

Child Survival: Studies Reporting Health Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Program experience with micronutrient powders and current evidence	The Journal of Nutrition, 2012, 142 (1): 191S-6S http://jn.nutrition.org/content/142/1/191S	Bangladesh, Nepal, Kenya	Children aged 6–59 mo and pregnant and lactating women	Children aged 6–59 mo and pregnant and lactating women were targeted to consume MNP either daily or every other day over an extended period of time in refugee camps and in emergency situations in the 3 countries. Extensive socialmarketing campaigns were undertaken to promote regular use of the product	Health Anaemia prevalence decreased in Bangladesh among children, but not in Nepal or Kenya. A significant decrease in the prevalence of stunting among children was observed in Nepal and Kenya but not in Bangladesh. Diarrhea episodes decreased significantly among children receiving MNP in Nepal	Observational	Probability	4	3: Behavior, Segmentation, Methods mix
Pilot-scale commercialization of iron-fortified rice: Effects on anemia satus	Food and Nutrition Bulletin, 2011, 32 (1): 3-12 http://www.ingentaconnect.com/content/nsinf/fnb/2011/00000032/00000001/art00001	Orion, Bataan , Philippines	766 mothers and their children aged 6 to 9 years	Social marketing campaign to increase the consumption of iron-fortified rice	Health 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
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/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

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria

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Red palm oil as a source of vitamin A for mothers and children: Impact of a pilot project in Burkina Faso	Public Health Nutr., 2003, 6(8):733-42 http://www.ncbi.nlm.nih.gov/pubmed/14641943	Burkina Faso	Women and children aged less than 5 years	Social marketing of red palm oil (RPO) as a source of vitamin A	Behaviors After 24 months, RPO was reportedly consumed by nearly 45% of mothers and children in the previous week Health Mean serum retinol levels increased significantly in the children and their mothers	Quasi-experimental	Probability	5	3: Behavior, Segmentation, Methods mix
Impact of a social marketing campaign promoting dark-green leafy vegetables and eggs in central Java, Indonesia	Int. J. Vitam. Nutr. Res., 1998, 68(6):389-98 http://www.ncbi.nlm.nih.gov/pubmed/9857267	Java, Indonesia	Five waves of of data collection were conducted as part of a nutritional surveillance system; each wave included 7200 households with children less than 36 months of age	Social marketing campaign promoting eggs and dark-green leafy vegetables	Behaviors Consumption of at least one egg in the past week increased from 80% to 92% in mothers and from 78% to 92% in children 12-36 months old. The quantity of vegetables prepared increased from 93 to 111 g/person daily and most was purchased. Vitamin A intake increased from 335 to 371 RE/d for mothers and from 130 to 160 RE/d for children Health Serum retinol levels increased after the start of the campaign, and were related to egg consumption and vitamin A intake	Quasi-experimental	Probablity	5	4: Behavior, Customer orientation, Insight, Methods mix

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