Table 1: Baseline Summary Statistics

	Full Sample ($N = 887$)			Means by Study Arm			
	Mean	SD	CV	HEE ($N = 218$)	HEEC ($N = 224$)	Control ($N = 445$)	F-test p-value
Panel A. Household (HH) Variables							
HH size	5.90	2.56	0.43	5.81	5.98	5.89	0.999
HH monthly income (Rs.)	7024.09	5096.80	0.73	6533.33	6944.51	7304.57	0.147
HH monthly income per capita (Rs.)	1247.38	773.70	0.62	1193.02	1228.34	1283.60	0.165
HH has TV	0.79	0.41		0.80	0.81	0.78	0.487
HH has bicycle	0.41	0.49		0.40	0.38	0.43	0.419
HH has scooter/motor	0.19	0.40		0.22	0.21	0.17	0.110
HH has computer	0.02	0.12		0.01	0.01	0.02	0.657
HH has mobile phone	0.84	0.37		0.82	0.83	0.84	0.419
HH has nonfarm enterprise	0.26	0.44		0.25	0.29	0.24	0.334
HH has water connection	0.78	0.42		0.82	0.73	0.78	0.156
Panel B. Respondent Variables							
Woman	0.58	0.49		0.56	0.60	0.59	
Age	38.47	9.10	0.24	38.58	39.14	38.08	0.467
Married	0.98	0.14		1.00	0.97	0.98	0.055*
Hindu	0.82	0.39		0.79	0.84	0.82	0.340
Completed elementary school	0.45	0.50		0.48	0.43	0.45	0.953
Completed secondary school	0.03	0.17		0.04	0.03	0.03	0.773
Microfinance client	0.48	0.50		0.48	0.49	0.48	
Has inconsistent time preferences	0.49	0.50		0.46	0.50	0.50	0.642
Is risk averse	0.17	0.38		0.15	0.20	0.17	0.719
Has any income during last 12 months	0.75	0.43		0.78	0.74	0.73	0.505
Panel C. Health Variables							
Knows AIDS is not curable	0.39	0.49		0.40	0.39	0.38	0.945
Knows nightblindness is curable	0.28	0.45		0.25	0.33	0.28	0.173
Knows should wash hands after defecation	0.92	0.27		0.93	0.92	0.92	0.717
Drinks filtered or boiled water	0.01	0.09		0.01	0.01	0.01	0.827
Uses a water vessel with tap	0.03	0.16		0.04	0.02	0.03	0.752

Notes: Data from baseline survey. In Column 3, the Coefficient of Variation (CV) is the ratio of the standard deviation to the mean and is calculated for continuous variables. The last column reports the p-value of the joint hypothesis test $H_0 : \beta_1 = 0, \beta_2 = 0$, where the regression is the same specification used for the impact analysis (Equation **??**) and the dependent variable is a baseline outcome. The p-values are not reported for two baseline outcomes—i.e., the dummy for woman and the dummy for whether the respondent is a microfinance client—because they are contained in the strata fixed effects in the regression. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Table 2: Study Participants by Wave and Survey Attrition (Missing Data)

		% Allocation Random Assignment			% of Study Participants with Missing Data		
	No. of Study Participants	HEE	HEEC	Control	Baseline	Midline	Endline
Wave 1	191	21%	27%	52%	0%	53%	3%
Wave 2	282	26%	25%	50%	0%	5%	7%
Wave 3	160	25%	26%	49%	0%	4%	4%
Wave 4	254	26%	24%	50%	0%	4%	7%
Total	887	25%	25%	50%	0%	15%	5%

Notes: The study was conducted in four waves. Each wave refers to a separate iteration of participant recruitment, baseline, randomization, film screenings, midline, and endline. For each wave, the table indicates the number of study participants, their allocation to the study arms, and the percentage of study participants with missing data for each survey.

Table 3: Effects on Short-Term Health Knowledge

	All Topics	By Topic		
	(1)	(2)	(3)	(4)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis
HEE	0.083***	0.083***	0.092***	0.065*
	(0.015)	(0.022)	(0.021)	(0.034)
HEEC	0.093***	0.075***	0.116***	0.067*
	(0.015)	(0.024)	(0.022)	(0.035)
F-test, HEE = HEEC				
F-statistic	0.402	0.107	0.995	0.003
p-value	0.526	0.744	0.319	0.959
Control Mean	0.530	0.392	0.603	0.521
Control SD	0.157	0.267	0.243	0.351
N	755	755	755	755

Notes: Outcomes are from a health knowledge test three weeks after the final film screening. The dependent variables are the proportion of correct answers in all test questions (Column 1) or in a given subset of questions by topic (Columns 2 to 4). Regression results for individual test questions are presented in Supplementary Material Table **??**. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Table 4: Effects on Longer-Term Health Knowledge

	All Topics	By Topic			
	(1)	(2)	(3)	(4)	(5)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis	Night blindness
HEE	0.068***	0.037**	0.095***	0.046***	0.162***
	(0.013)	(0.016)	(0.025)	(0.015)	(0.033)
HEEC	0.057***	-0.002	0.061***	0.039**	0.181***
	(0.013)	(0.015)	(0.023)	(0.016)	(0.031)
F-test, HEE = HEEC					
F-statistic	0.587	4.521	1.537	0.169	0.259
p-value	0.444	0.034	0.215	0.681	0.611
Control Mean	0.540	0.712	0.543	0.532	0.396
Control SD	0.148	0.210	0.292	0.178	0.361
N	839	839	839	839	839

