Analysis of the Tablet Data

Laure Heidmann, Anirudh Sankar

January 16, 2019

1 Introduction

All data was collected in the tablets from December 2016 to March 2018. To study the treatment effects on immunization, we select the following outcomes: the number of administrated vaccines, the number of newly fully immunized children, the number of children that visited the center, and the number of shots delivered from Penta 1 to Measles 1.

We study each one of the three treatments at the assignment level: SC level for *incentives* and *reminders* and village level for *communication*. Since there are fluctuations of SC visits depending on time of the year, we rather study at the month level. However, for *communication* treatment, studying at the village level, instead of village-month level, allows to use the outcomes in log so that it is easier to interpret them.

For the *communication* treatment, we restrict the sample to villages surveyed during the Baseline Survey. Indeed, the seeds were selected in every village of the Baseline thanks to the data collected during the survey, therefore the treatment is only implemented in these villages.

For the *reminders* treatment, we restrict the sample to eligible children, that means to children that came the first time for one of the first four vaccines - BCG and Penta 1 to 3. Therefore, we loose observations for Measles 1 and can not express the outcome in log. To study the spillovers effects, we run two different methods. First, we remove the individually treated children in the SCs of the treatment group, weight the outcomes of these SCs to approximate the outcomes as a whole SC, and then run the regression at the SC level. The second method runs the regression at the child level, including interaction effects with the individual reminders treatment.

Contents

2 Incentives Experiments

2.1 SC-Month Level

We run the baseline specification at the SC-Month level. With 755 SC in our sample, we gather more than 10,000 observations to study the effect of *incentives* on immunization. We do not replace missing values, and for outcomes in log we previously transform 0 into 1.

Since control group and treatment group were first assigned at the PHC level, and then within a PHC in the treatment group, SCs were assigned to the different sub-treatments, we can not consider a PHC fixed effect. Therefore, we include district fixed effects, and time fixed effects. Moreover, as observations from a same SC during the year are strongly correlated and belong to the same treatment group, we compute clustered robust standard errors at the SC level, the level of assignment, to not underestimate them.

In the first tables, we do not take into account control variables from the other treatments. We show results with all sub-treatments and then with aggregated sub-treatments. The last table includes a full set of controls for *reminders* - we can not include *communication* since it is implemented at the village level.

Table 1: SC-Month-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
High Slope	0.115**	0.114**	0.087*	0.115**	0.094*	0.101**	0.131***	3.369
	(0.045)	(0.053)	(0.046)	(0.047)	(0.049)	(0.050)	(0.050)	(2.512)
High Flat	0.015	−0.048	−0.009	0.011	−0.007	−0.014	−0.034	−2.324
	(0.059)	(0.068)	(0.059)	(0.062)	(0.062)	(0.061)	(0.063)	(2.952)
Low Slope	0.150***	0.122**	0.129**	0.153***	0.149***	0.138**	0.154***	6.954*
	(0.053)	(0.061)	(0.053)	(0.055)	(0.055)	(0.057)	(0.056)	(3.760)
Low Flat	−0.020	−0.085	−0.045	−0.021	−0.027	−0.003	−0.026	−2.177
	(0.061)	(0.078)	(0.063)	(0.062)	(0.065)	(0.066)	(0.066)	(2.682)
Control Mean	43.56	7.59	44.91	10.68	9.97	9.19	8.6	44.91
Total Obs.	10214	10220	10220	10214	10214	10214	10214	10220
Zeros Replaced	2	413	0	141	138	159	235	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 2: SC-Month-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Incentive	0.082**	0.050	0.058*	0.082**	0.069*	0.072*	0.078**	2.393
	(0.035)	(0.040)	(0.035)	(0.036)	(0.036)	(0.037)	(0.037)	(1.940)
Control Mean	43.56	7.59	44.91	10.68	9.97	9.19	8.6	44.91
Total Obs.	10214	10220	10220	10214	10214	10214	10214	10220
Zeros Replaced	2	413	0	141	138	159	235	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 3: SC-Month-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Slope	0.132***	0.118***	0.108***	0.134***	0.121***	0.119***	0.142***	5.140**
	(0.039)	(0.045)	(0.039)	(0.041)	(0.041)	(0.042)	(0.042)	(2.414)
Flat	−0.002	−0.066	−0.027	−0.005	−0.017	−0.009	−0.030	−2.253
	(0.046)	(0.055)	(0.046)	(0.047)	(0.048)	(0.048)	(0.049)	(2.167)
Control Mean	43.56	7.59	44.91	10.68	9.97	9.19	8.6	44.91
Total Obs.	10214	10220	10220	10214	10214	10214	10214	10220
Zeros Replaced	2	413	0	141	138	159	235	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 4: SC-Month-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
High	0.078**	0.054	0.051	0.076*	0.056	0.058	0.070	1.258
	(0.040)	(0.046)	(0.040)	(0.041)	(0.042)	(0.043)	(0.043)	(2.125)
Low	0.087*	0.045	0.064	0.088*	0.083*	0.086*	0.087*	3.555
	(0.044)	(0.053)	(0.045)	(0.046)	(0.047)	(0.047)	(0.048)	(2.743)
Control Mean	43.56	7.59	44.91	10.68	9.97	9.19	8.6	44.91
Total Obs.	10214	10220	10220	10214	10214	10214	10214	10220
Zeros Replaced	2	413	0	141	138	159	235	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 5: SC-Month-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
High Slope	0.115**	0.114**	0.086*	0.114**	0.092*	0.100**	0.130***	3.297
	(0.045)	(0.053)	(0.046)	(0.047)	(0.048)	(0.049)	(0.050)	(2.492)
High Flat	0.014	−0.049	−0.010	0.010	−0.009	−0.016	−0.036	−2.565
	(0.059)	(0.069)	(0.059)	(0.062)	(0.062)	(0.060)	(0.063)	(2.926)
Low Slope	0.151***	0.123**	0.130**	0.155***	0.151***	0.140**	0.156***	7.090*
	(0.053)	(0.061)	(0.053)	(0.056)	(0.055)	(0.057)	(0.057)	(3.765)
Low Flat	−0.021	−0.087	−0.047	−0.022	−0.029	−0.005	−0.027	−2.307
	(0.061)	(0.078)	(0.062)	(0.061)	(0.064)	(0.066)	(0.066)	(2.655)
Control Mean	43.56	7.59	44.91	10.68	9.97	9.19	8.6	44.91
Total Obs.	10214	10220	10220	10214	10214	10214	10214	10220
Zeros Replaced	2	413	0	141	138	159	235	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- All specifications include a full Set of Controls for Reminders
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 6: SC-Month-Level Incentives Results with Double Post Lasso selected controls

