
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

Background information regarding the project, including the purpose, scope, and objectives. This section provides context for the research and outlines the key areas of focus.

2010 N. ... (LLIN) 13 ... P. I,

10% (Q3) (26%). I
N. B. E. HI (8%
N. 4% B. E.) (34% N. 31%
B. E.). M

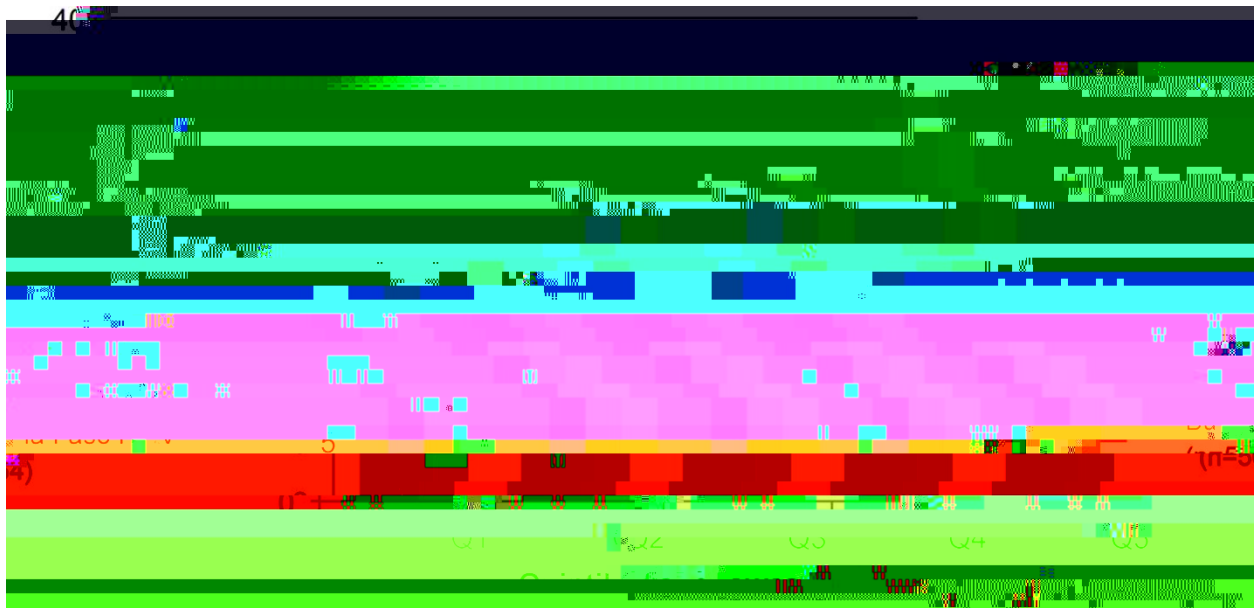


Figure 1 Distributions of survey respondents by wealth quintile and survey. The black horizontal line at 20% denotes the cut-off level for each quintile if wealth were distributed with perfect equity in the study population. Quintile distribution of the reference populations, the corresponding DHS dataset for each PSI survey, is evenly distributed; all quintiles represent 20% of the sample.

