



**Supplementary Fig. S2.** Newspaper records for social campaign. (A) The newspaper *Kyunghyang Shinmun* reported seriously high prevalence of intestinal parasites in Korea. 10 April 1965. Available from: Naver news library at [www.naver.com](http://www.naver.com). (B) Serious health problem by *Ascaris* infection in Korea. Report of the *Maeilkyungje Shinmun* 17 February 1972. <http://dna.naver.com/viewer/index>.