	Dependent variable:						
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
High Slope	0.098***	0.090**	0.069*	0.098**	0.073*	0.079*	0.110***
	(0.037)	(0.046)	(0.038)	(0.039)	(0.040)	(0.042)	(0.042)
High Flat	0.001	−0.055	−0.020	−0.005	−0.018	−0.024	−0.045
	(0.047)	(0.055)	(0.049)	(0.051)	(0.053)	(0.050)	(0.051)
Low Slope	0.083**	0.065	0.066	0.080*	0.084*	0.080*	0.094**
	(0.042)	(0.052)	(0.043)	(0.045)	(0.044)	(0.045)	(0.046)
Low Flat	−0.003	−0.066	−0.028	−0.003	−0.011	0.017	−0.007
	(0.053)	(0.069)	(0.054)	(0.053)	(0.055)	(0.058)	(0.057)
Control Mean	44	8	45	11	10	9	9
Total Obs.	10214	10220	10220	10214	10214	10214	10214
Zeros Replaced	2	413	0	141	138	159	235

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time fixed effects and BHC double post lasso selected village controls
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

2.2 SC Level

We run the same baseline specification at the SC level, with district fixed effects.

Table 7: SC-Level Incentives Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
High Slope	0.064	0.082	0.064	0.054	0.039	0.040	0.090	21.731
	(0.060)	(0.062)	(0.054)	(0.063)	(0.063)	(0.064)	(0.057)	(16.379)
High Flat	−0.024	−0.076	−0.0005	−0.025	−0.049	−0.054	−0.073	−7.450
	(0.065)	(0.078)	(0.059)	(0.067)	(0.067)	(0.064)	(0.069)	(18.515)
Low Slope	0.120**	0.084	0.134**	0.115**	0.121**	0.107*	0.104*	49.814**
	(0.056)	(0.068)	(0.052)	(0.058)	(0.056)	(0.058)	(0.061)	(23.556)
Low Flat	−0.009	−0.104	−0.016	−0.017	−0.021	−0.001	−0.023	−7.819
	(0.061)	(0.089)	(0.059)	(0.062)	(0.063)	(0.065)	(0.065)	(16.214)
Control Mean	589.81	102.85	273.82	144.61	135.05	124.45	116.47	273.82
Total Obs.	755	755	755	755	755	755	755	755
Zeros Replaced	0	0	0	1	1	1	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

3 Communications Experiments

3.1 Village-Month Level Restricted to Seeds Risk Set

We run the baseline specification at the Village-Month level. We restrict the sample to the 903 villages of the Baseline Survey, that provide more than 11,500 observations to study the effect of *communication* on immunization.

The control mean for each shot is low - around 4 shots per village per month - and nearly one third of data on shots is zero at this level of observation. Therefore, we decide to study the shots outcomes in level, as well as the fully immunized variable. We do not replace missing values, and for outcomes in log we previously transform 0 into 1.

We include PHC-time fixed effects and run once the regression with only district-time fixed effects for the last table. Moreover, we always compute clustered robust standard errors at the village level, the level of assignment, to not underestimate them.

We take into account control variables from the *incentives* treatment, and also add *reminders* treatment as a control in Table 9. We show results with all sub-treatments and then with aggregated sub-treatments.

Table 8: Village-Month-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.013	−0.306	−0.025	0.033	−0.141	−0.272	−0.237	−0.852
	(0.076)	(0.524)	(0.076)	(0.665)	(0.625)	(0.605)	(0.551)	(2.863)
Gossip	0.168**	1.321***	0.171**	1.448**	1.258**	1.220**	1.373***	5.965**
	(0.068)	(0.468)	(0.069)	(0.626)	(0.579)	(0.532)	(0.510)	(2.569)
Trusted	−0.031	−0.278	−0.031	−0.638	−0.584	−0.376	−0.431	−2.584
	(0.070)	(0.449)	(0.071)	(0.715)	(0.590)	(0.557)	(0.558)	(2.934)
Trusted Gossip	0.083	−0.081	0.082	0.213	0.061	−0.034	−0.005	0.215
	(0.070)	(0.422)	(0.071)	(0.570)	(0.526)	(0.502)	(0.471)	(2.351)
Control Mean	18.75	3.42	19.52	4.52	4.32	4.07	3.9	19.52
Total Obs.	11539	11567	11567	11539	11539	11539	11539	11567
Zeros Replaced	13	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 9: Village-Month-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.018	−0.363	−0.031	−0.031	−0.199	−0.326	−0.297	−1.126
	(0.076)	(0.526)	(0.076)	(0.670)	(0.629)	(0.608)	(0.554)	(2.878)
Nominated Seed	0.071	0.310	0.071	0.318	0.226	0.257	0.297	1.116
	(0.048)	(0.309)	(0.049)	(0.450)	(0.394)	(0.371)	(0.362)	(1.872)
Control Mean	18.75	3.42	19.52	4.52	4.32	4.07	3.9	19.52
Total Obs.	11539	11567	11567	11539	11539	11539	11539	11567
Zeros Replaced	13	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 10: Village-Month-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.012	−0.297	−0.024	0.046	−0.128	−0.260	−0.227	−0.800
	(0.075)	(0.518)	(0.075)	(0.657)	(0.617)	(0.596)	(0.544)	(2.823)
Gossip	0.177***	1.392***	0.180***	1.544**	1.352**	1.312**	1.452***	6.377**
	(0.068)	(0.465)	(0.069)	(0.624)	(0.576)	(0.529)	(0.507)	(2.549)
Trusted	−0.026	−0.237	−0.025	−0.566	−0.512	−0.310	−0.389	−2.302
	(0.070)	(0.447)	(0.071)	(0.706)	(0.582)	(0.550)	(0.552)	(2.895)
Trusted Gossip	0.078	−0.130	0.076	0.160	0.012	−0.086	−0.057	−0.039
	(0.070)	(0.414)	(0.071)	(0.557)	(0.513)	(0.490)	(0.463)	(2.307)
Control Mean	18.75	3.42	19.52	4.52	4.32	4.07	3.9	19.52
Total Obs.	11539	11567	11567	11539	11539	11539	11539	11567
Zeros Replaced	13	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives and Reminders
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 11: Village-Month-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.069	−0.556	−0.082	−0.367	−0.421	−0.571	−0.516	−2.563
	(0.096)	(0.789)	(0.095)	(1.019)	(0.945)	(0.901)	(0.839)	(4.292)
Gossip	0.238**	1.612**	0.228**	1.888**	1.676*	1.517*	1.705**	7.236*
	(0.098)	(0.737)	(0.099)	(0.958)	(0.916)	(0.855)	(0.807)	(4.036)
Trusted	0.059	0.395	0.049	0.304	0.230	0.320	0.351	1.073
	(0.090)	(0.540)	(0.091)	(0.757)	(0.690)	(0.656)	(0.606)	(3.132)
Trusted Gossip	0.148*	0.135	0.144	0.613	0.462	0.343	0.265	1.783
	(0.090)	(0.542)	(0.090)	(0.810)	(0.707)	(0.655)	(0.627)	(3.221)
Control Mean	18.75	3.42	19.52	4.52	4.32	4.07	3.9	19.52
Total Obs.	11539	11567	11567	11539	11539	11539	11539	11567
Zeros Replaced	13	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include District-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 12: Village-Month-Level Communication Results Restricted to Seeds Risk Set with Double Post Lasso selected controls

