Child Survival: Studies Reporting Behavioral Factors Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score [1]	SMBC [2]
Narrowing the treatment gap with equitable access: Mid-term outcomes of a community case management program in Cameroon	Health Policy and Planning, 2013, 28 (7): 705-716 http://heapol.oxfordjournals.org/cgi/pmidlookup?view=long&pmid=23144228	East region of Cameroon	Households with children under 5	Community case management for childhood ilnesses. CCM package provided community-based diagnosis, treatment and referral for suspected malaria with artemisinin combination therapy (ACT) and diarrhoeal disease with ORS and zinc through community health workers (PSI)	**Behaviorial Factors** Awareness, access, and attitudes towards CHW services among caregivers improved with intervention **Behaviors** Children living in intervention vs comparison areas were significantly more likely to receive treatment at a public health facility or through a CHW for fever and diarrhea Appropriate treatment was significantly higher among children in intervention vs comparison areas including: antimalarial treatment for fever , ACT for fever , ORS for diarrhea and zinc for diarrhea	Quasi-experimental	Purposive	4	2: Behavior, Method mix
Addressing inequities in access to health products through the use of social marketing, community mobilization, and local entrepreneurs in rural western Kenya	International Journal of Population Research, 2012, ID 470598 http://www.hindawi.com/journals/ijpr/2012/470598/	Western Kenya	Households in 60 villages in Western Kenya	Social marketing of Water Guard water reatment products, Sprinkles, and insecticide-treated bednets through Safe Water and AIDS project vendors	**Behaviorial Factors** At FU1, greater proportions of respondents from intervention households than comparison households who received SWAP vendor visits reported purchasing WaterGuard (14% versus 2%, $P < 0.0001$), ITNs (3% versus 1%, $P < 0.04$), and Sprinkles (36% versus 6%, $P < 0.0001$) from SWAP vendors	Experimental	Probability	6	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix

Notes

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

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Evaluation of a social marketing intervention promoting oral rehydration salts in Burundi	BMC Public Health, 2011, 11 (155): 1-13 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3062608/	Burundi	Females of reproductive age in 30 households from each of the 115 "collines" in Burundi	PSI led this social marketing intervention to promote the use of ORASEL for children under five. Campaign included mass media promotion and community outreach (PSI)	**Behavioral Factors** Positive changes in behavioral determinants associated with ORASEL use **Behaviors** ORASEL use among caregivers at their children's last diarrheal episode increased significantly from 20% in 2006 to 30% in 2007	Observational	Probability	4	5:Behavior Customer orientation, Insight, Theory, Mixed methods
National Scale-up of Zinc Promotion in Nepal: Results from a Post-project Population-based Survey	Journal of Health, Population, and Nutrition, 2011, 29 (3): 207-217 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3131121/	30 focus districts in Nepal	Households surveys with children under 6 years of age	The Social Marketing Plus for Diarrhoeal Disease Control: Point of Use Water Disinfection and Zinc Treatment (POUZN) project; Survey regarding knowledge and beliefs about zinc treatment after tha airing of a national mass-media campaign	**Behavioral Factors** Over half (53.1%) of all caregivers (n=3,550) interviewed had heard about zinc products; most (97.1%) of those who had heard of zinc knew that zinc should be used for the treatment of diarrhea **Behaviors** At follow-up, the majority (67.5%) of children (n=289), aged less than six years, with diarrhea were treated with ORS, and 15.4% were treated with zinc. Children whose caregivers recalled the mass-media message that zinc should be used for 10 days and whose caregivers perceived that zinc is easy to obtain were more likely to be treated with zinc for 10 days, along with ORS	Observational	Probability	4	5: Behavior, Theory, Customer orientation, Insight Mixed methods

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Increasing equity of access to point-of-use water treatment products through social marketing and entrepreneurship: A case study in western Kenya	Journal of Water & Health, 2009, 7 (3): 527-534 http://web.ebscohost.com.proxygw.wrlc.org/ehost/detail?sid=c4cbb144-a0f9-485a-9593-f4d645dce3bc%40sessionmgr111&vid=1&hid=124&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#db=a9h&AN=44231895	Nyanza Province, Kenya	487 randomly selected households in eight communities served by the women's groups	Safe Water System is a simple, inexpensive, point-of-use (POU) household water quality intervention using: 1) locally produced sodium hypochlorite solution for water treatment; 2) safe storage with containers with a narrow mouth, tight fitting lid and tap; and 3) behaviour change communications; women's groups in western Kenya were trained to educate neighbours and sell health products to generate income (PSI)	**Behavioral Factors** Knowledge of water treatment products was high **Behaviors** 20% (range 5–39%) of households in eight communities purchased and used chlorine, as confirmed by residual chlorine observed in stored water	Observational	Probability	4	X: Exchange, Method mix
Bringing safe water to remote populations: An evaluation of a portable point-of-use intervention in rural Madagascar	American Journal of Public Health, 2007, 97 (3): 398-400 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1805013/	Tamatave Province, Madagascar	Respondents from 242 households in 4 villages were interviewed	Social marketing campaign to promote SWS and SurEau water disinfectant. Campaign used community based sales agents	**Behavioral Factors** Respondents from 239 households (99%) had heard of Sûr'Eau, the SWS disinfectant **Behaviors** 226 (95%) reported having ever used Sûr'Eau, and 166 (73%) reported current use. Current Sûr'Eau use was confirmed in 54% of households	Observational	Probability	3	3: Behavior, Exchange, Methods mix
Acceptability of and adherence to dispersible zinc tablet in the treatment of acute childhood diarrhoea	Journal of Health, Population, and Nutrition, 2005, 23 (3): 215-221 http://www.jhpn.net/index.php/jhpn/article/view/330	4 sub-districts in Dhaka, Bangladesh	Children between the ages of 3 and 59 months and their caretakers	Distribution and sales of zinc tablets by a social marketing firm	**Behavioral Factors** The formulation was acceptable to children; 90.1% of 303 caretakers perceived that the tablets were equally or even more acceptable to their children compared to other medicines **Behaviors** Ninety-eight percent of the children received the standard dose of one tablet per day, 55.8% completed the full 10-day course of zinc treatment	Observational	Purposive	3	1: Methods mix

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Social marketing and motivational interviewing as community interventions for safe water behaviors: Follow-up surveys in Zambia	International Quarterly of Community Health Education, 2002, 21 (1): 51-65 http://www.cdc.gov/safewater/publications_pages/2002/thevos_2002.pdf	Ndola and Kitwe, Zambia	Peri-urban households	Volunteer community health promoters in experimental (social marketing + motivational interviewing) and comparison (social marketing only) groups trained in causes of diarrhea and prevention through use of Clorin and safe water storage by SFH/Zambia. Health promoters in experimental group additionally trained in MI techniques. After training, promoters conducted weekly household visits to promote and sell Clorin	**Behavioral Factors** At 3 mos FU, 68% of households in SM group knew of correct disinfectant use vs. 80% in SM+MI group (p>0.05). At 16 mos FU, 80% of households in SM group knew of correct disinfectant use vs. 89% in SM+MI group (p>0.05) **Behaviors** At 3 mos FU in Ndola,48% of households in SM group storing water safely vs. 87% in SM+MI group (p<0.01). At 16 mos FU in Kitwe, 63% of household in SM group stored water safely vs. 64% in SM+MI group (p>0.05)	Experimental	Probablity	6	2: Behavior, Theory
Evidence of behaviour change following a hygiene promotion programme in Burkina Faso	Bulletin of the World Health Organization, 2001, 79 (6): 518-27 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2566434/?tool=pmcentrez&report=abstract	Bobo-Dioulasso, Burkina Faso	Mothers of children aged 0–35 months, older sisters, maids, and school-aged children	Social marketing campaign involving house-to-house visits, performance of plays, and school curriculum	**Behavioral Factors** Improved knowledge **Behaviors** Safe disposal of children's stools changed little between 1995 and 1998 (80% pre-intervention, 84% postintervention); hand-washing with soap after cleaning a child's bottom rose from 13% to 31% and the proportion of mothers who washed their hands with soap after using the latrine increased from 1% to 17%	Quasi-experimental	Probability	5	5: Behavior, Customer orientation, Insight, Segmentation, Methods mix
Analysis of different communication channels for promoting hygiene behavior	Health Education Research, 1998, 14 (5): 629-639 http://her.oxfordjournals.org/content/14/5/629	Six sub-districts in Khon Kaen Province, Thailand	Households from selected villages and random selection of schools - study used questionnaires and focus group discussions	Social marketing campaign to improve hand and dish-washing practices. Campaign involved both a variety of media outlets as well as village-level health workers	**Behaviorial Factors** Strong correlation between number of communication channels remembered by respondents and knowledge **Behaviors** No significant improvements in behaviors outside of school children	Quasi-experimental	Probability	5	6: Behavior, Customer orientation, Insight, Competition, Segmentation, Mixed methods

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