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Program Integration
and Innovation

Micronutrient
Metrics

Program Integration
and Innovation

Program Experiences
and Challenges

Social Franchise Model for Infant and Young Child Feeding Counseling in Vietnam

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Franchise components

Standardized services

- Good quality IYCF counseling services by trained providers
- 9-15 contacts over 27 months (3rd trimester of pregnancy through first 24 months of life)

Fee for service

- To be established by provinces
- Dependant on level of facility

Brand

- Easily identifiable brand that gains equity over time
- Commodities (posters, client leaflets, and a scheduler for parents or “baby diary”)

Ownership

- Public health facilities (province, district, commune)
- Private health facilities

Problem description

- **Poor feeding practices:**
Low exclusive breastfeeding (10%)
High stunting (1 in 3 children)
- **Barriers to good practices:**
Misperceptions
Aggressive marketing of infant formula
Lack of support from family & employers
Limited health worker commitment and skills

Why a social franchise model for IYCF?



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Brand identity and upgraded facilities



What makes the model an innovation?

- First time applying a social franchise model to IYCF
- Applying the model through the public sector delivery system where more than 90% of pregnant women access antenatal care

From concept to launch: 2 year process

- **Stakeholder consultations**
- **Franchise feasibility study**
- **Operations manuals**
- **Approvals** at national and provincial levels: 45 MOUs and 14 sub-grant agreements
- **Provincial workshops:** orientation, detailed implementation plan, and operations

From concept to launch (2)

Formative research

7 provinces with
1,600 semi-
structured interviews
and trials of
improved practices

Baseline survey:

4,000 households
40 facility assess-
ments



Data collectors for baseline survey

From concept to launch (3)

- **Training** facility staff, village health workers, and members of the Women's Union
- **Demand creation strategy** (branding)
- **Site visits and facility selection**
- **Franchise agreements**
- **Facility upgrades**
- **Monitoring plan**
- **Media and materials:** media audit, development of TV spots, job aids, and client materials

Current status

June 2011 launch in 120 facilities

August 2011 launch of media campaign

December 2011 scale up to a total of 800 public and 5 private facilities

2013 100-200 more franchises



Criteria for success (franchise model)

- Doubling of exclusive breastfeeding rate
Improved complementary feeding practices
2 percent reduction in stunting per year
- Widespread recognition of quality brand
- Consumer willingness to pay fee
- Scale up and sustainability in Vietnam
- Diffusion of lessons learned
- Replication in other countries

Culture of innovation

- Donor support for risk taking
- High value given to learning
- Respect for time needed for decision-making
- **Challenge:** Meeting expectations for scale, results, and innovation --- simultaneously

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