### Using data to enhance social franchise operations and quality

Lessons learnt from Vietnam

Nguyen Van Huan
Project Manager
Alive & Thrive Vietnam



Social Marketing and Franchising December 2013, Kochi, Kerela, India

#### Alive & Thrive

- Multiple year initiative (2009-2017)
- Bangladesh, Ethiopia & Viet Nam, and other countries
- Save more than half a million children's lives by significantly improving breastfeeding and complementary feeding policies and practices at scale
- Funded by the Bill & Melinda Gates Foundation





# Innovation: Infant & Young Child Feeding Franchised Services

1. EBF Promotion

3<sup>rd</sup> Trimester

**Pregnancy** 

3 Contacts

- 2 individual
- 1 Group

2. EBF Support

Delivery

1 Contact

At delivery& during stayat healthfacility

3. EBF Management

0-6 months

4 Contacts

- 2 individual
- 2 group

4. CF Promotion

5-6 months

1 Contact- individual

5. CF Management

6-24 months

**6 Contacts** 

Combination of individual & group

## Monitoring Performance – Quality & Quantity

Coverage – Proportion of children 0-24 months availing franchise services

Volume – Total number of counseling contacts per month

Service Utilization – average number of contacts per mother-child pair

Quality Data (Facility, Counseling Service, Data Management) through Supportive Supervision

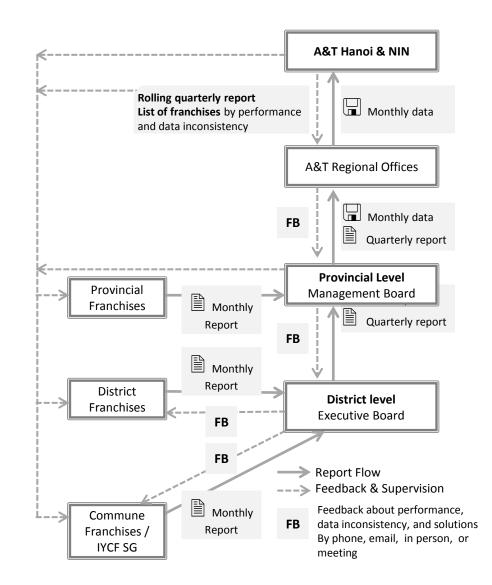
### Monitoring and Supportive Supervision System

Vietnam Central level

Provincial Level

**District level** 

Commune level



### Using data to enhance performance

**Reward & Encourage** 

**Demand Generation** 

HIGH Quality
HIGH Volume

HIGH Quality
LOW Volume

LOW Quality
HIGH Volume

LOW Quality
LOW Volume

**Quality Improvement** 

Quality improvement, then Demand Generation

## Monitoring Performance – Quality & Quantity

Coverage – Proportion of children 0-24 months availing franchise services

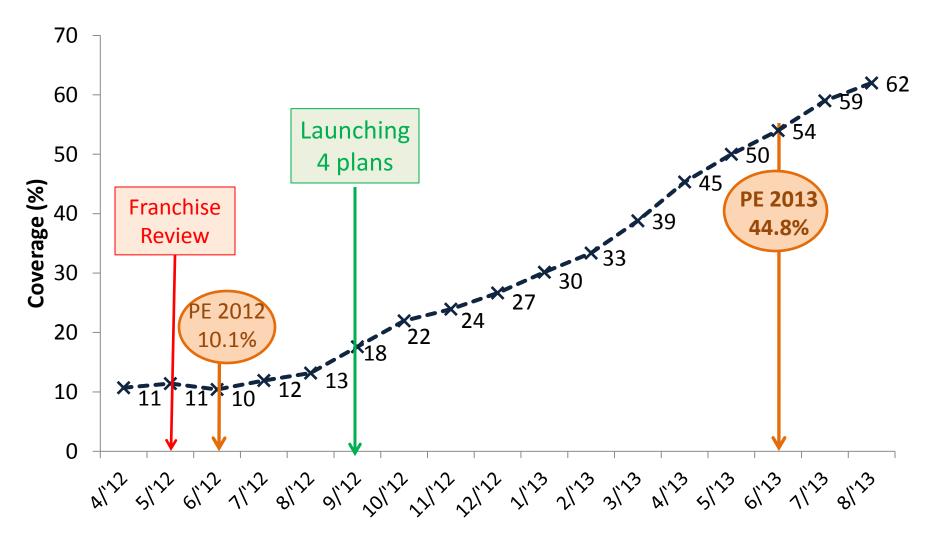
Volume – Total number of counseling contacts per month

