

Child Survival › Maternal-neonatal Mortality: Studies Reporting Behavior Change Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
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 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	
Social marketing improved the consumption of iron-fortified soy sauce among women in China	Journal of Nutrition Education and Behavior, 2007, 39 (6): 302-310 http://www.jneb.org/article/S1499-4046(07)00204-7/abstract	Guizhou Province, China	372 women between 19 and 70	Mass media campaign to promote use of Iron -fortified soy sauce (FeSS)	Behaviorial Factors Knowledge of the characteristics of FeSS, perceptions, attitudes, intentions, availabilty of FeSS Behaviors Compared with the baseline survey, the rates of eating and purchasing FeSS increased significantly in both rural areas and urban areas in the follow-up survey. The increases in the 2 experimental groups were significantly higher than those of the 2 control groups	Experimental	Probability	6	7: Behavior, Customer, Theory, orientation, Insight, Segmentation, Exchange, Competition, Methods mix	
Government-industry partnership in weekly iron-folic acid supplementation for women of reproductive age in the Philippines: Impact on iron status	Nutrition Reviews, 2005, 63 (12): S116-25 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00157.x/abstract	Pangasinan Province, Philippines	Community-based longitudinal intervention with pregnant and non-pregnant women of reproductive age between 15 and 49 years	Community-based social mobilization and social marketing of iron-folic acid	Behaviors Percent of pregnant women taking iron-folic acid increased from 5.7% to 95.2%; Percent of non-pregnant women taking iron-folic acid increased from 6.1% to 98.6%	Observational	Purposive	3	1: Methods mix	

Notes

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

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Industry experience in promoting weekly iron-folic acid supplementation in the Philippines	Nutrition Reviews, 2005 63 (12), S146-S151 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00161.x/abstract	Philippines	Women of reproductive age	Social marketing of a weekly iron-folic acid supplement for pregnant and non-pregnant women under the brand name Femina	Behaviorial Factors Brand awareness Behaviors In the pilot, of the 40% who had heard of Femina, 44% tried the product, and 59% used the product often	Observational	Purposive	2	6: Behavior, Customer orientation, Insight, Competition, Segmentation, 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	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 Phillipines 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	
Social marketing improved the use of multivitamin and mineral supplements among resource-poor women in Bolivia	Journal of Nutrition Education and Behavior, 2004, 36 (6): 290-297 http://www.jneb.org/article/S1499-4046(06)60397-7/abstract	Bolivia	Women 15 to 49 years old	Social marketing campaign for multivitamin and mineral supplements, including VitalDia, using radio and television spots	Behaviorial Factors Increase in awareness of multivitamins, including VitalDia, the brand promoted as part of this social marketing campaign Behaviors After 9 months of social marketing, 11% of women had taken VitalDia one or more times, 7% had taken it at least once in the last 3 months, and 4% had used it one or more times in the last month	Quasi-experimental	Probability	5	7: Behavior, Theory, Customer orientation, Insight, Exchange, Segmentation, Methods mix	

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Involving husbands in safe motherhood: Effects of the SUAMI SIAGA campaign in Indonesia	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	
An integrated village maternity service to improve referral patterns in a rural area in West-Java	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 under health outcomes	Quasi-experimental	Purposive	4	1: Methods mix	

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