

Supplementary Table 1: Content validation index (CVI) scores of the intervention package

Attribute	Rater 1	Rater 2	Rater 3	Rater 4	Rater 5	Rater 6	Rater 7	Raters in agreement	I-CVI	UA
Frontpage										
The cover is suitable	0	1	1	1	1	1	1	6	0.86	0
The cover catchy	1	1	1	1	1	1	1	7	1.00	1
The title of the manual is suitable	1	1	1	1	1	1	1	7	1.00	1
Writing style										
The font size appropriate	1	1	0	1	1	1	1	6	0.86	0
The font style is appropriate	1	1	1	1	1	1	1	7	1.00	1
The written content is neat	1	1	1	1	1	1	1	7	1.00	1
The line spacing appropriate	1	1	1	1	1	1	1	7	1.00	1
The line spacing consistent	1	1	1	1	1	1	1	7	1.00	1
The paragraph spacing appropriate	1	1	1	1	1	1	1	7	1.00	1
The paragraph spacing consistent	1	1	1	1	1	1	1	7	1.00	1
Structure and presentation										
The arrangement of content is flowing	0	1	1	1	1	1	1	6	0.86	0
The arrangement of content is clear	1	1	1	1	1	1	1	7	1.00	1
Structure is appropriate	1	1	1	1	1	1	1	7	1.00	1
Structure is suitable	1	1	1	1	1	1	1	7	1.00	1
Activities are appropriate	1	1	1	1	1	1	1	7	1.00	1
The language used is easy to understand	1	1	1	1	1	1	1	7	1.00	1
The messages are relevant to the subject matter	1	1	1	1	1	1	1	7	1.00	1
The scope of contents has sufficient depth	1	1	1	1	1	1	1	7	1.00	1
The images used are appropriate for the topics	1	1	1	1	1	1	1	7	1.00	1
The images easily attract the reader	1	1	1	1	1	1	1	7	1.00	1
Information presented is scientifically correct	1	1	1	1	1	1	1	7	1.00	1
Messages communicate benefits of lifejackets	1	1	1	1	1	1	1	7	1.00	1
The booklet has a suitable number of pages	1	1	1	1	1	1	1	7	1.00	1
Objectives										

The objectives of the messages are SMART	1	1	1	1	1	1	1	7	1.00	1
Coincides with the target population	1	1	1	1	1	1	1	7	1.00	1
Can be executed within the community	1	1	1	1	1	1	1	7	1.00	1
Can be circulated within the community	1	1	1	1	1	1	1	7	1.00	1
Can improve knowledge	1	1	1	1	1	1	1	7	1.00	1
Can improve attitudes	1	0	1	1	1	1	1	6	0.86	0
Can improve the intention to use	1	1	1	1	1	1	1	7	1.00	1
Relevance										
The topics relate to the behavior of interest	1	1	1	1	1	1	1	7	1.00	1
The target audience is clearly described	1	1	1	1	1	1	1	7	1.00	1
The messages for the target audience are clear	1	1	1	1	1	1	1	7	1.00	1
								S-CVI/Ave	0.98	
Proportion relevance	0.94	0.97	0.97	1	1	1	1			
The average proportion of items judged as relevant across the 7 raters (experts)								0.98	S-CVI/UA	0.88
<i>I-CVI=item level content validity index, S-CVI=scale level content validity index, UA=universal agreement</i>										