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**Systematic Review of Mass Media Interventions for Child Survival in Low-and Middle-Income Countries**

**Abstract**

Through a systematic review of the literature, this paper summarizes and evaluates evidence for the effectiveness of mass media interventions for child survival in low- and middle-income countries between 1960 and May 2013. The 111 campaign evaluations that met the inclusion criteria provide evidence that mass media campaigns can positively impact a wide range of child survival health behaviors including antenatal care, vaccination coverage, bed net use, early initiation of breastfeeding, minimum dietary diversity, consumption of iron-rich and vitamin A-rich foods, vitamin A serum status, hand-washing, oral rehydration therapy, tuberculosis testing, use of modern contraceptives, number of sexual partners, ever-use of condoms, delivery preparedness, vasectomies performed, new family planning acceptors, and condom purchasing behavior. Nevertheless, more rigorous evaluations of mass media campaigns are required across a wider range of child survival health outcomes.