	Dependent variable:						
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Random	−0.083	−0.373	−0.080	−0.236	−0.253	−0.344	−0.371
	(0.067)	(0.254)	(0.067)	(0.344)	(0.318)	(0.294)	(0.284)
Gossip	0.065	0.619	0.057	0.820	0.662	0.574	0.649
	(0.079)	(0.378)	(0.079)	(0.501)	(0.466)	(0.432)	(0.413)
Trusted	0.052	0.285	0.048	0.320	0.255	0.294	0.245
	(0.075)	(0.312)	(0.076)	(0.410)	(0.381)	(0.361)	(0.342)
Trusted Gossip	0.115	0.215	0.117	0.474	0.400	0.316	0.264
	(0.074)	(0.283)	(0.074)	(0.395)	(0.357)	(0.335)	(0.314)
Control Mean	19	3	20	5	4	4	4
Total Obs.	11539	11567	11567	11539	11539	11539	11539
Zeros Replaced	13	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include District-Time fixed effects and BHC double post lasso selected village controls
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

3.2 Village-Month Level Restricted to Other Sets

In this part, we study *communication* effects on different sets. First, we restrict the sample to the villages that have a seed, and compare the three nominated seed sub-treatments, *gossip*, *trusted*

and *trusted gossip* to the *random* group. Next, we restrict the sample to villages in different sets of sub-treatments for *incentives*. In the first place, we compare to the *communication* control group and afterwards we compare to the *random* sub-treatment group - excluding the *communication* control group of the regression.

Table 13: Village-Month-Level Communication Results Restricted to Any Seed Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	0.193**	1.624**	0.205**	1.319	1.476*	1.531**	1.601**	6.580*
	(0.088)	(0.634)	(0.088)	(0.831)	(0.779)	(0.749)	(0.679)	(3.497)
Trusted	0.073	0.749	0.085	0.396	0.459	0.744	0.690	2.797
	(0.094)	(0.536)	(0.094)	(0.704)	(0.651)	(0.614)	(0.588)	(2.965)
Trusted Gossip	0.107	0.327	0.119	0.411	0.465	0.378	0.333	1.854
	(0.088)	(0.495)	(0.088)	(0.670)	(0.618)	(0.591)	(0.544)	(2.782)
Control Mean	17.48	3.07	18.11	4.31	4.06	3.71	3.53	18.11
Total Obs.	6697	6712	6712	6697	6697	6697	6697	6712
Zeros Replaced	10	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 14: Village-Month-Level Communication Results Restricted to no Incentive Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.044	0.223	−0.038	0.650	0.472	0.343	0.285	2.575
	(0.114)	(0.875)	(0.113)	(1.077)	(1.018)	(1.001)	(0.896)	(4.724)
Gossip	0.290***	1.817**	0.297***	2.607***	2.468***	2.236***	1.899**	10.391***
	(0.095)	(0.731)	(0.097)	(0.970)	(0.909)	(0.824)	(0.786)	(4.006)
Trusted	−0.085	−0.174	−0.072	−0.389	−0.420	−0.127	−0.194	−1.033
	(0.105)	(0.706)	(0.107)	(0.855)	(0.808)	(0.760)	(0.785)	(3.677)
Trusted Gossip	0.169*	0.834	0.188*	1.596**	1.273*	1.035	0.953	5.748*
	(0.100)	(0.603)	(0.101)	(0.807)	(0.719)	(0.699)	(0.673)	(3.327)
Control Mean	17.37	3.31	18.41	4.17	4.03	3.83	3.72	18.41
Total Obs.	5930	5943	5943	5930	5930	5930	5930	5943
Zeros Replaced	4	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 15: Village-Month-Level Communication Results Restricted to Incentive Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.032	−0.736	0.0002	−0.505	−0.682	−0.776	−0.647	−3.872
	(0.098)	(0.526)	(0.099)	(0.718)	(0.668)	(0.620)	(0.588)	(2.931)
Gossip	0.026	0.852	0.023	0.142	−0.112	0.134	0.870	1.254
	(0.099)	(0.587)	(0.101)	(0.761)	(0.675)	(0.638)	(0.653)	(3.078)
Trusted	−0.001	−0.465	−0.012	−0.999	−0.836	−0.680	−0.755	−4.519
	(0.095)	(0.590)	(0.095)	(1.125)	(0.854)	(0.814)	(0.810)	(4.540)
Trusted Gossip	−0.038	−1.144*	−0.062	−1.411*	−1.387*	−1.320*	−1.132	−6.251*
	(0.104)	(0.615)	(0.106)	(0.830)	(0.805)	(0.757)	(0.689)	(3.440)
Control Mean	20.22	3.55	20.69	4.91	4.64	4.33	4.08	20.69
Total Obs.	5609	5624	5624	5609	5609	5609	5609	5624
