

# Using data to enhance social franchise operations and quality

## Lessons learnt from Vietnam

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*December 2013, Kochi, Kerala, India*

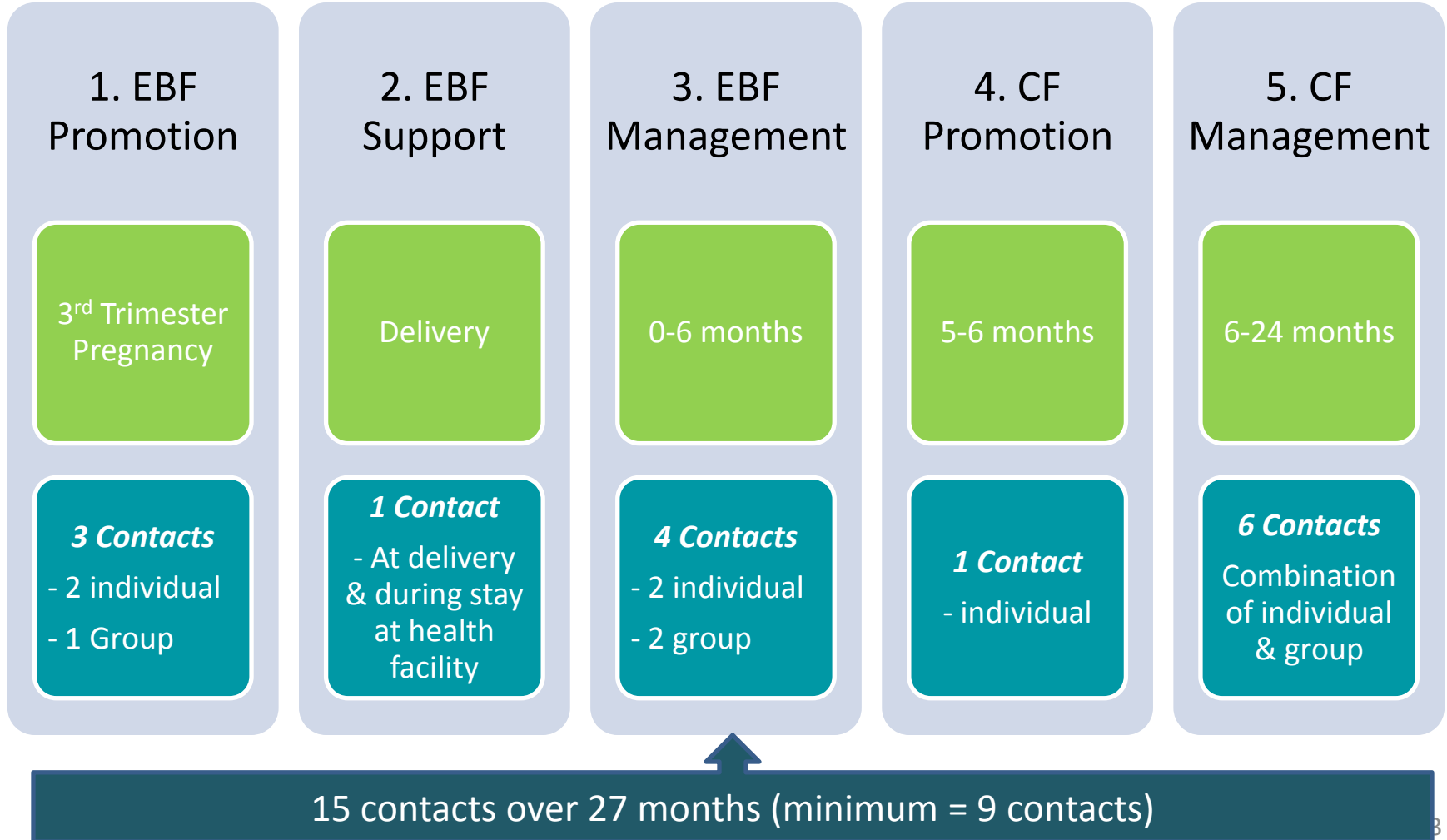
