

**S8 Table. Increase in response efficacy (T2) after watching treatment videos. OLS regressions.**

	Model 1	Model 2	Model 3	Model 4
Experimental Group ( <i>Ref. = Placebo</i> )				
Treatments (Pooled)	0.56** (2.00)	0.50* (1.77)		
Treatment: Safety			0.34 (0.93)	0.33 (0.93)
Treatment: Social Norm			0.94*** (2.71)	0.86** (2.38)
Treatment: Response Efficacy			1.10*** (3.08)	1.01*** (2.86)
Treatment: Self-Efficacy			-0.09 (-0.22)	-0.14 (-0.35)
Response Efficacy (T1)	0.70*** (20.51)	0.69*** (18.19)	0.71*** (20.77)	0.69*** (18.43)
Man ( <i>Ref. = Woman</i> )		0.03 (0.10)		0.06 (0.25)
Age		-0.01 (-0.99)		-0.01 (-0.85)
Education ( <i>Ref. = High School</i> )				
College Degree		0.29 (1.13)		0.33 (1.30)
Professional Degree		-0.53 (-1.22)		-0.46 (-1.08)
Doctorate		0.88 (0.92)		0.80 (0.80)
Race/Ethnicity ( <i>Ref. = Non-White</i> )		0.49* (1.78)		0.44 (1.61)
Political Ideology ( <i>Ref. = Liberal</i> )				
Moderate		0.06 (0.20)		0.13 (0.42)
Conservative		-0.47* (-1.66)		-0.40 (-1.42)
Rural ( <i>Ref. = Urban</i> )		-0.06 (-0.22)		-0.15 (-0.50)
Constant	3.35*** (7.00)	3.69*** (4.98)	3.31*** (6.95)	3.57*** (4.86)
Observations (Unique Individuals)	447	447	447	447
R-squared	0.52	0.53	0.53	0.54

Notes: \*\*\* p<0.01, \*\* p<0.05, \* p<0.1. Robust t-statistics in parentheses. ATE estimated using OLS regressions, showing unstandardized regression coefficient estimates. Two-sided tests.