Notes: Outcomes are from an endline survey conducted approximately 10 months after the final film screening. The dependent variables are the proportion of correct answers in all health knowledge questions (Column 1) or in a given subset of questions by topic (Columns 2 to 5). Regression results for individual questions are presented in Supplementary Material Tables **??** and **??**. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Table 5: Effects on Health Behaviors

	All Topics	Cleanliness and Hygiene			Midwives, Maternal & Child Health		Condoms, AIDS, Syphilis		Night-blindness
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Total no. of behaviors adopted	Drinks filtered or boiled water	Uses a water vessel with tap	Washes hands with soap at least thrice daily	Would go for ante-natal care if self/spouse pregnant	Would go for hospital delivery if self/spouse pregnant	Has been tested for HIV in the last 3 months	Uses condom during inter-course	Eats more nutritious foods to prevent night-blindness
HEE	0.238***	0.016	-0.014	0.066	-0.007	-0.010	0.001	0.041	0.144***
	(0.089)	(0.017)	(0.017)	(0.041)	(0.012)	(0.015)	(0.022)	(0.037)	(0.036)
HEEC	0.173**	0.015	-0.015	-0.016	-0.005	0.017	0.024	0.019	0.135***
	(0.085)	(0.014)	(0.017)	(0.042)	(0.012)	(0.014)	(0.024)	(0.036)	(0.036)
F-test, HEE = HEEC									
F-statistic	0.392	0.009	0.001	2.799	0.022	2.760	0.669	0.245	0.047
p-value	0.531	0.923	0.974	0.095	0.883	0.097	0.414	0.621	0.829
Control Mean	3.082	0.027	0.051	0.645	0.986	0.969	0.060	0.217	0.128
Control SD	0.943	0.161	0.220	0.479	0.120	0.175	0.238	0.413	0.335
N	839	839	839	839	839	839	839	839	839

Notes: Outcomes are from an endline survey conducted approximately 10 months after the final film screening. In Column 1, the dependent variable is the total number of all behaviors that the respondent adopted (up to 8). The dependent variables in Column 2 onwards are dummies for whether the respondent adopted the given behavior. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table B1: Effects on Short-Term Health Knowledge, Individual Questions

	Cleanliness and Hygiene		Midwives, Maternal & Child Health				Condoms, AIDS, Syphilis	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Knows washing hands with sand is not as effective as soap	Knows water strained with cloth is not safe to drink	Knows iron deficiency in pregnancy is avoided through diet	Knows sonography not essential in every pre-natal check-up	Knows child on exclusive breastfeeding can't be given water	Knows having a trained midwife is important	Knows AIDS is not curable	Knows syphilis can be contracted through unprotected sex
HEE	0.124***	0.042	-0.013	-0.047	0.283***	0.145***	0.026	0.103**
	(0.037)	(0.026)	(0.026)	(0.043)	(0.047)	(0.043)	(0.049)	(0.047)
HEEC	0.123***	0.027	-0.010	-0.031	0.287***	0.217***	0.010	0.124***
	(0.039)	(0.024)	(0.026)	(0.044)	(0.048)	(0.045)	(0.049)	(0.046)
F-test, HEE = HEEC								
F-statistic	0.000	0.265	0.007	0.126	0.005	2.223	0.097	0.160
p-value	0.985	0.607	0.934	0.723	0.942	0.136	0.755	0.689
Control Mean	0.721	0.063	0.919	0.595	0.366	0.532	0.538	0.505
Control SD	0.449	0.243	0.273	0.492	0.483	0.500	0.499	0.501
N	755	755	755	755	755	755	755	755

Notes: Outcomes are from a health knowledge test three weeks after the final film screening. The dependent variables are all dummies for whether the respondent answered the given knowledge question correctly. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table B2: Effects on Longer-Term Health Knowledge, Individual Questions

	Cleanliness and Hygiene			Midwives, Maternal & Child Health			Nightblindness		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Knows should wash hands after defecation	Knows should wash hands before eating	Knows should wash hands before cooking	Knows trained midwife has a certificate or ID	Knows baby should be fed breastmilk after birth	Knows to give child w/ diarrhea more liquids than normal	Has heard of night blindness	Knows can get night blindness from poor nutrition	Knows night blindness is curable
HEE	0.055**	0.040	0.015	0.056	0.117***	0.112**	0.157***	0.164***	0.165***
	(0.022)	(0.027)	(0.034)	(0.038)	(0.040)	(0.044)	(0.040)	(0.037)	(0.043)
HEEC	-0.008	0.007	-0.004	0.069*	0.104***	0.010	0.214***	0.137***	0.192***
	(0.026)	(0.030)	(0.034)	(0.036)	(0.040)	(0.040)	(0.036)	(0.036)	(0.043)
F-test, HEE = HEEC									
F-statistic	5.345	1.010	0.213	0.095	0.090	4.483	1.734	0.343	0.287
p-value	0.021	0.315	0.644	0.758	0.764	0.035	0.188	0.558	0.592
Control Mean	0.911	0.862	0.362	0.693	0.621	0.314	0.609	0.121	0.459
Control SD	0.286	0.345	0.481	0.462	0.486	0.465	0.489	0.326	0.499
N	839	839	839	839	839	839	839	839	839

Notes: Outcomes are from an endline survey conducted 10 months after the final film screening. The dependent variables are all dummies for whether the respondent answered the given knowledge question correctly. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table B3: Effects on Longer-Term Health Knowledge, Individual Questions (continued)