# Alive & Thrive

- 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



# Monitoring Performance – Quality & Quantity

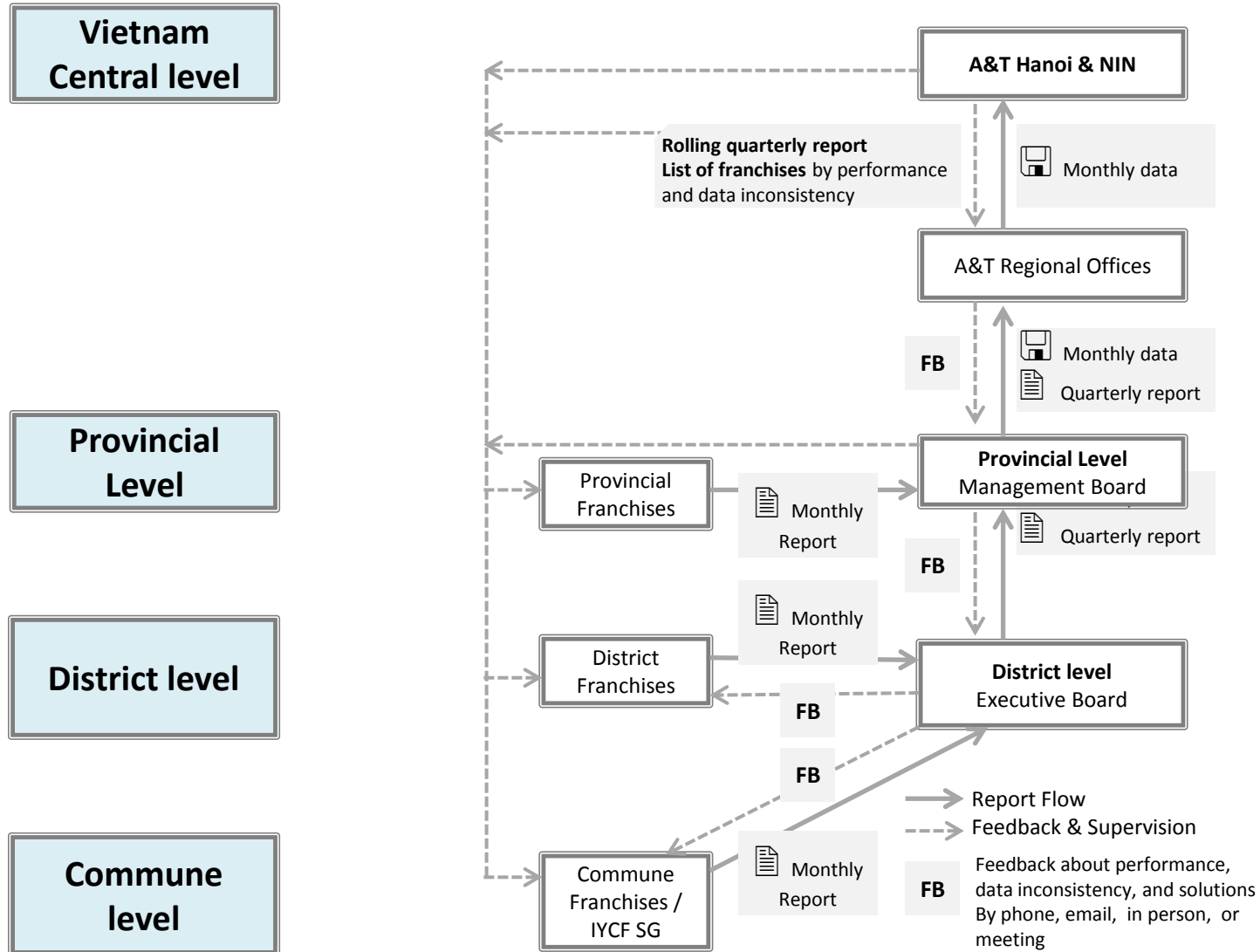
Coverage – Proportion of children 0-24 months availing franchise services

