

## Appendix 1: Campaign Documentation

Figure A 1: Focus group discussion with male village stakeholders during the formative data collection in Raichur.



Figure A 2: Collection of disadvantages of open defecation and advantages of latrine use (Strategy 1, BCT 5) during community meeting in Kamareddy.



Figure A 3: Family commitment forms with family photos (Strategy 2, BCT 10) in Raichur.



Figure A 4: Reminders for latrine use on tumblers normally used for anal cleansing during open defecation (Strategy 2, BCT 34) in Raichur.



Figure A 5: Signed toilet use instruction in household toilet in Kamareddy (Strategy 2, BCT 15) in Kamareddy.





Figure A 6: Daily routine planning with male family member (Strategy 2, BCT 26) during household visit in Kamareddy.



Figure A 7: Filled daily routine planning form (Strategy 2, BCT 26) in Kamareddy.

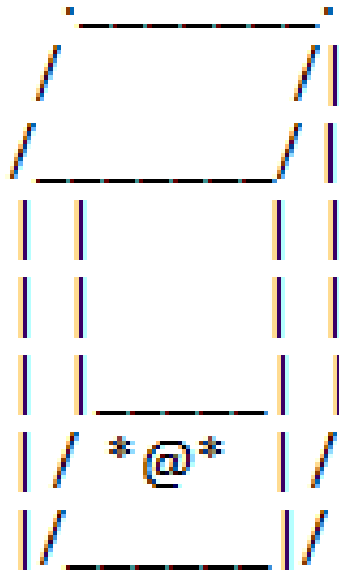


Figure A 8: Pictorial reminder for latrine use send to respondents via SMS early in the morning (Strategy 3, BCT 34).



Figure A 9 : Signing of a behavioural contract (Strategy 4, BCT 36) during training of anganwadi workers to promote safe handling of child faeces in parents meetings.