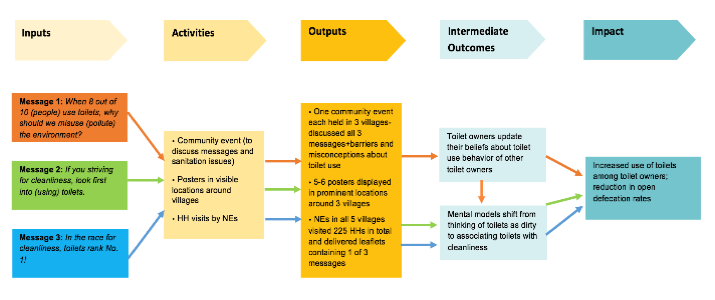
**APPENDIX S1: Attrition**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variables** | **Attrition=0** | **Attrition=1** | **Difference** | **p-value** |
| **Use latrine** | 0.758 | 0.693 | 0.065 | 0.264 |
|  | (0.027) | (0.056) | (0.058) |  |
| **Social norms (SN+SE)** | -0.057 | 0.217 | -0.274 | 0.133 |
|  | (0.081) | (0.139) | (0.165) |  |
| **SN: Pro-latrine use** | -0.067 | 0.229 | -0.296 | 0.158 |
|  | (0.081) | (0.140) | (0.165) |  |
| **SE: Pro-latrine use** | 0.026 | -0.064 | 0.090 | 0.666 |
|  | (0.084) | (0.125) | (0.166) |  |
| **HH Income / Month** | 10291 | 15223 | -4932 | 0.090 |
|  | (939) | (2878) | (2323) |  |
| **Age** | 41.2 | 46.2 | -5.0 | 0.000 |
|  | (1.4) | (2.2) | (2.8) |  |
| **Education (Highest level)** | 4.712 | 4.875 | -0.163 | 0.187 |
|  | (0.161) | (0.334) | (0.344) |  |
| **Male** | 58.3% | 93.8% | -35.4% | 0.000 |
|  | (0.040) | (0.035) | (0.074) |  |
| **Household size** | 7.9 | 8.2 | -0.3 | 0.005 |
|  | (0.358) | (0.520) | (0.814) |  |
| **N** | 156 | 48 | 204 |  |