Volume – Total number of counseling contacts per month

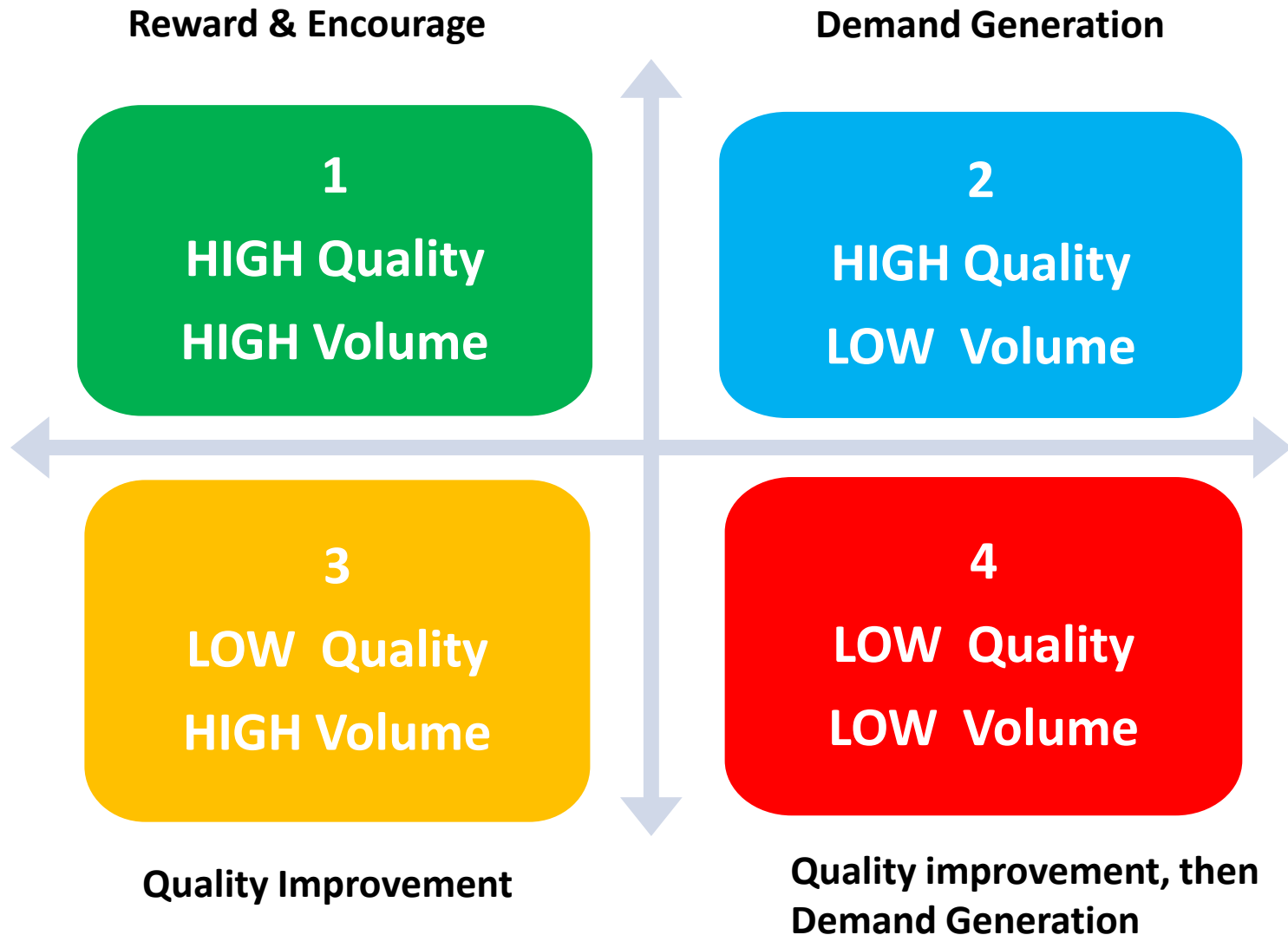
Service Utilization – average number of contacts per mother-child pair