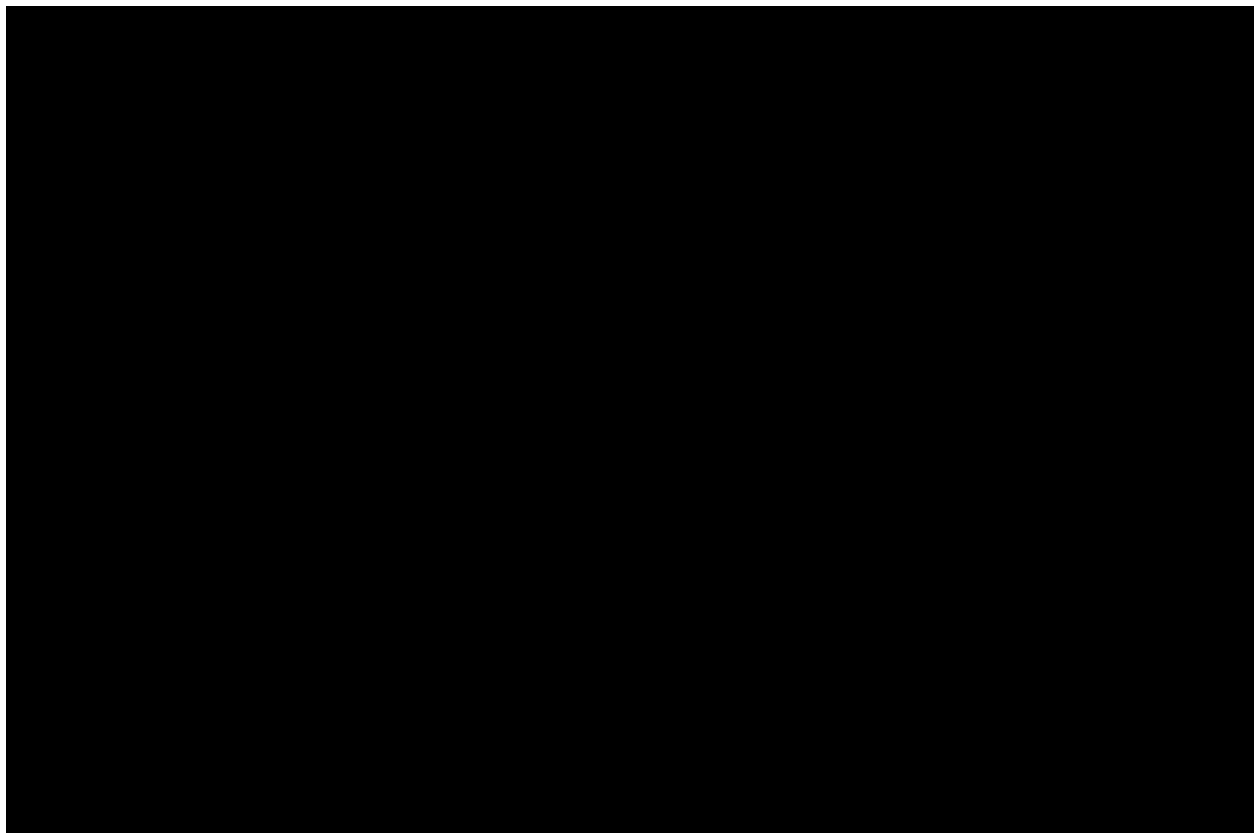


Figure 2 Wealth quintiles and concentration indices for malaria-related outcomes of children under five in Nepal, 2010.

