

Increasing demand for multi-sectoral nutrition services using existing systems:

Nutrition Clubs in Vietnam

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Learning from Vietnam's Nutrition Clubs (NC)

Increasing demand requires 3 actions:

1. Ensuring effective interventions and quality services for communities:
 - Training and support for front line workers and managers
2. Increasing understanding of nutrition by communities:
 - Collect community-based nutrition data
 - Feedback data to communities
3. Building on existing platforms



Bottom-up

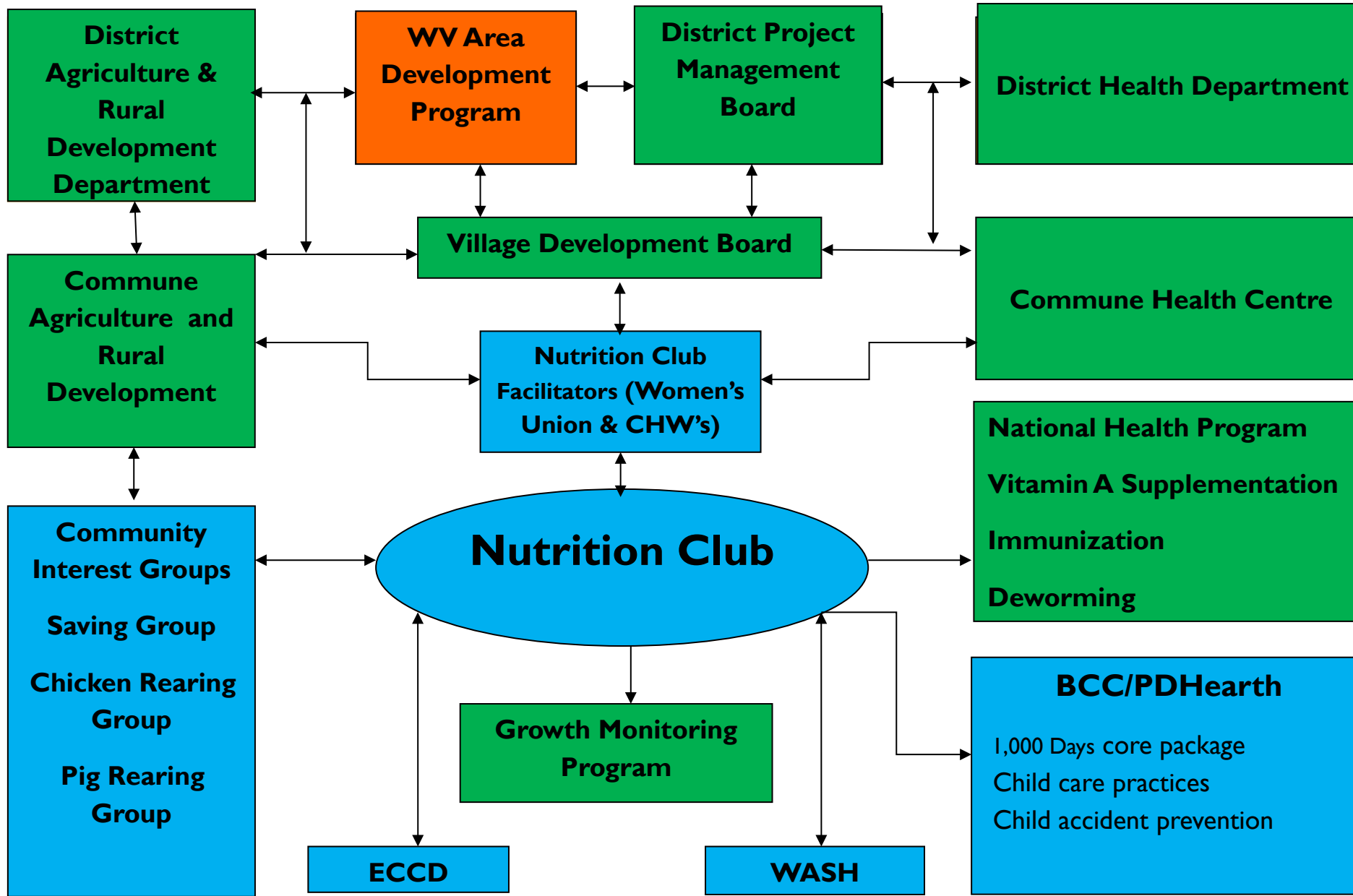
- Engage at community level
- Work with gov't systems
- Support communities to understand nutrition
- Analyze underlying causes, opportunities and challenges
- Partner for scale up




