

# Tuberculosis: Studies Reporting Behavior Change Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
The impact of media-based health education on tuberculosis diagnosis in Cali, Colombia	Jaramillo E	Health Policy Plan, 2001, 16(1): 68-73 <a href="http://heapol.oxfordjournals.org/content/16/1/68.long">http://heapol.oxfordjournals.org/content/16/1/68.long</a>	Columbia	General public	Television and radio spots and public service announcements	<b>Behaviors</b>  Number of direct smears and number of people tested  <b>Health</b>  Number of new cases of positive pulmonary TB	Quasi-experimental	Probability	4	6: Theory, Behavior, Customer orientation, Insight, Segmentation, Methods mix

Notes

1. Strength of Evidence Score

2. Social Marketing Benchmark Criteria