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

# Monitoring and Supportive Supervision System



# Using data to enhance performance



# Monitoring Performance – Quality & Quantity

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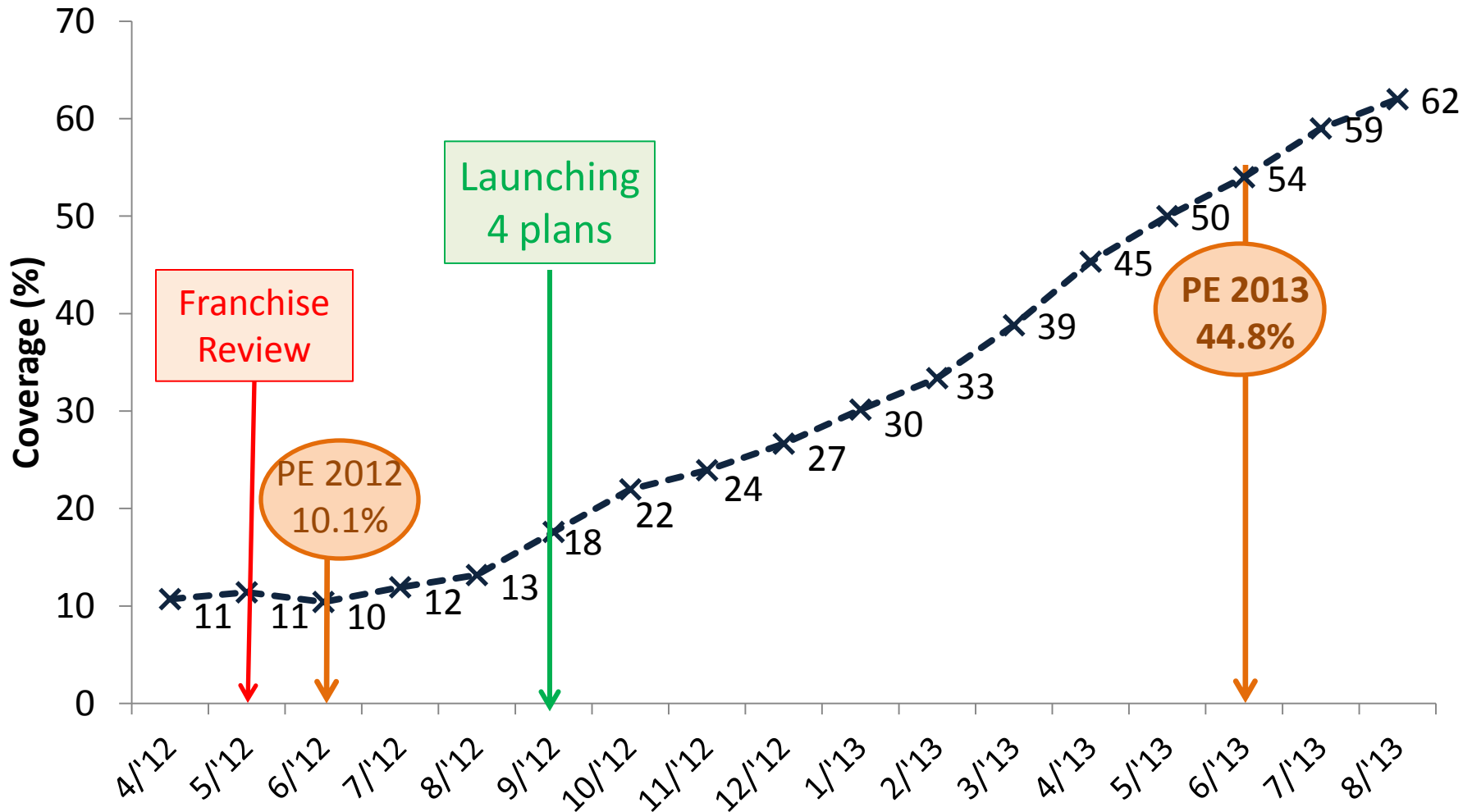