and

Top-down

- Promote evidence-based interventions
- Align with existing policies and strategies
- Partner with national institutions (e.g. NIN)

Nutrition Club Approach



-  Vietnam systems
-  WV system
-  Combined WV and gov't system

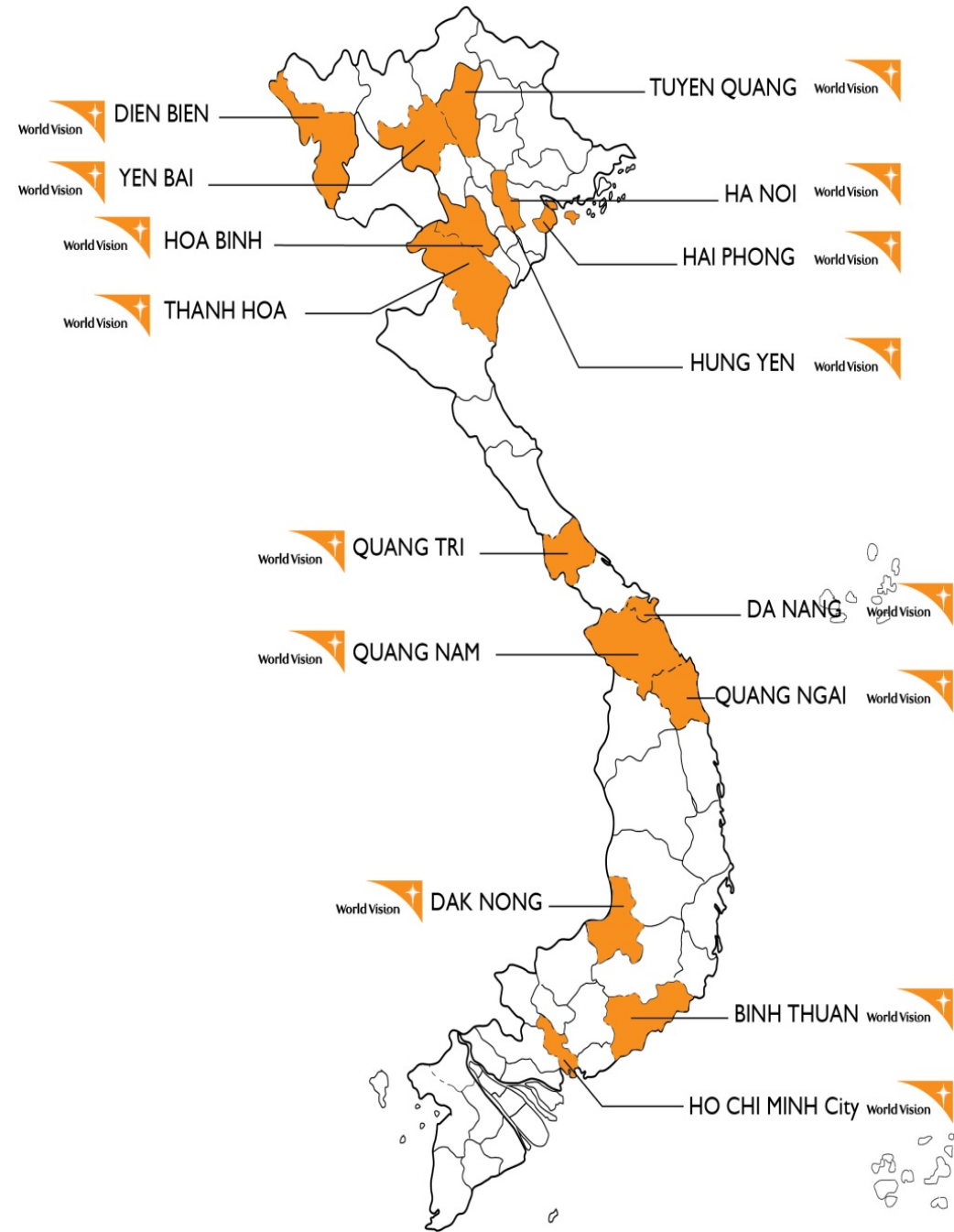
Nutrition Clubs: integrated, community-led behavior change platform

