

# Reproductive Health: Studies Reporting Behavior Change Outcomes

## 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Men married to women age 15-49 years	Observational	Probability	4	8: Behavior, Customer orientation, Insight, Theory, Competition. Exchange, Segmentation, Methods mix

### Intervention Description

Condom social marketing

### Outcomes

#### Behaviorial Factors

Improvements in beliefs and discussions about condom use; reductions in embarrassment

#### Health

Prevalence of pregnancy and unplanned pregnancy

## 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>

### Notes

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

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Female clients of Suraj Centers that had received an IUCD	Observational	Probability	4	4: Behavior, Customer orientation, Insight, Exchange

## Intervention Description

Social franchise

## Outcomes

### Behaviorial Factors

Knowledge about IUCD; Accessibility and use of IUCD

### Behaviors

Provider quality of care, client satisfaction, and discontinuation rates

# 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Myanmar	Providers	Observational	Probability	3	5: Behavior, Customer orientation, Insight, Exchange, Competition

## Intervention Description

Social franchise

## Outcomes

### Behaviors

Changes in service volume, and income; Changes in types of services offered

## Notes

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

## 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Pregnant women in the two poorest quintiles in Jhang district	Quasi-experimental	Probability	5	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix

### Intervention Description

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.

### Outcomes

#### Behaviorial Factors

Perceptions of institutional delivery and family planning

#### Behaviors

Changes in ANC, institutional delivery, PNC, and family planning use

## 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](http://heapol.oxfordjournals.org/content/26/suppl_1/i63.full)

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan and Ethiopia	Providers and clients of franchised clinics	Observational	Probability	3	4: Customer orientation, Insight , Exchange, Competition

### Notes

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

## Intervention Description

Social franchise

## Outcomes

### 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

# 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Uganda	Adult men and women	Experimental	Probability	6	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix

## Intervention Description

Condom social marketing and drama productions

## Outcomes

### Behaviors

Contraceptive use

### Health

Prevalence of pregnancy status and unplanned pregnancy

# 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>

## Notes

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

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Men married to women age 15-49 years	Observational	Probability	4	8: Behavior, Customer orientation, Insight, Theory, Competition, Exchange, Segmentation, Methods mix

## Intervention Description

Condom social marketing

## Outcomes

### Behaviorial Factors

Perceived availability, attitudes, discussion

### Behaviors

Condom use

# 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Vietnam	Users and nonusers of the CHS clinics and providers	Quasi-experimental	Probability	5	7: Behavior, Customer orientation, Insight, Exchange, Competition, Segmentation, Methods mix

## Intervention Description

Social franchise

## Outcomes

### Behaviors

Clinic-reported client volume, proportion of self-reported RHFP service users at clinic, self-reported RHFP service use frequency

## Notes

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

## 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Clinical and non-clinical providers	Observational	Probability	4	2: Behavior, Competition

### Intervention Description

Social franchise

### Outcomes

#### Behaviorial Factors

Training

#### Behaviors

Quality of care and service use

## 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pakistan	Male and female clients of targeted providers	Observational	Probability	2	3: Behavior, Customer orientation, Insight

### Notes

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

## Intervention Description

Provider targeted social marketing of family planning services

## Outcomes

### Behaviorial Factors

Product availability and perceived availability

### Behaviors

Quality of care, provider technical competence

# 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Kenya	Clients and providers of KMET social franchise clinics and clients and providers of non-member clinics	Quasi-experimental	Probability	4	2: Behavior, Segmentation

## Intervention Description

Social franchise

## Outcomes

### 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

# 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>

## Notes

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

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Zambia	Men and women	Observational	Probability	5	5: Behavior, Customer, orientation, Insight, Segmentation, Methods mix

### Intervention Description

Mass media campaign, including radio and television programming, and interpersonal communication

### Outcomes

**Behaviors**  
Condom use

## 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>

Location	Population	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Indonesia	Primary audience: Men of reproductive age; Secondary audience: married women of reproductive age, community leaders and groups, midwives	Observational	Probability	2	6: Behavior, Theory Customer orientation, Insight, Segmentation, Methods mix

### Intervention Description

Mass media campaign, including public service announcements, television and radio broadcasts, and print material

### Outcomes

#### Behavioral 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

### Notes

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