	Condoms, AIDS, Syphilis											
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Has heard of AIDS	Knows can get AIDS through blood transfusion	Knows can get AIDS due to unprotected sex	Knows can't get AIDS by touching infected person	Knows can get AIDS through infected needle	Knows AIDS can pass from pregnant mother to child	Knows HIV+ mother won't always give birth to HIV+ baby	Knows AIDS is not curable	Knows condoms prevent HIV	Knows condoms prevent STDs	Knows condoms prevent unwanted pregnancy	Knows condoms don't cause disease
HEE	0.053*	0.039	0.096***	0.063**	0.088**	0.026*	0.092**	0.027	0.054*	0.034	-0.004	-0.011
	(0.029)	(0.038)	(0.037)	(0.031)	(0.040)	(0.016)	(0.041)	(0.044)	(0.030)	(0.032)	(0.023)	(0.035)
HEEC	0.015	0.049	0.053	0.020	0.116***	0.023	0.066	0.055	0.047	0.029	-0.023	0.019
	(0.029)	(0.037)	(0.039)	(0.031)	(0.040)	(0.015)	(0.040)	(0.044)	(0.029)	(0.030)	(0.025)	(0.036)
F-test, HEE = HEEC												
F-statistic	1.288	0.046	0.972	1.416	0.346	0.016	0.273	0.286	0.045	0.021	0.440	0.493
p-value	0.257	0.830	0.325	0.234	0.557	0.900	0.602	0.593	0.832	0.886	0.507	0.483
Control Mean	0.857	0.215	0.708	0.841	0.229	0.019	0.251	0.457	0.833	0.848	0.925	0.198
Control SD	0.350	0.411	0.455	0.367	0.421	0.138	0.434	0.499	0.373	0.360	0.264	0.399
N	839	839	839	839	839	839	839	839	839	839	839	839

Notes: Outcomes are from an endline survey conducted 10 months after the final film screening. The dependent variables are all dummies for whether the respondent answered the given knowledge question correctly. *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table D1: Attrition Analysis

	Full Sample		Excluding Wave 1		Full Sample	
	(1) Has missing midline	(2) Has missing midline	(3) Has missing midline	(4) Has missing midline	(5) Has missing endline	(6) Has missing endline
HEE	-0.169***	-0.129*	0.019	0.025	-0.025	-0.003
	(0.026)	(0.074)	(0.021)	(0.064)	(0.019)	(0.048)
HEEC	-0.222***	-0.265***	0.013	-0.026	-0.034*	-0.025
	(0.026)	(0.060)	(0.021)	(0.044)	(0.018)	(0.043)
Baseline Health Index		0.010		-0.002		0.049
		(0.097)		(0.069)		(0.081)
HEE $*$ Baseline Health Index		-0.122		-0.017		-0.068
		(0.206)		(0.173)		(0.132)
HEEC $*$ Baseline Health Index		0.129		0.116		-0.026
		(0.166)		(0.125)		(0.116)
F-test, all coefficients = 0						
F-statistic	44.478	18.441	0.521	0.382	1.954	0.843
p-value	0.000	0.000	0.594	0.861	0.142	0.520
Control Mean	0.252	0.252	0.035	0.035	0.070	0.070
Control SD	0.434	0.434	0.183	0.183	0.255	0.255
N	887	887	696	696	887	887

Notes: The dependent variables are dummies equal to one if the respondent has missing data in the given survey. *Baseline Health Index* is the proportion of all five baseline health variables (reported in Table **??**) that are equal to one for the respondent. The odd-numbered columns report the F-test for the joint significance of the coefficients on *HEE* and *HEEC*. The even-numbered columns report the F-test for the joint significance of the coefficients on *HEE*, *HEEC*, *Baseline Health Index*, as well as the interactions *HEE* $*$ *Baseline Health Index* and *HEEC* $*$ *Baseline Health Index*. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table D2: Effects on Short-Term Health Knowledge
Excluding Wave 1 Respondents

	All Topics	By Topic		
	(1)	(2)	(3)	(4)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis
HEE	0.084***	0.086***	0.094***	0.061*
	(0.015)	(0.023)	(0.021)	(0.035)
HEEC	0.093***	0.073***	0.114***	0.070**
	(0.015)	(0.024)	(0.022)	(0.035)
F-test, HEE = HEEC				
F-statistic	0.285	0.244	0.689	0.048
p-value	0.594	0.622	0.407	0.827
Control Mean	0.530	0.392	0.603	0.521
Control SD	0.157	0.267	0.243	0.351
N	666	666	666	666

Notes: Re-estimation of Table **??**, but excluding Wave 1 respondents in the regression sample. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table D3: Bounds for Effects on Short-Term Knowledge

	All Topics		Cleanliness and Hygiene		Midwives, Maternal and Child Health		Condoms, AIDS, Syphilis	
	(1) Lower	(2) Upper	(3) Lower	(4) Upper	(5) Lower	(6) Upper	(7) Lower	(8) Upper
Panel A: Manski Bounds								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
HEE	-0.060***	0.214***	-0.081***	0.193***	-0.036	0.238***	-0.087***	0.187***
	(0.019)	(0.017)	(0.024)	(0.022)	(0.022)	(0.022)	(0.032)	(0.031)
HEEC	-0.064***	0.233***	-0.109***	0.188***	-0.022	0.275***	-0.103***	0.195***
	(0.018)	(0.017)	(0.024)	(0.021)	(0.022)	(0.022)	(0.031)	(0.030)
N	887	887	887	887	887	887	887	887
Panel B: Lee Bounds								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
HEE	0.030*	0.143***	0.019	0.157***	0.012	0.184***	–0.045	0.190***
	(0.016)	(0.015)	(0.021)	(0.019)	(0.028)	(0.023)	(0.039)	(0.029)
HEEC	0.029*	0.140***	0.010	0.159***	0.020	0.194***	–0.052	0.203***
	(0.015)	(0.015)	(0.022)	(0.019)	(0.027)	(0.023)	(0.040)	(0.029)

Notes: This table presents bounds on the treatment effects estimated in Table **??**. Panel A uses extreme value (Manski) bounds following **horowitz2000nonparametric**. Panel B uses trimming bounds following **lee2009training** and is estimated with no covariates.

