

New Video Treatment Effects (Endline)

Outcomes are binary: 1 = "Yes"

Burning of wood for cooking/heating causes air pollution in Kampala



Factory smoke/emissions causes air pollution in Kampala



Car exhaust causes air pollution in Kampala



Unpaved roads cause air pollution in Kampala



Trash burning causes air pollution in Kampala



Heard of the Air Quality Index (AQI)



Looked for information about local air pollution



Effect Compared to the Control Group

Video treatment ● Short Video ● Full Video ● Any Video

Endline only; models control for SMS treatment. 95% CIs shown; heteroskedasticity-robust (HC2) SEs. Ns vary by outcome.