Zeros Replaced	9	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 16: Village-Month-Level Communication Results Restricted to Slope Incentive Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.041	−0.633	−0.056	−0.304	−0.620	−0.872	−0.694	−3.918
	(0.125)	(0.627)	(0.125)	(0.891)	(0.794)	(0.737)	(0.705)	(3.561)
Gossip	0.088	1.492**	0.076	0.749	0.462	0.671	1.550**	3.364
	(0.103)	(0.605)	(0.100)	(0.804)	(0.705)	(0.678)	(0.661)	(3.207)
Trusted	0.021	−0.573	0.010	−0.890	−0.649	−0.744	−0.968	−4.549
	(0.129)	(0.863)	(0.129)	(1.627)	(1.218)	(1.172)	(1.172)	(6.503)
Trusted Gossip	−0.093	−1.182*	−0.106	−1.669**	−1.350*	−1.439**	−1.389**	−7.296**
	(0.112)	(0.607)	(0.110)	(0.821)	(0.716)	(0.716)	(0.696)	(3.389)
Control Mean	20.65	3.59	21.16	5.03	4.69	4.38	4.17	21.16
Total Obs.	3681	3690	3690	3681	3681	3681	3681	3690
Zeros Replaced	6	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 17: Village-Month-Level Communication Results Restricted to Flat Incentive Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.085	−0.506	0.076	−0.413	−0.418	−0.602	−0.281	−0.974
	(0.168)	(0.787)	(0.167)	(0.976)	(0.976)	(0.872)	(0.873)	(4.046)
Gossip	−0.217	−1.443	−0.199	−3.059*	−2.915**	−2.689**	−1.729	−10.063
	(0.210)	(1.142)	(0.220)	(1.583)	(1.451)	(1.241)	(1.219)	(6.191)
Trusted	0.257	0.651	0.225	0.226	0.038	0.583	0.826	2.594
	(0.161)	(0.839)	(0.157)	(1.079)	(1.057)	(1.027)	(0.942)	(4.378)
Trusted Gossip	−0.024	−2.100	−0.067	−2.785	−3.275	−2.875	−1.942	−11.095
	(0.244)	(1.664)	(0.262)	(2.178)	(2.291)	(2.112)	(1.838)	(9.257)
Control Mean	19.38	3.47	19.77	4.67	4.54	4.25	3.92	19.77
Total Obs.	1928	1934	1934	1928	1928	1928	1928	1934
Zeros Replaced	3	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 18: Village-Month-Level Communication Results Restricted to no Incentive and Seed Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	0.332***	1.401	0.330***	1.772	1.974	1.788	1.426	6.874
	(0.118)	(0.962)	(0.120)	(1.344)	(1.252)	(1.189)	(1.017)	(5.606)
Trusted	0.072	0.335	0.076	−0.147	−0.002	0.324	0.286	0.324
	(0.134)	(0.832)	(0.134)	(1.057)	(0.994)	(0.949)	(0.901)	(4.544)
Trusted Gossip	0.198	0.461	0.211*	0.983	0.920	0.647	0.530	3.215
	(0.127)	(0.784)	(0.128)	(1.052)	(0.961)	(0.941)	(0.849)	(4.402)
Control Mean	16.55	2.95	17.3	4.04	3.81	3.46	3.35	17.3
Total Obs.	3434	3442	3442	3434	3434	3434	3434	3442
Zeros Replaced	3	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 19: Village-Month-Level Communication Results Restricted to Incentive and Seed Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	0.021	1.852**	0.053	0.703	0.811	1.161	1.733*	5.928
	(0.139)	(0.836)	(0.140)	(0.992)	(0.935)	(0.911)	(0.913)	(4.208)
Trusted	0.035	0.909	0.058	0.667	0.709	0.945	0.830	4.217
	(0.131)	(0.627)	(0.131)	(0.879)	(0.791)	(0.729)	(0.703)	(3.565)
Trusted Gossip	−0.053	−0.165	−0.040	−0.581	−0.345	−0.284	−0.256	−1.217
	(0.128)	(0.628)	(0.127)	(0.872)	(0.807)	(0.746)	(0.708)	(3.527)
Control Mean	18.45	3.19	18.95	4.6	4.32	3.98	3.72	18.95
Total Obs.	3263	3270	3270	3263	3263	3263	3263	3270
Zeros Replaced	7	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 20: Village-Month-Level Communication Results Restricted to Slope Incentive and Seed Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	0.205	2.991***	0.189	1.770*	1.997**	2.496***	3.110***	10.455**
	(0.167)	(0.873)	(0.164)	(1.074)	(0.979)	(0.914)	(0.933)	(4.318)
Trusted	0.316*	2.052**	0.313*	2.206*	2.345**	2.557***	2.263**	11.165**
	(0.182)	(0.869)	(0.179)	(1.324)	(1.118)	(0.985)	(0.971)	(5.051)
Trusted Gossip	0.061	0.025	0.045	−0.447	0.103	0.146	0.007	−0.257
	(0.156)	(0.772)	(0.153)	(1.011)	(0.909)	(0.857)	(0.843)	(3.969)
Control Mean	18.52	3.25	18.94	4.65	4.3	3.9	3.77	18.94
Total Obs.	2132	2136	2136	2132	2132	2132	2132	2136
Zeros Replaced	6	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 21: Village-Month-Level Communication Results Restricted to Flat Incentive and Seed Set

