

# Child Survival: Studies Reporting Health Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Pilot-scale commercialization of iron-fortified rice: Effects on anemia satus	Food and Nutrition Bulletin, 2011, 32 (1): 3-12 <a href="http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001?token=004915523ddce5c5f3b3b47466648663b24706e6e4524244f582a2f4876753375686f4976">http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001?token=004915523ddce5c5f3b3b47466648663b24706e6e4524244f582a2f4876753375686f4976</a>	Orion, Bataan , Philippines	766 mothers and their children aged 6 to 9 years	Social marketing campaign to increase the consumption of iron-fortified rice	<b>Health</b>  Decrease in the rate of anemia was significant among children (from 17.5% to 12.8%) but not among mothers (from 13.0% to 12.5%) after 9 months of study implementation	Observational	Probability	4	4: Exchange, Competition, Segmentation, Methods mix
Community mobilization and social marketing to promote weekly iron-folic acid supplementation in women of reproductive age in Vietnam: Impact on anemia and iron status	Nutrition Reviews, 2005, 63(12 Pt 2):S95-108 <a href="http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00167.x/abstract;jsessionid=1513B2719B869005027F243730364049.f01t03">http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00167.x/abstract;jsessionid=1513B2719B869005027F243730364049.f01t03</a>	Vietnam	Women of reproductive age	Community mobilization and social marketing program promoting a preventive approach of weekly iron-folic acid supplementation	<b>Health</b>  Hb concentration increased significantly in non-pregnant and pregnant women; Anemia, iron deficiency, and iron-deficiency anemia decreased from baseline in both non-pregnant and pregnant woment	Experimental	Probability	6	3: Behavior, 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 <a href="http://journals.cambridge.org/action/displayAbstract?fromPage=online&amp;aid=6128716">http://journals.cambridge.org/action/displayAbstract?fromPage=online&amp;aid=6128716</a>	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	<b>Behaviorial Factors</b>  After 1 year, most knowledge and attitudes had changed positively towards the prevention and control of anaemia  <b>Behaviors</b>  The percentage of women who adopted NaFeEDTA-fortified soya sauce increased from 8.9% to 36.6%  <b>Health</b>  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

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Positive impact of a weekly iron-folic acid supplement delivered with social marketing to Cambodian women: Compliance, participation, and hemoglobin levels increase with higher soceieconomic status	Nutrition Reviews, 2005, 63 (12): S134-S138 <a href="http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00159.x/abstract;jsessionid=D8E1C5687BFAA53F7673636A7D368FFB.f01t04">http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00159.x/abstract;jsessionid=D8E1C5687BFAA53F7673636A7D368FFB.f01t04</a>	Kandal Province, Cambodia	Women of reproductive age	Social marketing mobilization program to promote weekly iron-folic acid supplement use and educate women about anemia	<b>Health</b>  Mean improvement in hemoglobin levels	Observational	Purposive	3	1 : 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 <a href="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">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</a>	Philippines, Cambodia, Vietnam	Women of reproductive age	Using social marketing to promote weekly iron-folic acid supplements through IEC materials and events	<b>Behaviorial Factors</b>  Understanding of anemia and iron folic acid supplements increased in all three countries  <b>Behaviors</b>  Use of weekly iron folic acid supplements  <b>Health</b>  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
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 <a href="http://www.sciencedirect.com/science/article/pii/0020729295023235">http://www.sciencedirect.com/science/article/pii/0020729295023235</a>	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	<b>Behaviors</b>  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  <b>Health</b>  Mortality and intrapartum complications	Quasi-experimental	Purposive	4	1 : Methods mix
<b>Notes</b> <div>1.    Strength of Evidence Score    2.    Social Marketing Benchmark Criteria</div>									