Supplementary Figure. Details of the focus group guide and the discussion process.

- Basic demographic characteristics of participants
- Important topics of discussion during the focus groups
  - Commonly occurring snake species in and around the village
  - Identification of snake species based on pictures and their venomous/nonvenomous nature
  - Symptoms of snakebite
  - First aid meaning and techniques
  - Treatment seeking behavior after snakebite including role of faith healers and experience at public healthcare facilities
  - Lived experience of snakebite if a victim/victim's attendant is present among the participants
  - Reasons for high snakebite burden in the village/block
  - Source of information about snakes and snakebites
  - Prevention of snakebites in the village measures taken
  - Suggestions about improving awareness about snakebite prevention

Open ended questions developed and revised after pilot testing in similar geographic and demographic conditions administered by trained staff

- Pre-focus group general dialogue to comfort and ease the participants
- Promoting opposite point of views during the discussions to encourage differing outlooks

Allowing the participants to speak in their native language and probing them to elicit complete narrations of their experiences and opinions