

MINH LONG

Area Development Programme

Background



Location

Minh Long is a mountainous district of Quang Ngai central province, located roughly 920 km away from Hanoi. About 30km to the southwest from Quang Ngai city, it borders on Tu Nghia and Nghia Hanh districts to the north, Nghia Hanh district to the east, Son Ha district to the west and Ba To district to the south.



Population

16,426 people

Ethnic groups:

- Kinh: 30%
- H'Re: 70%



Natural area

21,690 ha

Agricultural land

95%

Non-agricultural land

4%

Unutilised land

1%



Main industries

Cultivation

wet rice, cassava

Livestock husbandry

pig, cross-bred cow

Forestry

acacia planting



Challenges

High child malnutrition prevalence

underweight: 27.5%, stunting: 45.6%, wasting: 7.5%*

Poor learning facilities

only 67.4% children aged 11 are functionally literate*

High poverty rate

Poor households: 38.6%, pro-poor households: 11.4%*

Lack of playground for children

WORLD VISION'S WORK IN MINH LONG

World Vision began working in Minh Long district in **2010**. Minh Long Area Development Programme (ADP) is funded by **World Vision Australia** through child sponsorship.

The ADP targets **five communes**: Long Mon, Long Mai, Long Son, Long Hiep and Thanh An.

More than **7,600 people** in the district benefit from World Vision's activities, including over 5,600 children under 18 years old.

Child Sponsorship

- Increase community participation in World Vision's child sponsorship scheme
- Ensure sponsored children and their families are included in the programme
- Ensure the programme meets World Vision's sponsorship service operation standards

Health and Nutrition

- Reduce malnutrition in children under five years old
- Renovate grassroots healthcare conditions, especially for the most vulnerable children
- Improve practical knowledge of children's common disease prevention among relevant stakeholders

Livelihood Development

- Increase productivity and sustainability of rice cultivation and animal husbandry for poor families with children

Education

- Increase knowledge and skills of child care and development among parents whose children are under five, and kindergarten teachers
- Upgrade learning facilities at kindergartens
- Improve learning results of children aged 6-11 at primary schools
- Equip children aged 6-11 with life skills

Capacity Building

- Enhance local partners' capacity for project development and management towards child well-being
- Strengthen the capacity of community-based organisations and promote cooperation between World Vision and local partners in the effective implementation of the programmes

Area Development Programme

1. The ADP concept is unique to World Vision and addresses long-term, sustainable development.
2. ADPs typically run for 10-15 years and are located in some of the country's poorest regions.
3. ADPs emphasise sustainability, community participation and ownership to tackle the root causes of poverty.
4. ADPs focus on several key sectors: child sponsorship, child protection, education, economic development, water and sanitation, health and nutrition, capacity building, and disaster management.

