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

District Agriculture & Rural Development
Commune Agriculture and Rural Development
Community Interest Groups
Saving Group
Chicken Rearing Group
Pig Rearing Group
District Project Management Board
Village Development Board
Nutrition Club Facilitators (Women’s Union & CHW’s)
Nutrition Club
Growth Monitoring Program
ECCD
WASH

WV Area Development Program

District Health Department
Commune Health Centre
National Health Program
Vitamin A Supplementation
Immunization
Deworming

BCC/PDHeath

1,000 Days core package
Child care practices
Child accident prevention
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

<table>
<thead>
<tr>
<th>Year</th>
<th># of NC</th>
<th># of remote areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2009</td>
<td>100</td>
<td>9</td>
</tr>
<tr>
<td>2011</td>
<td>250</td>
<td>13</td>
</tr>
<tr>
<td>2012</td>
<td>350</td>
<td>22</td>
</tr>
</tbody>
</table>

**Added Ag, Economic Development, ECCD & WASH**

<table>
<thead>
<tr>
<th>Year</th>
<th># of NC</th>
<th># of remote areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>521</td>
<td>29</td>
</tr>
<tr>
<td>2014</td>
<td>765</td>
<td>36</td>
</tr>
<tr>
<td>2015</td>
<td>895</td>
<td>37</td>
</tr>
</tbody>
</table>

(>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

For WV Staff

1. Learning Network
   - 2. Coached by NO staff
   - 3. Sharing Workshop

World Vision facilitated Nutrition Distance Education Courses

For Local Health Partners

1. Set up and train for core trainer team on program approaches and good models/practices
   - 2. Strengthen local health network
   - 3. Provide training and coaching for local health staff
   - 4. Study tours for exchanging experiences
   - 5. Document and share best practices/models

World Vision
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)

<table>
<thead>
<tr>
<th>Annual Budget for establishing 1 NC (Year 1)</th>
<th>Annual Budget for operating 1 NC (Year 2, 3, 4)</th>
<th>Transition (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table, chair, bookcase</strong> 150 USD</td>
<td><strong>Allowance for 2 NC facilitators</strong> 80 USD</td>
<td>No funding from World Vision</td>
</tr>
<tr>
<td></td>
<td><strong>IEC Materials</strong> 10 USD</td>
<td></td>
</tr>
<tr>
<td><strong>Food Demonstration</strong> 40 USD</td>
<td><strong>Animal raising</strong> 500 USD</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agriculture (home garden and materials)</strong> 225 USD</td>
<td></td>
</tr>
<tr>
<td><strong>Training (4 training courses)</strong> 200 USD</td>
<td><strong>Refresher training</strong> 80 USD</td>
<td></td>
</tr>
<tr>
<td><strong>Total: 350 USD</strong></td>
<td><strong>935 USD</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>
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
- FY13: 34.0
- FY14: 33.4
- FY15: 29.2

Chart 3 - Malnutrition Reduction in Van Yen ADP, FY14 versus FY12
- Stunting: 1.9
- Underweight: 1.5

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: 

• 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/I1Lz2byVhWg