- Twice-monthly meetings of caregivers (40 families/club)
- Facilitated by community members (Women's Union, CHWs)
- Participatory communication (games, quizzes, meal preparation, competitions)
- Topics of child care, hygiene, nutrition, agriculture, health
- Link to community interest groups (savings groups, various livelihoods, microfinance/loans)
- Growth monitoring and promotion (GMP)
- Households with malnourished children:
 - Home visits between meetings
 - Referral to ECCD 'special meal' programme
 - Referral to Health Centre
 - Access to various livelihoods



Scale up of Nutrition Clubs

Year	# of NC	# of remote areas
2007	1	1
2009	100	9
Added Ag, Economic Development, ECCD & WASH		
2011	250	13
2012	350	22
National Institute of Nutrition to scale up NC within health system		
2013	521	29
2014	765	36
2015	895	37
		(>30,000 families)



Increasing demand by ensuring effective and quality services

Strengthen capacity of existing staff (Community to District levels)

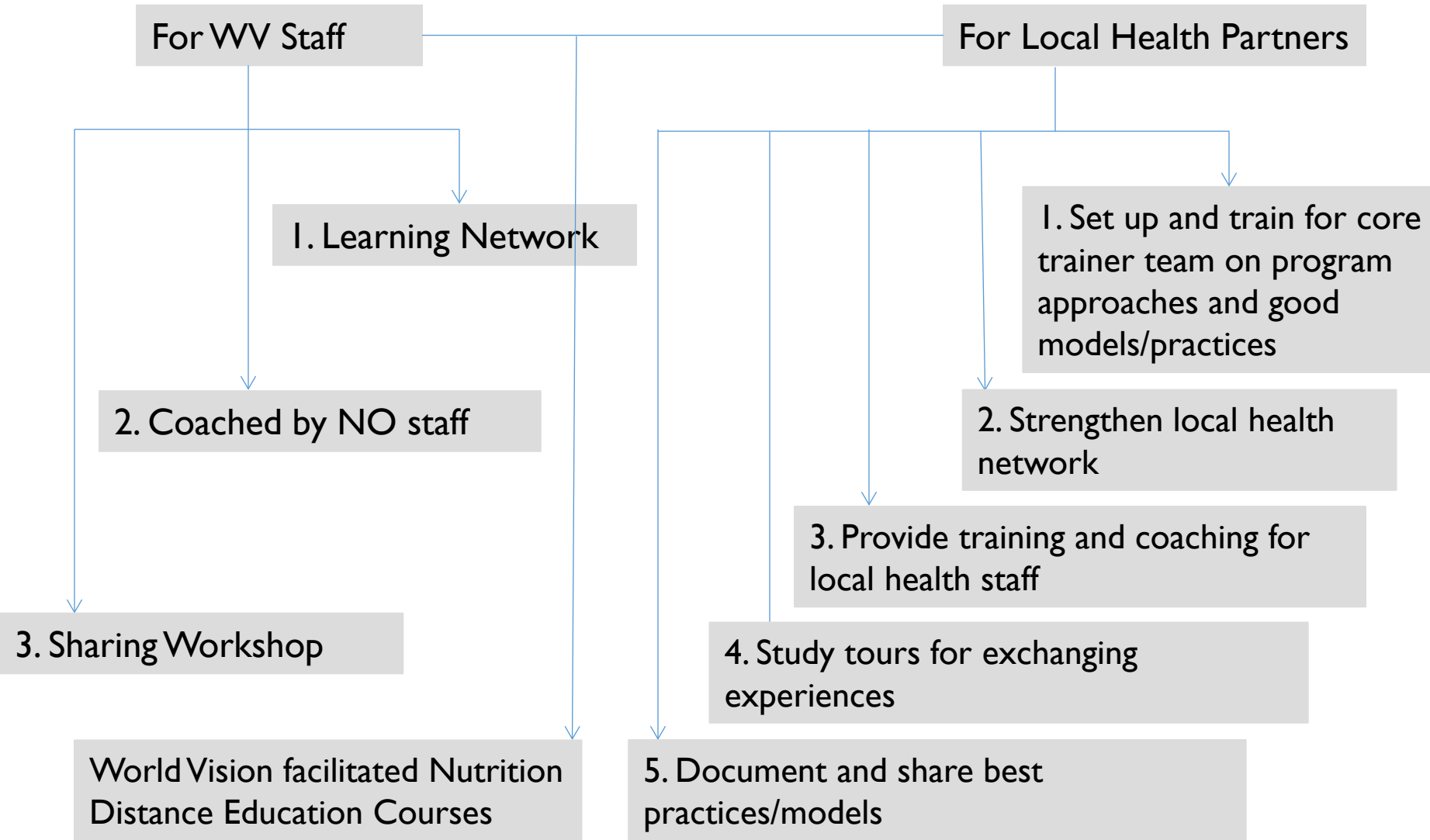
- Trainings, supervision, and incentives
- Trainings (community, commune, district, WV staff; management boards):
 - Functional (management, leadership; facilitation; counselling) and
 - Technical (Nutrition: breastfeeding/IYCF; Livelihoods: raising fish; System of Rice Intensification)

