**CODEBOOK**

**Replication Data For: Linking Knowledge with Action when Engagement is Out of Reach**

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**Codebook for "honduras.txt"**

| Variable | Definition | Value and Labels |
|---|---|---|
| age | Respondent's age | |
| cargo_manager | Respondent job type: manager | Binary: 1 = respondent identified their role as either "Director/Gerente", "Enfermero(a) profesional", or "Personal administrativo" |
| cargo_provider | Respondent job type: provider (i.e., frontline health worker) | Binary: 1 = respondent identified their role as either "Enfermero(a) auxiliar", "Medico(a)", "Promotor(a)", "Tecnico(a)", "Personal de apoyo", or "Otro" |
| creible | Credibility: respondents' perception of the information's credibility (degree to which they believe it) | 0-100 scale from "poco creible" to "muy creible" |
| decentralized | Administration structure in respondent's municipio | Binary: 1 = decentralized administration following the 2008 reforms<br><br>0 = centralized administration (i.e., still administered directly by the national Ministry of Health) |
| dep_atlantida<br>dep_choluteca<br>dep_colon<br>dep_comayagua<br>dep_coban<br>dep_cortez | Departamento (state) in which respondent primarily works | Binaries: for each variable, 1 = respondent works in the indicated Departamento |

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| dep_elparaiso<br>dep_franmorazan<br>dep_graciasdios<br>dep_intibuca<br>dep_islasbahia<br>dep_lapaz<br>dep_lempira<br>dep_ocotepeque<br>dep_olancho<br>dep_santabarbara<br>dep_valle<br>dep_yoro | | |
| educ | Highest level of formal education completed | 5-point scale:<br><br>0 = “Ninguno” (none of these)<br><br>1 = “Escuela secundaria” (high school)<br><br>2 = “Bachiller technico, bachillerato, o profesion (no universidad)” (post-secondary credentials, but less than a 4-year degree)<br><br>3 = “Universidad” (4-year undergraduate degree)<br><br>4 = “Posgrado” (graduate degree) |
| female | Respondent’s self-identified sex | Binary: 1 = “mujer” (female) |
| format_narr | Format treatment | Binary: 1 = viewed a Narrative version of the letter |
| format_quant | Format treatment | Binary: 1 = viewed a Quantitative version of the letter |
| leg_female | Product of the *female* and *legitima* variables (only used to simplify code) | |
| legitima | Legitimacy: respondents’ | 0-100 scale from “poco |

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| | perception of the information's legitimacy (whether it is provided with the best interests of the community in mind) | legitima" to "muy legitima" |
| mediorder | Question order randomization to prevent order effects: the order in which the mediators (*relevante*, *creible*, and *legitima*) were measured. | C1 = "relevante"<br>C2 = "creible"<br>C3 = "legitima"<br><br>Variable contains all six possible permutations, e.g., "C2\|C3\|C1" |
| outcomeorder | Question order randomization to prevent order effects: whether the outcome (*probable*) or the mediators (*relevante*, *creible*, and *legitima*) were measured first | "Mediators\|Outcome" = mediators first<br>"Outcome\|Mediators" = outcome first |
| probable | Intention to Act: respondents' self-reported probability that they will use the information to make decisions | 0-100 scale from "poco probable" to "muy probable" |
| rel_cre_leg | Product of the *relevante*, *creible*, and *legitima* variables (only used to simply code) | |
| relevante | Salience: respondents' perception of the information's salience (relevance/usefulness to them) | 0-100 scale from "poco relevante" to "muy relevante" |
| source_alc | Sender treatment | Binary: 1 = viewed an Alcaldia version of the letter |
| source_moh | Sender treatment | Binary: 1 = viewed a Ministry of Health version of the letter |
| tandiferente | Novelty: respondents perception of the degree to which the strategy presented differs from their traditional strategies | 0-100 scale from "poco diferente" to "muy diferente" |
| treat_alc_narr | Combined treatment | Binary: 1 = viewed the Narrative version attributed to |

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| | | their Alcaldia |
| treat_alc_quant | Combined treatment | Binary: 1 = viewed the Quantitative version attributed to their Alcaldia |
| treat_moh_narr | Combined treatment | Binary: 1 = viewed the Narrative version attributed to the Ministry of Health |
| treat_moh_quant | Combined treatment | Binary: 1 = viewed the Quantitative version attributed to the Ministry of Health |
| workadolescents | Frequency with which respondent reports working with adolescents, or working on issues affecting adolescents | 5-point scale:<br><br>0 = “Nunca” (never)<br><br>1 = “A veces” (sometimes)<br><br>2 = “La mitad de tiempo” (half the time)<br><br>3 = “La mayoria del tiempo” (most of the time)<br><br>4 = “Siempre” (all the time) |
| YrsSalud | Number of years respondent has worked in the health sector | |

References:

Zarychta, A., R. Emmelhainz, T. Grillos, and K. Andersson. 2021. “Replication Data for: Linking Knowledge with Action when Engagement is Out of Reach.” [DOI TBD.]

Emmelhainz, R., A. Zarychta, T. Grillos, and K. Andersson. 2021. “Linking Knowledge with Action when Engagement is Out of Reach: Three Contextual Features of Effective Public Health Communication.” *Journal of Health Policy and Planning* (Forthcoming). [DOI TBD.]