

The First 1000 days Maternal and Child Health Improvement Project in Vietnam

Local Conditions, Needs, and Issues	Strengths of Japan and our company
<ul style="list-style-type: none"> ✓ Lack of knowledge of child caregivers has led to various food and nutrition problems ✓ Women are increasingly empowering in society, but the burden of childcare on mothers is high ✓ The Ministry of Health of Vietnam highly appreciates Japan's "breastfeeding/weaning support guide" and plans to develop a Vietnamese version of the Weaning Practice Guide using the Japan's guide as a reference and to disseminate it nationwide 	<ul style="list-style-type: none"> ✓ Ministry of Health, Labour and Welfare's "breastfeeding/weaning support guide" and its dissemination system ✓ Weaning Food support tools (pamphlets, contents, baby food products, etc.) ✓ Child-rearing support services such as nutrition consultation

Business Objectives In order to improve the knowledge of child caregivers, it is necessary to create and disseminate a weaning guide tailored to Vietnam that can be practiced by caregivers. This project will provide training to health care professionals and information disseminators (KOLs) who have direct influence on caregivers to help them develop and disseminate Japanese knowledge to the Vietnamese version of the Weaning Practical Guide.

Business Overview

- **Implementing Institution** Asahi Group Foods Co., Ltd. ■ **Training Cooperation** Committee member of the Japan's "breastfeeding/weaning support guide", Aiku Hospital, Municipal Maternal and Child Health Facilities, Child and Family Agency (Japanese Government Organization)
- **Target Organizations for Training in Partner Countries** Ministry of Health, National Institute of Nutrition, Provincial Health Department, Healthcare Institutions, Baby-Related Retailers, KOLs
- **Contents of the training** ①Japan: Contents and operation of the "Breastfeeding and Weaning Support Guide" and introduction of educational tools ②Local: Dissemination of the Vietnamese version of the guide, introduction of educational tools, discussion of guide operation methods

Expected results

- Creation and publication of Vietnamese version of the Weaning Practice Guide (December 2025)
- Creation of educational tools for instructors/caregivers (training materials, pamphlets, digital content, etc.)
- Implementation of weaning food support for caregivers through instructors (from 2026 onwards)