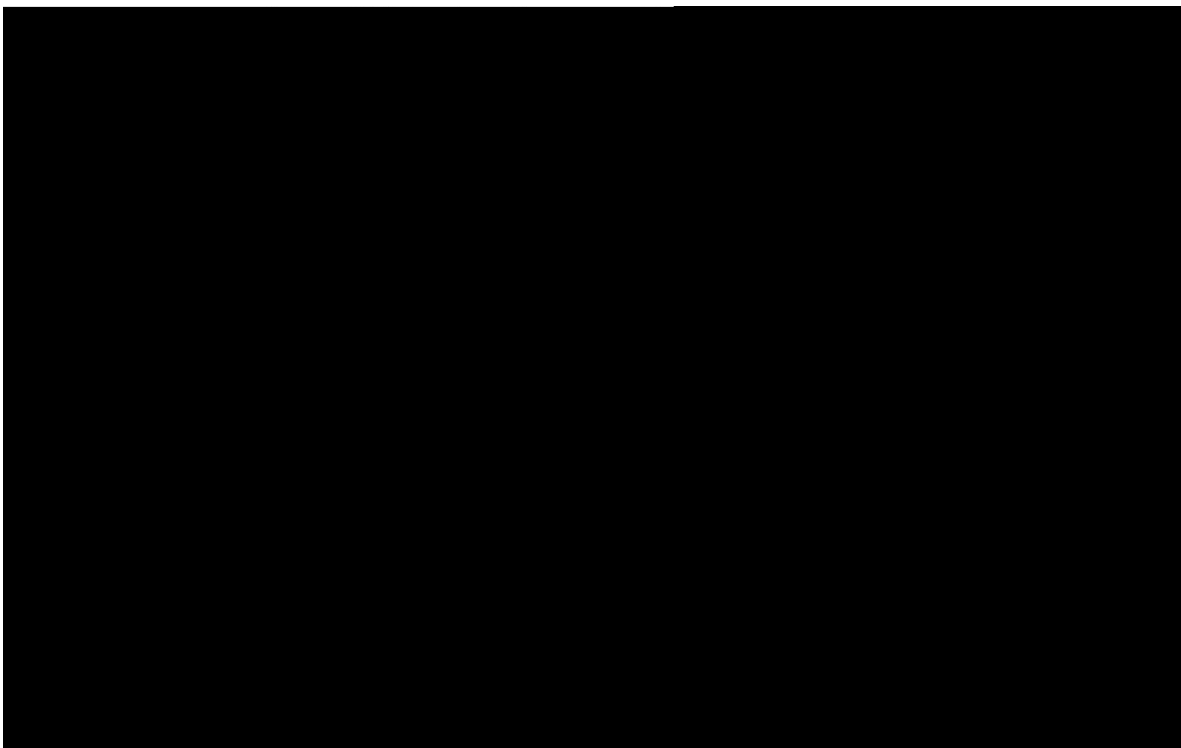


Figure 3 Wealth quintiles and concentration indices for malaria-related outcomes of pregnant women in Nepal, 2010.

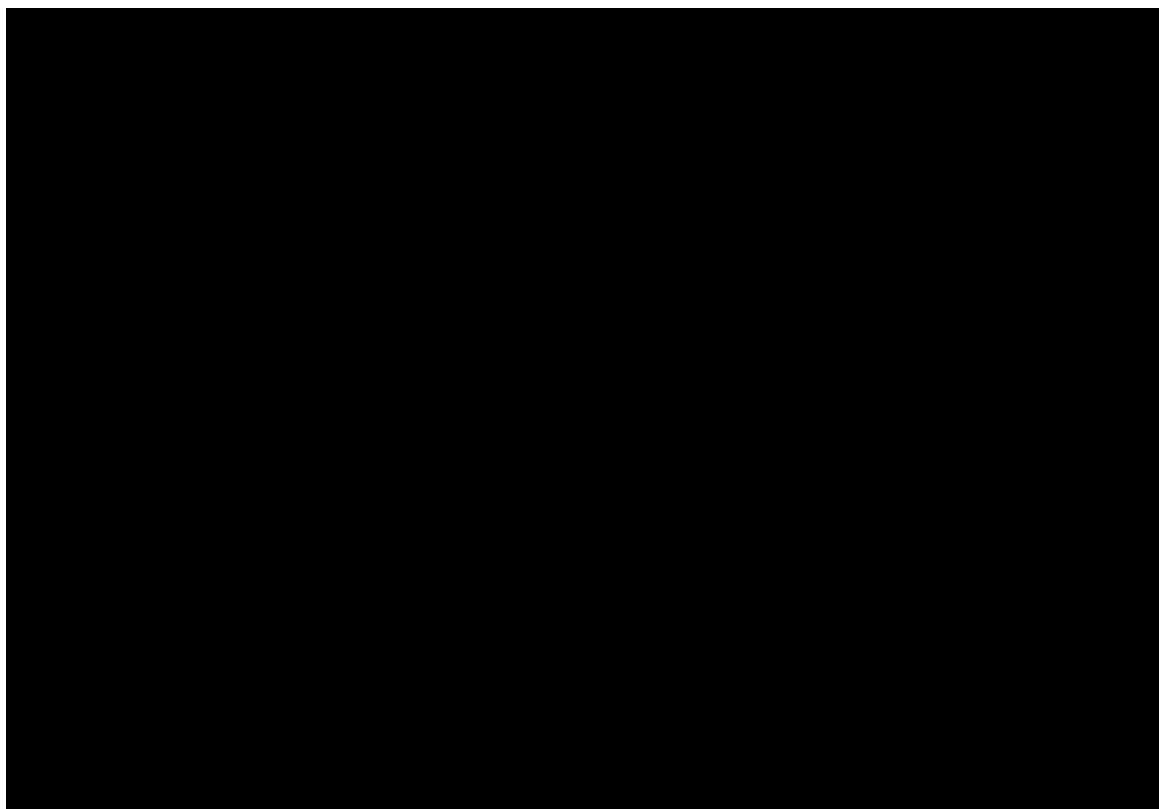


Figure 4 Wealth quintiles and concentration indices for family planning use in Nepal, 2011.