Supplementary Material Table D4: Bounds for Effects on Longer-Term Knowledge

	All Topics		Cleanliness and Hygiene		Midwives, Maternal and Child Health		Condoms, AIDS, Syphilis		Nightblindness	
	(1) Lower	(2) Upper	(3) Lower	(4) Upper	(5) Lower	(6) Upper	(7) Lower	(8) Upper	(9) Lower	(10) Upper
Panel A: Manski Bounds										
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
HEE	0.009	0.119***	-0.013	0.097***	0.037	0.147***	-0.013	0.097***	0.090***	0.200***
	(0.017)	(0.015)	(0.018)	(0.018)	(0.026)	(0.025)	(0.018)	(0.016)	(0.033)	(0.031)
HEEC	0.001	0.110***	-0.046**	0.063***	0.008	0.117***	-0.017	0.092***	0.114***	0.223***
	(0.016)	(0.016)	(0.018)	(0.018)	(0.024)	(0.024)	(0.018)	(0.018)	(0.031)	(0.030)
N	887	887	887	887	887	887	887	887	887	887
Panel B: Lee Bounds										
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
HEE	0.059***	0.079***	0.025	0.046**	0.094***	0.125***	0.037**	0.060***	0.135***	0.166***
	(0.014)	(0.014)	(0.018)	(0.019)	(0.026)	(0.028)	(0.016)	(0.016)	(0.033)	(0.034)
HEEC	0.044***	0.068***	–0.008	0.017	0.048*	0.084***	0.020	0.052***	0.162***	0.199***
	(0.014)	(0.014)	(0.019)	(0.019)	(0.025)	(0.026)	(0.016)	(0.017)	(0.031)	(0.032)

Notes: This table presents bounds on the treatment effects estimated in Table **??**. Panel A uses extreme value (Manski) bounds following **horowitz2000nonparametric**. Panel B uses trimming bounds following **lee2009training** and is estimated with no covariates.

Supplementary Material Table D5: Bounds for Effects on Health Behaviors

	Total no. of behaviors adopted		Drinks filtered or boiled water		Uses a water vessel with tap		Washes hands with soap at least thrice daily		Would go for ante-natal care if self/spouse pregnant		Would go for hospital delivery if self/spouse pregnant		Has been tested for HIV in the last 3 months		Uses condom during inter-course		Eats more nutritious foods to prevent night-blindness	
	(1) Lower	(2) Upper	(3) Lower	(4) Upper	(5) Lower	(6) Upper	(7) Lower	(8) Upper	(9) Lower	(10) Upper	(11) Lower	(12) Upper	(13) Lower	(14) Upper	(15) Lower	(16) Upper	(17) Lower	(18) Upper
Panel A: Manski Bounds																		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)
HEE	-0.107	0.554***	-0.052**	0.058***	-0.080***	0.030	0.010	0.120***	-0.052***	0.058***	-0.054***	0.056***	-0.062***	0.048*	-0.022	0.088**	0.070*	0.180***
	(0.104)	(0.100)	(0.020)	(0.021)	(0.020)	(0.021)	(0.040)	(0.040)	(0.018)	(0.017)	(0.020)	(0.019)	(0.024)	(0.025)	(0.037)	(0.037)	(0.037)	(0.035)
HEEC	-0.165	0.489***	-0.058***	0.051***	-0.085***	0.024	-0.069*	0.040	-0.043**	0.066***	-0.022	0.087***	-0.046*	0.063**	-0.046	0.063*	0.060	0.169***
	(0.100)	(0.099)	(0.019)	(0.019)	(0.021)	(0.020)	(0.041)	(0.041)	(0.017)	(0.018)	(0.018)	(0.019)	(0.026)	(0.025)	(0.036)	(0.036)	(0.036)	(0.036)
N	887	887	887	887	887	887	887	887	887	887	887	887	887	887	887	887	887	887
Panel B: Lee Bounds																		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)
HEE	0.177**	0.313***	–0.008	0.023	–0.037	–0.006	0.054	0.085**	–0.010	0.014**	–0.003	0.027	–0.032	–0.001	0.033	0.064*	0.118***	0.148***
	(0.090)	(0.089)	(0.025)	(0.017)	(0.026)	(0.018)	(0.040)	(0.042)	(0.012)	(0.006)	(0.015)	(0.025)	(0.028)	(0.020)	(0.040)	(0.038)	(0.038)	(0.036)
HEEC	0.075	0.204**	–0.020	0.017	–0.051	–0.022	–0.034	0.003	–0.010	0.014**	0.012	0.031***	–0.001	0.036	–0.028	0.008	0.109***	0.145***
	(0.089)	(0.085)	(0.024)	(0.016)	(0.011)	(0.016)	(0.042)	(0.043)	(0.012)	(0.006)	(0.013)	(0.009)	(0.029)	(0.024)	(0.038)	(0.036)	(0.038)	(0.036)

Notes: This table presents bounds on the treatment effects estimated in Table **??**. Panel A uses extreme value (Manski) bounds following **horowitz2000nonparametric**. Panel B uses trimming bounds following **lee2009training** and is estimated with no covariates.

