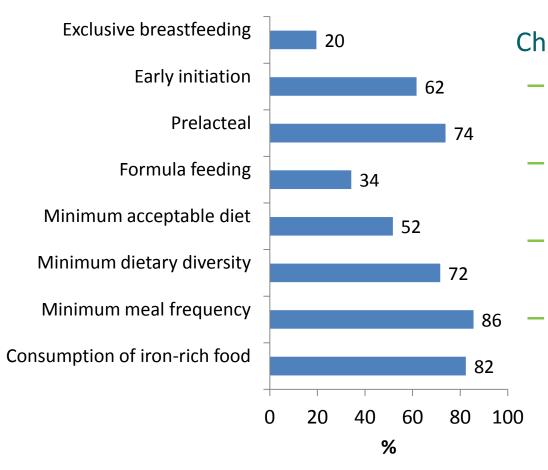
Strengthening government health services on IYCF counseling in Vietnam through social franchising

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

franchisors

Alive & Thrive

- Advertising & promotion
- Monitoring & evaluation
- Detailing & referral system
- Client support

National Institute of Nutrition

- Training
- Support & supervision

sub-franchisors

Provincial departments of health & reproductive health centers

- Overseeing regional implementation
- Establishing franchises
- Procuring supplies
- Coordinating staff development
- Supervising and monitoring franchises

franchisees

Province

- Provincial hospitals
- Reproductive health centers
- Preventive Medicine Centers

District

- District hospitals
- Maternity homes
- Preventive
 Medicine Centers

Commune/Ward

- Commune health centers
- Private clinics

Service package

for pregnant women, lactating mothers, caregivers & fathers of children 0-24 months old

- Breastfeeding promotion
- Breastfeeding support
- Breastfeeding management
- Complementary feeding promotion
- Complementary feeding management

demand creation

- Mass media
- Village health workers
- Nutrition collaborators
- Women's Union

Infrastructure
Upgrade &
Branding

Capacity Building

Job Aids & Client Materials



~800 franchises across 15 provinces

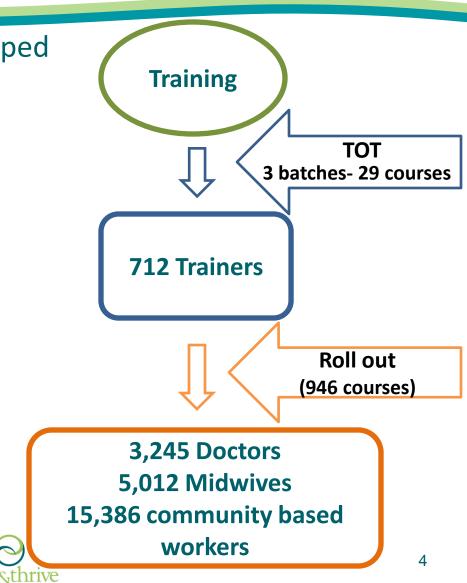
Training implementation

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

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

Desk review

Training manuals
Lesson plans
Handouts

Provider surveys

Knowledge and skills

Training observations

Training methods
Trainer presentations
Trainee participation and response

Counseling observations

Standards of care
Competence and performance
during IYCF counseling

Pre- and post-tests

Improvement of knowledge after training

Client exit interview

Rate their satisfaction with counseling services

Training Evaluation: Results (Phase 1)

Desk review:

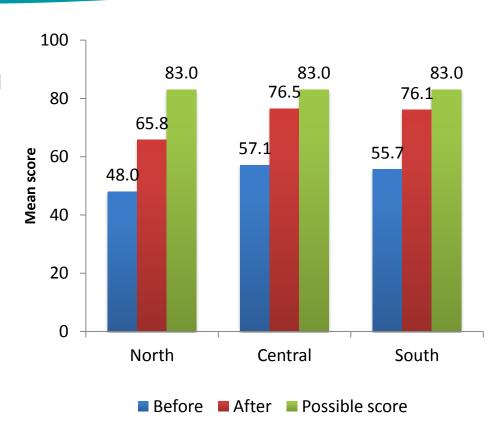
- Training manuals: clear and visualized illustration of various activities
- Lesson's objectives specific and measurable

