

SMS Treatment Effects (Likert outcomes)

OLS estimates controlling for video treatment (Endline only)

Behaviour | Willingness to join neighborhood group to plan air quality improvement (1–4: 1=Very unwilling, 4=Very willing)



Opinion | Concern about air pollution (1–4: 1=Not concerned, 4=Very concerned)



Opinion | Government should fine for trash burning (1–4: 1=Strongly disagree, 4=Strongly agree)



Opinion | Government should remove high-polluting vehicles (1–4: 1=Strongly disagree, 4=Strongly agree)



Knowledge | Cleanliness of air at location (1–4: 1=Very clean, 4=Very polluted)



Knowledge | Does air pollution affect health (1–3: 1=Does not, 3=Large effect)



Effect of SMS (vs No SMS)

95% CIs shown; heteroskedasticity-robust (HC2) SEs. Models control for video treatment (Control, Short Video, Full Video). Endline only. Ns vary by outcome due to missingness.