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	−0.437**	−0.808	−0.403**	−2.587**	−2.377**	−2.097**	−1.303	−8.638*
	(0.202)	(1.199)	(0.205)	(1.103)	(1.020)	(0.933)	(1.230)	(5.104)
Trusted	−0.074	0.526	−0.038	0.158	−0.457	0.167	0.286	0.983
	(0.205)	(0.962)	(0.197)	(1.021)	(1.007)	(0.953)	(1.051)	(4.487)
Trusted Gossip	−0.281	−0.617	−0.242	−1.635	−2.418**	−1.857*	−0.939	−6.725
	(0.209)	(1.021)	(0.198)	(1.214)	(1.141)	(1.044)	(1.097)	(4.956)
Control Mean	18.32	3.08	18.98	4.49	4.35	4.14	3.63	18.98
Total Obs.	1131	1134	1134	1131	1131	1131	1131	1134
Zeros Replaced	1	0	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

3.3 Village Level Restricted to Seeds Risk Set

We run the same specifications at the Village level. We keep only the 903 villages of the Baseline Survey. Now, we can study all outcomes in log, transforming the few zeros into 1. We do not replace missing values.

Table 22: Village-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.059	0.009	0.052	0.080	0.068	0.044	0.033	−2.355
	(0.087)	(0.097)	(0.087)	(0.088)	(0.087)	(0.090)	(0.088)	(16.550)
Gossip	0.257***	0.240***	0.228***	0.273***	0.236***	0.236***	0.246***	38.791**
	(0.077)	(0.088)	(0.074)	(0.079)	(0.080)	(0.080)	(0.081)	(15.650)
Trusted	0.017	0.024	−0.004	0.013	0.001	0.035	0.022	−21.626
	(0.074)	(0.082)	(0.073)	(0.076)	(0.075)	(0.075)	(0.078)	(19.744)
Trusted Gossip	0.144	0.061	0.129	0.160*	0.145	0.124	0.103	6.037
	(0.092)	(0.112)	(0.087)	(0.094)	(0.099)	(0.100)	(0.097)	(15.343)
Control Mean	237.65	43.52	111.88	57.35	54.78	51.6	49.4	111.88
Total Obs.	903	903	903	903	903	903	903	903
Zeros Replaced	0	7	0	1	1	5	3	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 23: Village-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.054	0.004	0.047	0.075	0.063	0.040	0.028	−3.564
	(0.087)	(0.097)	(0.087)	(0.088)	(0.087)	(0.090)	(0.088)	(16.622)
Nominated Seed	0.138**	0.108	0.116**	0.147**	0.126**	0.130**	0.123**	7.370
	(0.059)	(0.069)	(0.056)	(0.061)	(0.063)	(0.063)	(0.061)	(12.319)
Control Mean	237.65	43.52	111.88	57.35	54.78	51.6	49.4	111.88
Total Obs.	903	903	903	903	903	903	903	903
Zeros Replaced	0	7	0	1	1	5	3	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 24: Village-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.052	−0.003	0.047	0.073	0.062	0.036	0.022	−3.239
	(0.088)	(0.098)	(0.088)	(0.089)	(0.088)	(0.091)	(0.089)	(16.602)
Gossip	0.267***	0.245***	0.238***	0.285***	0.249***	0.247***	0.254***	40.664***
	(0.076)	(0.086)	(0.073)	(0.079)	(0.079)	(0.079)	(0.078)	(15.413)
Trusted	0.028	0.039	0.006	0.026	0.014	0.048	0.033	−18.384
	(0.074)	(0.082)	(0.073)	(0.076)	(0.075)	(0.076)	(0.078)	(19.047)
Trusted Gossip	0.154*	0.078	0.137	0.170*	0.158*	0.137	0.116	6.616
	(0.090)	(0.106)	(0.085)	(0.092)	(0.095)	(0.096)	(0.093)	(14.867)
Control Mean	237.65	43.52	111.88	57.35	54.78	51.6	49.4	111.88
Total Obs.	903	903	903	903	903	903	903	903
Zeros Replaced	0	7	0	1	1	5	3	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- All specifications include a full Set of Controls for Incentives and Reminders
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 25: Village-Level Communication Results Restricted to Seeds Risk Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.006	−0.049	−0.021	0.018	0.017	−0.016	−0.028	−14.167
	(0.101)	(0.106)	(0.097)	(0.105)	(0.103)	(0.103)	(0.100)	(24.826)
Gossip	0.317***	0.319***	0.294***	0.344***	0.310***	0.297***	0.316***	49.139**
	(0.105)	(0.119)	(0.103)	(0.105)	(0.109)	(0.111)	(0.111)	(24.213)
Trusted	0.130	0.155	0.129	0.129	0.113	0.137	0.133	11.240
	(0.103)	(0.108)	(0.098)	(0.107)	(0.106)	(0.106)	(0.102)	(20.159)
Trusted Gossip	0.164	0.081	0.140	0.180*	0.168	0.150	0.121	6.907
	(0.104)	(0.122)	(0.099)	(0.106)	(0.107)	(0.108)	(0.107)	(21.047)
Control Mean	237.65	43.52	111.88	57.35	54.78	51.6	49.4	111.88
Total Obs.	903	903	903	903	903	903	903	903
Zeros Replaced	0	7	0	1	1	5	3	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

3.4 Village Level Restricted to Other Sets

In this part, we study *communication* effects on different sets. First, we restrict the sample to the villages that have a seed, and compare the three nominated seed sub-treatments, *gossip*, *trusted* and *trusted gossip* to the *random* group. Then, we restrict the sample to villages in different sets of sub-treatments for *incentives*.

Table 26: Village-Level Communication Results Restricted to Any Seed Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gossip	0.183*	0.255**	0.170*	0.165*	0.155*	0.184*	0.211**	40.476**
	(0.094)	(0.106)	(0.092)	(0.095)	(0.092)	(0.095)	(0.098)	(20.556)
Trusted	0.046	0.103	0.047	0.030	0.019	0.071	0.079	9.638
	(0.095)	(0.107)	(0.094)	(0.097)	(0.094)	(0.095)	(0.102)	(16.808)
Trusted Gossip	0.014	0.029	0.017	−0.0001	0.013	0.008	0.014	5.334
	(0.094)	(0.105)	(0.092)	(0.097)	(0.094)	(0.095)	(0.099)	(16.486)
Control Mean	226.49	39.84	105.98	55.84	52.57	48.11	45.75	105.98
Total Obs.	521	521	521	521	521	521	521	521
Zeros Replaced	0	3	0	0	0	0	2	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 27: Village-Level Communication Results Restricted to no Incentive Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.004	−0.044	0.005	−0.013	0.001	−0.021	−0.021	16.293
	(0.117)	(0.132)	(0.113)	(0.118)	(0.117)	(0.118)	(0.119)	(26.409)
Gossip	0.373***	0.383***	0.353***	0.376***	0.385***	0.387***	0.358***	65.532***
	(0.099)	(0.116)	(0.097)	(0.097)	(0.102)	(0.105)	(0.103)	(22.964)
Trusted	−0.057	−0.064	−0.062	−0.073	−0.071	−0.042	−0.051	−9.175
	(0.107)	(0.120)	(0.106)	(0.107)	(0.110)	(0.110)	(0.117)	(20.861)
Trusted Gossip	0.299**	0.301**	0.283**	0.310**	0.333**	0.300**	0.277**	48.411**
	(0.131)	(0.148)	(0.126)	(0.128)	(0.137)	(0.139)	(0.139)	(22.318)
Control Mean	218.96	41.78	102.98	52.52	50.76	48.22	46.93	102.98
Total Obs.	463	463	463	463	463	463	463	463
Zeros Replaced	0	2	0	0	0	3	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 28: Village-Level Communication Results Restricted to Incentive Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.118	0.055	0.096	0.168	0.130	0.105	0.081	−20.867
	(0.130)	(0.143)	(0.134)	(0.132)	(0.129)	(0.136)	(0.130)	(19.585)
Gossip	0.115	0.062	0.077	0.143	0.055	0.053	0.107	8.711
	(0.119)	(0.135)	(0.112)	(0.128)	(0.124)	(0.122)	(0.126)	(20.358)
Trusted	0.075	0.093	0.042	0.082	0.056	0.095	0.079	−33.715
	(0.101)	(0.113)	(0.101)	(0.106)	(0.100)	(0.103)	(0.105)	(32.051)
Trusted Gossip	−0.015	−0.181	−0.029	0.007	−0.048	−0.058	−0.073	−36.699*
	(0.127)	(0.163)	(0.118)	(0.136)	(0.139)	(0.141)	(0.133)	(20.261)
Control Mean	257.77	45.4	121.46	62.54	59.1	55.24	52.05	121.46
Total Obs.	440	440	440	440	440	440	440	440
Zeros Replaced	0	5	0	1	1	2	3	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 29: Village-Level Communication Results Restricted to Slope Incentive Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	0.169	0.160	0.141	0.229	0.177	0.149	0.136	−10.441
	(0.188)	(0.204)	(0.200)	(0.184)	(0.186)	(0.198)	(0.189)	(24.809)
Gossip	0.201	0.186	0.176	0.243	0.174	0.159	0.194	28.540
	(0.139)	(0.125)	(0.126)	(0.156)	(0.146)	(0.142)	(0.124)	(21.138)
Trusted	0.139	0.193	0.077	0.152	0.133	0.160	0.116	−35.423
	(0.141)	(0.157)	(0.146)	(0.149)	(0.134)	(0.137)	(0.146)	(45.894)
Trusted Gossip	−0.125	−0.122	−0.144	−0.107	−0.102	−0.125	−0.135	−50.871**
	(0.146)	(0.147)	(0.138)	(0.164)	(0.148)	(0.150)	(0.145)	(23.114)
Control Mean	264.31	46.09	124.05	64.34	60	56.01	53.36	124.05
Total Obs.	288	288	288	288	288	288	288	288
Zeros Replaced	0	4	0	1	1	2	2	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

