

HIV and other STIs: Studies Reporting Behavioral Factor Outcomes

Article	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score	Social Marketing Benchmark Criteria
Agha, S. (2002). A quasi-experimental study to assess the impact of four adolescent sexual health interventions in Sub-Saharan Africa. <i>International Family Planning Perspectives</i> , 28, 67-70&113-8.	Sub-Saharan Africa	Adolescents	Condom social marketing	Risk Perception, Self-efficacy, Condom use, multiple partnership, contraceptive use	Quasi-experimental	Probability	5	6 Behavior Customer Orientation Theory Insight Segmentation Methods Mix
Agha, S. (2003). The Impact of a Mass Media Campaign on Personal Risk Perception, Perceived Self-Efficacy and on Other Behavioural Predictors. <i>AIDS Care</i> , Vol. 15(6), 749-762.	Kenya	Sexually experienced males and females aged 15-39	AIDS prevention mass media campaign	self-efficacy, risk perception, perceived availability	Observational	Probability	3	7 Theory Customer Orientation Insight Segmentation Methods Mix Exchange Competition
Agha, S., Karlyn, A., & Meekers, D. (2001). The promotion of condom use in non-regular partnerships in urban Mozambique. <i>Health Policy and Planning</i> , 16(2), 144-151.	Mozambique	Men/woman 15-49	Condom social marketing	Condom use with non regular partners, knowledge, access	Observational	Probability	4	6 Behavior Customer Orientation Insight Exchange Segmentation Mixed Methods
Bahromov, M. and S. Weine (2011). HIV Prevention for Migrants in Transit: Developing and Testing TRAIN. <i>AIDS Education and Prevention</i> 23(3): 267-280.	Russia	Tajik male labor migrants	HIV education & awareness	Condom use, knowledge, worry, discussion	Experimental	Purposive	5	5 Behavior Customer Orientation Theory Insight Segmentation
Evans, W. D., N. Tarubereker, et al. (2011). Brand equity and willingness to pay for condoms in Zimbabwe. <i>Reprod Health</i> 8: 29.	Zimbabwe	Sexually active men 15-49	Condom social marketing	Willingness to pay, brand equity	Observational	Probability	3	7 Customer Orientation Insight Theory Exchange Competition Segmentation Methods Mix
Farr, A.C., Witte, K., Jarato, K., and Menard, T. (2005). The effectiveness of media use in health education: Evaluation of an HIV/AIDS radio campaign in Ethiopia. <i>Journal of Health Communication</i> 10(3): 225-235.	Addis Ababa, Ethiopia	18–30 year-old	Radio campaign	Listenership and recall; changing health related behaviors	Observational	Probability	2	2 Customer Orientation Theory
Geary, C.W., Burke, H.M., Castelnau, L., Neupane, S., Sall, Y.B., Wong, E., and Tucker, H.T. (2007). MTV's "Staying Alive" global campaign promoted interpersonal communication about HIV and positive beliefs about HIV prevention. <i>AIDS Education and Prevent</i>	Kathmandu, Nepal; São Paulo, Brazil; Dakar, Senegal	16-25 year olds	Media campaign	Communication about HIV, beliefs, attitudes	Quasi-experimental	Multiple stage Probability	4	3 Behavior Customer Orientation Theory
Goldstein, S., Usdin, S., Scheepers, E., and Japhet, G. (2005). Communicating HIV and AIDS. What Works? A report on the impact evaluation of Soul City's fourth series. <i>Journal of Health Communication</i> 10(5): 465-83.	South Africa	Households	Television and radio drama and print material	Knowledge, risk perception, attitudes	Observational	Multistage stratified national random sample	2	2 Theory Customer Orientation
Hamby, A., M. Pierce, et al. (2011). The Use of Participatory Action Research to Create a Positive Youth Development Program. <i>Social Marketing Quarterly</i> 17(3): 2.	South Africa	Youth	Youth risk-reduction curriculum targeting four risk-related areas (HIV/AIDS, alcohol abuse, conflict resolution, and peer pressure)	HIV Knowledge, condom attitudes	Quasi-experimental	Purposive	2	5 Customer Orientation Insight Theory Segmentation Methods Mix
Hope, K.R. (2003). Promoting behavior change in Botswana: An assessment of the peer education HIV/AIDS prevention program at the workplace. <i>Journal of Health Communication</i> 8(3): 267-81.	Botswana	Males in the workplace	Peer education	knowledge, attitudes, behaviors: condom use, number of sexual partners	Observational	Probability	2	5 Behavior Theory Customer Orientation Insight Segmentation
Jacobs, B., Kambugu, F.S.K., Whitworth, J.A.G., Ochwo, M., Pool, R., Lwanga, A., Tift, S., Lule, J., and Cutler, J.R. (2003). Social marketing of pre-packaged treatment for men with urethral discharge in Uganda. <i>International Journal of STD and AIDS</i> 14:	Uganda	Men with urethral discharge	Social marketing of pre-packaged treatment for men with urethral discharge (Clear Seven)	cure rate, treatment compliance, condom use, attitudes	Quasi-experimental	Purposive	3	6 Behavior Customer Orientation Insight Exchange Segmentation Methods Mix
Karlyn, A. (2001). The impact of a targeted radio campaign to prevent STIs and HIV/AIDS in Mozambique. <i>AIDS Education and Prevention</i> 13(5): 438-45.	Mozambique	15-49 year olds	Radio campaign	Exposure; Behavior change intent attempt, and success	Observational	Probability	4	6 Customer Orientation Insight Exchange Theory Segmentation Methods Mix