Strengthen supportive supervision:

- Gov't health centre staff team train & supervise
- WV facilitates joint meetings: district level (quarterly) and commune level (monthly)



Training and support for front-line workers



Support for front-line workers



Pooling of resources

Agreement between the Village Development Board and World Vision:

World Vision supports initial start-up and running costs (4 years) and transition in year 5

Cost of Nutrition Clubs (~40 households)

World Vision

Annual Budget for establishing 1 NC (Year 1)	Annual Budget for operating 1 NC (Year 2, 3, 4)	Transition (Year 5)
Table, chair, bookcase 150 USD	Allowance for 2 NC facilitators 80 USD IEC Materials 10 USD	No funding from World Vision
	Food Demonstration 40 USD	
	Animal raising 500 USD Agriculture (home garden and materials) 225 USD	
Training (4 training courses) 200 USD	Refresher training 80 USD	
Total: 350 USD	935 USD	0

Increasing demand by using nutrition data

Coverage

- 70-80% of target group attend NCs

Practices

- Regular GMP
- Improved knowledge and practices of caregivers (e.g., IYCF, child care)
- Increased diet diversity of children

Demand

- Increased uptake of maternal and child health care services



“My son, Phi, hasn’t been malnourished since I started following the nutrition club’s advice. Next year, he’ll start in grade one like the other children in my village.” – Giac, in blue on left.