Supplementary Material Table E1: Program Attendance Rates

	By Session					Overall Attendance Measures		
	(1) Attended session 1	(2) Attended session 2	(3) Attended session 3	(4) Attended session 4	(5) Attended session 5	(6) Attended at least one session	(7) Attended all five sessions	(8) Total number of sessions attended
Panel A: Main Effects								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
HEE	-0.053*	-0.055*	-0.031	-0.055	-0.058*	-0.055*	-0.051	-0.251
	(0.030)	(0.033)	(0.033)	(0.034)	(0.035)	(0.028)	(0.035)	(0.154)
HEEC	-0.061**	-0.043	-0.041	-0.047	-0.075**	-0.064**	-0.068*	-0.268*
	(0.029)	(0.032)	(0.033)	(0.033)	(0.035)	(0.028)	(0.036)	(0.150)
F-test, HEE = 0 & HEEC = 0								
F-statistic	3.087	1.810	0.992	1.821	2.907	3.654	2.303	2.327
p-value	0.046	0.164	0.371	0.163	0.055	0.026	0.101	0.098
F-test, HEE = HEEC								
F-statistic	0.050	0.089	0.077	0.031	0.155	0.074	0.152	0.008
p-value	0.824	0.765	0.781	0.861	0.694	0.785	0.697	0.927
Control Mean	0.890	0.845	0.829	0.825	0.807	0.908	0.798	4.196
Control SD	0.313	0.362	0.377	0.381	0.395	0.290	0.402	1.701
N	887	887	887	887	887	887	887	887
Panel B: Heterogeneity by Baseline Health Index								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
HEE	-0.122	-0.142	-0.060	-0.073	-0.112	-0.144*	-0.094	-0.508
	(0.080)	(0.087)	(0.084)	(0.090)	(0.094)	(0.074)	(0.095)	(0.402)
HEEC	-0.116	-0.088	-0.072	-0.100	-0.134	-0.110	-0.116	-0.509
	(0.080)	(0.084)	(0.088)	(0.088)	(0.091)	(0.077)	(0.092)	(0.407)
HEE $*$ Baseline Health Index	0.213	0.270	0.092	0.059	0.167	0.279	0.135	0.800
	(0.230)	(0.238)	(0.235)	(0.253)	(0.266)	(0.205)	(0.268)	(1.117)
HEEC $*$ Baseline Health Index	0.167	0.137	0.091	0.157	0.179	0.140	0.147	0.731
	(0.216)	(0.235)	(0.245)	(0.241)	(0.253)	(0.211)	(0.254)	(1.122)
N	887	887	887	887	887	887	887	887

Notes: All outcome variables are dummies except for the last column, which represents the total number of sessions attended (integer from 0 to 5). *HEE* is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. *Baseline Health Index* is the proportion of all five baseline health variables (reported in Table **??**) that are equal to one for the respondent. Robust standard errors. All regressions include *Baseline Health Index* as a separate variable and dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table E2: Heterogeneity by Education and Gender

	Education			Gender		
	(1) Short-term health knowledge score: All topics	(2) Longer-term health knowledge score: All topics	(3) Health behaviors: Total no. of behaviors adopted	(4) Short-term health knowledge score: All topics	(5) Longer-term health knowledge score: All topics	(6) Health behaviors: Total no. of behaviors adopted
HEE	0.075***	0.082***	0.321***	0.091***	0.063***	0.252*
	(0.020)	(0.018)	(0.122)	(0.023)	(0.018)	(0.143)
HEEC	0.097***	0.060***	0.222**	0.105***	0.061***	0.170
	(0.020)	(0.018)	(0.112)	(0.025)	(0.019)	(0.147)
HEE $*$ Completed Elem	0.017	-0.032	-0.191			
	(0.032)	(0.027)	(0.185)			
HEEC $*$ Completed Elem	-0.009	-0.012	-0.132			
	(0.032)	(0.026)	(0.179)			
HEE $*$ Woman				-0.013	0.009	-0.026
				(0.030)	(0.026)	(0.183)
HEEC $*$ Woman				-0.019	-0.007	0.004
				(0.032)	(0.026)	(0.179)
F-test, HEE = HEEC						
F-statistic	0.986	1.108	0.502	0.272	0.008	0.223
p-value	0.321	0.293	0.479	0.602	0.931	0.637
F-test, HEE + HEE $*$ X = HEEC + HEEC $*$ X						
F-statistic	0.024	0.010	0.067	0.167	0.796	0.167
p-value	0.876	0.920	0.796	0.683	0.373	0.683
Observations	755	839	839	755	839	839

Notes: HEE is a dummy for assignment to only health entertainment-education. *HEEC* is a dummy for assignment to health entertainment-education with cash incentives for test performance. *Completed Elem* is a dummy equal to 1 for respondents who completed elementary school. *Woman* is a dummy equal to 1 for women respondents. Robust standard errors. All regressions include dummies for randomization strata, where strata are defined by gender, neighborhood, and microfinance client status. The regressions in columns 1–3 also include the *Completed Elem* dummy. In the bottom panel of the table, *HEE* $*$ X refers to the interaction *HEE* $*$ *Completed Elem* for columns 1–3, and *HEE* $*$ *Woman* for columns 4–6. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F1: Health Insurance Take-up Rates

	Study Arm			
	HEE	HEEC	Financial Films	F-test p-value
HH ever had health insurance	0.096	0.139	0.126	0.629
HH bought health insurance in the last 6 mos.	0.019	0.009	0.017	0.664

Notes: This table reports, by study arm, the proportion of households with health insurance. Data from the endline survey. The last column reports the p-value of the F-test for the joint significance of the coefficients β_1 and β_2 in the main specification of the paper, Equation **??**.

