CHILD SURVIVAL

The Social Marketing Evidence Base was compiled from a systematic review of published literature evaluating social marketing interventions in global health. Thirty-five studies assessed the effectiveness of social marketing on behavioral factors, behavior change, and health outcomes related to child survival:

- 19 studies on diarrhea prevention, water treatment, sanitation, and hygiene
- 15 studies on nutrition
- 1 study on maternal-neonatal mortality
- 1 study on the integrated management of childhood illness

Twenty-three studies found changes in behavioral factors such as improved beliefs about anemia and knowledge of diarrhea treatments and proper hygiene practices. Evidence from these studies also found improvements in purchasing and ownership of household latrines, iron-fortified products, hygiene kits, and water treatment products. Twenty-nine studies found changes in behaviors, including: pregnant women's rate of attendance at antenatal care services and increased breastfeeding, and children's consumption of nutrient-rich and fortified foods. Studies also found improvements in handwashing practices, use of oral rehydration salts and water treatment products, and timely treatment-seeking for children's fever and diarrhea episodes. Twelve studies found changes in health outcomes, such as reductions in incidence of diarrheal disease and stunting among children under the age of five, improved hemoglobin and serum retinol levels among children. Eight child survival studies had Social Marketing Benchmark Criteria scores of 6 or higher.

EXPERIMENTAL STUDY DESIGNS

Habib MA, Soofi S, Sadiq K et al. A study to evaluate the acceptability, feasibility and impact of packaged interventions (Diarrhea Pack) for prevention and treatment of childhood diarrhea in rural Pakistan. *BMC Public Health* 2013; 13: 922.

Location	Pakistan	**Intervention Description**	Distribution of diarrhea pack (two packets of ORS, zinc tablets, water purification sachets and pictorial leaflet on hand washing, use of toilets, safe water and food storage); promotion through print media and community leaders
Population	Caregivers of children under 5		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	3: Behavior, Exchange, Methods Mix		

Outcomes

Mixed	**Health Outcomes:** Lower prevalence of diarrhea, less severe symptoms, fewer cases needing hospitalization
NS/NR	**Behavior Change:** Treatment-seeking for diarrhea
NS/NR	**Behavioral Factors:** Belief in the effectiveness of diarrhea treatment and willingness to buy

Pattanayak SK, Yang JC, Dickinson KL et al. Shame or subsidy revisited: social mobilization for sanitation in Orissa, India. *Bull World Health Organ* 2009; 87.8: 580-587.

Location	India	**Intervention Description**	Social marketing strategies to elicit an emotional response to open defecation and motivate households to install latrines; subsidies for latrine construction offered to households below the poverty line
Population	General population		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	7: Behavior, Customer Orientation, Insight, Exchange, Competition, Segmentation, Methods Mix		

Outcomes

Positive	**Behavior Change:** Latrine use by men, women, and children
Mixed	**Behavioral Factors:** Greater dissatisfaction with current sanitation; increase in household latrine ownership and construction and greater increase among the poorest households

Sun X, Guo Y, Wang S et al. Social marketing improved the consumption of iron-fortified soy sauce among women in China. *J Nutr Educ Behav* 2007; 39.6: 302-310.

Location	China	**Intervention Description**	Mass media compaign promoting use of iron-fortified soy sauce (FeSS)
Population	Women age 19-70		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	8: Behavior, Customer Orientation, Theory, Insight, Exchange, Competition, Segmentation, Methods Mix		

Outcomes

Positive — **Behavior Change:** Increases in purchase and consumption of FeSS

Mixed — **Behavioral Factors:** Compared to control group, more positive attitudes toward FeSS and belief in the benefits; fewer perceived barriers to purchase and greater intent to purchase

Hotz C, Loechl C, De Brauw A et al. A large-scale intervention to introduce orange sweet potato in rural Mozambique increases vitamin A intakes among children and women. *Brit J Nutr* 2012; 108.1: 163-176.

Location	Mozambique	**Intervention Description**	Agricultural component: distribution of sweet potato vine; demand creation/behavior change component: education on nutrition topics, community drama, field day events, radio spots and programs on benefits of orange sweet potatoes; marketing and product development component: training for traders, urban and rural market development, establishment of market stalls
Population	Caregivers of children under 5		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	Behavior, Exchange, Competition, Methods Mix		

Outcomes

Positive — **Behavior Change:** Increase in women's intake of vitamin A through sweet potatoes

Gupta N, Mutukkanu T, Nadimuthu A et al. Preventing Waterborne Diseases: Analysis of a Community Health Worker Program in Rural Tamil Nadu, India. *J Commun Health* 2012; 37.2: 513-519.

