

Reproductive Health: Studies Reporting Behavioral Factors Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Assessing a thematic condom advertising campaign on condom use in urban Pakistan	Agha S, Beaudoin CE	Journal of Health Communication, 2012, 17(5): 601-23 http://www.ncbi.nlm.nih.gov/pubmed/22272557	Pakistan	Men married to women age 15-49 years	Condom social marketing	Behaviorial Factors Belief, discussion, embarrassment Behaviors Condom use, FP use	Observational	Probability	4	8: Behavior, Customer orientation, Insight, Theory, Competition. Exchange, Segmentation, Methods mix
Rates of IUCD discontinuation and its associated factors among the clients of a social franchising network in Pakistan	Asmat SK, Shaikh BT, Hameed W, Bilgrami M, Mustafa G, Ali M, Ishaque M, Hussain W, Ahmed A	BMC Women's Health, 2012, 12(8): 1-8 http://www.biomedcentral.com/1472-6874/12/8	Pakistan	Female clients of Suraj Centers that had received an IUCD	Social franchise	Behaviorial Factors Knowledge about IUCD, Accessibility and use of IUCD, Behaviors Provider quality of care, client satisfaction, and discontinuation rates	Observational	Probability	4	4: Behavior, Customer orientation, Insight, Exchange
Changes in the proportion of facility-based deliveries and related maternal health services among the poor in rural Jhang, Pakistan: Results from a demand-side financing intervention	Agha S	International Journal for Equity in Health, 2011, 10(57): 1-12 http://www.equityhealthj.com/content/10/1/57	Pakistan	Pregnant women in the two poorest quintiles in Jhang district	Social marketing of voucher booklets valued at Rs.4,000 (\$48), including three ANC visits, a PNC visit, an institutional delivery, and a postnatal family planning visit, were sold for Rs. 100 (\$1.2) to low-income women targeted by project outreach workers.	Behaviorial Factors Perceptions of institutional delivery and family planning Behaviors Changes in ANC, institutional delivery, PNC, and family planning use	Quasi-experimental	Probability	5	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix
Comparing private sector family planning services to government and NGO services in Ethiopia and Pakistan: How do social franchises compare across quality, equity and cost?	Shah NM, Wang W, Bishai DM	Health Policy and Planning, 2011, 26(1): i63-i71 http://heapol.oxfordjournals.org/content/26/suppl_1/i63.full	Pakistan and Ethiopia	Providers and clients of franchised clinics	Social franchise	Behaviorial Factors Cost of care; Access to poor Behaviors Quality of Care: These were provider training in abortion, choice of methods, information given to the clients, client satisfaction, range of services provided and, technical competence of providers;	Observational	Probability	3	4: Customer orientation, Insight , Exchange, Competition

Notes

1. Strength of Evidence Score 2. Social Marketing Benchmark Criteria

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Using and joining a franchised private sector provider network in Myanmar	O'Connell K, Hom M, Aung T, Theuss M, Huntington D	PLoS ONE, 2011, 6(12): e28364 http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0028364	Myanmar	Married female clients age 15-49 receiving RH care from franchised clinics; female sex workers receiving STI care from franchised clinics; male and female franchised clinic providers.	Social franchise	Behaviorial Factors Client motivation (attitudes, and quality perception) to use and provider motivations (incentives) to join franchised clinics	Observational	Purposive	1	4: Customer orientation, Insight, Exchange, Competition
Case Study: Does training of private networks of family planning clinicians in urban Pakistan affect service utilization?	Qureshi AM	BMC International Health and Human Rights, 2010, 10(26): 1-12 http://www.biomedcentral.com/1472-698X/10/26	Pakistan	Clinical and non-clinical providers	Social franchise	Behaviorial Factors Training Behaviors Quality of care and service use	Observational	Probability	4	2: Behavior, Competition
Impact of an advertising campaign on condom use in urban Pakistan	S Agha, Meekers D	Studies in Family Planning, 2010, 41(4): 277-290 http://onlinelibrary.wiley.com/doi/10.1111/j.1728-4465.2010.00253.x/abstract	Pakistan	Men married to women age 15-49 years	Condom social marketing	Behaviorial Factors Perceived availability, attitudes, discussion Behaviors Condom use	Observational	Probability	4	8: Behavior, Customer orientation, Insight, Theory, Competition, Exchange, Segmentation, Methods mix
A social marketing approach to quality improvement in family planning services: A case study from Rawalpindi, Pakistan	Gulzar J, Ali M, Kuroiwa C	BioScience Trends, 2008, 2(1):15-21 http://www.ncbi.nlm.nih.gov/pubmed/20103894	Pakistan	Male and female clients of targeted providers	Provider targeted social marketing of family planning services	Behaviorial Factors Product availability, perceived availability, Behaviors Quality of care, provider technical competence	Observational	Probability	2	3: Behavior, Customer orientation, Insight

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Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Reaching youth through franchise clinics: Assessment of Kenyan private sector involvement in youth services	Decker M, Montagu D	Journal of Adolescent Health, 2007, 40(3): 280-2 http://www.ncbi.nlm.nih.gov/pubmed/17321432	Kenya	Clients and providers of KMET social franchise clinics and clients and providers of non-member clinics	Social franchise	Behaviorial Factors Consumer perceptions of family planning Behaviors Consumer-focused outcomes, included use of family planning; Provider-focused outcomes included increased services targeting youth and family planning methods	Quasi-experimental	Probabilty	4	2: Behavior, Segmentation
Involving husbands in safe motherhood: Effects of the SUAMI SIAGA campaign in Indonesia	Shefner-Rogers CL, Sood S	Journal of Health Communication, 2004, 9(3): 233-58 http://www.ncbi.nlm.nih.gov/pubmed/15360036	Indonesia	Primary audience: Men of reproductive age; Secondary audience: married women of reproductive age, community leaders and groups, midwives	Mass media campaign, including public service announcements, television and radio broadcasts, and print material	Behaviorial Factors Exposure to campaign, Changes in knowledge and information-seeking and information-sharing behaviors Behaviors Percent of men reporting helping a women who was experiencing pregnancy complications	Observational	Probability	2	6: Behavior, Theory Customer orientation, Insight, Segmentation, Methods mix

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