Table 30: Village-Level Communication Results Restricted to Flat Incentive Set

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Random	−0.080	−0.197	−0.088	−0.022	−0.045	−0.160	−0.081	−33.513
	(0.197)	(0.220)	(0.201)	(0.207)	(0.194)	(0.217)	(0.182)	(26.361)
Gossip	−0.324	−0.392	−0.325	−0.299	−0.415	−0.480*	−0.349	−81.665**
	(0.245)	(0.350)	(0.226)	(0.245)	(0.268)	(0.272)	(0.295)	(40.309)
Trusted	0.131	0.094	0.129	0.149	0.058	0.097	0.159	−1.100
	(0.166)	(0.211)	(0.159)	(0.171)	(0.178)	(0.184)	(0.182)	(26.167)
Trusted Gossip	0.035	−0.268	0.077	0.065	−0.153	−0.187	−0.092	−49.530
	(0.236)	(0.511)	(0.212)	(0.224)	(0.299)	(0.309)	(0.338)	(46.265)
Control Mean	245.19	44.06	116.49	59.1	57.38	53.78	49.56	116.49
Total Obs.	152	152	152	152	152	152	152	152
Zeros Replaced	0	1	0	0	0	0	1	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the Village Level

4 Targeted Reminders Experiments

4.1 Global Effect

4.1.1 SC-Month Level

We run the baseline specification at the SC-Month level. We restrict the sample to the first implementation of the *reminders* treatment, that means that we drop all observations that happened after November 2017. With 754 SCs in the sample, we gather more than 6,000 observations to study the effect of *reminders* on immunization.

The control mean for Measles first shot is low - around 4 shots per SC per month - and nearly one third of data on shots is zero at this level of observation. Indeed, we drop every child that come first time for Measles vaccine. Therefore, we decide to study this shot outcome in level, as well as the fully immunized variable. We do not replace missing values, and for outcomes in log we previously transform 0 into 1.

We include district-time fixed effects and run once the regression with only PHC-time fixed effects for the last table. Moreover, we always compute clustered robust standard errors at the SC level, the level of assignment.

We first do not take into account control variables from the *incentives* treatment, and then add it in Table 30.

Table 31: SC-Month-Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.052	0.489**	0.056	0.058	0.072	0.068	0.574**	4.930**
	(0.044)	(0.228)	(0.044)	(0.045)	(0.047)	(0.048)	(0.247)	(1.955)
66% First Impl.	0.037	0.174	0.040	0.049	0.062	0.048	0.200	2.659
	(0.044)	(0.218)	(0.044)	(0.045)	(0.046)	(0.048)	(0.237)	(1.754)
Control Mean	37.07	3.34	36.02	10.3	9.05	8.45	3.73	36.02
Total Obs.	6515	6517	6517	6515	6515	6515	6515	6517
Zeros Replaced	0	0	0	95	93	117	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 32: SC-Month-Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.055	0.511**	0.059	0.062	0.076	0.071	0.596**	5.117***
	(0.044)	(0.229)	(0.044)	(0.045)	(0.046)	(0.047)	(0.248)	(1.975)
66% First Impl.	0.038	0.160	0.041	0.049	0.062	0.048	0.184	2.645
	(0.043)	(0.217)	(0.044)	(0.044)	(0.046)	(0.047)	(0.236)	(1.749)
Control Mean	37.07	3.34	36.02	10.3	9.05	8.45	3.73	36.02
Total Obs.	6515	6517	6517	6515	6515	6515	6515	6517
Zeros Replaced	0	0	0	95	93	117	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 33: SC-Month-Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.023	0.331	0.027	0.026	0.051	0.048	0.432*	3.107*
	(0.042)	(0.214)	(0.043)	(0.042)	(0.044)	(0.045)	(0.236)	(1.718)
66% First Impl.	0.028	0.216	0.030	0.032	0.045	0.041	0.323	2.824*
	(0.041)	(0.206)	(0.042)	(0.042)	(0.043)	(0.044)	(0.222)	(1.615)
Control Mean	37.07	3.34	36.02	10.3	9.05	8.45	3.73	36.02
Total Obs.	6515	6517	6517	6515	6515	6515	6515	6517
Zeros Replaced	0	0	0	95	93	117	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 34: SC-Month-Level Reminders Results with Double Post Lasso selected controls

	Dependent variable:						
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
33% First Impl.	−0.004	0.174	−0.005	0.00000	0.018	0.008	0.219
	(0.038)	(0.219)	(0.039)	(0.039)	(0.040)	(0.041)	(0.240)
66% First Impl.	−0.001	0.016	0.004	0.008	0.025	0.017	0.072
	(0.037)	(0.222)	(0.038)	(0.037)	(0.039)	(0.040)	(0.236)
Control Mean	40	4	41	11	10	9	5
Total Obs.	10206	10212	10212	10206	10206	10206	10206
Zeros Replaced	0	0	0	134	132	159	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include District-Time fixed effects and BHC double post lasso selected village controls
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.1.2 SC Level

We run the same specifications at the SC level, restricted to the first implementation of the *reminders* treatment. All outcomes can be studied in log, after replacing 0 with 1.