Standard errors in brackets

**APPENDIX S2: Theory of Change**



**Appendix S3. Full Results (Difference in Means)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **VARIABLE** | **Group** | **n** | **Baseline** | **Endline** | **T-test for difference of means** | | | |  |
| ***Difference*** | ***t*** | ***df*** | ***p-value*** | |
| **Latrine use** | *Control* | 16 | 0.80  (0.07) | 0.81  (0.08) | 0.02  (0.08) | 0.1939 | 15 | 0.8489 | |
| *NE* | 53 | 0.79  (0.04) | 0.88  (0.04) | 0.08\*\*\*  (0.03) | 3.1574 | 52 | 0.0026 | |
| *Mass comm.* | 87 | 0.73  (0.04) | 0.81  (0.03) | 0.08\*\*\*  (0.03) | 3.0506 | 86 | 0.0030 | |
| **SE: Latrine use** | *Control* | 16 | 0.45  (0.07) | 0.39  (0.06) | 0.06  (0.06) | 1 | 15 | 0.3332 | |
| *NE* | 53 | 0.42  (0.03) | 0.43  (0.03) | 0.02  (0.03) | 0.5737 | 52 | 0.5687 | |
| *Mass comm.* | 87 | 0.35  (0.03) | 0.45  (0.03) | 0.11\*\*\*  (0.03) | 3.3406 | 86 | 0.0012 | |
| **PB: Pro-latrine** | *Control* | 16 | 0.67  (0.06) | 0.78  (0.06) | 0.11\*  (0.06) | 2.0676 | 15 | 0.0564 | |
| *NE* | 53 | 0.69  (0.03) | 0.90  (0.03) | 0.22\*\*\*  (0.03) | 6.5860 | 52 | 0.0000 | |
| *Mass comm.* | 87 | 0.58  (0.03) | 0.74  (0.03) | 0.16\*\*\*  (0.03) | 5.2510 | 86 | 0.0000 | |
| **SN: Pro-latrine** | *Control* | 15 | 0.67  (0.07) | 0.79  (0.06) | 0.12  (0.05) | 2.5463 | 14 | 0.0233 | |
| *NE* | 52 | 0.62  (0.04) | 0.79  (0.03) | 0.18\*\*\*  (0.04) | 4.4327 | 51 | 0.0000 | |
| *Mass comm.* | 86 | 0.50  (0.03) | 0.69  (0.03) | 0.18\*\*\*  (0.03) | 5.7268 | 85 | 0.0000 | |
| **PB: OD is bad** | *Control* | 16 | 0.98  (0.02) | 1  (0.00) | 0.02  (0.02) | 1 | 15 | 0.3332 | |
| *NE* | 53 | 0.90  (0.03) | 0.99  (0.01) | 0.09\*\*  (0.03) | 3.4548 | 52 | 0.0011 | |
| *Mass comm.* | 87 | 0.75  (0.04) | 0.96  (0.02) | 0.20\*\*\*  (0.04) | 5.5308 | 86 | 0.0000 | |
| **SN: OD is bad** | *Control* | 15 | 0.92  (0.05) | 1  (0.00) | 0.08  (0.05) | 1.6846 | 14 | 0.1142 | |
| *NE* | 52 | 0.84  (0.04) | 0.98  (0.01) | 0.14\*\*\*  (0.04) | 3.4378 | 51 | 0.0012 | |
| *Mass comm.* | 86 | 0.71  (0.04) | 0.91  (0.02) | 0.21\*\*\*  (0.04) | 5.3270 | 85 | 0.0000 | |
| **PB: No exceptions** | *Control* | 16 | 0.48  (0.09) | 0.65  (0.10) | 0.17\*  (0.09) | 1.8489 | 15 | 0.0843 | |
| *NE* | 53 | 0.55  (0.05) | 0.85  (0.04) | 0.29\*\*\*  (0.05) | 6.4883 | 52 | 0.0000 | |
| *Mass comm.* | 87 | 0.47  (0.04) | 0.61  (0.04) | 0.14\*\*\*  (0.04) | 3.2631 | 86 | 0.0016 | |
| **SN: No exceptions** | *Control* | 15 | 0.52  (0.10) | 0.67  (0.10) | 0.15\*  (0.07) | 2.0602 | 14 | 0.0585 | |
| *NE* | 50 | 0.48  (0.06) | 0.68  (0.05) | 0.20\*\*\*  (0.05) | 3.8781 | 49 | 0.0003 | |
| *Mass comm.* | 86 | 0.38  (0.04) | 0.55  (0.04) | 0.17\*\*\*  (0.05) | 3.6746 | 85 | 0.0004 | |
| **PB: Latrine not impure** | *Control* | 16 | 0.50  (0.13) | 0.65  (0.12) | 0.16  (0.13) | 1.2322 | 15 | 0.2369 | |
| *NE* | 53 | 0.63  (0.07) | 0.86  (0.05) | 0.23\*\*\*  (0.08) | 2.9919 | 52 | 0.0042 | |
| *Mass comm.* | 86 | 0.55  (0.05) | 0.72  (0.05) | 0.16\*\*\*  (0.06) | 2.6925 | 85 | 0.0085 | |
| **SN: Latrine not impure** | *Control* | 15 | 0.57  (0.13) | 0.73  (0.12) | 0.17  (0.11) | 1.4349 | 14 | 0.1733 | |
| *NE* | 49 | 0.52  (0.07) | 0.62  (0.07) | 0.09  (0.08) | 1.2196 | 48 | 0.2286 | |
| *Mass comm.* | 85 | 0.55  (0.05) | 0.72  (0.04) | 0.18\*\*\*  (0.06) | 2.8511 | 84 | 0.0055 | |

**Appendix S4. Informational materials presented to villages**





