Impact of a Social Marketing Campaign Promoting Dark-green Leafy Vegetables and Eggs in Central Java, Indonesia

Saskia de Pee1, Martin W. Bloem1, Satoto2, Ray Yip3, Asmira Sukaton1, Roy Tjong1, Roger Shrimpton4, Muhilal5 and Benny Kodyat6

1 Helen Keller International, Jakarta Pusat, Indonesia  
2 Diponegoro University, Semarang, Indonesia  
3 UNICEF, Jakarta, Indonesia  
4 UNICEF, New York, USA  
5 Nutrition Research and Development Centre, Bogor, Indonesia  
6 Directorate of Community Nutrition, Ministry of Health, Jakarta, Indonesia

Summary

In order to work towards further reduction of vitamin A deficiency in central Java, Indonesia, a social marketing campaign promoting eggs and dark-green leafy vegetables was initiated in March 1996. The nutritional surveillance system (December 1995-December 1996) found the following. The campaign's messages were well noticed. Consumption of at least one egg in the past week increased from 80% to 92% in mothers and from 78% to 92% in children 12-36 months old. It increased in all socio-economic groups and was independent of ownership of chickens. Most eggs had been purchased. The quantity of vegetables prepared increased from 93 to 111 g/person daily and most was purchased. Vitamin A intake increased from 335 to 371 RE/d for mothers and from 130 to 160 RE/d for children. Serum retinol levels increased after the start of the campaign, and were related to egg consumption and vitamin A intake. Because 1. data were collected in such a way that respondents were not aware of the link between data collected and the campaign, and 2. vitamin A status increased and was related to increased consumption of eggs and vitamin A intake, we conclude that the social marketing campaign was successful.

Keywords

Social marketing, Vitamin A intake, Eggs, Dark-green leafy vegetables, Vitamin A status, Indonesia

International Journal for Vitamin and Nutrition Research, Band 68, 1998, Heft 6, © Verlag Hans Huber AG, Bern