The Social Marketing Evidence Base was compiled from a systematic review of published literature evaluating social marketing interventions in global health. Three studies assessed the effectiveness of social marketing interventions for tuberculosis. One study found changes in behavioral factors such as a halved cost of diagnostic services offered at a social franchise clinic. Two studies found changes in behaviors, such as a 50% improvement in the case notification rate, and two found changes in health outcomes, including a 60% shorter symptom duration. Two of the tuberculosis studies had Social Marketing Benchmark Criteria scores of 6 or higher.

EXPERIMENTAL STUDY DESIGN

<table>
<thead>
<tr>
<th>Location</th>
<th>Ethiopia</th>
<th>Intervention Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>General Population</td>
<td>Training of community health workers in TB case identification, diagnostic procedures: outreach and education through leaflets and posters, discussions with community leaders, clinics, household visits, school events</td>
</tr>
<tr>
<td>Sampling Method</td>
<td>Probability</td>
<td></td>
</tr>
<tr>
<td>Social Marketing</td>
<td>3: Behavior, Insight, Method Mix</td>
<td></td>
</tr>
<tr>
<td>Benchmark Criteria</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Outcomes

<table>
<thead>
<tr>
<th>Health Outcomes:</th>
<th>Reduced mortality rate among patient on treatment, greater treatment success, shortened symptom duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavior Change:</td>
<td>Improved case notification rate</td>
</tr>
</tbody>
</table>

### QUASI-EXPERIMENTAL STUDY DESIGNS

**Jaramillo E. The impact of media-based health education on tuberculosis diagnosis in Cali, Colombia. Health Policy Plann 2001; 16.1: 68.**

<table>
<thead>
<tr>
<th>Location</th>
<th>Colombia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>General Population</td>
</tr>
<tr>
<td>Sampling Method</td>
<td>Probability</td>
</tr>
<tr>
<td>Social Marketing Benchmark Criteria</td>
<td>6: Behavior, Customer Orientation, Theory, Insight, Segmentation, Method Mix</td>
</tr>
<tr>
<td>Outcomes</td>
<td>NS/NR</td>
</tr>
</tbody>
</table>

**Health Outcomes:** Increase in cases of positive pulmonary tuberculosis diagnosed

<table>
<thead>
<tr>
<th>Location</th>
<th>Myanmar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Newly diagnosed TB patients</td>
</tr>
<tr>
<td>Sampling Method</td>
<td>Purposive</td>
</tr>
<tr>
<td>Social Marketing Benchmark Criteria</td>
<td>7: Behavior, Customer Orientation, Insight, Exchange, Competition, Segmentation, Method Mix</td>
</tr>
</tbody>
</table>

**Outcomes**

**Mixed**

**Behavior Change:** Improved case notification rate, smear-positive case notification rate

**Positive**

**Behavioral Factors:** Reduced cost burden to patients