Supplementary Material Table F2: Effects on Short-Term Health Knowledge Robustness Check, Pure Placebo Group

	All Topics	By Topic		
	(1)	(2)	(3)	(4)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis
HEE	0.064***	0.074**	0.088***	0.005
	(0.023)	(0.033)	(0.032)	(0.053)
HEEC	0.075***	0.075**	0.106***	0.014
	(0.023)	(0.034)	(0.033)	(0.052)
F-test, HEE = HEEC				
F-statistic	0.434	0.001	0.503	0.048
p-value	0.510	0.970	0.479	0.827
Control Mean	0.547	0.406	0.615	0.552
Control SD	0.160	0.265	0.251	0.366
N	518	518	518	518

Notes: Re-estimation of Table **??**, but excluding respondents in the placebo film group who were randomized into additional financial-related treatments (i.e., financial counseling and/or goal setting). Thus, the control group in this regression consists of respondents who were assigned to only financial films. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F3: Effects on Longer-Term Health Knowledge Robustness Check, Pure Placebo Group

	All Topics	By Topic			
	(1)	(2)	(3)	(4)	(5)
		Cleanli-ness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis	Night blindness
HEE	0.061***	0.024	0.076**	0.036	0.180***
	(0.019)	(0.022)	(0.034)	(0.023)	(0.047)
HEEC	0.055***	-0.015	0.046	0.035	0.211***
	(0.019)	(0.022)	(0.033)	(0.023)	(0.045)
F-test, HEE = HEEC					
F-statistic	0.123	4.196	1.048	0.001	0.594
p-value	0.726	0.041	0.307	0.974	0.441
Control Mean	0.550	0.727	0.590	0.534	0.393
Control SD	0.157	0.206	0.290	0.188	0.364
N	547	547	547	547	547

Notes: Re-estimation of Table **??**, but excluding respondents in the placebo film group who were randomized into additional financial-related treatments (i.e., financial counseling and/or goal setting). Thus, the control group in this regression consists of respondents who were assigned to only financial films. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F4: Effects on Health Behaviors
Robustness Check, Pure Placebo Group

	All Topics	Cleanliness and Hygiene			Midwives, Maternal & Child Health		Condoms, AIDS, Syphilis		Night-blindness
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Total no. of behaviors adopted	Drinks filtered or boiled water	Uses a water vessel with tap	Washes hands with soap at least thrice daily	Would go for ante-natal care if self/spouse pregnant	Would go for hospital delivery if self/spouse pregnant	Has been tested for HIV in the last 3 months	Uses condom during inter-course	Eats more nutritious foods to prevent night-blindness
HEE	0.204	0.004	-0.027	0.054	-0.007	-0.019	0.005	0.049	0.144***
	(0.130)	(0.026)	(0.028)	(0.059)	(0.019)	(0.022)	(0.030)	(0.057)	(0.050)
HEEC	0.187	0.005	-0.035	-0.009	-0.000	0.011	0.029	0.031	0.156***
	(0.128)	(0.024)	(0.028)	(0.060)	(0.019)	(0.020)	(0.032)	(0.054)	(0.051)
F-test, HEE = HEEC									
F-statistic	0.023	0.002	0.164	1.501	0.176	2.950	0.601	0.141	0.062
p-value	0.879	0.964	0.686	0.221	0.675	0.087	0.439	0.707	0.804
Control Mean	3.123	0.041	0.066	0.656	0.984	0.984	0.066	0.205	0.123
Control SD	0.958	0.199	0.249	0.477	0.128	0.128	0.249	0.405	0.330
N	547	547	547	547	547	547	547	547	547

Notes: Re-estimation of Table **??**, but excluding respondents in the placebo film group who were randomized into additional financial-related treatments (i.e., financial counseling and/or goal setting). Thus, the control group in this regression consists of respondents who were assigned to only financial films. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F5: Multiple Inference Adjustment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Panel A. Effects on Short-Term Health Knowledge									
HEE, p-value	0.000	0.000	0.000	0.060					
HEE, q-value	0.001	0.001	0.001	0.104					
HEEC, p-value	0.000	0.002	0.000	0.054					
HEEC, q-value	0.001	0.005	0.001	0.098					
Panel B. Effects on Longer-Term Health Knowledge									
HEE, p-value	0.000	0.020	0.000	0.002	0.000				
HEE, q-value	0.001	0.040	0.001	0.005	0.001				
HEEC, p-value	0.000	0.920	0.008	0.012	0.000				
HEEC, q-value	0.001	0.946	0.018	0.026	0.001				
Panel C. Effects on Health Behavior									
HEE, p-value	0.008	0.324	0.413	0.108	0.554	0.487	0.963	0.276	0.000
HEE, q-value	0.018	0.433	0.514	0.177	0.644	0.585	0.963	0.414	0.001
HEEC, p-value	0.041	0.312	0.390	0.697	0.692	0.224	0.313	0.591	0.000
HEEC, q-value	0.078	0.433	0.501	0.738	0.738	0.351	0.433	0.666	0.001

Notes: The table presents the adjusted and non-adjusted p-values of the coefficients for HEE and HEEC. The adjusted p-values are the **benjamini1995controlling** q-values as described in **anderson2008multiple**. Panels A, B, and C correspond to Tables **??**, **??**, and **??**, respectively. For example, in Panel A, Column 1, the value 0.000 is the p-value of the estimate of the coefficient on HEE in Table **??**, Column 1, and its corresponding q-value is 0.001.

