

Reproductive Health: Studies Reporting Behavior Change 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 Improvements in beliefs and discussions about condom use; reductions in embarrassment Health Prevalence of pregnancy and unplanned pregnancy	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
Physicians in private practice: Reasons for being a social franchise member	Huntington D, Mundy G, Hom MN, Li Q, Aung T	Health Research Policy and Systems, 2012, 10(25): 1-8 http://www.health-policy-systems.com/content/10/1/25	Myanmar	Providers	Social franchise	Behaviors Changes in service volume, and income; Changes in types of services offered	Observational	Probability	3	5: Behavior, Customer orientation, Insight, Exchange, Competition
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

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
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: 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
A randomized community trial of enhanced family planning outreach in Rakai, Uganda	Lutalo T, Kigozi G, Kimera E, Serwadda D, Wawer MJ, Zabin LS, Gray RH	Studies in Family Planning, 2010, 41(1): 55-60 http://www.ncbi.nlm.nih.gov/pubmed/21465722	Uganda	Adult men and women	Condom social marketing and drama productions	Behaviors Contraceptive use Health Prevalence of pregnancy status and unplanned pregnancy	Experimental	Probability	6	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix
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
The impact of social franchising on the use of reproductive health and family planning services at public commune health stations in Vietnam	Ngo AD, Alden DL, Pham V, Phan H	BMC Health Services Research, 2010, 10(54): 1-8 http://www.biomedcentral.com/1472-6963/10/54	Vietnam	Users and nonusers of the CHS clinics and providers	Social franchise	Behaviors Clinic-reported client volume, proportion of self-reported RHFP service users at clinic, self-reported RHFP service use frequency	Quasi-experimental	Probability	5	7: Behavior, Customer orientation, Insight, Exchange, Competition, Segmentation, Methods mix
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

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
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 and perceived availability Behaviors Quality of care, provider technical competence	Observational	Probability	2	3: Behavior, Customer orientation, Insight
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 francise 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	Probability	4	2: Behavior, Segmentation
The reach and impact of social marketing and reproductive health communication campaigns in Zambia	Rossem RV, Meekers D	BMC Public Health, 2007, 7(352): 1-12 http://www.biomedcentral.com/1471-2458/7/352	Zambia	Men and women	Mass media campaign, including radio and television programming, and interpersonal communication	Behaviors Condom use	Observational	Probability	5	5: Behavior, Customer, orientation, Insight, Segmentation, Methods mix
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

Notes

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria