

# Reproductive Health: Studies Reporting Behavioral Factors 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>  Belief, discussion, embarrassment  <b>Behaviors</b>  Condom use, FP use	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, Accessiblity 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
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.equityhealthjournal.com/content/10/1/57">http://www.equityhealthjournal.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: These were 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
Using and joining a franchised private sector provider network in Myanmar	PLoS ONE, 2011, 6(12): e28364 <a href="http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0028364">http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0028364</a>	Myanmar	Married female clients age 15-49 receiving RH care from franchised clinics; female sex workers receiving STI care from franchised clinics; male and female franchised clinic providers.	Social franchise	<b>Behaviorial Factors</b>  Client motivation (attitudes, and quality perception) to use and provider motivations (incentives) to join franchised clinics	Observational	Purposive	1	4: Customer orientation, Insight, Exchange, Competition
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
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

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Strength of Evidence Score

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Social Marketing Benchmark Criteria

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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, 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 franchise 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
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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