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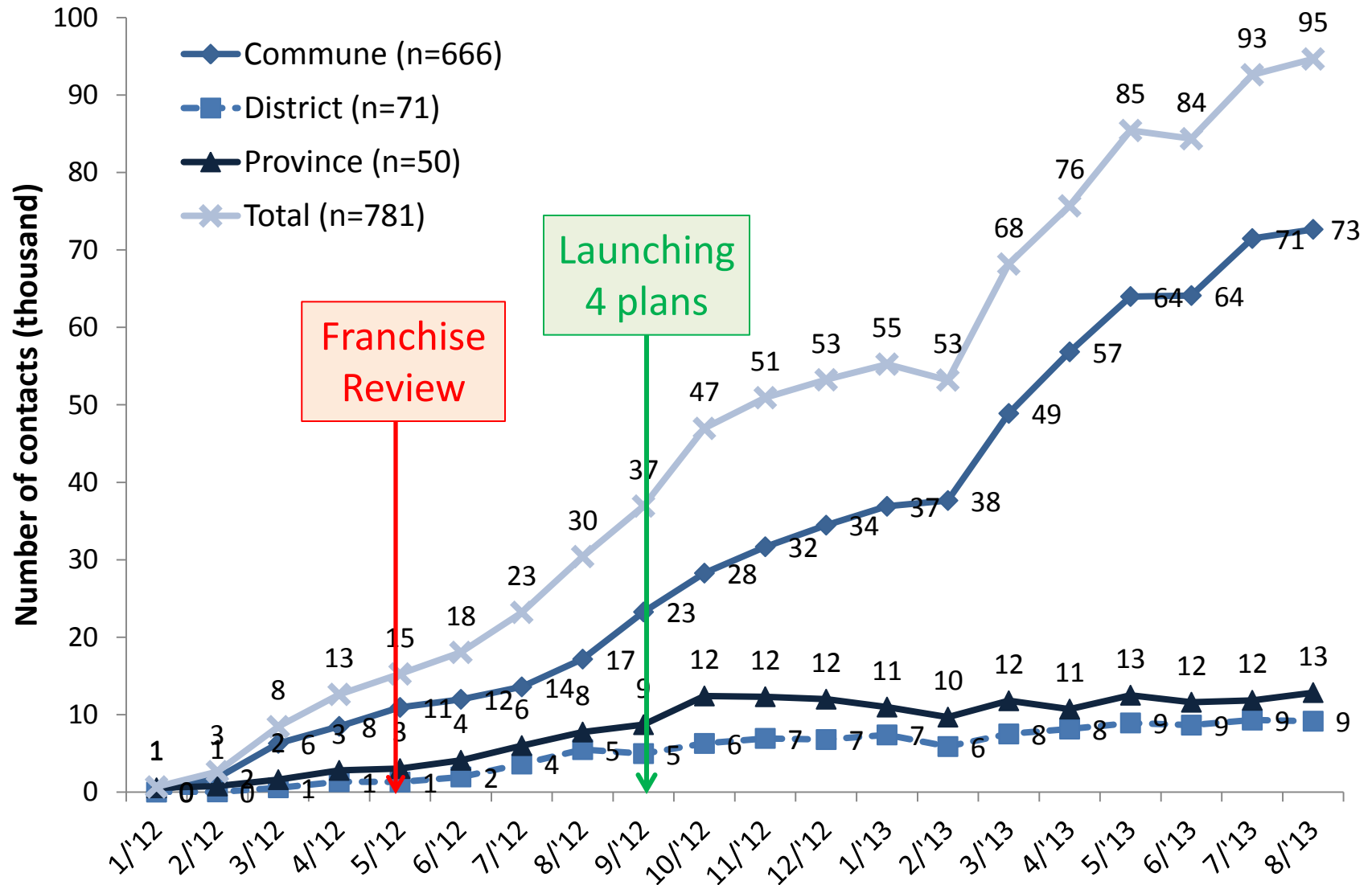
4 Rounds of Process evaluation: Training, Franchise Management, Service delivery, service utilization and Infant & Young Child Feeding Practices