Table 35: SC–Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.048	0.030	0.047	0.041	0.061	0.062	0.069	20.759**
	(0.046)	(0.070)	(0.043)	(0.046)	(0.047)	(0.049)	(0.066)	(8.585)
66% First Impl.	0.030	−0.004	0.029	0.027	0.047	0.050	0.039	10.702
	(0.045)	(0.071)	(0.043)	(0.046)	(0.046)	(0.048)	(0.067)	(7.567)
Control Mean	320.3	28.92	156.89	89.01	78.22	72.99	32.26	156.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	7	0	0	0	0	5	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include District Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 36: SC–Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.053	0.038	0.052	0.046	0.067	0.067	0.076	21.841**
	(0.046)	(0.070)	(0.043)	(0.046)	(0.047)	(0.049)	(0.066)	(8.716)
66% First Impl.	0.030	−0.006	0.029	0.027	0.047	0.049	0.036	10.748
	(0.045)	(0.071)	(0.042)	(0.046)	(0.046)	(0.047)	(0.067)	(7.545)
Control Mean	320.3	28.92	156.89	89.01	78.22	72.99	32.26	156.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	7	0	0	0	0	5	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 37: SC–Level Reminders Results

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.025	0.043	0.009	0.016	0.035	0.047	0.074	11.165
	(0.041)	(0.072)	(0.039)	(0.042)	(0.043)	(0.044)	(0.067)	(7.019)
66% First Impl.	0.030	0.006	0.017	0.015	0.032	0.046	0.045	9.810
	(0.042)	(0.067)	(0.040)	(0.043)	(0.043)	(0.044)	(0.062)	(6.627)
Control Mean	320.3	28.92	156.89	89.01	78.22	72.99	32.26	156.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	7	0	0	0	0	5	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.2 Spillover Effect

4.2.1 SC-Month Level

We run the same specifications as before at the SC-Month level. We restrict the sample to the first implementation of the *reminders* treatment, and we transform the observations to drop the individually treated children from the data. In order to be able to compare the SCs of the control group and the SCs of the treatment group, that were amputated of 33% or 66% of their children, we weight the outcomes of the SCs in the treatment group accordingly. Therefore, the outcomes of the treatment group are approximations. Still, we can observe the same effect that we get with the whole population.

Table 38: SC-Month-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.047	0.444**	0.460***	0.041	0.050	0.041	0.528**	26.224***
	(0.044)	(0.226)	(0.044)	(0.045)	(0.047)	(0.048)	(0.246)	(2.951)
66% First Impl.	0.023	0.181	1.145***	−0.021	−0.014	−0.039	0.193	82.854***
	(0.044)	(0.227)	(0.044)	(0.046)	(0.047)	(0.048)	(0.248)	(4.548)
Control Mean	36.88	3.32	35.8	10.25	9.02	8.41	3.71	35.8
Total Obs.	6491	6492	6492	6491	6491	6491	6491	6492
Zeros Replaced	0	0	0	347	368	398	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 39: SC-Month-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.050	0.464**	0.464***	0.045	0.055	0.045	0.550**	26.637***
	(0.044)	(0.226)	(0.044)	(0.045)	(0.047)	(0.047)	(0.246)	(2.997)
66% First Impl.	0.023	0.160	1.145***	−0.021	−0.014	−0.040	0.171	82.832***
	(0.044)	(0.226)	(0.044)	(0.045)	(0.046)	(0.048)	(0.247)	(4.528)
Control Mean	36.88	3.32	35.8	10.25	9.02	8.41	3.71	35.8
Total Obs.	6491	6492	6492	6491	6491	6491	6491	6492
Zeros Replaced	0	0	0	347	368	398	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District-Time Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 40: SC-Month-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.021	0.267	0.436***	0.023	0.029	0.020	0.379	22.516***
	(0.042)	(0.216)	(0.043)	(0.042)	(0.045)	(0.046)	(0.238)	(3.386)
66% First Impl.	0.022	0.233	1.145***	−0.021	−0.032	−0.038	0.320	82.997***
	(0.041)	(0.217)	(0.041)	(0.041)	(0.044)	(0.044)	(0.232)	(4.522)
Control Mean	36.88	3.32	35.8	10.25	9.02	8.41	3.71	35.8
Total Obs.	6491	6492	6492	6491	6491	6491	6491	6492
Zeros Replaced	0	0	0	347	368	398	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.2.2 SC Level

We run the same specifications at the SC level.

Table 41: SC-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.055	0.042	0.475***	0.046	0.066	0.068	0.071	119.161***
	(0.046)	(0.069)	(0.043)	(0.047)	(0.048)	(0.049)	(0.066)	(13.942)
66% First Impl.	0.026	−0.086	1.153***	0.026	0.039	0.038	−0.048	359.890***
	(0.047)	(0.076)	(0.044)	(0.047)	(0.049)	(0.049)	(0.073)	(20.688)
Control Mean	318.64	28.7	155.89	88.52	77.89	72.64	32.09	155.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	17	0	0	1	0	11	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 42: SC-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.060	0.050	0.480***	0.051	0.073	0.073	0.079	121.684***
	(0.046)	(0.069)	(0.043)	(0.047)	(0.048)	(0.049)	(0.066)	(14.217)
66% First Impl.	0.026	−0.091	1.154***	0.026	0.040	0.037	−0.052	360.069***
	(0.046)	(0.076)	(0.044)	(0.047)	(0.049)	(0.048)	(0.072)	(20.596)
Control Mean	318.64	28.7	155.89	88.52	77.89	72.64	32.09	155.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	17	0	0	1	0	11	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- All specifications include a full Set of Controls for Incentives
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 43: SC-Level Reminders Results Spillover Effects

	Dependent variable:							
	Log Vaccine Given	Log Fully Immunized	Log Children	Log Shot Penta1	Log Shot Penta2	Log Shot Penta3	Log Shot Measles1	Children
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
33% First Impl.	0.030	0.059	0.428***	0.027	0.032	0.045	0.080	96.459***
	(0.041)	(0.073)	(0.039)	(0.042)	(0.044)	(0.045)	(0.069)	(14.972)
66% First Impl.	0.058	−0.021	1.173***	0.052	0.048	0.062	−0.011	366.898***
	(0.041)	(0.067)	(0.039)	(0.042)	(0.043)	(0.044)	(0.065)	(21.113)
Control Mean	318.64	28.7	155.89	88.52	77.89	72.64	32.09	155.89
Total Obs.	754	754	754	754	754	754	754	754
Zeros Replaced	0	17	0	0	1	0	11	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC-Time Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.2.3 Child Level

We compute another method to evaluate spillover effects. This time, we keep every child and add the variable *individual treatment* to distinguish the effects on children in the treatment group that were selected to receive reminders and children in the treatment group that were not selected. We first run a regression with district fixed effects, and then a regression with PHC fixed effect. No outcome can be expressed in log.

