

# Malaria: Studies Reporting Health Outcomes

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Effect of expanded insecticide-treated bednet coverage on child survival in rural Kenya: a longitudinal study	Lancet, 2007, 370(9592): 1035–1039 <a href="http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(07)61477-9/abstract">http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(07)61477-9/abstract</a>	Kenya	Children aged 1–59 months	Combined approach of social marketing and free distribution of ITNs	<b>Behaviors</b>  Increase in ITN use by children aged less than 5 years from 7% in 2004, to 23·5% in 2005, to 67% in 2006  <b>Health</b>  ITN use was associated with a 44% reduction in mortality	Observational	Probability	4	0
Socially marketed insecticide-treated nets effectively reduce Plasmodium infection and anaemia among children in urban Malawi	Tropical Medicine and International Health, 2006, 11(9): 1367-1374 <a href="http://onlinelibrary.wiley.com/doi/10.1111/j.1365-3156.2006.01684.x/abstract">http://onlinelibrary.wiley.com/doi/10.1111/j.1365-3156.2006.01684.x/abstract</a>	Ndirande, Blantyre, Malawi	Children age 6-59 months	ITN social marketing (PSI)	<b>Behaviorial Factors</b>  Knowledge of ITNs  <b>Behaviors</b>  42% of children reported ITN use the previous night  <b>Health</b>  17% (295/1721) of children had a positive P. falciparum smear at enrolment. Use of ITNs was associated with 52% protective efficacy against Plasmodium parasitemia. More than two-thirds of children were anaemic, yet the mean haemoglobin concentration was significantly higher in children using ITNs than in those not using nets.	Observational	Probability	4	2: Segmentation, Methods mix
Reduction of childhood malaria by social marketing of insecticide-treated nets: a case-control study of effectiveness in Malawi	The American journal of tropical medicine and hygiene, 2005, 73(3): 622-625 <a href="http://www.ajtmh.org/content/73/3/622.long">http://www.ajtmh.org/content/73/3/622.long</a>	Blantyre, Malawi	Case-control study of children under 5 with history of fever within last 48 hours	ITN social marketing (PSI)	<b>Behaviorial Factors</b>  ITN coverage  <b>Health</b>  Individual effectiveness of ITN use was 40% (95% confidence interval [CI] 10–60%) when cases were compared with clinic controls and 50% (95% CI 0–60%) in comparison with community controls; 1,480 malaria cases averted by the intervention in a population of 15,000 children	Quasi-experimental	Probability	5	2: Segmentation, Methods mix

Notes

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria

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Spatial effects of the social marketing of insecticide-treated nets on malaria morbidity	Tropical Medicine and International Health, 2005, 10(1): 11–18 <a href="http://onlinelibrary.wiley.com/doi/10.1111/j.1365-3156.2004.01354.x/abstract">http://onlinelibrary.wiley.com/doi/10.1111/j.1365-3156.2004.01354.x/abstract</a>	Tanzania	Households	Social marketing of ITNs	<b>Behaviorial Factors</b>  Coverage, distribution pattern and resultant spatial effects  <b>Behaviors</b>  Percent of children using a treated net  <b>Health</b>  Prevalence of parasitaemia, mild anaemia (Hb <11 g/dl) and moderate/severe anaemia (Hb <8 g/dl) in children under five; children living in areas of moderately high ITN coverage were about half as likely to have moderate/severe anaemia	Observational	Probability	4	0
DEET mosquito repellent sold through social marketing provides personal protection against malaria in an area of all-night mosquito biting and partial coverage of insecticide-treated nets: a case-control study of effectiveness	Tropical medicine & international health, 2004, 9(3): 343-350 <a href="http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2003.01183.x/abstract">http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2003.01183.x/abstract</a>	Behsud district, Nangahar province, eastern Afghanistan	Case-control study of outpatients with febrile illness	Social marketing of a repellent soap containing DEET	<b>Behaviors</b>  Mosbar was purchased by 43% of households among the control group. There was a strong association between Mosbar use and ITN use, as 81% of Mosbar users also possessed ITN.  <b>Health</b>  The use of Mosbar was associated with a 45% reduction in the odds of malaria after adjusting for ITN and other unmatched factors	Quasi-experimental	Purposive	4	2: Insight, Methods mix
Cost-effectiveness of social marketing of insecticide-treated nets for malaria control in the United Republic of Tanzania	Bulletin of the World Health Organization, 2003, 81(4): 269-276 <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2572445/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2572445/</a>	Kilombero and Ulanga districts, Tanzania	Case-control study on child survival and demographic surveillance system	ITN and insecticide social marketing	<b>Behaviors</b>  ITN coverage, measured as the proportion of children that slept under a treated net the previous night, was 14% in Ulanga and 23% in Kilombero in July and August 1999.  <b>Health</b>  Given the estimate of 27% for protective efficacy from the case–control study, this indicates 96 deaths averted or 2588 DALYs averted in 1999.	Quasi-experimental	Purposive	4	5: Customer orientation, Insight, Exchange, Segmentation, Method mix