Location	India	**Intervention Description**	ICICI CHW program: bi-weekly visits by CHWs to identify community risk factors, refer to clinic, organize plays/community events, distribute of free chlorine tablets for water treatment; educate on hand washing, treating drinking water, use of ORT for diarrhea
Population	General population		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	2: Behavior, Methods Mix		

Outcomes	
Mixed	**Behavior Change:** Use of water purification methods and home treatment for diarrhea
Mixed	**Behavioral Factors:** Knowledge of the causes and symptoms of diarrhea and means of prevention

Harris JR, Patel MK, Juliao P et al. Addressing Inequities in Access to Health Products through the Use of Social Marketing, Community Mobilization, and Local Entrepreneurs in Rural Western Kenya. *International Journal of Population Research* 2012.

Location	Kenya	**Intervention Description**	Safe Water and AIDS Project (SWAP): Social marketing of Water Guard water treatment products, Sprinkles, and insecticide-treated bednets through SWAP vendors
Population	General population		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	6: Behavior, Customer Orientation, Insight, Exchange, Segmentation, Methods Mix		

Outcomes	
Mixed	**Behavior Change:** Increased purchase of WaterGuard, Sprinkles, and ITNs
Mixed	**Behavioral Factors:** Increase in exposure to SWAP vendors

QUASI-EXPERIMENTAL STUDY DESIGNS

Garrett V, Ogutu P, Mabonga P et al. Diarrhoea prevention in a high-risk rural Kenyan population through point-of-use chlorination, safe water storage, sanitation, and rainwater harvesting. *Epidemiol Infect* 2008; 136.11: 1463-1471.

Location	Kenya	**Intervention Description**	Social marketing of the Safe Water System (SWS) in collaboration with CARE Kenya's program to provide latrines and promote rainwater collection
Population	Caregivers of children under 5		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	4: Behavior, Insight, Exchange, Methods Mix		

Outcomes

Positive	**Health Outcomes:** Compared to control group, lower incidence of diarrhea in past week
Positive	**Behavior Change:** Greater use of water treatment products
Positive	**Behavioral Factors:** Compared to control group, greater household ownership of latrines and improved water sources

Pinfold JV, Horan NJ. Measuring the effect of a hygiene behaviour intervention by indicators of behaviour and diarrhoeal disease. *T Roy Soc Trop Med H* 1996; 90.4: 366-371.

Location	Thailand
Population	General population
Sampling Method	Purposive
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Insight, Exchange, Segmentation, Methods Mix
Intervention Description	Mass media and community activities to promote handwashing and dishwashing; school-based education and construction of hand- and dish-washing facilities; distribution of handwashing containers and soap

Outcomes

Positive	**Health Outcomes:** Reduced diarrhea prevalence
Positive	**Behavior Change:** Improved rates of handwashing and dishwashing
Positive	**Behavioral Factors:** Increased knowledge about handwashing and dishwashing

De Pee S, Bloem MW, Satoto et al. 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: 389-398.

Location	Indonesia
Population	Caregivers of children under 3
Sampling Method	Probability
Social Marketing Benchmark Criteria	3: Behavior, Customer Orientation, Insight
Intervention Description	Educational campaign promoting eggs and dark-green leafy vegetables

Outcomes

Positive — **Health Outcomes:** Improved serum retinol levels among mothers and children

Mixed — **Behavior Change:** Increased intake of iron-and vitamin-A rich foods by mothers and children

Zagré NM, Delpeuch F, Traissac P et al. 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: 733-742.

Location	Burkina Faso	**Intervention Description**	Social marketing of red palm oil (RPO) as a source of vitamin A
Population	Caregivers of children under 3		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	3: Behavior, Segmentation, Methods Mix		

Outcomes

Positive — **Health Outcomes:** Increased serum retinol levels in mothers and children

Mixed — **Behavior Change:** Increased intake of vitamin A rich foods by mothers and children

Wang B, Zhan S, Sun J et al. Social mobilization and social marketing to promote NaFeEDTA-fortified soya sauce in an iron-deficient population through a public-private partnership. *Public Health Nutr* 2008; 12.10: 1751-1759.