“My favourite meal is frog porridge with beans and rice, which my mum cooks. She says I’ll be able to jump to school with my friends if I eat it.” – 4-year-old Phi, bottom left

Increasing demand by using nutrition data

Malnutrition prevalence reduced steadily over the last three years in all target areas

Chart 2 - CWB Target #3 Measurements in FY13-2015

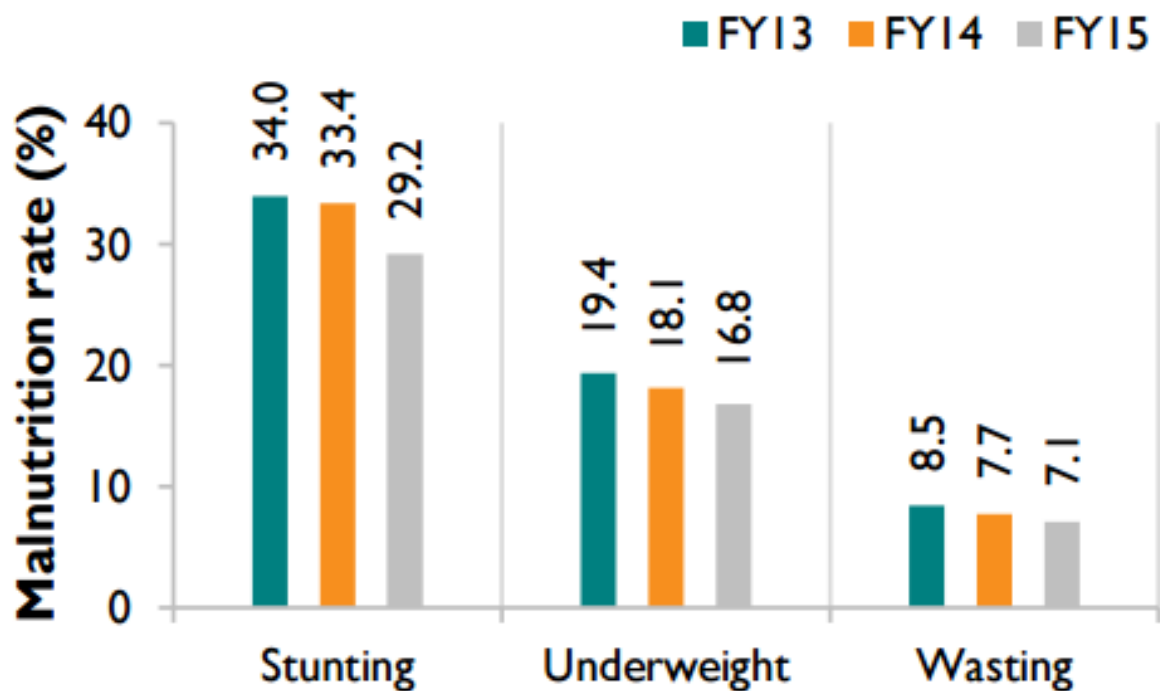
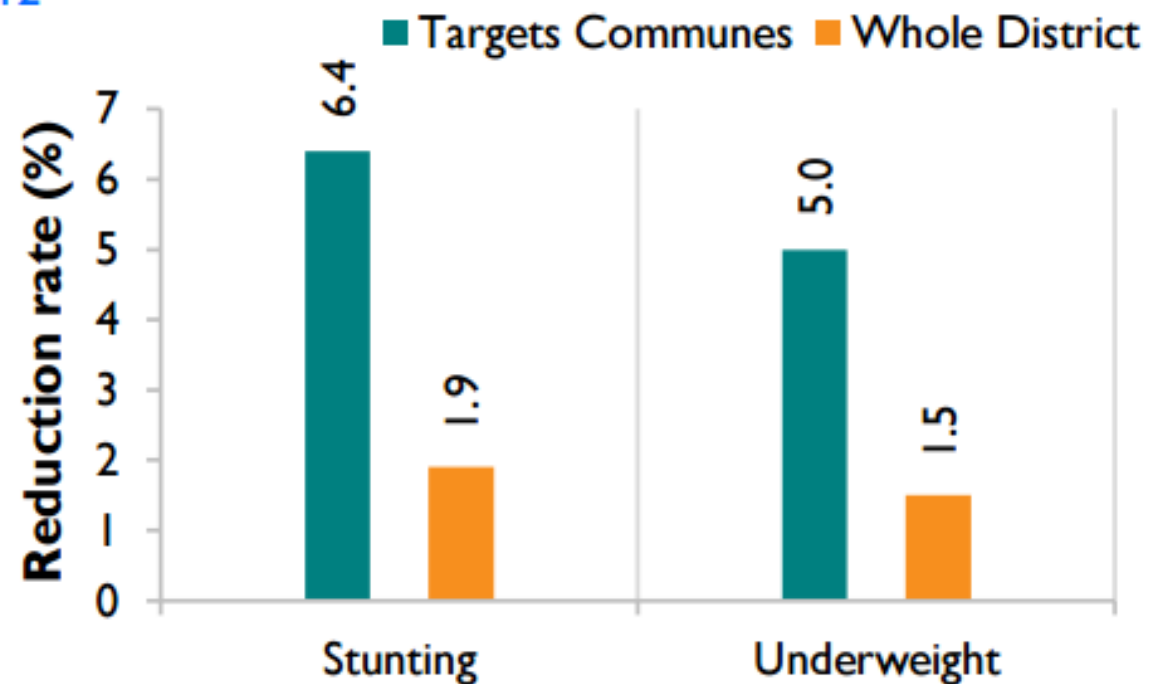
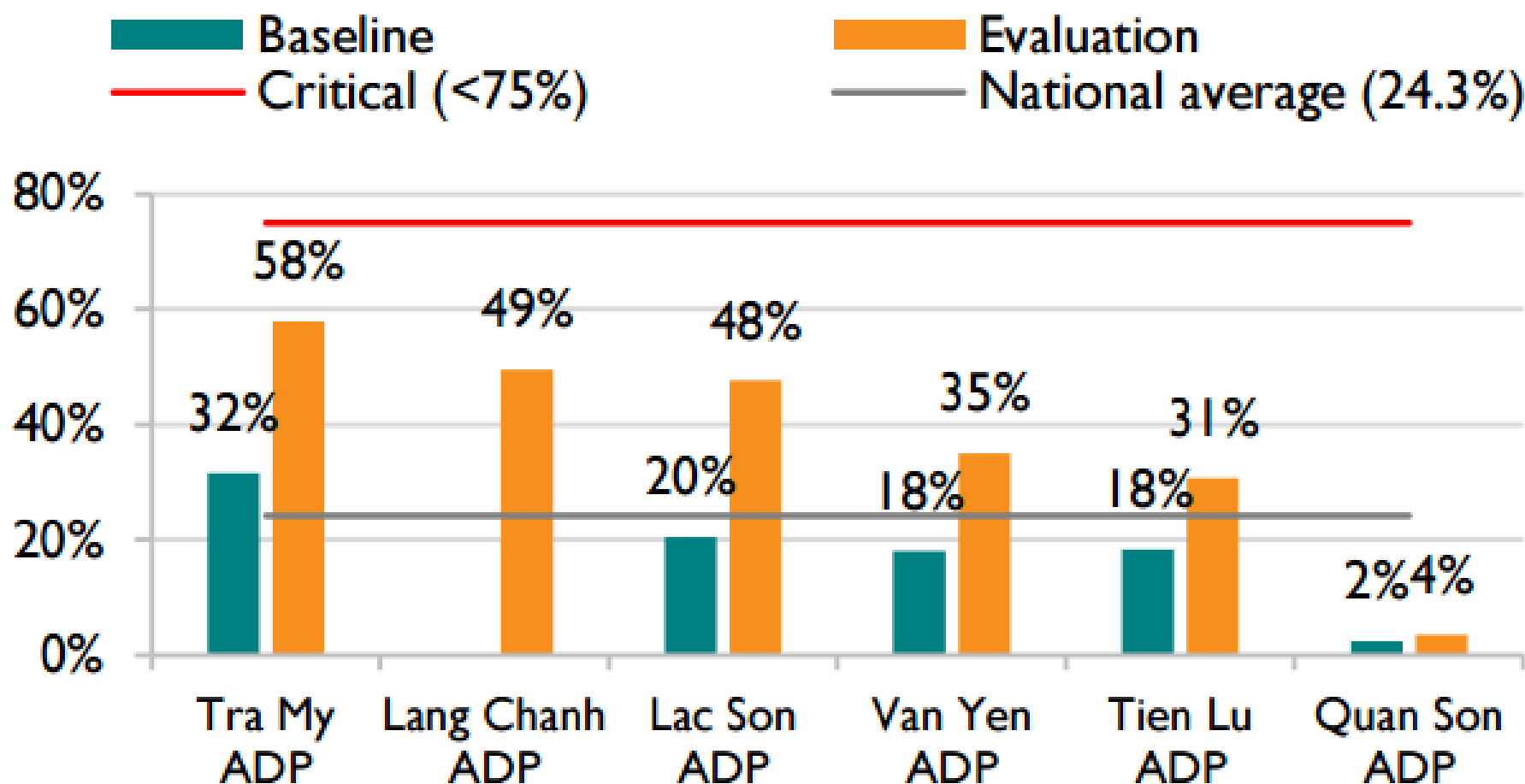


