

## **Appendix 2. Details on Quality Appraisal**

### **(a) Assessment of Randomized Controlled Trials**

The recommended approach for assessing risk of bias in studies included in Cochrane Reviews is a two-part tool, addressing (a) sequence generation and allocation concealment, (b) blinding of participants and providers, (c) blinding of outcome assessor, (d) incomplete outcome data, (e) selective outcome reporting, and (f) other source of bias. Blinding of participants is not always applicable for mass media campaigns, and we therefore considered blinding of personnel and outcome assessors. A study was deemed to have low risk of bias for blinding if the data were obtained with a questionnaire administered anonymously or by computer.

### **(b) Assessment of Cohort Studies**

This tool comprises several questions intended to serve as guidance for the study assessors, regarding (a) blinding of outcome assessment; (b) clarity of outcome; (c) likelihood of outcome already present at enrolment; (d) use of other sources to corroborate outcome measure; (e) reliability of assessment of exposure; (f) multiple measure of exposure; (g) attrition; (h) comparability of groups; (i) acceptance among recruited; (j) attrition by exposure status; (k) strategies alternative to blinding; (l) discussion of potential confounders; (m) statistical accuracy, and (n) overall risk of bias.

### **(c) Assessment of interrupted time series (ITS) and before and after (CBA) studies**

This tool requires assessing whether there is presence of (a) an intervention independent of other changes; (b) sufficient data points to enable reliable statistical inference; (c) formal tests for trend; (d) an intervention unlikely to affect data collection; (e) blinded assessment of primary outcome(s); (f) completeness of dataset; (g) reliable primary outcome measures.