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Insecticide-treated bednet use, anaemia, and malaria parasitaemia in Blantyre District, Malawi	Tropical Medicine and International Health, 2002, 7(3): 220–230 <a href="http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00846.x/abstract">http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00846.x/abstract</a>	Blantyre District, Malawi	Households with at least one child less than 5 years of age	Social marketing of ITNs (PSI)	<b>Behaviorial Factors</b>  Bednet ownership was low (20.5% of households)  <b>Behaviors</b>  Only 3.3% of rural children under 5 had slept under a net the previous night, compared with 24.0% of urban children  <b>Health</b>  rural children under 5 in households without nets experienced a statistically significant higher prevalence of malaria parasitaemia [RR 4.9] than children in households with at least one bednet	Observational	Probability	4	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix
Prevention of malaria in Afghanistan through social marketing of insecticide-treated nets: evaluation of coverage and effectiveness by cross-sectional surveys and passive surveillance	Tropical medicine & international health, 2002, 7(10): 813-822 <a href="http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00940.x/abstract">http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00940.x/abstract</a>	Afghanistan	Cross-sectional surveys of housholds and passive surveillance from clinics using case-control design	ITN and insecticide social marketing	<b>Behaviors</b>  Nets were purchased by 59% of families.  <b>Health</b>  Cross-sectional surveys demonstrated a 59% reduction in the risk of Plasmodium falciparum infection among ITN users compared with non-users and the passive surveillance method showed a 69% reduction in the risk of symptomatic P. falciparum malaria among ITN users; reductions in risk of P. vivax infection was also seen, but only statistically significant under passive surveillance	Observational	Probability	4	2: Exchange, Methods mix
Effect of large-scale social marketing of insecticide-treated nets on child survival in rural Tanzania	Lancet, 2001, 357(9264): 1241-7 <a href="http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(00)04404-4/fulltext">http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(00)04404-4/fulltext</a>	Kilombero and Ulanga Districts in South-western Tanzania	Case-control study among children age 1 month to 4 years and a demographic surveillance system survey of households	ITN social marketing	<b>Behaviorial Factors</b>  Insecticide-treated net coverage of infants in the study area rose from less than 10% at baseline to more than 50% 3 years later.  <b>Health</b>  Insecticide-treated nets were associated with a 27% increase in survival in children aged 1 month to 4 years.	Quasi-experimental	Purposive	4	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix

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Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
Impact of malaria morbidity of a programme supplying insecticide treated nets in children aged under 2 years in Tanzania: Community cross sectional study	British Medical Journal, 2001, 322: 270-273 <a href="http://www.bmj.com/content/322/7281/270">http://www.bmj.com/content/322/7281/270</a>	Tanzania	Children under age 2	Social marketing of ITNs and insecticide	<b>Behaviorial Factors</b>  Net ownership of treated nets increased 10% to 61%  <b>Health</b>  Prevalence of parasitemia and haemoglobin levels; prevalence of anemia decreased from 49% to 26%; Treated nets had a protective efficacy of 62% on prevalence of parasitaemia and of 63% on anaemia.	Observational	Probability	4	1 : Methods mix

**Notes**  
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