Location	China	**Intervention Description**	Community mobilization; social marketing of iron fortified soya sauce
Population	Women aged 20 or older and children aged 3-7		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	6: Behavior, Customer Orientation, Insight, Exchange, Competition, Methods Mix		

Outcomes

Mixed — **Health Outcomes:** Decreased prevalence of anemia and increased mean hemoglobin levels among women and children

Positive — **Behavior Change:** Increase purchases of iron-fortified soya sauce

Mixed — **Behavioral Factors:** Improved knowledge related to iron deficiency risks and symptoms; increased intentions to include more iron in diet

Patel MK, Harris JR, Juliao P et al. Impact of a Hygiene Curriculum and the Installation of Simple Handwashing and Drinking Water Stations in Rural Kenyan Primary Schools on Student Health and Hygiene Practices. *Am J Trop Med Hyg* 2012; 87.4: 594-601.

Location	Kenya	**Intervention Description**	School-based education component of the NICHE project: Students taught how to use the handwashing and water treatment facilities and encouraged to pass on the information to their parents
Population	Schoolchildren		
Sampling Method	Two-stage sampling: random/census		
Social Marketing Benchmark Criteria	4: Behavior, Customer Orientation, Segmentation, Methods Mix		

Outcomes

Mixed	**Health Outcomes:** Decreases in reported acute respiratory infections and any illness during school year among students
Mixed	**Behavior Change:** Increases in handwashing by students at school; water treatment by caregivers at home
Mixed	**Behavioral Factors:** Increases in in students' and caregivers' knowledge of correct handwashing and water treatment techniques and awareness of WaterGuard

Alisjahbana A, Williams C, Dharmayanti R et al. An integrated village maternity service to improve referral patterns in a rural area in West-Java. *Int J Gynacol Obstet* 1995; 48 Suppl: S83-S94.

Location	Java	**Intervention Description**	Promotion of accessible birthing homes for clean delivery
Population	Pregnant women		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	1: Methods Mix		

Outcomes

Mixed	**Health Outcomes:** Compared to control group, lower likelihood of experiencing complications in the antenatal period; no different in perinatal deaths
Mixed	**Behavior Change:** Greater likelihood of receiving antenatal care, referrals for complications; no different in delivery with skilled birth attendant

Warnick E, Dearden KA, Slater S et al. Social marketing improved the use of multivitamin and mineral supplements among resource-poor women in Bolivia. *J Nutr Educ Behav* 2004; 36.6: 290-297.

Location	Bolivia	**Intervention**	Multifaceted communications campaign promoting

Population	Women of reproductive age	**Description**	use of multivitamin supplement
Sampling Method	Probability		
Social Marketing Benchmark Criteria	7: Behavior, Customer Orientation, Theory, Insight, Exchange, Segmentation, Methods Mix		

Outcomes

Mixed	**Behavior Change:** Increase in ever use of multivitamin supplements; greater equity in use by socioeconomic group and education level
Mixed	**Behavioral Factors:** Awareness of multivitamin supplements; greater equity in level of awareness by socioeconomic group and education level

Crape BL, Kenefick E, Cavalli-Sforza T et al. Positive Impact of a Weekly Iron-Folic Acid Supplement Delivered with Social Marketing to Cambodian Women: Compliance, Participation, and Hemoglobin Levels Increase with Higher Socioeconomic Status. *Nutr Rev* 2005 63.12: S134-138.

Location	Cambodia	**Intervention Description**	Social marketing of weekly iron-folic acid supplement use and education materials about anemia
Population	Schoolchildren		
Sampling Method	Purposive		
Social Marketing Benchmark Criteria	1: Methods Mix		

Outcomes

Mixed	**Health Outcomes:** Improved mean hemoglobin level among children
Mixed	**Behavioral Factors:** Greater equity by socioeconomic group and education level in use of iron-folic acid supplements

Angeles-Agdeppa I, Saises M, Capanzana M et al. Pilot-scale commercialization of iron-fortified rice: effects on anemia status. *Food Nutr Bull* 2011; 32.1: 3-12.

Location	Philippines	**Intervention Description**	Social marketing of iron-fortified rice
Population	Mothers and children age 6-9		
Sampling Method	Purposive/probability		
Social Marketing Benchmark Criteria	4: Exchange, Competition, Segmentation, Methods Mix		

Outcomes

Mixed

Health Outcomes: Reduced prevalence of anemia and increased mean hemoglobin level among mothers and children

Baizhumanova A, Nishimura A, Ito K et al. Effectiveness of communication campaign on iron deficiency anemia in Kyzyl-Orda region, Kazakhstan: a pilot study. *BMC Blood Disord* 2010; 10: 2.

