

Tuberculosis: Studies Reporting Health Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
The impact of media-based health education on tuberculosis diagnosis in Cali, Colombia	Jaramillo E	Health Policy Plan, 2001, 16(1): 68-73 http://heapol.oxfordjournals.org/content/16/1/68.long	Columbia	General public	Television and radio spots and public service announcements	Behaviors Number of direct smears and number of people tested Health Number of new cases of positive pulmonary TB	Quasi-experimental	Probability	4	6: Theory, Behavior, Customer orientation, Insight, Segmentation, Methods mix
Social franchising of TB care through private GPs in Myanmar: An assessment of treatment results, access, equity and financial protection	Lonnroth K, Aung T, Maung W, Kluge H, Uplekar M	Health Policy Plan, 2007, 22(3): 156-166 http://heapol.oxfordjournals.org/content/22/3/156.long	Myanmar	New diagnosed TB patients	Social franchise	Health TB case notification	Quasi-experimental	Purposive	4	7: Behavior, Customer orientation, Insight, Exchange, Competition, Segmentation, Methods mix

Notes

1. Strength of Evidence Score 2. Social Marketing Benchmark Criteria