

# Child Survival › Nutrition: Studies Reporting Health Outcomes Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Program experience with micronutrient powders and current evidence	The Journal of Nutrition, 2012, 142 (1): 191S-6S <a href="http://jn.nutrition.org/content/142/1/191S">http://jn.nutrition.org/content/142/1/191S</a>	Bangladesh, Nepal, Kenya	Children aged 6–59 mo and pregnant and lactating women	Children aged 6–59 mo and pregnant and lactating women were targeted to consume MNP either daily or every other day over an extended period of time in refugee camps and in emergency situations in the 3 countries. Extensive socialmarketing campaigns were undertaken to promote regular use of the product	<b>Health</b>  Anaemia prevalence decreased in Bangladesh among children, but not in Nepal or Kenya. A significant decrease in the prevalence of stunting among children was observed in Nepal and Kenya but not in Bangladesh. Diarrhea episodes decreased significantly among children receiving MNP in Nepal	Observational	Probability	4	3: Behavior, Segmentation, Methods mix	
Pilot-scale commercialization of iron-fortified rice: Effects on anemia satus	Food and Nutrition Bulletin, 2011, 32 (1): 3-12 <a href="http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001">http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001</a>	Orion, Bataan , Philippines	766 mothers and their children aged 6 to 9 years	Social marketing campaign to increase the consumption of iron-fortified rice	<b>Health</b>  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	
Social mobilization and social marketing to promote NaFeEDTA-fortified soya sauce in an iron-deficient population through a public-private partnership	Public Health Nutrition, 2008, 12 (10): 1751-1759 <a href="http://journals.cambridge.org/action/displayAbstract?fromPage=online&amp;aid=6128716">http://journals.cambridge.org/action/displayAbstract?fromPage=online&amp;aid=6128716</a>	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	<b>Behaviorial Factors</b>  After 1 year, most knowledge and attitudes had changed positively towards the prevention and control of anaemia  <b>Behaviors</b>  The percentage of women who adopted NaFeEDTA-fortified soya sauce increased from 8.9% to 36.6%  <b>Health</b>  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

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Red palm oil as a source of vitamin A for mothers and children: Impact of a pilot project in Burkina Faso	Public Health Nutr., 2003, 6(8):733-42 <a href="http://www.ncbi.nlm.nih.gov/pubmed/14641943">http://www.ncbi.nlm.nih.gov/pubmed/14641943</a>	Burkina Faso	Women and children aged less than 5 years	Social marketing of red palm oil (RPO) as a source of vitamin A	<b>Behaviors</b> After 24 months, RPO was reportedly consumed by nearly 45% of mothers and children in the previous week  <b>Health</b> Mean serum retinol levels increased significantly in the children and their mothers	Quasi-experimental	Probability	5	3: Behavior, Segmentation, Methods mix	
Impact of a social marketing campaign promoting dark-green leafy vegetables and eggs in central Java, Indonesia	Int. J. Vitam. Nutr. Res., 1998, 68(6):389-98 <a href="http://www.ncbi.nlm.nih.gov/pubmed/9857267">http://www.ncbi.nlm.nih.gov/pubmed/9857267</a>	Java, Indonesia	Five waves of of data collection were conducted as part of a nutritional surveillance system; each wave included 7200 households with children less than 36 months of age	Social marketing campaign promoting eggs and dark-green leafy vegetables	<b>Behaviors</b> Consumption of at least one egg in the past week increased from 80% to 92% in mothers and from 78% to 92% in children 12-36 months old. The quantity of vegetables prepared increased from 93 to 111 g/person daily and most was purchased. Vitamin A intake increased from 335 to 371 RE/d for mothers and from 130 to 160 RE/d for children  <b>Health</b> Serum retinol levels increased after the start of the campaign, and were related to egg consumption and vitamin A intake	Quasi-experimental	Probability	5	4: Behavior, Customer orientation, Insight, Methods mix	

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