

Table 1. The results of assessing studies on the promotion of healthy eating behaviors using a social marketing approach

Studies' characteristics	Social Marketing Criteria						Jadad score
	Behavioral target	Customer orientation	Exchange	Competition	Sectioning	Mixing methods	
1- A semi-experimental study by Mashayekhi et al. entitled "Evaluating the effectiveness of interventions based on assessment model of social reform oil consumption in women attending urban health centers in Markazi Province" (Markazi Province, Iran; 2008) [43]	✓	✓	✓	☒	✓	✓	3
2. A semi-experimental study by Wechsler and Wernick entitled "A social marketing campaign to promote low-fat milk consumption in an inner-city Latino community" (USA; 1992) [38]	✓	✓	✓	☒	✓	✓	2
3. A semi-experimental study by Pollard and Favin entitled "Social marketing of vitamin A in three Asian countries" (Philippines, Indonesia, and Bangladesh; 1997) [50]	✓	✓	✓	☒	✓	✓	1.5
4. A semi-experimental study by the Prevention Institute for the Center for Health Improvement (CHI) entitled "Promoting consumption of low-fat milk: the 1% or less social marketing campaign" (USA; 2000) [39]	✓	✓	✓	☒	✓	✓	1
5. A semi-experimental study by Minami entitled "Switch to 1% milk—a healthy and delicious choice for the central valley central valley project LEAN" (USA; 2001) [40]	✓	✓	✓	☒	✓	✓	2
6- A semi-experimental study by McConnell entitled "Developing a vegetable and fruit social marketing campaign in Alberta" (USA; 2003) [41]	✓	✓	✓	☒	✓	✓	2
7- A semi-experimental study by Young et al entitled "Using social marketing principles to guide the development of a nutrition education initiative for preschool-aged children" (USA; 2004) [29]	✓	✓	✓	✓	✓	✓	3
8- A semi-experimental study by Warnick et al. entitled "Social Marketing Improved the Use of Multivitamin and Mineral Supplements among Resource-Poor Women in Bolivia" (USA; 2004) [31]	✓	✓	✓	✓	✓	✓	3.5
9- A semi-experimental study by Berger et al. entitled "Community mobilization and social marketing to promote weekly iron-folic acid supplementation in women of reproductive age in Vietnam: impact on anemia and iron status" (Vietnam, 2005) [49]	✓	✓	✓	☒	✓	✓	3

10- A semi-experimental study by Shive and Morris entitled " Evaluation of the energize your life! Social marketing campaign pilot study to increase fruit intake among community college students " (USA; 2006) [34]	✓	✓	✓	✓	✓	✓	2.5
11- A semi-experimental study by Johnson et al. entitled " Evaluation of a social marketing campaign targeting preschool children" (USA, 2007) [35]	✓	✓	✓	✓	✓	✓	3
12. A semi-experimental study by Sun et al. entitled " Social marketing improved the consumption of iron-fortified soy sauce among women in China" (China, 2007) [44]	✓	✓	✓	✓	✓	✓	3
13. A cross-sectional study by Richards et al. entitled " An evaluation of an attempt to change the snacking habits of pre-school children using social marketing" (UK, 2009) [45]	✓	✓	✓	☒	✓	✓	3
14. A semi-experimental study by Francis and Taylor entitled "A social marketing theory-based diet-education program for women ages 54 to 83 years improved dietary status" (USA; 2009) [42]	✓	✓	✓	☒	✓	✓	3.5
15. A semi-experimental study by James et al. entitled " Evaluation of a traditional social marketing campaign: 4 day throw away" (USA, 2012) [36]	✓	✓	✓	✓	✓	✓	3
16. A randomized controlled trial by Rangelov and Suggs entitled " Using strategic social marketing to promote healthy nutrition and physical activity behaviors to parents and children in Switzerland: the development of FAN" (Switzerland, 2015) [46]	✓	✓	✓	✓	✓	✓	3
17- A semi-experimental study by Palmberg entitled "Use and perspectives of a social marketing campaign to improve fruit and vegetable intake" (USA; 2015) [30]	✓	✓	✓	✓	✓	✓	3.5
18. A combination study by George et al. entitled "Our health is in our hands: a social marketing campaign to combat obesity and diabetes" (USA, 2016) [33]	✓	✓	✓	✓	✓	✓	3
19. A semi-experimental study by Blitstein et al. entitled " Adding a social marketing campaign to a school-based nutrition education program improves children's dietary intake: a quasi-experimental study" (USA; 2016) [22]	✓	✓	✓	☒	✓	✓	3
20. A semi-experimental study by Finnell et al. entitled "1% low-fat milk has perks!: an evaluation of a social marketing intervention" (USA; 2017) [37]	✓	✓	✓	☒	✓	✓	2.5
21- A semi-experimental study by Dewitt entitled " Social Marketing Campaign at Farmers' Markets to Encourage Fruit and Vegetable Purchases in Rural Counties with a High Obesity Prevalence" (USA; 2017) [32]	✓	✓	✓	✓	✓	✓	3

<p>22. A randomized controlled trial by Velema et al. entitled "Nudging and social marketing techniques encourage employees to make healthier food choices: a randomized controlled trial in 30 worksite cafeterias in the Netherlands" (Netherlands, 2018) [47]</p>	✓	✓	✓	✓	✓	✓	3
<p>23. A semi-experimental study by Wu et al. entitled "Effectiveness of social marketing in improving knowledge, attitudes, and practice of consumption of vitamin A-fortified oil in Tanzania" (Tanzania; 2018)" [48]</p>	✓	✓	✓	✓	✓	✓	2.5