

Continuing Education Test
Journal of Nutrition Education and Behavior

Article title:

Social marketing improved the consumption of iron-fortified soy sauce among women in China

With the exception of the last questions, the following items are multiple choices. Select the best response to each question.

1. Which aspect did social marketing improve to the largest extent among rural women?
 - a. Perceived benefits of iron-fortified soy sauce
 - b. Perceived barriers of iron-fortified soy sauce
 - c. Health behavior identity
 - d. Intention to buy iron-fortified soy sauce.

2. What is one likely reason that post-intervention use rates were higher in rural areas than in urban areas?
 - a. There were lower prices for iron-fortified soy sauce in rural areas than in urban areas
 - b. Gift iron-fortified soy sauce was given in rural areas
 - c. Women in rural areas perceived fewer barriers to buying iron-fortified soy sauce
 - d. More rural women viewed public service advertisements than urban women.

3. Which group reported that iron-fortified soy sauce was most easily available at the follow-up survey?
 - a. The rural experiment group
 - b. The rural control group
 - c. The urban experiment group
 - d. The urban control group.

4. The residents in Guizhou did not accept the salty taste of iron-fortified soy sauce introduced from Hebei province. Which factor was addressed to resolve this problem?
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion.

5. Calendars with information on iron-fortified soy sauce were distributed among local farmers. This is an example of which aspect of marketing?
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion.

6. Which of the following activities illustrate the “Partnership” strategies of the social marketing campaign?

- a. Steering committees were established at state and province levels to plan and coordinate the project
- b. The Department of Disease Control, Ministry of Health published “the Notice of Promoting Iron-Fortified Soy Sauce for the Prevention of Iron Deficiency Anemia”
- c. Local condiment and business associations were involved
- d. Both a. and c.

7. Which variable was the item “I am afraid that iron-fortified soy sauce will affect the taste of dishes” used to measure?

- a. Perceived benefits of iron-fortified soy sauce
- b. Perceived barriers of iron-fortified soy sauce
- c. Intention to buy iron-fortified soy sauce
- d. Knowledge of iron-fortified soy sauce

8. Which variable was the item “Iron-fortified soy sauce doesn’t change the taste of the soy sauce” used to measure?

- a. Knowledge of iron-fortified soy sauce
- b. Perceived benefits of iron-fortified soy sauce
- c. Perceived barriers of iron-fortified soy sauce
- d. Health behavior identity

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- d. Extremely unsatisfied.

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