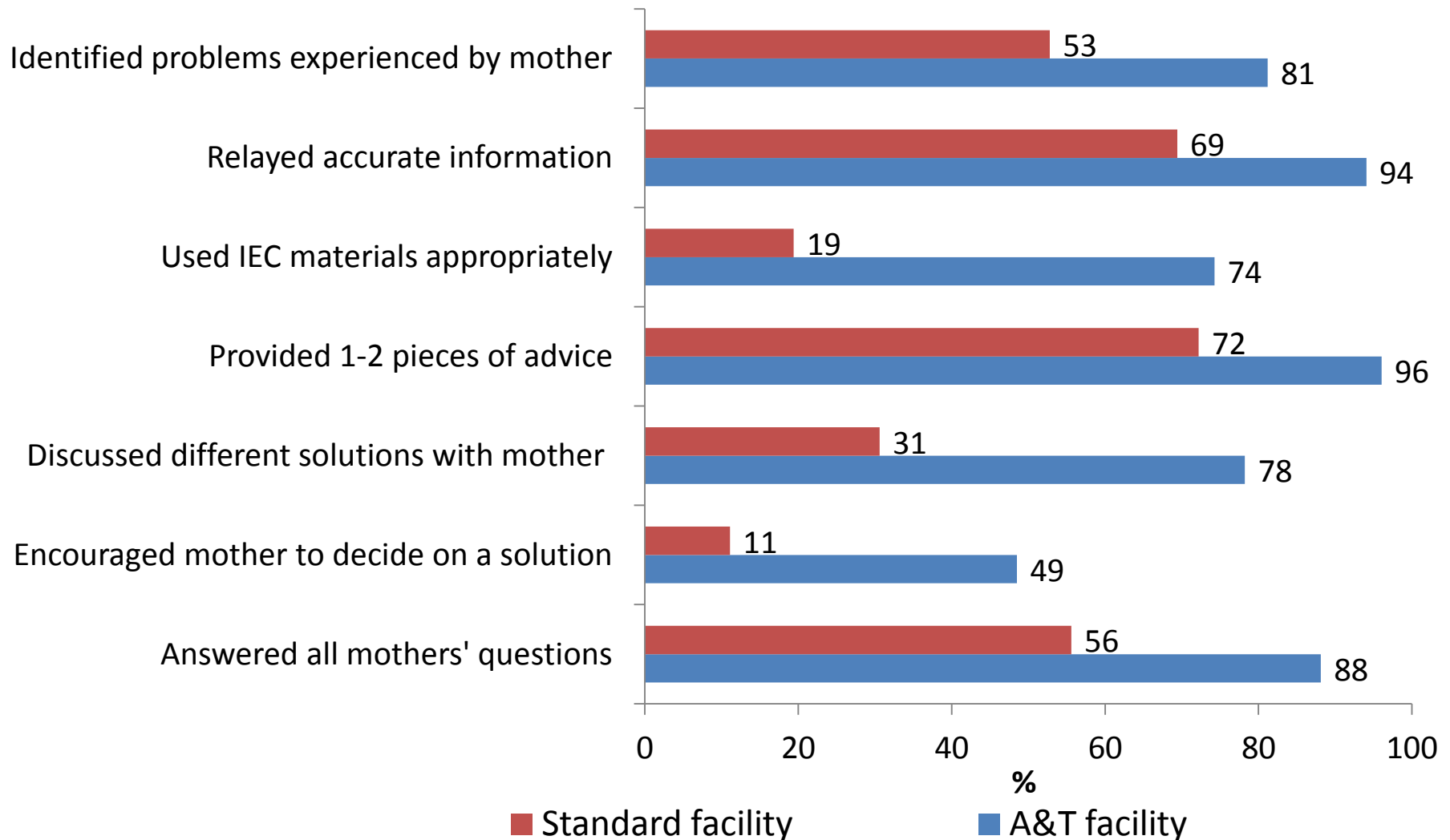
# Training Evaluation: Results

## (Phase 2: Knowledge)



# Training Evaluation: Results

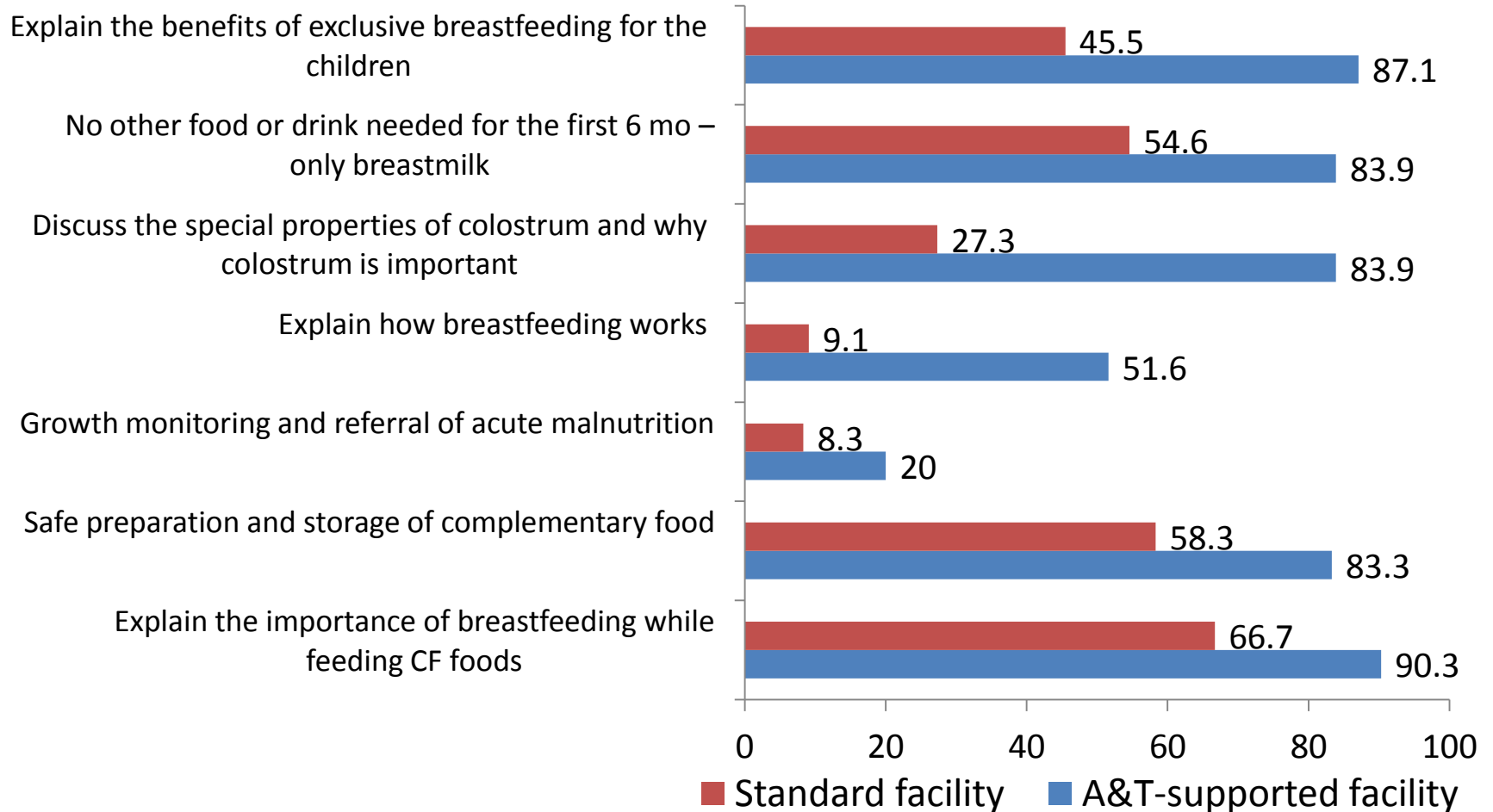
## (Phase 2: Communication Skills)





# Training Evaluation: Results

## (Phase 2: Technical Contents of Counseling sessions)



# Take Aways

- All training programs should have a built-in assessment plan
- Results can & must be used to improve training content and/or plan for refresher trainings
- Observation techniques enable assessment of application of training
- Inclusion of intervention sites with matched controls provides stronger internal validity of study results
- Use of various data collection methods enabled an in-depth study of service quality across multiple dimensions