Table 44: Child-Level Reminders Results Spillover Effects

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
33% First Impl.	−0.008	−0.017	−0.011	0.001	0.001	−0.016
	(0.029)	(0.017)	(0.008)	(0.010)	(0.013)	(0.018)
66% First Impl.	−0.014	−0.018	−0.006	0.001	−0.010	−0.017
	(0.029)	(0.019)	(0.008)	(0.011)	(0.015)	(0.021)
33% * Ind.Treat.	0.0003	0.013*	−0.003	−0.007	0.009*	0.015**
	(0.010)	(0.007)	(0.005)	(0.005)	(0.005)	(0.007)
66% * Ind.Treat.	−0.001	0.003	−0.002	−0.005	−0.0004	0.002
	(0.011)	(0.008)	(0.005)	(0.005)	(0.005)	(0.008)
Control Mean	2.09	0.41	0.6	0.56	0.57	0.47
Total Obs.	121026	55229	117875	111155	101498	55229
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include District Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 45: Child-Level Reminders Results Spillover Effects

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
33% First Impl.	0.023	−0.0004	0.004	0.010	0.010	0.006
	(0.032)	(0.018)	(0.007)	(0.012)	(0.015)	(0.019)
66% First Impl.	0.030	−0.004	0.005	0.012	0.005	0.007
	(0.030)	(0.018)	(0.007)	(0.011)	(0.015)	(0.019)
33% * Ind.Treat.	−0.001	0.012*	−0.003	−0.007	0.008	0.013**
	(0.010)	(0.007)	(0.005)	(0.005)	(0.005)	(0.007)
66% * Ind.Treat.	0.001	0.005	−0.002	−0.005	0.0001	0.003
	(0.011)	(0.008)	(0.005)	(0.005)	(0.005)	(0.008)
Control Mean	2.09	0.41	0.6	0.56	0.57	0.47
Total Obs.	121026	55229	117875	111155	101498	55229
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include PHC Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.3 Individual Effect

4.3.1 Child Level Restricted to Villages Eligible for Reminders

To evaluate the individual effect of *reminders* on immunization, we restrict the sample to SCs in the treatment group. We study the effect of *individual treatment* to compare the children that were selected to receive reminders and children that were not selected. We compute regressiosn with village fixed effect to increase accuracy of the standard errors. We first run a regression with no controls from other treatment, and then a regression with a set of controls for *incentives* and *communication*.

Table 46: Child-Level Reminders Results Individual Effects

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	−0.0003	0.008	−0.002	−0.006	0.005	0.008
	(0.008)	(0.005)	(0.004)	(0.004)	(0.004)	(0.005)
Control Mean	2.1	0.41	0.59	0.57	0.58	0.47
Total Obs.	85767	39350	83628	78986	72163	39350
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 47: Child-Level Reminders Results Individual Effects

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	−0.00003	0.002	−0.001	−0.005	0.006	0.002
	(0.011)	(0.008)	(0.005)	(0.006)	(0.006)	(0.008)
Control Mean	2.1	0.41	0.59	0.57	0.58	0.47
Total Obs.	85767	39350	83628	78986	72163	39350
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- All specifications include a full Set of Controls for Incentives and Communication
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

4.3.2 Child Level Restricted to Other Sets

While we still take into account only children from SCs in the treatment group, we restrict the sample to different sets of sub-treatments for *incentives*, *communication* and *reminders*.

Table 48: Child-Level Reminders Results Individual Effects to no Incentive Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	0.016	0.008	0.0003	−0.0004	0.011**	0.008
	(0.010)	(0.007)	(0.005)	(0.005)	(0.004)	(0.007)
Control Mean	2.09	0.41	0.59	0.56	0.57	0.46
Total Obs.	40544	18739	39506	37321	34103	18739
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 49: Child-Level Reminders Results Individual Effects to Incentive Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	−0.015	0.007	−0.005	−0.010*	−0.001	0.007
	(0.011)	(0.007)	(0.005)	(0.006)	(0.006)	(0.007)
Control Mean	2.11	0.4	0.59	0.57	0.58	0.47
Total Obs.	45223	20611	44122	41665	38060	20611
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 50: Child-Level Reminders Results Individual Effects to no Communication Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	−0.011	0.003	−0.005	−0.007	0.007	0.001
	(0.015)	(0.012)	(0.008)	(0.008)	(0.009)	(0.012)
Control Mean	2.12	0.43	0.58	0.58	0.61	0.5
Total Obs.	15615	6973	15288	14497	13228	6973
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01
- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 51: Child-Level Reminders Results Individual Effects to Communication Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	0.008	0.002	0.002	−0.004	0.006	0.002
	(0.015)	(0.010)	(0.007)	(0.008)	(0.007)	(0.011)
Control Mean	2.13	0.44	0.59	0.59	0.62	0.5
Total Obs.	22413	9684	21865	20617	18773	9684
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 52: Child-Level Reminders Results Individual Effects to Gossip Comm. Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	0.028	0.027*	0.009	0.007	0.005	0.027
	(0.025)	(0.016)	(0.012)	(0.013)	(0.012)	(0.020)
Control Mean	2.13	0.46	0.61	0.6	0.64	0.52
Total Obs.	7008	2922	6825	6401	5819	2922
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 53: Child-Level Reminders Results Individual Effects to Trusted Comm. Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	0.019	0.004	−0.013	−0.006	0.023	0.011
	(0.037)	(0.022)	(0.013)	(0.019)	(0.015)	(0.022)
Control Mean	2.17	0.45	0.61	0.59	0.6	0.5
Total Obs.	5571	2464	5441	5160	4727	2464
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 54: Child-Level Reminders Results Individual Effects to 33% Reminders Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	−0.001	0.009	−0.003	−0.007	0.008*	0.011*
	(0.011)	(0.006)	(0.005)	(0.005)	(0.005)	(0.006)
Control Mean	2.11	0.41	0.59	0.57	0.59	0.47
Total Obs.	43952	20371	42869	40466	37006	20371
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level

Table 55: Child-Level Reminders Results Individual Effects to 66% Reminders Set

	Dependent variable:					
	Vaccine Given	Fully Immunized	Shot Penta1	Shot Penta2	Shot Penta3	Shot Measles1
	(1)	(2)	(3)	(4)	(5)	(6)
Individual Treat.	0.0004	0.006	−0.002	−0.005	0.001	0.004
	(0.011)	(0.008)	(0.005)	(0.006)	(0.005)	(0.008)
Control Mean	2.08	0.4	0.59	0.56	0.56	0.45
Total Obs.	41815	18979	40759	38520	35157	18979
Zeros Replaced	0	0	0	0	0	0

Note: *p<0.1; **p<0.05; ***p<0.01

- All specifications include Village Fixed Effects
- For outcomes expressed in logs, -Inf replaced with 0
- Control mean shown in levels
- Standard Errors Clustered at the SC Level