Location	Kazakhstan	**Intervention Description**	Mass media to increase public awareness about anemia and promote fortified wheat flour
Population	Women of reproductive age; children age 2-14		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	2: Behavior, Methods Mix		

Outcomes

Mixed

Health Outcomes: Decrease in iron deficiency/anemia among women and children

Havemann K, Pridmore P, Tomkins A et al. What works and why? Evaluation of a community nutrition programme in Kenya. *Public Health Nutr* 2013; 16.9: 1614-1621.

Location	Kenya	**Intervention Description**	Community Based Nutrition Program (CBNP): social marketing and training of key stakeholders to increase awareness of child undernutrition; educational theatre, training of CHWs, construction of protected wells and latrines
Population	Caregivers of children under 5		
Sampling Method	Purposive		
Social Marketing Benchmark Criteria	7: Behavior, Customer Orientation, Insight, Exchange, Competition, Segmentation, Methods Mix		

Outcomes

Mixed

Health Outcomes: Reduced rate of stunting and under-weight among children

Kassegne S, Kays MB, Nzohabonayo J. Evaluation of a social marketing intervention promoting oral rehydration salts in Burundi. *BMC Public Health* 2011; 11: 155.

Location	Burundi	**Intervention Description**	Mass media and community outreach to promote the use of ORASEL for diarrhea in children under five
Population	Caregivers of children under 5		

Sampling Method	Probability
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Theory, Insight, Methods Mix

Outcomes

Positive	**Behavior Change:** Increased use of ORASEL at child's last diarrheal episode
Mixed	**Behavioral Factors:** Greater perceived affordability and availability of ORASEL, social support and self-efficacy to use ORASEL for treating diarrhea, belief in the efficacy of ORASEL and home-based diarrhea treatment, intentions to buy ORASEL

Littrell M, Moukam LV, Libite R et al. Narrowing the treatment gap with equitable access: Mid-term outcomes of a community case management program in Cameroon. *Health Policy and Plann* 2013; 28.7: 705-716.

Location	Cameroon	**Intervention Description**	Community case management for childhood illnesses through community health workers: diagnosis, referral for suspected malaria, treatment with artemisinin combination therapy (ACT); treatment of diarrheal disease with ORS and zinc; media, community meetings, and interpersonal communication to promote awareness of CCM services
Population	Caregivers of children under 5		
Sampling Method	Purposive/census		
Social Marketing Benchmark Criteria	2: Behavior, Methods Mix		

Outcomes

Positive	**Behavior Change:** Increased treatment-seeking for diarrhea and fever in children and receipt of appropriate treatment
Mixed	**Behavioral Factors:** Greater equity by socioeconomic groups in treatment-seeking for diarrhea and fever in children; greater perceived access to CHW services and perceived quality of services

Wang A, MacDonald VM, Paudel M et al. National Scale-up of Zinc Promotion in Nepal: Results from a Post-project Population-based Survey. *J Health Popul Nutr* 2011; 29.3: 207-217.

Location	Nepal	**Intervention Description**	POUZN project: national mass-media campaign to promote the use of zinc and ORS for diarrhea
Population	Caregivers of children under 6		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Theory, Insight, Methods Mix		

Outcomes

Positive	**Behavior Change:** Increased use (and correct use) of zinc for diarrhea treatment
Mixed	**Behavioral Factors:** Increased awareness of zinc for diarrhea treatment and knowledge of appropriate use

Pinfold JV. Analysis of different communication channels for promoting hygiene behaviour. *Health Educ Res* 1999; 14.5: 629.

Location	Thailand
Population	General population
Sampling Method	Probability
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Insight, Competition, Segmentation
Intervention Description	Mass media and community activities to promote handwashing and dishwashing; workshops with community leaders; school-based education and construction of hand- and dish-washing facilities; distribution of handwashing containers to households with children under 5

Outcomes

Positive	**Behavior Change:** Improved handwashing and dishwashing practices
NS/NR	**Behavioral Factors:** Improved hygiene knowledge

Loharikar A, Russo E, Sheth A et al. Long-term Impact of Integration of Household Water Treatment and Hygiene Promotion with Antenatal Services on Maternal Water Treatment and Hygiene Practices in Malawi. *Am J Trop Med Hyg* 2013; 88.2: 267-274.