Training observation:

- Followed schedule
- Well set up facilities with adequate teaching aids
- Variety of practice sessions

The pre- and post-tests:

Knowledge substantially improved

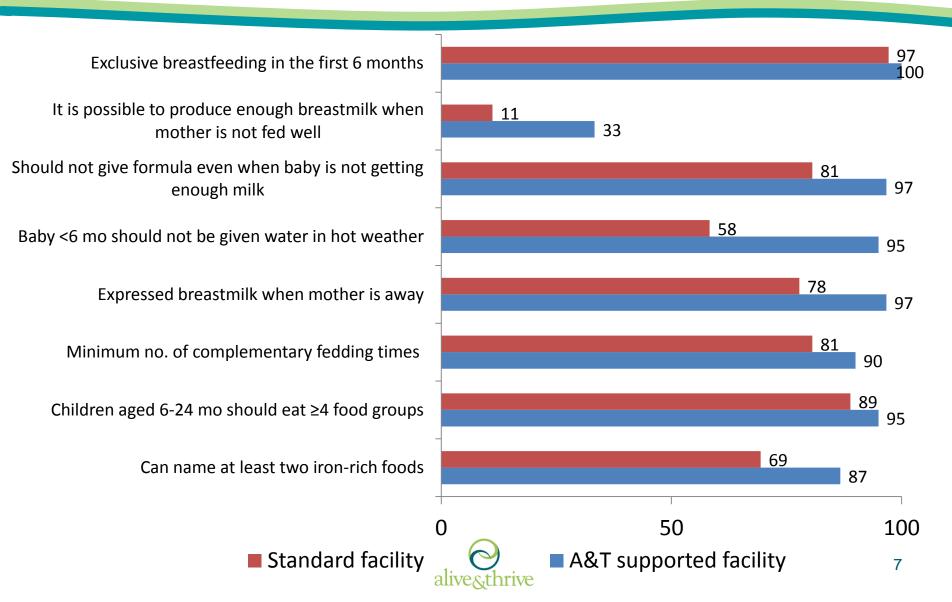


Mean total score of knowledge on all topics in pre- and post-tests, TOT training



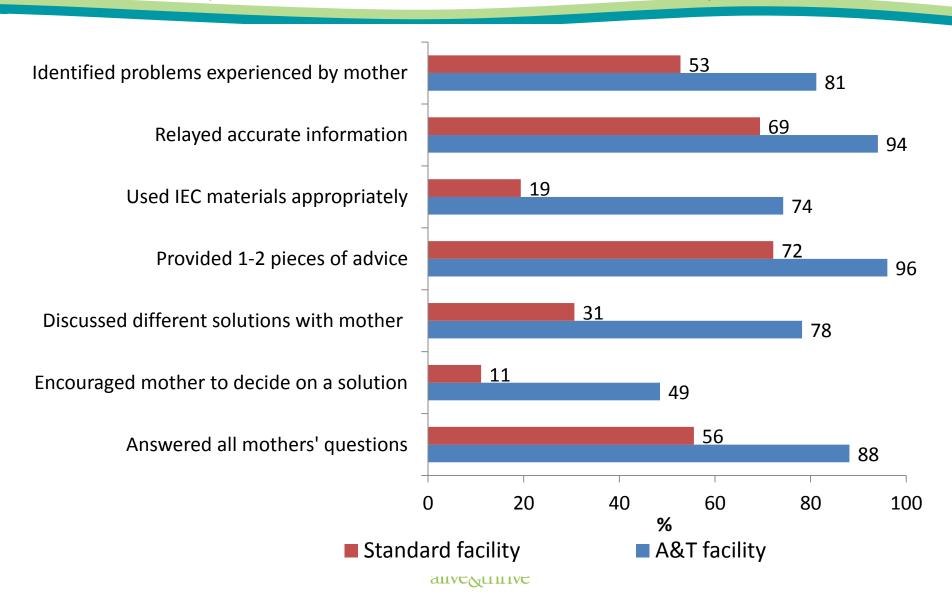
Training Evaluation: Results

(Phase 2: Knowledge)