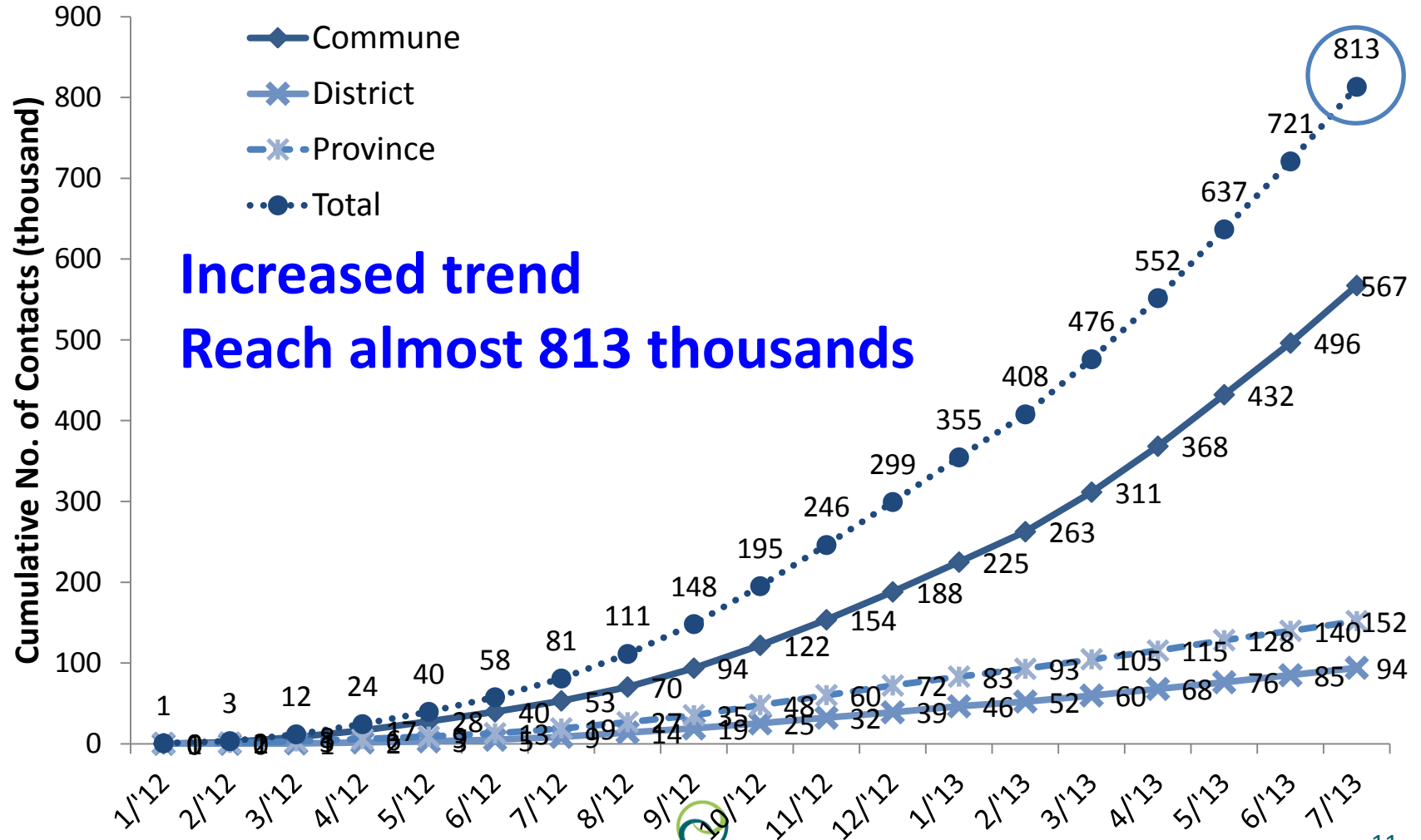
Thank you



alive&thrive

# Cumulative number of counseling contacts by franchise level

Cumulative number of counseling contacts



# Changes in IYCF practices