Location	Malawi
Population	Pregnant women
Sampling Method	Purposive
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Insight, Segmentation, Methods Mix
Intervention Description	Free hygiene kits (water storage container and treatment product, soap, and two sachets of oral rehydration salts) given to pregnant women during their first antenatal clinic visit; up to three free refills of water treatment product and soap during subsequent antenatal visits, at delivery, or during postnatal checkups

Outcomes

Mixed	**Behavior Change:** Increase in purchase and use of WaterGuard and other water treatment methods
Mixed	**Behavioral Factors:** Improved knowledge of correct handwashing and water treatment practices; access to improved water storage facilities and handwashing facilities

Monterrosa EC, Frongillo EA, Gonzalez de Cossío T et al. Scripted Messages Delivered by Nurses and Radio Changed Beliefs, Attitudes, Intentions, and Behaviors Regarding Infant and Young Child Feeding in Mexico1-3. *J Nutr* 2013; 143.6: 915-922.

Location	Mexico	**Intervention Description**	Five scripted messages and IPC disseminated by nurses during immunization services and over the radio to improve infant and young child feeding
Population	Caregivers of children under 2		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	5: Customer Orientation, Theory, Insight, Segmentation, Methods Mix		

Outcomes

Mixed	**Behavior Change:** Increases in breastfeeding and feeding children nutritious foods
Mixed	**Behavioral Factors:** Improved beliefs and attitudes about eating nutritious foods and intentions to feed them to children

O'Reilly C, Freeman M, Ravani M et al. The impact of a school-based safe water and hygiene programme on knowledge and practices of students and their parents: Nyanza Province, western Kenya, 2006. *Epidemiol Infect* 2008; 136.1: 80-91.

Location	Kenya	**Intervention Description**	School-based education program on handwashing practices and how to use the safe water system; students encouraged to teach their parents
Population	Schoolchildren		
Sampling Method	Random		
Social Marketing Benchmark Criteria	2: Behavior, Methods Mix		

Outcomes

Mixed	**Behavior Change:** Increase in handwashing by students and their parents; increase in household WaterGuard use
Mixed	**Behavioral Factors:** Improved knowledge of correct handwashing and water treatment practices, awareness of WaterGuard; availability of WASH facilities at home and at school and availability of WaterGuard at school

Russo ET, Sheth A, Menon M et al. Water Treatment and Handwashing Behaviors among Non-Pregnant Friends and Relatives of Participants in an Antenatal Hygiene Promotion Program in Malawi. Am J Trop Med Hyg 2012; 86.5: 860-865.

Location	Malawi	**Intervention**	Free hygiene kits (water storage containers, water

Population	Pregnant women/women of reproductive age	**Description**	treatment solution, soap) and educational materials distributed to pregnant women at antenatal clinics
Sampling Method	Purposive		
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Theory, Insight, Methods Mix		

Outcomes

Mixed	**Behavior Change:** Increased use of WaterGuard and other water treatment methods
Mixed	**Behavioral Factors:** Increased availability of WASH facilities at home; improved knowledge of correct handwashing practices

Sheth AN, Russo ET, Menon M et al. Impact of the Integration of Water Treatment and Handwashing Incentives with Antenatal Services on Hygiene Practices of Pregnant Women in Malawi. *Am J Trop Med Hyg* 2010; 83.6: 1315-1321.

Location	Malawi	**Intervention Description**	Free hygiene kits distributed at antenatal care clinics; eligibility to receive refills of water treatment product
Population	Pregnant women		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	3: Behavior, Exchange, Competition		

Outcomes

Mixed	**Behavior Change:** Increased use of WaterGuard and other water treatment methods;; correct handwashing techniques
Mixed	**Behavioral Factors:** Increased knowledge of correct WaterGuard treatment; household ownership of latrines and soap

Thevos AK, Olsen SJ, Rangel JM et al. Social marketing and motivational interviewing as community interventions for safe water behaviors: Follow-up surveys in Zambia. *Int Q Community Health Educ* 2002; 21.1: 51-65.

Location	Zambia	**Intervention Description**	Volunteer community health promoters trained in causes of diarrhea and prevention; weekly household visits by promoters to educate people and use motivational interviewing techniques to encourage them to buy and use the socially marketed disinfectant Clorin and safe water storage
Population	General population		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	2: Behavior, Theory		

Outcomes

Mixed	**Behavior Change:** Increased water treatment use and storage of water in safe containers
NS/NR	**Behavioral Factors:** Increased knowledge of correct water treatment

Dunston C, McAfee D, Kaiser R et al. Collaboration, cholera, and cyclones: A project to improve point-of-use water quality in Madagascar. *Am J Public Health* 2001; 91.10: 1574-1576.

