

# Child Survival: Studies Reporting Behavioral Factors Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Scripted messages delivered by nurses and radio changed beliefs, attitudes, intentions, and behaviors regarding infant and young child feeding in Mexico	The Journal of Nutrition, 2013, 143 (6): 915-22 <a href="http://jn.nutrition.org/content/143/6/915.long">http://jn.nutrition.org/content/143/6/915.long</a>	Morelos, Mexico	Pre/Post test design with mothers of healthy children between 6 and 24 mos in 6 communities in Morelos and 3 control communities in Puebla	5 scripted radio messages using theory of planned behavior and a social marketing approach to improve infant and young child feeding	<b>Behaviorial Factors</b>  Beliefs, attitudes, and intention, but not social norms, about IYCF significantly improved in the intervention communities compared with control  <b>Behaviors</b>  Significant pre-/post changes in the intervention communities compared with control were reported for breastfeeding frequency, and consumption of vegetables and beef and thicker consistency of chicken and vegetable broths	Quasi-experimental	Probability	5	5: Customer orientation, Theory, Insight, Segmentation, Method mix
Addressing inequities in access to health products through the use of social marketing, community mobilization, and local entrepreneurs in rural western Kenya	International Journal of Population Research, 2012, ID 470598 <a href="http://www.hindawi.com/journals/ijpr/2012/470598/">http://www.hindawi.com/journals/ijpr/2012/470598/</a>	Western Kenya	Households in 60 villages in Western Kenya	Social marketing of Water Guard water treatment products, Sprinkles, and insecticide-treated bednets through Safe Water and AIDS project vendors	<b>Behaviorial Factors</b>  At FU1, greater proportions of respondents from intervention households than comparison households who received SWAP vendor visits reported purchasing WaterGuard (14% versus 2%, P < 0.0001), ITNs (3% versus 1%, P < 0.04), and Sprinkles (36% versus 6%, P < 0.0001) from SWAP vendors	Experimental	Probability	6	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix
Monitoring the marketing, distribution, and use of Sprinkles micronutrient powders in rural western Kenya	Food and Nutrition Bulletin, 2010, 21 (2): S168-S178 <a href="http://www.ingentaconnect.com/content/nsinf/fnb/2010/00000031/a00202s2/art00009?crawler=true">http://www.ingentaconnect.com/content/nsinf/fnb/2010/00000031/a00202s2/art00009?crawler=true</a>	Nyanza Province, Kenya	Longitudinal cohort trial of 550 children aged 6 to 35 months at baseline and 451 children aged 18 to 47 months at follow-up	Socially marketed sachets of Sprinkles	<b>Behaviorial Factors</b>  Awareness of Sprinkles was high (98%) at follow-up  <b>Behaviors</b>  At follow-up, 35% of the mothers reported that their child had used Sprinkles in the past 24 hours, and 61% reported use in the past 7 days	Observational	Probability	3	5: Customer orientation, Insight, Exchange, Segmentation, Methods mix

Notes

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria

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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