Keating, J., Meekers, D., and Adewuyi, A. (2006). Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria: Results from the VISION Project. BMC Public Health 6: 123.	Nigeria	Adults	Media campaign	Condom use at last sex, knowledge, HIV communication	Quasi-experimental	Probability	5	2 Behavior Customer Orientation
Longfield, K., X. Panyanouvong, et al. (2011). "Increasing safer sexual behavior among Lao kathoy through an integrated social marketing approach." BMC Public Health 11: 872.	Laos	Male to female transgender & partners	Peer led IPC; condom/lube social marketing	Condom use, lubricant use, knowledge	Observational	Time-location sampling and Probability-proportional-to-size sampling	4	7 Behavior Customer Orientation Theory Insight Competition Segmentation Method Mix
Nambiar, D., V. Ramakrishnan, et al. (2011). Knowledge, Stigma, and Behavioral Outcomes among Antiretroviral Therapy Patients Exposed to Nalamdana's Radio and Theater Program in Tamil Nadu, India. AIDS Education and Prevention 23(4): 351-366.	Tamil Nadu, India	ARV patients	Radio-and-theater-based educational program	Condom use, knowledge, stigma, discussion with doctors	Quasi-experimental	Probability	5	5 Behavior Theory Customer Orientation Insight Segmentation
Piot, B., Mukherjee, A., Navin, D., Krishnan, N., Bhardwaj, A., Sharma, V., and Marjara, P. (2010). Lot quality assurance sampling for monitoring coverage and quality of a targeted condom social marketing programme in traditional and non-traditional outlet	India	FSW	Condom social marketing	Condom coverage, quality of coverage, sales volumes	Observational	Lot quality assurance sampling	2	4 Customer Orientation Insight Segmentation Methods Mix
Rimal, R.N., and Creel, A.H. (2008). Applying social marketing principles to understand the effects of the radio diaries program in reducing HIV/AIDS stigma in Malawi. Health Marketing Quarterly. 25(1-2): 119-46. [Erratum in: Health Marketing Quarterly 20	Malawi	Male and female adolescents 12-21 years old	Radio campaign	Stigma reduction, knowledge, self-efficacy, perceived risk	Quasi-experimental (?)	Probability	4	5 Customer Orientation Insight Theory Segmentation Methods Mix
Shapiro, D., and Meekers, D. (2000). Target audience reach of the 'SIDA dans la Cité' AIDS prevention television series in Côte d'Ivoire. Social Marketing Quarterly 6(4): 21-30.	Côte d'Ivoire	Households	Television series	Exposure to programming; AIDS knowledge; type of last sexual partner	Observational	Probability	3	4 Customer Orientation Insight Segmentation Methods Mix
Thilakavathi et al (2011) Assessment of the scale, coverage and outcomes of the Avahan HIV prevention program for female sex workers in Tamil Nadu, India: is there evidence of an effect? BMC Public Health. 2011; 11(Suppl 6): S3.	Tamil Nadu, India	FSW	Condom social marketing; peer-based outreach education, promotion and distribution of condoms, establishing program-linked clinics to manage sexually transmitted infections (STIs) and community mobilization	HIV prevalence, condom use, coverage, quality	Observational	Probability	4	2 Behavior Customer Orientation
Wu, Z., Luo, W., Sullivan, S.G., Rou, K., Lin, P., Liu, W., and Ming, Z. (2007). Evaluation of a needle social marketing strategy to control HIV among injecting drug users in China. AIDS 21(Suppl 8): S115-22.	China	IDU	Needle social marketing	HIV incidence and prevalence, needle sharing, coverage	Experimental	Probability	5	5 Behavior Customer Orientation Insight Segmentation Methods Mix