Service Utilization – average number of contacts per mother-child pair

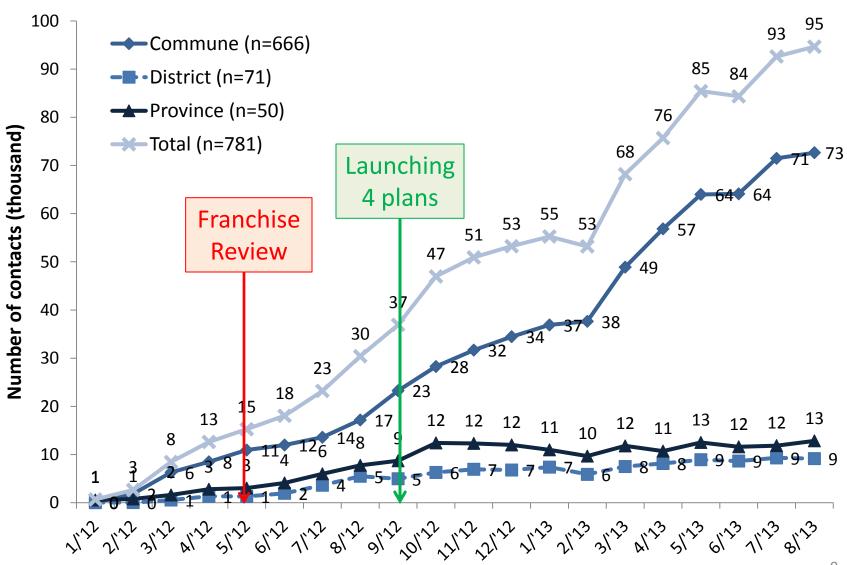
Quality Data (Facility, Counseling Service, Data Management) through Supportive Supervision

4 Rounds of Process evaluation: Training, Franchise Management, Service delivery, service utilization and Infant & Young Child Feeding Practices

#### Results: Coverage rate (%)

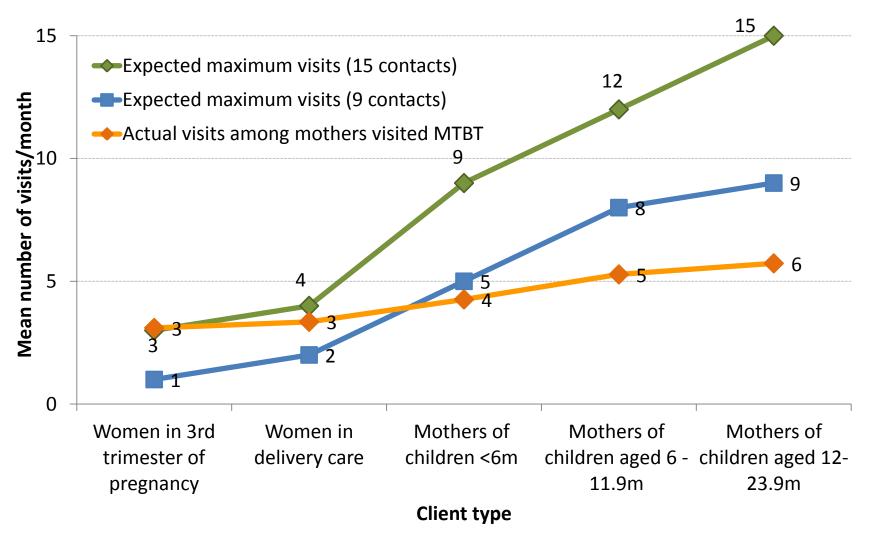


### Results: Volume by franchise level

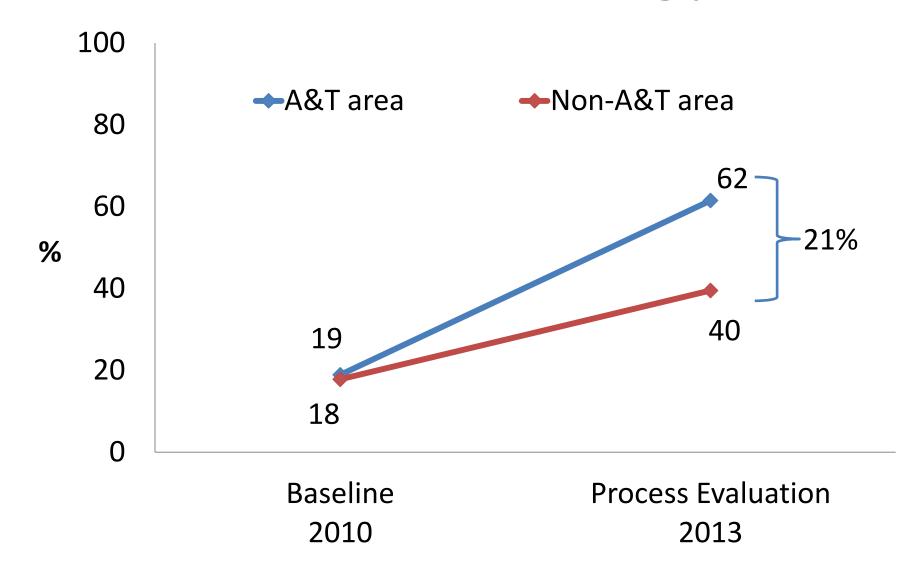


Data Source: A&T Monitoring Data

#### Results: Service Utilization



#### Results: Exclusive breastfeeding practices



Data Source: PE 2010 & 2013 Data

### Acknowledgements

- Bill & Melinda Gates Foundation
- Government of Viet Nam Partners (National & Sub-National)
- Alive & Thrive Viet Nam Team
- Institute of Social and Medical Studies
- Gabrielle Appleford (Independent Consultant) &
- Julie McBride (PSI)









"We managed to find that the M&E system is simple, but can work"

