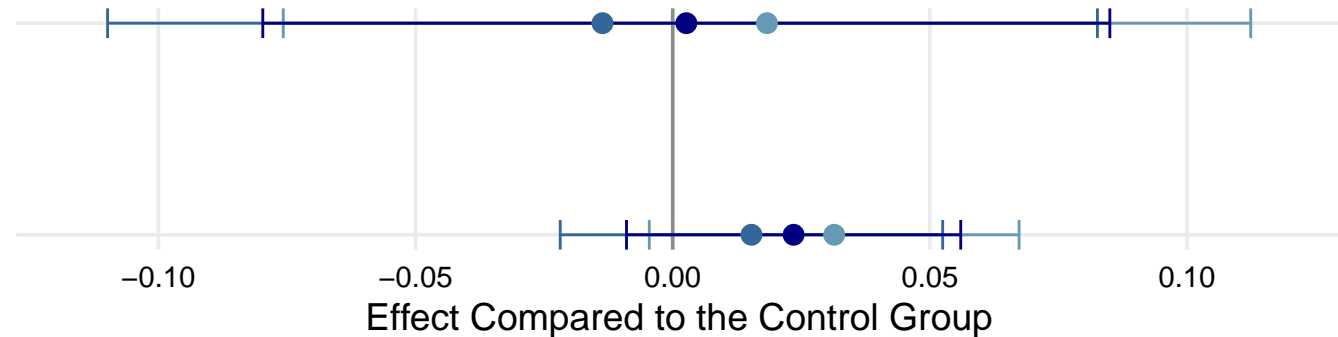


## New Video Treatment Effects (Endline only)

Likert outcomes (OLS)

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

Does air pollution affect health (1–3: 1=Doesn't  
affect, 3=Large effect)



**Video treatment** ● Short Video ● Full Video ● Any Video

*95% CIs shown; HC2-robust SEs. Each row's scale is shown in parentheses. Models control for SMS treatment.*