## Equity monitoring for social marketing: use of wealth quintiles and the concentration index for decision making in HIV prevention, family planning, and malaria programs

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Abstract

Background: The majority of social marketing programs are intended to reach the poor. It is therefore essential

## Background

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Figure 5 Wealth quintiles and concentration in	ndices for HIV-related outcomes among regular partners in Burkina Faso, 2010.



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## Equity of intervention exposure

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Outcome	Exposure	Proportion Exposed	Concentration Index <sub>exposed</sub> (n, SE)	Concentration Index <sub>unexposed</sub> (n, SE)	P-value (H <sub>0</sub> : C. Index <sub>exposed</sub> = C. Index <sub>unexposed</sub> )
		Nepal Malaria Survey			· · · · ·
Children under 5 under any bednet	Saw PSI-branded poster/leaflet	67%	0.002 (1201, 0.003)	0.014 (604, 0.010)	p = 0.146
Pregnant under any bednet	Saw PSI-branded poster/leaflet	79%	0.008 (147, 0.010)	0.149* (47, 0.053)	p < 0.001*
Children under 5 under LLIN	Saw PSI-branded poster/leaflet	67%	-0.049* (1201, 0.008)	-0.129* (604, 0.029)	p < 0.001*
Pregnant under LLIN	Saw PSI-branded poster/leaflet	79%	-0.017 (147, 0.018)	0.126 (47, 0.108)	p = 0.038*
Children under 5 under any bednet	Received a home visit regarding LLIN	30%	0.008* (548, 0.004)	0.012* (1257, 0.006)	p = 0.673
Pregnant under any bednet	Received a home visit regarding LLIN	36%	na (65,na)	0.062* (129,0.021)	na
Children under 5 under LLIN	Received a home visit regarding LLIN	30%	-0.022* (548, 0.009)	-0.051* (1257, 0.014)	p = 0.188
Pregnant under LLIN	Received a home visit regarding LLIN	36%	-0.015 (65, 0.011)	0.038 (129, 0.037)	p = 0.316
	Ne	pal Family Planning Surv	еу		
Modern contraceptive use	Heard any IUD health message	41%	0.015 (332, 0.015)	0.004 (486, 0.020)	p = 0.686
Modern contraceptive use	Saw PSI-branded poster or leaflet	54%	0.006 (555, 0.015)	0.071* (481, 0.026)	p = 0.026*
	Burkina Fa	iso HIV Survey (youth, ag	ed 15-24)		
Condom at last sex with regular partner	Saw any ad	52%	0.053 (265, 0.030)	0.140* (246, 0.060)	p = 0.186
Consistent condom use with regular partner	Saw any ad	52%	0.080 (265, 0.038)	0.176* (246, 0.071)	p = 0.224
Condom use at last sex with occasional partner	Saw any ad	42%	0.170* (44, 0.064)	0.023 (62, 0.093)	p = 0.235
Consistent condom use with occasional partner	Saw any ad	42%	0.223* (44, 0.101)	0.089 (62, 0.187)	p = 0.575

Table 4 Health outcomes and concentration indices by exposure to PSI interventions

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$(\chi^2 < 0.001).$

Three-way analysis: health outcomes by intervention exposure and equity

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