

LTBI / TB Message Statements for Testing

CONSUMER MESSAGE STATEMENTS

Note: In an ideal scenario, we will test each category in the order presented. However, in a scenario of limited time, we recommend focusing on the following priority categories (also indicated below with an asterisk)

1. *Category: Awareness / Knowledge / Importance – What You Should Know*
2. *Category: Relevance to You & Your Community – Why You Should Care*
3. *Category: Call to Action – What You Should Do*

***Category: Awareness / Knowledge / Importance – What You Should Know**

Testing Element(s): *Understanding of TB including how TB can be active or inactive; Probe for alternative terminology; Most compelling / critical messages (using rating scale)*

1. Tuberculosis (TB) is highly contagious and can be deadly.
2. Tuberculosis (TB) can live in your body for years without making you sick, but can become active and make you sick without notice.
3. Millions of people in the United States have tuberculosis (TB) but don't know it.
4. Tuberculosis (TB) spreads through the air when a person with active TB coughs or sneezes.

***Category: Relevance to You & Your Community – Why You Should Care**

Testing Element(s): *Understanding of TB including how TB can be “active” or “inactive”; Understanding of risk; Most compelling / critical messages (using rating scale);*

1. Anyone can get TB. TB germs are spread through the air from one person to another.
2. You can have tuberculosis (TB) even if you think you've been vaccinated.
3. TB occurs throughout the world. TB is more common in certain parts of the world, including Asia, Africa, Eastern Europe, and Latin America.
4. People born in [China/Guatemala/India/Mexico/the Philippines/Vietnam] are at a higher risk of having tuberculosis (TB) than people born in the United States.
5. Without treatment, 1 in 10 people with inactive tuberculosis (TB) will get sick in the future. For some people, that risk is much higher.
 - a. People with other health conditions such as HIV, diabetes, or other conditions that affect their immune system are more likely to get sick with TB disease.
6. Active tuberculosis (TB) disease can make you and others around you very sick.

***Category: Call to Action – What You Should Do**

Testing Element(s): *Most compelling / critical CTA (using rating scale); preferred terminology for doctor vs. healthcare provider*

1. The Centers for Disease Control and Prevention (CDC) recommends that people born in [China/Guatemala/India/Mexico/the Philippines/Vietnam] get tested for tuberculosis (TB). Talk to your doctor about getting tested for TB.
2. Even if you do not feel sick, talk to your doctor about getting tested for tuberculosis (TB).
3. If you were born in [China/ Guatemala/India/Mexico/the Philippines/Vietnam], talk to your doctor about getting tested for tuberculosis (TB).
4. Protect yourself and your loved ones from tuberculosis (TB). Talk to your doctor about getting tested today.

Category: Benefits of Action – Why You Should Do It

Testing Element(s): *Which message resonates best with consumers (using rating scale)*

1. The only way to know if you have tuberculosis (TB) is to get tested.

2. Getting tested for tuberculosis (TB) can help protect you and your loved ones from getting sick.
 - a. Getting tested for tuberculosis (TB) can protect yourself, your family and friends, and your community.
3. If you test positive for tuberculosis (TB), treatments are available.
4. If you test positive for inactive tuberculosis (TB), treatments are available that can prevent you from getting sick and spreading it to others.