

Tuberculosis: Studies Reporting Behavior Change Outcomes

Title	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	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

Notes

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