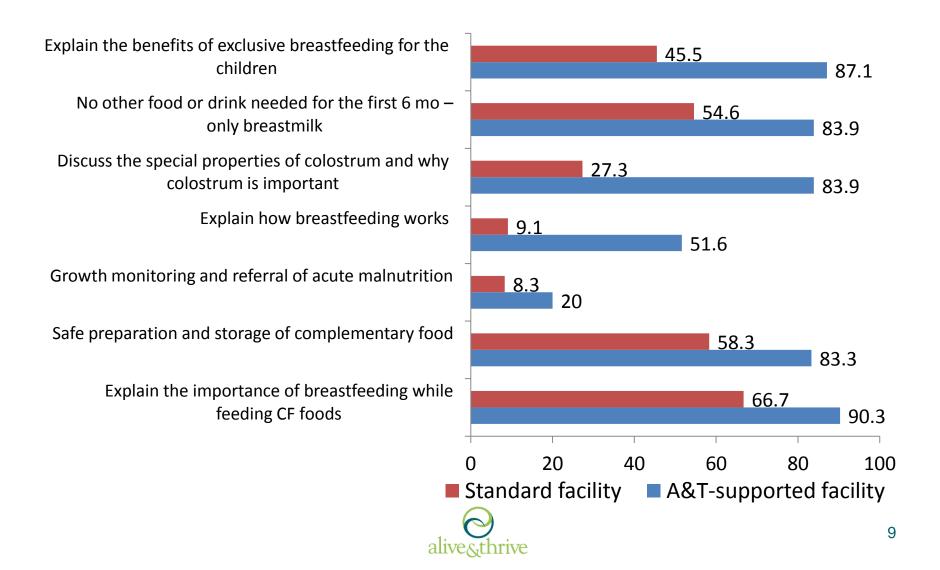
Training Evaluation: Results

(Phase 2: Communication Skills)



Training Evaluation: Results

(Phase 2: Technical Contents of Counseling sessions)

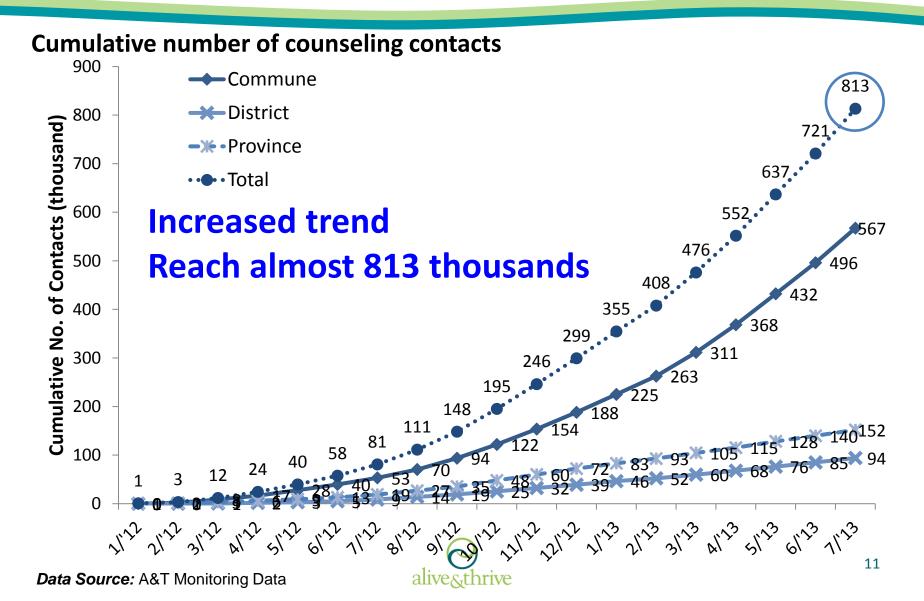


Take Aways

- 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



Cumulative number of counseling contacts by franchise level



Changes in IYCF practices