Location	Madagascar	**Intervention Description**	Social marketing of Safe Water System (point of use treatment and storage containers)
Population	General population		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Insight, Exchange, Methods Mix		

Outcomes

Positive	**Behavior Change:** Increased use of the Safe Water System

Baker EJ, Sanei LC, Franklin N. Early Initiation of and Exclusive Breastfeeding in Large-scale Community-based Programmes in Bolivia and Madagascar. *J Health Popul Nutr* 2006; 24.4: 530-539.

Location	Bolivia, Madagascar	**Intervention Description**	LINKAGES project: Provider training, community education events, mother-to-mother support groups, local health fairs, health facility referrals to promote early exclusive breastfeeding
Population	Mothers of infants		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	Behavior, Customer Orientation, Insight, Methods Mix		

Outcomes

Mixed	**Behavior Change:** Increase in timely initiation of breastfeeding, exclusive breastfeeding during first month

Blanton E, Ombeki S, Oluoch GO et al. Evaluation of the Role of School Children in the Promotion of Point-of-Use Water Treatment and Handwashing in Schools and Households: Nyanza Province, Western Kenya, 2007. *Am J Trop Med Hyg* 2010; 82.4: 664-671.

Location	Kenya	**Intervention Description**	CARE Kenya program to promote PuR water-purification in schools: Teachers and school
Population	Schoolchildren		

Sampling Method	Probability	administrators trained in proper hand washing; safe water clubs formed; schools given water and PuR water treatment for drinking and hand washing; comic book for students on diarrhea prevention
Social Marketing Benchmark Criteria	3: Behavior, Exchange, Methods Mix	

Outcomes

Mixed

Behavior Change: Increase in ever use of PuR and WaterGuard; increased handwashing

Curtis V, Kanki B, Cousens S et al. Evidence of behaviour change following a hygiene promotion programme in Burkina Faso. *B World Health Organ* 2001; 79.6: 518-527.

Location	Burkina Faso	**Intervention Description**	Household visits, plays, and education through school curriculum, health centers, and community volunteers to promote proper hygiene
Population	Caregivers of children under 3, schoolchildren		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	5: Behavior, Customer Orientation, Insight, Segmentation, Methods Mix		

Outcomes

Mixed

Behavior Change: Increases in latrine use and handwashing

Kanal K, Busch-Hallen J, Cavalli-Sforza T et al. Weekly Iron-Folic Acid Supplements to Prevent Anemia among Cambodian Women in Three Settings: Process and Outcomes of Social Marketing and Community Mobilization. *Nutr Rev* 2005; 63.12: S126-133.

Location	Cambodia	**Intervention Description**	Social marketing of weekly iron-folic acid supplementation to women who are not easily accessible through existing health networks
Population	Women of reproductive age		
Sampling Method	[not described]		
Social Marketing Benchmark Criteria	6: Behavior, Customer Orientation, Insight, Exchange, Segmentation, Methods Mix		

Outcomes

Mixed

Behavior Change: Increases in knowledge about anemia and preventative measures, beliefs about the need to take iron supplements, and intentions to take supplements

Khan NC, Hoang Thi Kim T, Berger J et al. 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. *Nutr Rev* 2005; 63.12: S87-94.

Location	Vietnam	**Intervention Description**	Provider training; community mobilization activities; promotion over loudspeakers, posters, cars, and leaflets of preventative iron folic-acid supplementation
Population	Women of reproductive age		
Sampling Method	Probability		
Social Marketing Benchmark Criteria	4: Customer Orientation, Insight, Exchange, Methods Mix		

Outcomes

Mixed

Behavioral Factors: Improved knowledge of causes of anemia, particular risk for pregnant women, and means of prevention

Angeles-Agdeppa I, Paulino LS, Ramos AC et al. Government-Industry Partnership in Weekly Iron-Folic Acid Supplementation for Women of Reproductive Age in the Philippines: Impact on Iron Status. *Nutr Rev* 2005; 63.12: S116-125.

Location	Philippines	**Intervention Description**	Social marketing of weekly iron-folic acid supplement in community; sale of Femina 60 in stores
Population	Women of reproductive age		
Sampling Method	Census		
Social Marketing Benchmark Criteria	2: Behavior, Methods Mix		

Outcomes

NS/NR

Behavior Change: Increase in use of iron-folic acid supplements by pregnant and non-pregnant women

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