

Supplementary file 2. Data extraction form

1. Identification (ID number)
author, year, reference (journal or website link)
Name of the campaign
2. Design of study (RCT, CBA, ITS, Other)
3. Setting and period of campaign
Country/ region/ city where campaign was run
In which languages was the campaign conducted?
Start and End dates of campaign, Duration
Phases/ additional info/ observations
4. Target population of campaign
5. Creation / production of campaign
Use of theory of health behavior or behavior change or other theory?
Was there any prior scientific work to inform the design of the campaign?
Main group/person coordinating the campaign
Were government authorities/ personnel involved?
Were NGOs or other organizations involved?
Were professional media experts/communicators involved in design of the campaign?
Were psychologists or experts in mass behavior involved in design of the campaign?
6. Funding for campaign
Main funder and others
Total cost of campaign
Other information about funding
7. Objectives of campaign
a) Main objectives of campaign (as described by original authors/creators)
b) Other objectives
c) Did campaign have a specific quantitative target? (NI, N, Y-specify)
8. Type of intervention (isolated or part of multicomponent intervention)
9. Main messages of campaign (as described by authors):
10. Communication strategy
a) Did it involve direct communication with the target population? Specify details
b) Did it involve indirect communication with the target population? Specify details
c) Did the campaign have spokesperson(s)/celebrity(ies) ? Specify details
d) Any additional relevant communication details of campaign
11. Outcomes of campaign (impact)
Total N of persons exposed to the campaign
How was this number measured/estimated?
a) Changes in Rates of CS or VD (before and after campaign) measured?
N participants assessed before and N assessed after campaign
Main characteristics of participants
Source of info (birth certificates, survey, other describe):
Results: rates CS (before and after campaign)
Period when data was collected (years, months before and after campaign)
b) Changes in Preferences for CS (before and after campaign) measured?
N participants assessed before and N assessed after campaign

Main characteristics of participants
Type of instrument used (questionnaire/ interviews, other methods)
Results: preference for CS (before and after campaign)
When was data was collected?
c) Changes in Knowledge about risks/benefits of CS (before x after campaign) measured?
N participants assessed before and N assessed after campaign
Main characteristics of participants
Type of instrument used (questionnaire/ interviews, other methods)
Results: knowledge about risks/benefits of CS (before and after campaign)
When was data was collected?
d) Other outcomes (specify which and give details on how and when assessed)
12. Methods for outcome assessment
Did authors calculate sample size to assess outcome(s)?
Were outcome assessors (after campaign) blinded to participants' exposure to campaign?
Any other information about methodological aspects for outcome assessment
13. Main Barriers to create and implement campaign (described by authors)
14. Main Enablers to create and implement campaign (describe below)
15. Additional information/ observations