Supplementary Material Table F6: Minimum Detectable Effect Size

	(1)	(2)	(3)	(4)	(5)
Panel A. Effects on Short-Term Health Knowledge					
Control Group, SD	0.157	0.267	0.243	0.351	
Marginal Effect of Cash Incentives, SE	0.016	0.024	0.024	0.039	
Marginal Effect of Cash Incentives, MDE	0.045	0.068	0.066	0.108	
Marginal Effect of Cash Incentives, MDE ÷ Control Group SD	0.290	0.254	0.272	0.308	
Panel B. Effects on Longer-Term Health Knowledge					
Control Group, SD	0.148	0.210	0.292	0.178	0.361
Marginal Effect of Cash Incentives, SE	0.015	0.018	0.028	0.018	0.037
Marginal Effect of Cash Incentives, MDE	0.043	0.050	0.077	0.050	0.103
Marginal Effect of Cash Incentives, MDE ÷ Control Group SD	0.293	0.239	0.265	0.282	0.287

Notes: The table presents the ex-post Minimum Detectable Effect (MDE) sizes for the marginal effect of cash incentives, assuming 80 percent power and the 5 percent significance level. The marginal effect of cash incentives is the effect of HEEC minus the effect of HEE (i.e., $\beta_2 - \beta_1$ in Equation **??**). The MDEs are obtained as 2.8 times the standard error (SE) of the estimate, and then expressed as a proportion of the control group standard deviation (SD). Panels A and B correspond to Tables **??** and **??**, respectively. For example, in Panel A, Column 1, the value 0.012 is the SE of $\beta_2 - \beta_1$ in Table **??**, Column 1.

Supplementary Material Table F7: Effects on Health Behaviors
Probit and Logit Estimation

	Cleanliness and Hygiene			Midwives, Maternal & Child Health		Condoms, AIDS, Syphilis		Night-blindness
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Drinks filtered or boiled water	Uses a water vessel with tap	Washes hands with soap at least thrice daily	Would go for ante-natal care if self/spouse pregnant	Would go for hospital delivery if self/spouse pregnant	Has been tested for HIV in the last 3 months	Uses condom during inter-course	Eats more nutritious foods to prevent night-blindness
Panel A: Probit								
HEE	0.268	-0.078	0.176	-0.205	-0.029	-0.025	0.176	0.517***
	(0.196)	(0.185)	(0.111)	(0.247)	(0.207)	(0.171)	(0.116)	(0.122)
HEEC	0.202	-0.277	-0.053	-0.191	0.225	0.227	0.001	0.504***
	(0.200)	(0.204)	(0.107)	(0.246)	(0.236)	(0.154)	(0.118)	(0.121)
Observations	839	839	839	839	839	839	839	839
Panel B: Logit								
HEE	0.610	-0.172	0.290	-0.511	-0.067	-0.054	0.300	0.913***
	(0.446)	(0.408)	(0.184)	(0.612)	(0.477)	(0.362)	(0.196)	(0.215)
HEEC	0.466	-0.626	-0.086	-0.477	0.541	0.462	0.001	0.893***
	(0.458)	(0.471)	(0.174)	(0.612)	(0.578)	(0.313)	(0.204)	(0.213)
Observations	839	839	839	839	839	839	839	839

Notes: This table examines the robustness of the results presented in Table **??** to using probit or logit regression. The specifications do not include randomization strata fixed effects because success or failure is perfectly predicted within some cells. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F8: Effects on Short-Term Health Knowledge
Alternative Regression Specifications

	All Topics	By Topic		
	(1)	(2)	(3)	(4)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis
Panel A: Removing Strata Fixed Effects				
	(1)	(2)	(3)	(4)
HEE	0.083***	0.077***	0.094***	0.066**
	(0.014)	(0.022)	(0.021)	(0.031)
HEEC	0.085***	0.071***	0.103***	0.065**
	(0.013)	(0.022)	(0.021)	(0.031)
F-test, HEE = HEEC				
F-statistic	0.033	0.064	0.151	0.001
p-value	0.855	0.800	0.698	0.979
Control Mean	0.530	0.392	0.603	0.521
Control SD	0.157	0.267	0.243	0.351
N	755	755	755	755
Panel B: Clustered Standard Errors				
	(1)	(2)	(3)	(4)
HEE	0.083***	0.083***	0.092***	0.065**
	(0.011)	(0.019)	(0.018)	(0.028)
HEEC	0.093***	0.075***	0.116***	0.067*
	(0.014)	(0.020)	(0.023)	(0.033)
F-test, HEE = HEEC				
F-statistic	0.757	0.151	1.497	0.005
p-value	0.388	0.699	0.226	0.941
Control Mean	0.530	0.392	0.603	0.521
Control SD	0.157	0.267	0.243	0.351
N	755	755	755	755

Notes: This table examines the robustness of the results presented in Table **??** to different regression specifications. Panel A excludes randomization strata fixed effects from the regression. Panel B uses standard errors clustered at the wave-class level. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F9: Effects on Longer-Term Health Knowledge
Alternative Regression Specifications