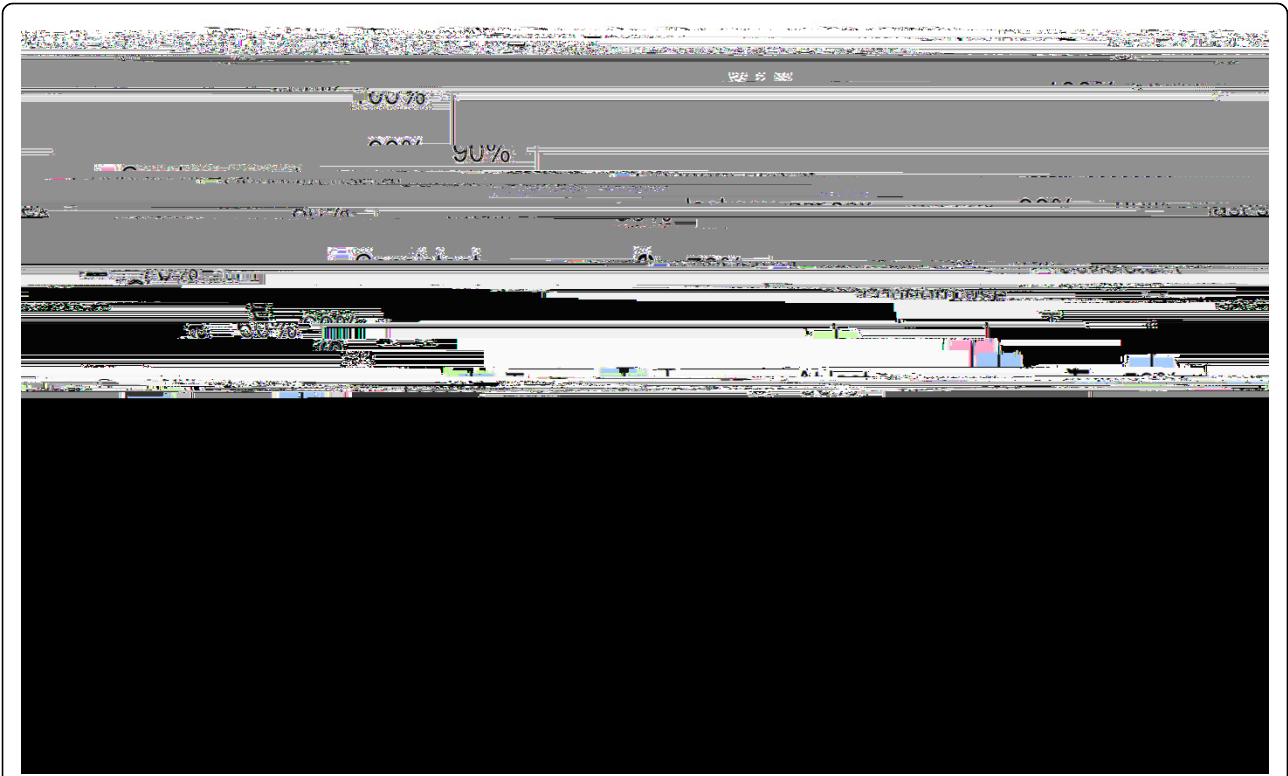


Figure 5 Wealth quintiles and concentration indices for HIV-related outcomes among regular partners in Burkina Faso, 2010.



Figure 6 Wealth quintiles and concentration indices for HIV-related outcomes among occasional partners in Burkina Faso, 2010.

(Q4, Q5). D
 F, 5, 6
 B, E, HI
 B
 χ^2 , F
 Q1
 F, 5, 6, E
 Q5: 90%
 Q5
 20%
 Q1

81%
 Q5
 0%
 Q1, F
 ;
 0.137 ($p < 0.01$),
 , 0.128 ($p = 0.04$).

Equity of intervention exposure
 3
 P, I
 BCC9()9. 1. ()- ()- , 9()94() 9()-3 1()-9()- (347

Q1 Q5
P. I.
B. E.
()
Q1 Q5. I
Q1 Q2, Q3, Q4
Q5. 0.236 ($\chi^2 < 0.01$)
B. E.
I N.
BCC 50%.
P. I-
78%. ()
0.085 () 3).
LLIN ($\chi^2 =$
0.221); (0.056)
($\chi^2 = 0.019$).
N.
BCC
() 3).
I D I D
; 0.096 ($\chi^2 < 0.01$) 0.149
($\chi^2 < 0.01$), I D
35% Q1 71% Q5
($\chi^2 < 0.001$).

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

I
4.
E, 7,
I N.
LLIN
() 4). E. P. I-
LLIN ($\chi^2 < 0.001$).
I N.
I D.

E. P. I.
P. I. H
. P. I-

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17. Firestone R, Punpuing S, Peterson KE, Acevedo-Garcia D, Gortmaker SL:

