

Online Appendix

Section 1 – Baseline Balance

Appendix Table 1: Balance (Compliers)

	Treatment Mean (SD)	Control Mean (SD)	RI p-value	N
equallearningbad	0.59 (0.49)	0.53 (0.50)	0.143	998
tvown	0.14 (0.35)	0.19 (0.39)	0.147	998
celldown	0.86 (0.35)	0.80 (0.40)	0.195	998
knowallvillage	0.34 (0.47)	0.38 (0.49)	0.237	998
numberofkids	0.62 (41.79)	2.67 (1.85)	0.334	943
longcellbattery	0.14 (0.35)	0.12 (0.32)	0.360	998
timeinvillage	23.92 (15.06)	25.37 (14.62)	0.384	998
readwrite	2.28 (0.70)	2.23 (0.66)	0.400	998
headofhousehold	0.59 (0.49)	0.55 (0.50)	0.418	998
hhsizes	4.84 (2.40)	5.00 (2.23)	0.432	996
radiocommunity	0.37 (0.49)	0.35 (0.48)	0.436	998
gender	0.49 (0.50)	0.52 (0.50)	0.442	998
kidsever	3.65 (2.72)	3.78 (2.70)	0.445	996
multiplehuts	0.11 (0.32)	0.13 (0.34)	0.473	998
trustelders	0.80 (0.40)	0.78 (0.42)	0.497	998
timesincity	0.87 (1.60)	0.98 (1.72)	0.511	995
respectauthority	0.31 (0.46)	0.33 (0.47)	0.563	998
standard7	0.73 (0.44)	0.76 (0.43)	0.591	998
equalchildcare	0.10 (0.31)	0.12 (0.33)	0.634	998
villattend	37.88 (2.63)	39.18 (3.30)	0.636	998
cellinternet	0.21 (0.41)	0.23 (0.42)	0.656	998
anyradio	0.65 (0.48)	0.67 (0.47)	0.674	998
borninvillage	0.56 (0.50)	0.58 (0.49)	0.708	998
likechange	0.68 (0.47)	0.70 (0.46)	0.711	998
believewitchcraft	0.75 (0.43)	0.77 (0.42)	0.729	998
hivaware	1.00 (0.05)	1.00 (0.04)	0.741	998
ownradio	0.44 (0.50)	0.46 (0.50)	0.742	998
churchattendance	5.08 (10.67)	4.66 (10.05)	0.763	998
hivacceptonbus	0.92 (0.28)	0.91 (0.29)	0.768	998
hivsafe	0.44 (0.50)	0.45 (0.50)	0.771	998
mudwalls	0.75 (0.43)	0.76 (0.43)	0.820	998
dadchoosehusband	0.15 (0.36)	0.14 (0.35)	0.831	998
age	38.29 (11.86)	38.53 (12.01)	0.831	998
goodday	0.56 (0.50)	0.57 (0.50)	0.845	998
nonews	0.27 (0.45)	0.28 (0.45)	0.888	998
hivexclude	0.78 (0.85)	0.79 (0.79)	0.909	998
married	0.66 (0.48)	0.66 (0.48)	0.931	998
muslim	0.65 (0.48)	0.65 (0.48)	0.953	998
christian	0.35 (0.48)	0.35 (0.48)	0.954	998
swahilimain	0.81 (0.39)	0.82 (0.39)	0.988	998
technologygood	0.96 (0.19)	0.96 (0.19)	0.993	998
anytv	0.25 (0.43)	0.25 (0.44)	0.993	998
workedcity	0.45 (0.50)	0.44 (0.50)	0.996	998

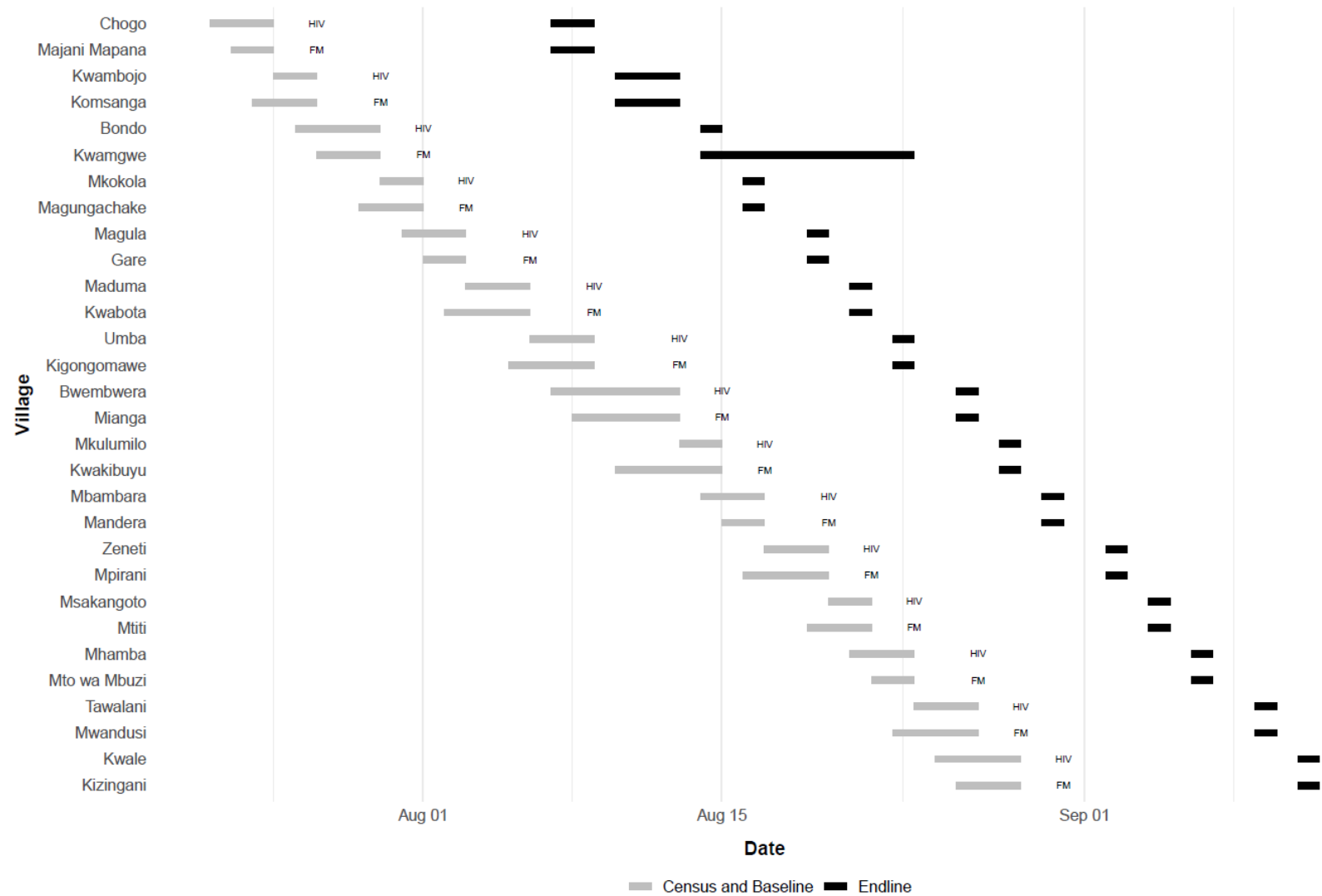
SD = standard deviation, RI = Randomization inference (1,000 re-randomizations), N = sample size

Appendix Table 2: Balance (All)

	Treatment Mean (SD)	Control Mean (SD)	RI p-value	N
kidsever	3.54 (2.67)	2.67 (3.81)	0.093	1203
equallearningbad	0.60 (0.49)	0.49 (0.55)	0.161	1205
cellown	0.85 (0.35)	0.35 (0.80)	0.164	1205
tvown	0.15 (0.35)	0.35 (0.19)	0.167	1205
numberofkids	0.92 (38.05)	38.05 (2.68)	0.239	1136
hivexclude	0.84 (0.90)	0.90 (0.77)	0.255	1205
timeinvillage	23.47 (14.95)	14.95 (24.95)	0.272	1205
hhszise	4.80 (2.37)	2.37 (4.99)	0.273	1203
longcellbattery	0.14 (0.35)	0.35 (0.12)	0.320	1205
age	37.47 (12.00)	12.00 (38.35)	0.343	1205
headofhousehold	0.59 (0.49)	0.49 (0.56)	0.393	1205
technologygood	0.95 (0.21)	0.21 (0.96)	0.397	1205
trustelders	0.80 (0.40)	0.40 (0.78)	0.489	1205
radiocommunity	0.37 (0.48)	0.48 (0.34)	0.498	1205
equalchildcare	0.10 (0.30)	0.30 (0.12)	0.548	1205
hivsafe	0.44 (0.50)	0.50 (0.46)	0.575	1205
knowallvillage	0.34 (0.47)	0.47 (0.36)	0.579	1205
christian	0.36 (0.48)	0.48 (0.32)	0.580	1205
muslim	0.64 (0.48)	0.48 (0.68)	0.586	1205
respectauthority	0.32 (0.47)	0.47 (0.33)	0.586	1205
timesincity	0.94 (1.66)	1.66 (1.02)	0.592	1201
ownradio	0.44 (0.50)	0.50 (0.46)	0.617	1205
anytv	0.23 (0.42)	0.42 (0.25)	0.631	1205
cellinternet	0.22 (0.41)	0.41 (0.24)	0.633	1205
nonews	0.27 (0.45)	0.45 (0.28)	0.638	1205
standard7	0.72 (0.45)	0.45 (0.75)	0.664	1205
swahilimain	0.81 (0.39)	0.39 (0.80)	0.694	1205
multiplehuts	0.11 (0.32)	0.32 (0.12)	0.694	1205
villattend	37.91 (2.54)	2.54 (39.18)	0.717	1205
likechange	0.68 (0.47)	0.47 (0.69)	0.758	1205
dadchoosehusband	0.15 (0.35)	0.35 (0.16)	0.765	1205
churchattendance	5.05 (10.60)	10.60 (4.65)	0.773	1205
hivaware	1.00 (0.06)	0.06 (1.00)	0.778	1205
anyradio	0.65 (0.48)	0.48 (0.66)	0.812	1205
borninvillage	0.56 (0.50)	0.50 (0.57)	0.851	1205
goodday	0.55 (0.50)	0.50 (0.56)	0.869	1205
gender	0.49 (0.50)	0.50 (0.51)	0.896	1205
readwrite	2.27 (0.70)	0.70 (2.26)	0.919	1205
believiewitchcraft	0.75 (0.43)	0.43 (0.75)	0.935	1205
mudwalls	0.75 (0.44)	0.44 (0.75)	0.959	1205
workedcity	0.46 (0.50)	0.50 (0.46)	0.976	1205
married	0.66 (0.47)	0.47 (0.66)	0.989	1205
hivacceptonbus	0.90 (0.30)	0.30 (0.91)	0.995	1205

SD = standard deviation, RI = Randomization inference (1,000 re-randomizations), N = sample size

