

Child Survival: Studies Reporting Behavior Change Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
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 http://jn.nutrition.org/content/143/6/915.long	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	Behaviorial Factors Beliefs, attitudes, and intention, but not social norms, about IYCF significantly improved in the intervention communities compared with control Behaviors 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
Monitoring the marketing, distribution, and use of Sprinkles micronutrient powders in rural western Kenya	Food and Nutrition Bulletin, 2010, 21 (2): S168-S178 http://www.ingentaconnect.com/content/nsinf/fnb/2010/00000031/a00202s2/art00009?crawler=true	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	Behaviorial Factors Awareness of Sprinkles was high (98%) at follow-up Behaviors 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
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

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 http://www.ncbi.nlm.nih.gov/pubmed/14641943	Burkina Faso	Women and children aged less than 5 years	Social marketing of red palm oil (RPO) as a source of vitamin A	Behaviorial Factors After 24 months, RPO was reportedly consumed by nearly 45% of mothers and children in the previous week Health 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 http://www.ncbi.nlm.nih.gov/pubmed/9857267	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	Behaviors 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 Health Serum retinol levels increased after the start of the campaign, and were related to egg consumption and vitamin A intake	Quasi-experimental	Probablity	5	4: Behavior, Customer orientation, Insight, Methods mix

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