

# Reproductive Health: Studies Reporting Behavior Change Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Assessing a thematic condom advertising campaign on condom use in urban Pakistan	Journal of Health Communication, 2012, 17(5): 601-23 <a href="http://www.ncbi.nlm.nih.gov/pubmed/22272557">http://www.ncbi.nlm.nih.gov/pubmed/22272557</a>	Pakistan	Men married to women age 15-49 years	Condom social marketing	<b>Behaviorial Factors</b>  Improvements in beliefs and discussions about condom use; reductions in embarrassment  <b>Health</b>  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	BMC Women's Health, 2012, 12(8): 1-8 <a href="http://www.biomedcentral.com/1472-6874/12/8">http://www.biomedcentral.com/1472-6874/12/8</a>	Pakistan	Female clients of Suraj Centers that had received an IUCD	Social franchise	<b>Behaviorial Factors</b>  Knowledge about IUCD; Accessibility and use of IUCD  <b>Behaviors</b>  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	Health Research Policy and Systems, 2012, 10(25): 1-8 <a href="http://www.health-policy-systems.com/content/10/1/25">http://www.health-policy-systems.com/content/10/1/25</a>	Myanmar	Providers	Social franchise	<b>Behaviors</b>  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	International Journal for Equity in Health, 2011, 10(57): 1-12 <a href="http://www.equityhealthj.com/content/10/1/57">http://www.equityhealthj.com/content/10/1/57</a>	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.	<b>Behaviorial Factors</b>  Perceptions of institutional delivery and family planning  <b>Behaviors</b>  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	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
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?	Health Policy and Planning, 2011, 26(1): i63-i71 <a href="http://heapol.oxfordjournals.org/content/26/suppl_1/i63.full">http://heapol.oxfordjournals.org/content/26/suppl_1/i63.full</a>	Pakistan and Ethiopia	Providers and clients of franchised clinics	Social franchise	<b>Behaviorial Factors</b>  Cost of care; Access to poor  <b>Behaviors</b>  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	Studies in Family Planning, 2010, 41(1): 55-60 <a href="http://www.ncbi.nlm.nih.gov/pubmed/21465722">http://www.ncbi.nlm.nih.gov/pubmed/21465722</a>	Uganda	Adult men and women	Condom social marketing and drama productions	<b>Behaviors</b>  Contraceptive use  <b>Health</b>  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	Studies in Family Planning, 2010, 41(4): 277-290 <a href="http://onlinelibrary.wiley.com/doi/10.1111/j.1728-4465.2010.00253.x/abstract">http://onlinelibrary.wiley.com/doi/10.1111/j.1728-4465.2010.00253.x/abstract</a>	Pakistan	Men married to women age 15-49 years	Condom social marketing	<b>Behaviorial Factors</b>  Perceived availability, attitudes, discussion  <b>Behaviors</b>  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	BMC Health Services Research, 2010, 10(54): 1-8 <a href="http://www.biomedcentral.com/1472-6963/10/54">http://www.biomedcentral.com/1472-6963/10/54</a>	Vietnam	Users and nonusers of the CHS clinics and providers	Social franchise	<b>Behaviors</b>  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

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Strength of Evidence Score

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Case Study: Does training of private networks of family planning clinicians in urban Pakistan affect service utilization?	BMC International Health and Human Rights, 2010, 10(26): 1-12 <a href="http://www.biomedcentral.com/1472-698X/10/26">http://www.biomedcentral.com/1472-698X/10/26</a>	Pakistan	Clinical and non-clinical providers	Social franchise	<b>Behaviorial Factors</b>  Training  <b>Behaviors</b>  Quality of care and service use	Observational	Probability	4	2: Behavior, Competition
A social marketing approach to quality improvement in family planning services: A case study from Rawalpindi, Pakistan	BioScience Trends, 2008, 2(1): 15-21 <a href="http://www.ncbi.nlm.nih.gov/pubmed/20103894">http://www.ncbi.nlm.nih.gov/pubmed/20103894</a>	Pakistan	Male and female clients of targeted providers	Provider targeted social marketing of family planning services	<b>Behaviorial Factors</b>  Product availability and perceived availability  <b>Behaviors</b>  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	Journal of Adolescent Health, 2007, 40(3): 280-2 <a href="http://www.ncbi.nlm.nih.gov/pubmed/17321432">http://www.ncbi.nlm.nih.gov/pubmed/17321432</a>	Kenya	Clients and providers of KMET social francise clinics and clients and providers of non-member clinics	Social franchise	<b>Behaviorial Factors</b>  Consumer perceptions of family planning  <b>Behaviors</b>  Consumer-focused outcomes, included use of family planning; Provider-focused outcomes included increased services targeting youth and family planning methods	Quasi-experimental	Probabilty	4	2: Behavior, Segmentation
The reach and impact of social marketing and reproductive health communication campaigns in Zambia	BMC Public Health, 2007, 7(352): 1-12 <a href="http://www.biomedcentral.com/1471-2458/7/352">http://www.biomedcentral.com/1471-2458/7/352</a>	Zambia	Men and women	Mass media campaign, including radio and television programming, and interpersonal communication	<b>Behaviors</b>  Condom use	Observational	Probability	5	5: Behavior, Customer, orientation, Insight, Segmentation, Methods mix

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Social Marketing Benchmark Criteria

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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 <a href="http://www.ncbi.nlm.nih.gov/pubmed/15360036">http://www.ncbi.nlm.nih.gov/pubmed/15360036</a>	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	<b>Behaviorial Factors</b>  Exposure to campaign, changes in knowledge, and information-seeking and information-sharing behaviors  <b>Behaviors</b>  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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