	All Topics	By Topic			
	(1)	(2)	(3)	(4)	(5)
		Cleanliness and Hygiene	Midwives, Maternal & Child Health	Condom, AIDS, Syphilis	Night blindness
Panel A: Removing Strata Fixed Effects					
	(1)	(2)	(3)	(4)	(5)
HEE	0.067***	0.033*	0.105***	0.046***	0.149***
	(0.013)	(0.017)	(0.024)	(0.015)	(0.031)
HEEC	0.053***	0.003	0.062***	0.033**	0.178***
	(0.013)	(0.018)	(0.023)	(0.015)	(0.029)
F-test, HEE = HEEC					
F-statistic	0.856	2.389	2.582	0.560	0.686
p-value	0.355	0.123	0.108	0.454	0.408
Control Mean	0.540	0.712	0.543	0.532	0.396
Control SD	0.148	0.210	0.292	0.178	0.361
N	839	839	839	839	839
Panel B: Clustered Standard Errors					
	(1)	(2)	(3)	(4)	(5)
HEE	0.068***	0.037***	0.095***	0.046***	0.162***
	(0.011)	(0.014)	(0.024)	(0.013)	(0.035)
HEEC	0.057***	-0.002	0.061***	0.039**	0.181***
	(0.012)	(0.014)	(0.020)	(0.015)	(0.032)
F-test, HEE = HEEC					
F-statistic	0.753	3.583	2.381	0.242	0.155
p-value	0.389	0.063	0.128	0.625	0.695
Control Mean	0.540	0.712	0.543	0.532	0.396
Control SD	0.148	0.210	0.292	0.178	0.361
N	839	839	839	839	839

Notes: This table examines the robustness of the results presented in Table **??** to different regression specifications. Panel A excludes randomization strata fixed effects from the regression. Panel B uses standard errors clustered at the wave-class level. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Supplementary Material Table F10: Effects on Health Behaviors
Alternative Regression Specifications

	All Topics	Cleanliness and Hygiene			Midwives, Maternal & Child Health		Condoms, AIDS, Syphilis		Night-blindness
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Total no. of behaviors adopted	Drinks filtered or boiled water	Uses a water vessel with tap	Washes hands with soap at least thrice daily	Would go for ante-natal care if self/ spouse pregnant	Would go for hospital delivery if self/ spouse pregnant	Has been tested for HIV in the last 3 months	Uses condom during inter-course	Eats more nutritious foods to prevent night-blindness

Panel A: Removing Strata Fixed Effects

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(8)
HEE	0.258***	0.021	-0.008	0.063	-0.009	-0.002	-0.003	0.055	0.140***
	(0.085)	(0.017)	(0.018)	(0.039)	(0.012)	(0.015)	(0.020)	(0.037)	(0.035)
HEEC	0.145*	0.015	-0.023	-0.020	-0.009	0.013	0.032	0.000	0.136***
	(0.081)	(0.016)	(0.016)	(0.041)	(0.012)	(0.013)	(0.023)	(0.035)	(0.034)
F-test, HEE = HEEC									
F-statistic	1.340	0.094	0.722	3.320	0.003	0.935	1.903	1.744	0.009
p-value	0.247	0.759	0.396	0.069	0.958	0.334	0.168	0.187	0.925
Control Mean	3.082	0.027	0.051	0.645	0.986	0.969	0.060	0.217	0.128
Control SD	0.943	0.161	0.220	0.479	0.120	0.175	0.238	0.413	0.335
N	839	839	839	839	839	839	839	839	839

Panel B: Clustered Standard Errors

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
HEE	0.238***	0.016	-0.014	0.066	-0.007	-0.010	0.001	0.041	0.144***
	(0.088)	(0.017)	(0.013)	(0.041)	(0.012)	(0.014)	(0.021)	(0.038)	(0.033)
HEEC	0.173*	0.015	-0.015	-0.016	-0.005	0.017	0.024	0.019	0.135***
	(0.087)	(0.014)	(0.015)	(0.049)	(0.011)	(0.014)	(0.021)	(0.036)	(0.035)
F-test, HEE = HEEC									
F-statistic	0.266	0.013	0.002	1.841	0.031	3.187	0.572	0.171	0.042
p-value	0.608	0.909	0.966	0.180	0.860	0.079	0.452	0.681	0.839
Control Mean	3.082	0.027	0.051	0.645	0.986	0.969	0.060	0.217	0.128
Control SD	0.943	0.161	0.220	0.479	0.120	0.175	0.238	0.413	0.335
N	839	839	839	839	839	839	839	839	839

Notes: This table examines the robustness of the results presented in Table **??** to different regression specifications. Panel A excludes randomization strata fixed effects from the regression. Panel B uses standard errors clustered at the wave-class level. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

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Supplementary Material Table F11: Alternative Construction of Health Knowledge Index

	Midline				Endline			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Original	Equally weighted sub-components	ICW	First principal component	Original	Equally weighted sub-components	ICW	First principal component
HEE	0.083***	0.080***	0.288***	0.332***	0.068***	0.085***	0.292***	0.499***
	(0.015)	(0.015)	(0.052)	(0.083)	(0.013)	(0.014)	(0.052)	(0.089)
HEEC	0.093***	0.086***	0.310***	0.372***	0.057***	0.070***	0.211***	0.399***
	(0.015)	(0.016)	(0.054)	(0.088)	(0.013)	(0.013)	(0.050)	(0.085)
F-test, HEE = HEEC								
F-statistic	0.402	0.121	0.152	0.186	0.587	0.867	1.831	0.933
p-value	0.526	0.728	0.697	0.667	0.444	0.352	0.176	0.334
Control Mean	0.530	0.505	-0.000	0.000	0.540	0.546	0.000	0.000
Control SD	0.157	0.160	0.556	1.000	0.148	0.160	0.606	1.000
N	755	755	755	755	839	839	839	839

Notes: The outcome variables represent various methods of constructing an overall health knowledge index. Columns 1 and 5 is based on the proportion of correct answers to all questions (i.e., reproducing the original results from Column 1 of Tables **??** and **??**). In Columns 2 and 6, each sub-component of the test is weighted equally. Columns 3 and 7 implement Inverse Covariance Weighting (ICW). Columns 4 and 8 use the standardized first component of principal component analysis. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.