# Results: Coverage rate (%)



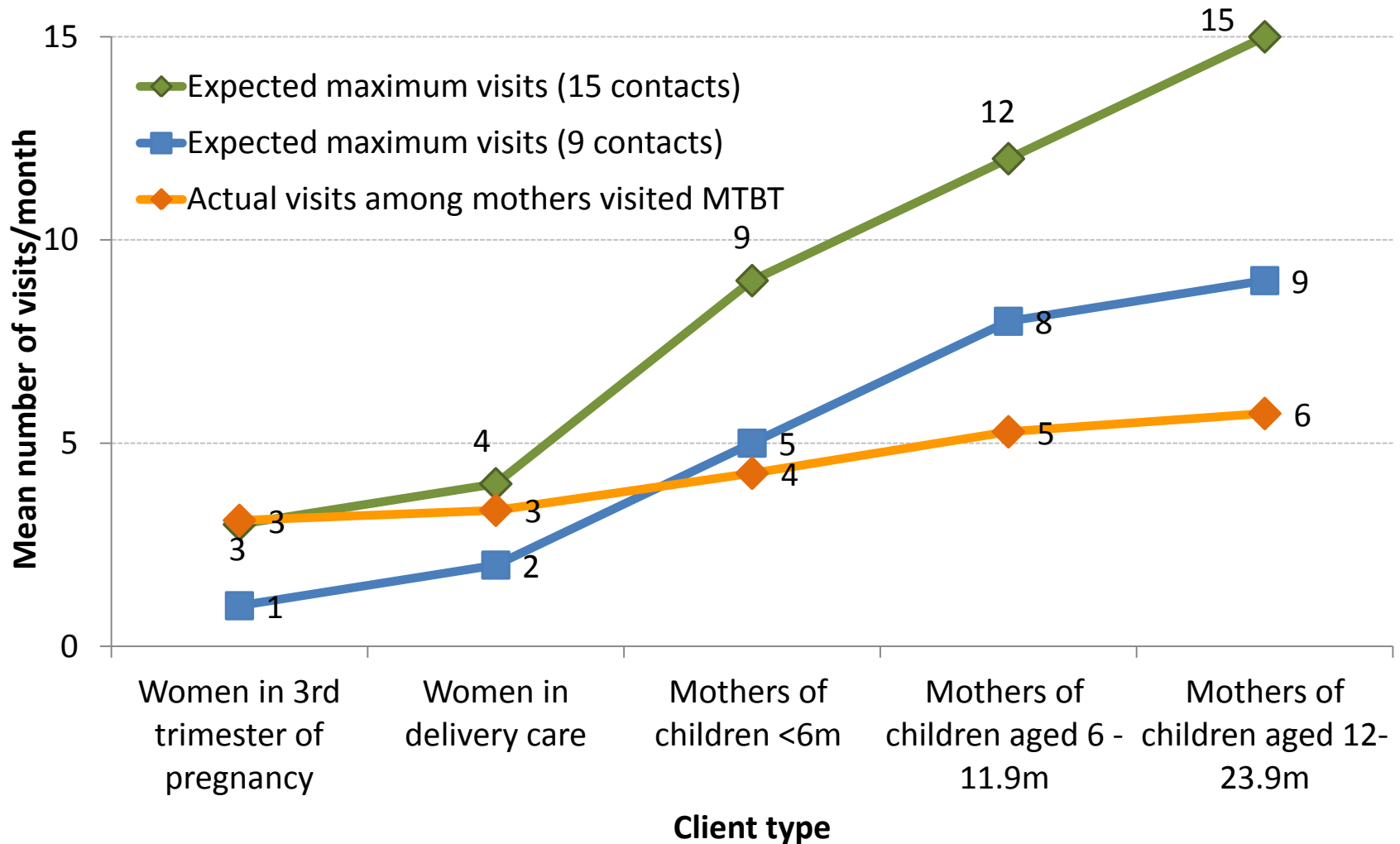


# Results: Volume by franchise level

