Supporting information

S1\_Resumen en Español (Abstract in foreign language).

S1\_Table. MDVC communication channels interviewees were exposed by participation level.

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| --- | --- | --- | --- | --- |
| How they learned about the campaign | Vaccinate none dog (n=858) | Vaccinated some dogs (n=170) | Vaccinated all dogs (n=1,397) | p |
| Megaphone | 56.9% | 64.5% | 66.5% | <0.001 a |
| TV | 36.4% | 33.1% | 32.1% | 0.842 a |
| Radio | 33.9% | 23.3% | 30.4% | 0.122 a |
| Poster/Banner | 7.8% | 9.9% | 7.4% | 0.337 a |
| Relative/friend/neighbor | 4.8% | 8.7% | 5.7% | 0.027 a |
| Newspaper | 1.3% | 0.6% | 1.1% | 0.798 a |
| Flier | 1.3% | 1.2% | 0.7% | 0.497 b |
| At municipality | 0.6% | 0.6% | 0.6% | -- |
| Social media | 0.1% | 0.6% | 0.7% | 0.066 b |
| Community meeting | 0.1% | 0.0% | 0.0% | 0.454 b |

p-values estimated with a Chi square test and b Fisher exact test.