Section 2 – Data Collection Timeline



Section 3 – Variable Construction

Appendix Table 2: Variable Construction

Variable Name	Survey Question	Variable Construction
Table 2.A – Knowledge		
Knowledge Index	Index	Sum of 5 correct answers
Aware of ARVs (no prompt)	Have you heard about special drugs that people infected with HIV can get from a doctor or a nurse to help them live longer?	1 = Yes 0 = No
Aware of ARVs (with prompt)	Do you remember how they are called?	1 = Knew ARVs 0 = Did not know ARVs
Aware of any drug to treat HIV/AIDS	Have you heard about antiretroviral drugs or ARVs that people infected with HIV can get from a doctor or a nurse to help them live longer?	1 = Yes 0 = No
Aware mother can transmit HIV during pregnancy	Can HIV be transmitted from a mother to her baby during pregnancy?	1 = Yes 0 = No
Believe prayer / alternative medicines can cure HIV (-)	Do you believe that spiritual efforts like prayer and traditional medicine are likely to cure HIV/AIDS?	1 = No 0 = Yes
Table 2.B – HIV+ Status Disclosure		
Would want HIV+ family member to disclose status	If a member of your family got HIV, would you want it to remain a secret?	1 = No 0 = Yes
Would disclose HIV+ status to... (Average of 4 groups) - Spouse, Family, Friend, Coworker	Now I am going to ask you about an imaginary situation. Imagine that you contracted HIV. Some of the people we talk to are reluctant to tell others this sensitive information, while others are willing to disclose it. Would you tell or not tell:	Sum of 4 yes answers
Table 2.C – HIV Stigma		
Unwilling to work with HIV+ person (-)	I would not be willing to work next to (or alongside) someone with HIV	1 = No 0 = Yes
Unwilling to share house with HIV+ person (-)	I would share a house with a person who has HIV	1 = Yes 0 = No
Young HIV+ boy can play football with others	Do you think a young boy with HIV should be allowed to play football with other boys?	1 = Yes 0 = No
Table 2.D – HIV Norms		
Perceive others unwilling to work with HIV+ person (-)	(After work stigma question) What do you think most others in your community think about this issue?	1 = Would be willing to work alongside someone who is HIV positive 0 = Would not be willing to work alongside someone who is HIV positive

Appendix Table 3: Variable Construction

Variable Name	Survey Question	Variable Construction
Table 3.A Discussion		
Discussed HIV previous two weeks, %	Think about the conversations you have had with friends or family over the past two weeks. Have you discussed any of the following topics?	1 = Yes to HIV/AIDS 0 = No to HIV/AIDS
Table 3.B Community Priorities		
HIV Priority Ranking (Average Rank 0-4)	Here is another set of cards, which show different goals for your village. Please choose the three that are currently the most important to you, and the item that is least important. Options: Reduce the number of people who do not have enough food to eat; reduce the incidence of forced marriage; increase the number of roads; increase the availability of water; increase the availability of electricity; reduce the amount of crime; increase the availability of medicine for HIV/AIDS	4 = HIV 1 st 3 = HIV 2 nd 2 = HIV 3 rd 1 = HIV Unranked 0 = HIV Last
HIV Priority Ranking (Average 1-4) Placebo Item Removed	See above Note: <i>This variable is identical to the variable listed above, except that the ranking associated with the placebo treatment, forced marriage, was removed. We do not change the ranking if HIV is unranked and FM is ranked higher because it is uncertain whether HIV would have been the next priority to enter into 3rd place.</i>	4 = HIV 1 st 4 = HIV 2 nd and FM 1 st 3 = HIV 2 nd 3 = HIV 3 rd and FM 1 st or 2 nd 2 = HIV 3 rd 1 = HIV Unranked or HIV Last
HIV Ranked 1 st or 2 nd , % Placebo Item Removed	See above Note: <i>To avoid the challenge discussed above, this variable takes the form 1 only if HIV is ranked 1st or 2nd in the absence of the FM ranking.</i>	1 = HIV 1 st , HIV 2 nd 1 = HIV 3 rd and FM 1 st or 2 nd 0 = HIV 3 rd and FM Unranked or Last 0 = HIV Unranked or HIV Last
Table 3.C Electoral Priorities		
Vote for candidate with HIV platform, % Placebo Item Removed	Let me ask you about one more village nearby that is holding an election for village Chairperson. The first candidate is named [Mr. Salim / Mr. John / Mrs. Neema / Mrs. Mwanaidi] and [he/she] promises to [fight against child marriage / make HIV/AIDS treatment more available / improve roads / crack down on stealing in the village]. The second candidate is named [...] and [...] promises to [...]. Which of these candidates do you think should be selected? Note: <i>The election question was asked twice, and each name / platform appeared once. The variable only concerns the hypothetical election in which HIV appeared as an option</i> <i>If the candidate proposing an HIV platform was paired against the FM platform, the observation was dropped</i>	1 = HIV/AIDS care candidate 0 = Alternative candidate