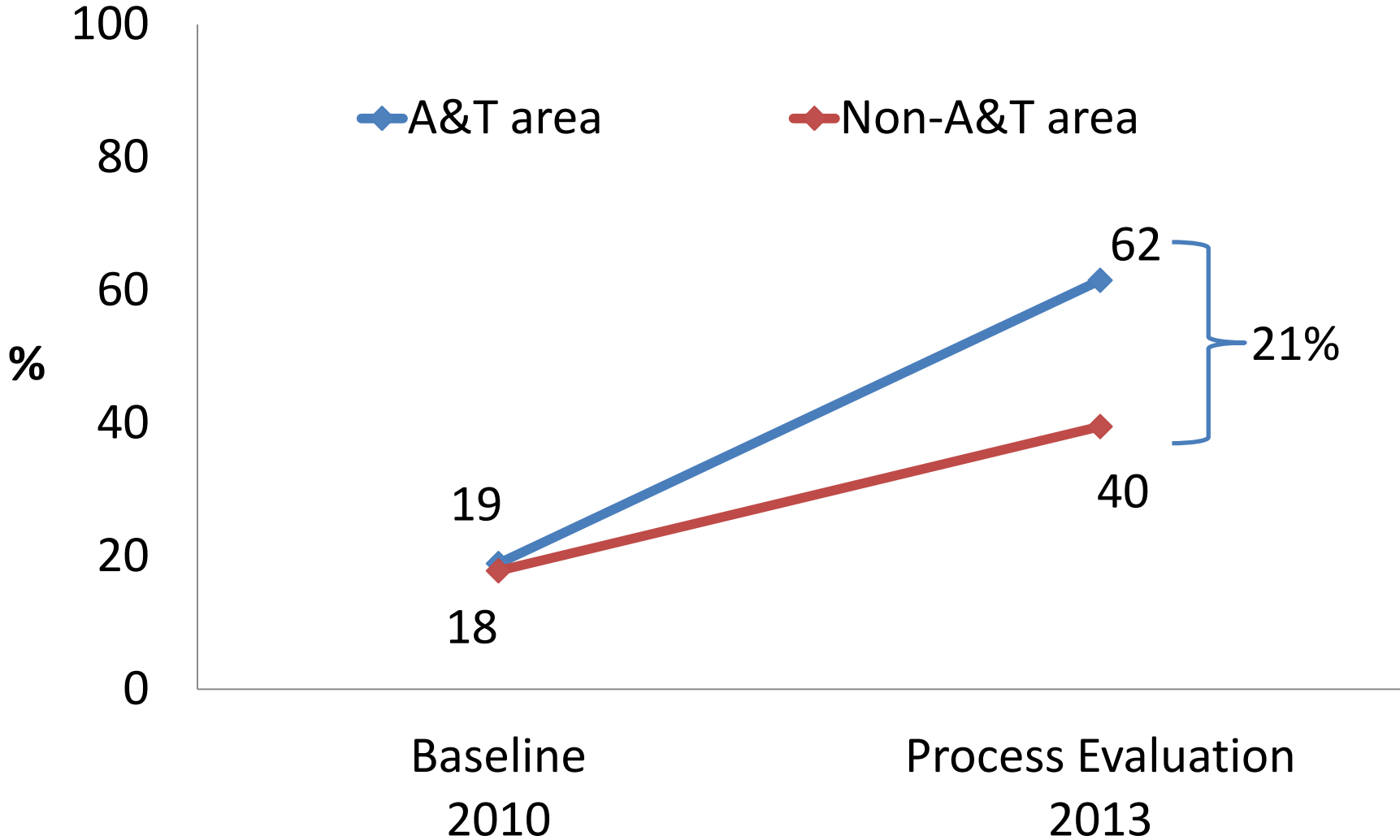


Data Source: A&T Monitoring Data

# 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”