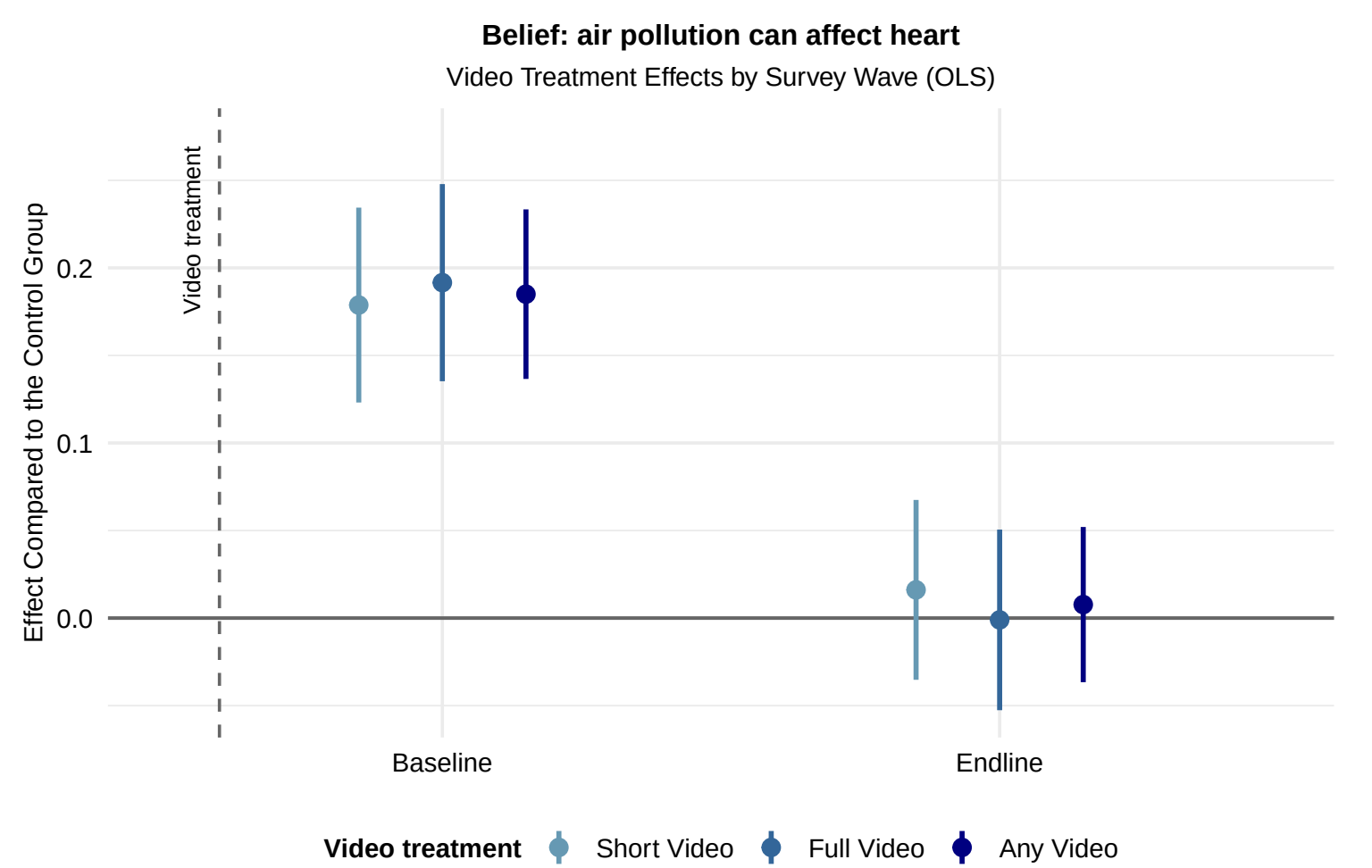

N (Baseline) = 1,776; N (Endline) = 1,974
Note: 'Any Video' pools Short Video and Full Video categories.
Outcome is a dummy where 1 = selected 'Heart' as affected; 0 otherwise.
95% CIs shown; heteroscedasticity−robust (HC2) SEs used. Endline model controls for SMS treatment.