

Child Survival: Studies Reporting Behavioral Factors Outcomes

| Title | Journal & Link | Location | Population | Intervention Description | Outcomes | Design | Sampling Method | SOE Score ¹ | SMBC ² |
|--|--|--|--|--|--|---------------|-----------------|------------------------|---|
| 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 http://journals.cambridge.org/acton/displayAbstract?fromPage=online&aid=6128716 | 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 | Behaviorial Factors After 1 year, most knowledge and attitudes had changed positively towards the prevention and control of anaemia Behaviors The percentage of women who adopted NaFeEDTA-fortified soya sauce increased from 8.9% to 36.6% Health 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 |
| Social marketing improved the consumption of iron-fortified soy sauce among women in China | Journal of Nutrition Education and Behavior, 2007, 39 (6): 302-310 http://www.jneb.org/article/S1499-4046(07)00204-7/abstract | Guizhou Province, China | 372 women between 19 and 70 | Mass media compaign to promote use of Iron -fortified soy sauce (FeSS) | Behaviorial Factors Knowledge of the characteristics of FeSS, perceptions, attitudes, intentions, availabilty of FeSS Behaviors Compared with the baseline survey, the rates of eating and purchasing FeSS increased significantly in both rural areas and urban areas in the follow-up survey. The increases in the 2 experimental groups were significantly higher than those of the 2 control groups | Experimental | Probability | 6 | 7: Behavior, Customer, Theory, orientation, Insight, Segmentation, Exchange, Competition, Methods mix |

Notes

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

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| Industry experience in promoting weekly iron-folic acid supplementation in the Philippines | Nutrition Reviews, 2005 63 (12), S146-S151 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00161.x/abstract | Philippines | Women of reproductive age | Social marketing of a weekly iron-folic acid supplement for pregnant and non-pregnant women under the brand name Femina | Behaviorial Factors Brand awareness Behaviors In the pilot, of the 40% who had heard of Femina, 44% tried the product, and 59% used the product often | Observational | Purposive | 2 | 6: Behavior, Customer orientation, Insight, Competition, Segmentation, Methods mix |
| Weekly iron-folic acid supplementation to improve iron status and prevent pregnancy anemia in Filipino women of reproductive age: The Philippine experience through government and private partnership | Nutrition Reviews, 2005, 63 (Supplement S2): S109-S115 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00156.x/abstract | Pangasinan, Philippines | Women of reproductive age | Social marketing intervention to increase KAP and use of Iron-Folic Acid tablets | Behaviorial Factors Changes in knowledge and attitudes about anemia | Observational | Purposive | 1 | 7: Behavior, Customer orientation, Insight, Segmentation, Exchange, Competition, Methods mix |
| Community mobilization and social marketing to promote weekly iron-folic acid supplementation: A new approach toward controlling anemia among women of reproductive age in Vietnam | Nutrition Reviews, 2005, 63 (Supplement S2): S87-S94 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00166.x/abstract;jsessionid=BBA53D444EEF6C42382BDC8675CB3E12.f03t03 | Thanh Mien district | Women of reproductive age | Intervention using social marketing to increase use of Iron-Folic acid tablets and KAP of anemia, including free distribution to pregnant women | Behaviorial Factors Changes in knowledge and attitudes about anemia, buying practices increased from 54.5% to 92% among non pregnant women | Observational | Probability | 4 | 6: Behavior, Customer orientation, Insight, Segmentation, Exchange, Methods mix |
| Weekly iron-folic acid supplements to prevent anemica among Cambodian women in three settings: Process and outcomes of social marketing and community mobilization | Nutrition Reviews, 2005, 63 (Supplement S2): S126-S133 http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2005.tb00158.x/abstract | Cambodia | Women of reproductive age, secondary schoolgirls, garment factory workers, and rural village women | Social marketing mobilization program to promote iron-folic acid supplement use and educate women about anemia | Behaviorial Factors Improved knowledge, attitudes, and beliefs about iron tablets at follow up | Observational | Purposive | 1 | 5: Behavior, Customer orientation, Insight, Segmentation, Methods mix |

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| 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 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 | Philippines, Cambodia, Vietnam | Women of reproductive age | Using social marketing to promote weekly iron-folic acid supplements through IEC materials and events | Behaviorial Factors Understanding of anemia and iron folic acid supplements increased in all three countries Behaviors Use of weekly iron folic acid supplements Health 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 |
| Social marketing improved the use of multivitamin and mineral supplements among resource-poor women in Bolivia | Journal of Nutrition Education and Behavior, 2004, 36 (6): 290-297 http://www.jneb.org/article/S1499-4046(06)60397-7/abstract | Bolivia | Women 15 to 49 years old | Social marketing campaign for multivitamin and mineral supplements, including VitalDia, using radio and television spots | Behaviorial Factors Increase in awareness of multivitamins, including VitalDia, the brand promoted as part of this social marketing campaign Behaviors After 9 months of social marketing, 11% of women had taken VitalDia one or more times, 7% had taken it at least once in the last 3 months, and 4% had used it one or more times in the last month | Quasi-experimental | Probability | 5 | 7: Behavior, Theory, Customer orientation, Insight, Exchange, Segmentation, Methods mix |
| Involving husbands in safe motherhood: Effects of the SUAMI SIAGA campaign in Indonesia | Journal of Health Communication, 2004, 9(3): 233-58 http://www.ncbi.nlm.nih.gov/pubmed/15360036 | 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 | Behaviorial 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 | Observational | Probability | 2 | 6: Behavior, Theory Customer orientation, Insight, Segmentation, Methods mix |
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