

Child Survival › Maternal-Neonatal Mortality: Studies Reporting Behavioral Factors 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	Wang B, Zhan S, Sun J, Lee L	Public Health Nutrition, 2008, 12 (10): 1751-1759 http://journals.cambridge.org/act ion/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	Sun X, Guo Y, Wang S, Sun J	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 compaign 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
Industry experience in promoting weekly iron-folic acid supplementation in the Philippines	Garcia J, Datol-Barrett E, Dizon M	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

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
Weekly iron-folic acid supplementation to improve iron status and prevent pregnancy anemia in Filipino women of reproductive age: The Philippine experience through government and private partnership	Paulino LS, Angeles-Agdeppa I, Etorma UM, Ramos AC, Cavalli- Sforza T	Nutrition Reviews, 2005, 63 (Supplement S2): S109-S115 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00156.x/abstract	Pangasinan, Philippines	Women of reproductive age	Social marketing intervention to increase KAP and use of Iron-Folic Acid tablets	Behaviorial Factors Changes in knowledge and attitudes about anemia	Observational	Purposive	1	7: Behavior, Customer orientation, Insight, Segmentation, Exchange, Competition, Methods mix
Community mobilization and social marketing to promote weekly iron-folic acid supplementation: A new approach toward controlling anemia among women of reproductive age in Vietnam	Khan NC, Thanh HTK, Berger J, Hoa PT, Quant ND, Smitasiri S, Cavalli-Sforza T	Nutrition Reviews, 2005, 63 (Supplement S2): S87-S94 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00166.x/abstract;jsessionid=BBA53D444EEF6C42382BDC8675CB3E12.f03t03	Thanh Mien district	Women of reproductive age	Intervention using social marketing to increase use of Iron-Folic acid tablets and KAP of anemia, including free distribution to pregnant women	Behaviorial Factors Changes in knowledge and attitudes about anemia, buying practices increased from 54.5% to 92% among non pregnant women	Observational	Probability	4	6: Behavior, Customer orientation, Insight, Segmentation, Exchange, Methods mix
Weekly iron-folic acid supplements to prevent anemica among Cambodian women in three settings: Process and outcomes of social marketing and community mobilization	Kanal K, Busch-Hallen J, Cavalli-Sforza T, Crape B, Smitasiri S	Nutrition Reviews, 2005, 63 (Supplement S2): S126-S133 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00158.x/abstract	Cambodia	Women of reproductive age, secondary schoolgirls, garment factory workers, and rural village women	Social marketing mobilization program to promote iron-folic acid supplement use and educate women about anemia	Behaviorial Factors Improved knowledge, attitudes, and beliefs about iron tablets at follow up	Observational	Purposive	1	5: Behavior, Customer orientation, Insight, 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	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 incrased 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

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
Social marketing improved the use of multivitamin and mineral supplements among resource-poor women in Bolivia	Warnick E, Dearden KA, Slater S, Butrón B, Lanata CF, Huffman SL	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
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
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