Chart 3 - Malnutrition Reduction in Van Yen ADP, FY14 versus FY12



Increasing demand by using nutrition data

Chart 6 - % of Children Exclusively Breastfed until 6 Months of Age



Increasing demand by building on existing platforms



Mobilizing and utilizing existing resources builds sustainability

Community

- Women's Unions
- CHWs
- Village Development Board

Gov't (Commune and District)

- Health
- Agriculture and Rural Dev
- Education (ECCD)

Increasing demand by building on existing platforms

National level systems:

- NIN (joint workshops on approach)
- Advocacy to influencing national policy & strategy
- Educate communities on relevant policies and strategies

Monitoring and Evaluation system:

- Supporting and building capacity for GMP
- Increasing utilization of community data

Training systems and Supervision:

- Strengthening existing in-service training curriculum
- Supporting existing supervision



Lessons learned on increasing demand

Build Local Level Ownership:

- Utilize existing systems (e.g., Women's Union, Village Develop Board) for local ownership

Focus on effective nutrition programs:

- Necessary that multiple sectors (health, agriculture, WASH, Education) both a) understand nutrition; and b) work closely together
- Identify multi-sectoral platform at community level (e.g., Village Development Board)
- Ensure intentional linkages of sectors at all levels to effectively reduce child malnutrition

Improve Quality of Nutrition services:

- Increase motivation for front-line workers (e.g., local authorities supported NC facilitators)
- Regular in-service training and mentoring is required for front-line workers
- Include functional training is important (e.g., supervision and management)
- Regular feedback from nutrition monitoring (e.g., GMP) to individuals and communities

Recommendations for increasing demand

1. Ensure effective quality interventions and services
 - Increase number and capacity of front line workers (from multiple sectors)
 - Strengthen supervision
 - Pilot, reflect and adapt constantly
2. Increase understanding of nutrition by communities
 - collect community-based nutrition data and feedback to communities
 - Build capacity to collect and interpret nutrition data at community level
3. Build on existing platforms
 - Utilize existing structures and systems for above



Additional Resources

- Video - World Vision Nutrition Clubs in Vietnam:
<https://www.youtube.com/watch?v=t6EGn1tFQqU>
- World Vision Vietnam's Contribution to Child Well-Being in 2015 Report, April 2016:
http://www.wvi.org/sites/default/files/WVV_FY15_CWB%20Report_Final_English.pdf
- Story from Vietnam re Diet Diversity: <http://wvi.org/vietnam/article/leaps-and-bounds>
- More info on Nutrition Clubs <http://wvi.org/nutrition/nutrition-clubs-vietnam>
- World Vision's Citizen Voice in Action (CVA):
<http://www.wvi.org/health/citizen-voice-and-action-0>
- World Vision's facilitated Distance Learning on nutrition:
<http://www.wvi.org/nutrition/distance-learning> and video:
<https://youtu.be/l1Lz2byVhWg>