

Child Survival › Maternal-Neonatal Mortality: Studies Reporting Health Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Pilot-scale commercialization of iron-fortified rice: Effects on anemia satus	Angeles-Agdeppa I, Saises M, Capanzana M, Juneja LR, Sakaguchi N	Food and Nutrition Bulletin, 2011, 32 (1): 3-12 http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001?token=004915523ddce5c5f3b3b47466648663b24706e6e4524244f582a2f4876753375686f4976	Orion, Bataan , Philippines	766 mothers and their children aged 6 to 9 years	Social marketing campaign to increase the consumption of iron-fortified rice	Health Decrease in the rate of anemia was significant among children (from 17.5% to 12.8%) but not among mothers (from 13.0% to 12.5%) after 9 months of study implementation	Observational	Probability	4	4: Exchange, Competition, Segmentation, Methods mix
Community mobilization and social marketing to promote weekly iron-folic acid supplementation in women of reproductive age in Vietnam: Impact on anemia and iron status	Berger J, Thanh HT, Cavalli-Sforza T, Smitasiri S, Khan NC, Milani S, Hoa PT, Quang ND, Viteri F	Nutrition Reviews, 2005, 63(12 Pt 2):S95-108 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00167.x/abstract;jsessionid=1513B2719B869005027F243730364049.f01t03	Vietnam	Women of reproductive age	Community mobilization and social marketing program promoting a preventive approach of weekly iron-folic acid supplementation	Health Hb concentration increased significantly in non-pregnant and pregnant women; Anemia, iron deficiency, and iron-deficiency anemia decreased from baseline in both non-pregnant and pregnant woment	Experimental	Probability	6	3: Behavior, Segmentation, Methods mix
Social mobilization and social marketing to promote NaFeEDTA-fortified soya sauce in an iron-deficient population through a public-private partnership	Wang B, Zhan S, Sun J, Lee L	Public Health Nutrition, 2008, 12 (10): 1751-1759 http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=6128716	Shijiazhuang Municipality, Hebei Province, China	Women older than 20 years of age and young children aged from 3 to 7 years	Social mobilization and social marketing of iron fortified soya sauce	Behaviorial Factors After 1 year, most knowledge and attitudes had changed positively towards the prevention and control of anaemia Behaviors The percentage of women who adopted NaFeEDTA-fortified soya sauce increased from 8.9% to 36.6% Health After 2 years, Hb levels had increased substantially, by 9.0 g/l in adult women and 7.7 g/l in children	Observational	Probability	4	6: Behavior, Customer orientation, Insight, Exchange, Competition, Methods mix

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
Positive impact of a weekly iron-folic acid supplement delivered with social marketing to Cambodian women: Compliance, participation, and hemoglobin levels increase with higher soceieconomic status	Crape BL, Kenefick E, Cavalli-Sforza T, Busch-Hallen J, Milani S, Kanal K	Nutrition Reviews, 2005, 63 (12): S134-S138 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00159.x/abstract?jsessionid=D8E1C5687BF5A53F7673636A7D368FFB.f01t04	Kandal Province, Cambodia	Women of reproductive age	Social marketing mobilization program to promote weekly iron-folic acid supplement use and educate women about anemia	Health Mean improvement in hemoglobin levels	Observational	Purposive	3	1: Methods mix
Weekly iron-folic acid supplementation of women of reproductive age: Impact overview, lessons learned, expansion plans, and contributions toward achievement of the Millennium Development Goals	Cavalli-Sforza T, Berger J, Smitasiri S, Viteri F	International Life Sciences Institute, 2005, 63 (12): S152-8 http://www.academia.edu/1098677/_of_women_of_reproductive_age_impact_overview_lessons_learned_expansion_plans_and_contributions_toward_achievement_of_the_millennium_development_goals	Philippines, Cambodia, Vietnam	Women of reproductive age	Using social marketing to promote weekly iron-folic acid supplements through IEC materials and events	Behaviorial Factors Understanding of anemia and iron folic acid supplements increased in all three countries Behaviors Use of weekly iron folic acid supplements Health In Vietnam Iron deficiency and iron deficiency anaemia significantly decreased among non pregant WRA taking weekeing iron folic acid supplements; in Philippines significant improvments in serum ferritin among pregnant and non pregnant women taking weeking iron-folic acid supplements; In Cambodia, Hb levels increased among school girls but not among working or rural women	Observational	Probability	4	4: Behavior, Exchange, Segmentation, Methods mix
An integrated village maternity service to improve referral patterns in a rural area in West-Java	Alisjahbana A, Williams C, Dharmayanti R, Hermawan D, Kwast BE, Koblinsky M	International journal of gynaecology and obstetrics, 1995, 48S: S83-94 http://www.sciencedirect.com/science/article/pii/0020729295023235	Tanjungsari, West-Java	Pregnant women from early pregnancy until 42 days postpartum	A social marketing program was conducted to inform people of accessible birthing homes for clean delivery	Behaviors Facility use and provider type; the overall percentage of women receiving antenatal care from a professional provider was 89.6% in Tanjungsari, while it was 75% in Cisalak Health Mortality and intrapartum complications	Quasi-experimental	Purposive	4	1: Methods mix

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