

Child Survival › Nutrition: Studies Reporting Behavioral Factors Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Scripted messages delivered by nurses and radio changed beliefs, attitudes, intentions, and behaviors regarding infant and young child feeding in Mexico	Monterrosa EC, Frongillo EA, de Cossío TG, Bonvecchio A, Villanueva MA, Thrasher JF, Rivera JA	The Journal of Nutrition, 2013, 143 (6): 915-22 http://jn.nutrition.org/content/143/6/915.long	Morelos, Mexico	Pre/Post test design with mothers of healthy children between 6 and 24 mos in 6 communities in Morelos and 3 control communities in Puebla	5 scripted radio messages using theory of planned behavior and a social marketing approach to improve infant and young child feeding	Behaviorial Factors Beliefs, attitudes, and intention, but not social norms, about IYCF significantly improved in the intervention communities compared with control Behaviors Significant pre-/post changes in the intervention communities compared with control were reported for breastfeeding frequency, and consumption of vegetables and beef and thicker consistency of chicken and vegetable broths	Quasi-experimental	Probability	5	5: Customer orientation, Theory, Insight, Segmentation, Method mix
Addressing inequities in access to health products through the use of social marketing, community mobilization, and local entrepreneurs in rural western Kenya	Harris JR, Patel MK, Juliao P, Suchdev PS, Ruth LJ, Were V, Ochieng C, Faith SH, Kola S, Otieno R, Sadumah I, Obure A, Quick R	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 treatment 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
Monitoring the marketing, distribution, and use of Sprinkles micronutrient powders in rural western Kenya	Suchdev PS, Laird R, Obure A, Were V, Ochieng C, Ogange L, Owuor M, Ngure F, Quick R, Juliao P, Jung C, Teates K, Cruz K, Jefferds MED	Food and Nutrition Bulletin, 2010, 21 (2): S168-S178 http://www.ingentaconnect.com/content/nsnnect.com/content/nsinf/fnb/2010/00000031/a00202s2/art00009?crawler=true	Nyanza Province, Kenya	Longitudinal cohort trial of 550 children aged 6 to 35 months at baseline and 451 children aged 18 to 47 months at follow-up	Socially marketed sachets of Sprinkles	Behaviorial Factors Awareness of Sprinkles was high (98%) at follow-up Behaviors At follow-up, 35% of the mothers reported that their child had used Sprinkles in the past 24 hours, and 61% reported use in the past 7 days	Observational	Probability	3	5: Customer orientation, Insight, Exchange, Segmentation, Methods mix

Notes

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

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Social mobilization and social marketing to promote NaFeEDTA-fortified soya sauce in an iron-deficient population through a public-private partnership	Wang B, Zhan S, Sun J, Lee L	Public Health Nutrition, 2008, 12 (10): 1751-1759 http://journals.cambridge.org/action/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

Notes

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