

Table __: Exposure to Kwatu, by gender, domain, and key target groups

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Heard of Kwatu						
No	40.2	[34.3, 46.4]	49.6	[43.9, 55.2]	44.9	[39.9, 50.0]
Yes	59.8	[53.6, 65.7]	50.4	[44.8, 56.1]	55.1	[50.0, 60.1]
Total	100.0		100.0		100.0	
Knows: Kwatu logo						
No	52.1	[46.5, 57.8]	51.8	[45.7, 57.9]	52.0	[47.1, 56.9]
Yes	47.9	[42.2, 53.5]	48.2	[42.1, 54.3]	48.0	[43.1, 52.9]
Total	100.0		100.0		100.0	
Read: Kwatu Choose Life						
No	65.3	[59.6, 70.6]	69.6	[64.7, 74.0]	67.4	[63.1, 71.5]
Yes	34.7	[29.4, 40.4]	30.4	[26.0, 35.3]	32.6	[28.5, 36.9]
Total	100.0		100.0		100.0	
Read: Kwatu Family Care for Mother and Child						
No	78.3	[73.7, 82.2]	73.2	[68.3, 77.6]	75.7	[72.2, 78.9]
Yes	21.7	[17.8, 26.3]	26.8	[22.4, 31.7]	24.3	[21.1, 27.8]
Total	100.0		100.0		100.0	
Read: Kwatu Children and HIV						
No	82.4	[77.9, 86.2]	76.5	[71.8, 80.6]	79.4	[76.1, 82.4]
Yes	17.6	[13.8, 22.1]	23.5	[19.4, 28.2]	20.6	[17.6, 23.9]
Total	100.0		100.0		100.0	
Read: Kwatu Alcohol and You						
No	83.4	[79.7, 86.6]	85.4	[81.6, 88.5]	84.4	[81.3, 87.1]
Yes	16.6	[13.4, 20.3]	14.6	[11.5, 18.4]	15.6	[12.9, 18.7]
Total	100.0		100.0		100.0	
Read: Kwatu Mens Health Male Circumcision						
No	82.8	[77.8, 86.9]	92.6	[90.1, 94.5]	87.7	[84.8, 90.1]
Yes	17.2	[13.1, 22.2]	7.4	[5.5, 9.9]	12.3	[9.9, 15.2]
Total	100.0		100.0		100.0	
Radio: Heard Kwatu Radio drama in Tongo/Nyanja/English/Lunda (pe18)						
No	84.4	[79.6, 88.3]	79.3	[73.8, 83.8]	81.8	[78.0, 85.1]
Yes	15.6	[11.7, 20.4]	20.7	[16.2, 26.2]	18.2	[14.9, 22.0]
Total	100.0		100.0		100.0	

Table __: Exposure to Kwatu (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Radio: Heard Musipili wa Liseli (pe19)						
No	93.6	[89.2, 96.3]	91.5	[84.8, 95.4]	92.5	[87.6, 95.6]
Yes	6.4	[3.7, 10.8]	8.5	[4.6, 15.2]	7.5	[4.4, 12.4]
Total	100.0		100.0		100.0	
Radio: Heard Liseli s Journey (pe20)						
No	95.7	[93.4, 97.3]	95.4	[92.1, 97.4]	95.6	[93.8, 96.9]
Yes	4.3	[2.7, 6.6]	4.6	[2.6, 7.9]	4.4	[3.1, 6.2]
Total	100.0		100.0		100.0	
TV: Watched Kwatu TV Show						
No	84.5	[80.1, 88.1]	88.2	[84.3, 91.2]	86.3	[82.7, 89.3]
Yes	15.5	[11.9, 19.9]	11.8	[8.8, 15.7]	13.7	[10.7, 17.3]
Total	100.0		100.0		100.0	
Radio: First heard Kwatu Radio Drama (Years Ago)						
<1	44.3	[31.1, 58.4]	43.2	[32.5, 54.5]	43.7	[35.2, 52.5]
1-2	39.3	[26.4, 53.8]	45.8	[35.0, 57.1]	43.0	[34.5, 51.9]
3+	16.4	[6.1, 37.5]	11.0	[6.1, 19.0]	13.3	[6.8, 24.5]
Total	100.0		100.0		100.0	
TV: First watched Kwatu TV Show (Years Ago)						
<1	46.6	[35.9, 57.6]	43.1	[33.2, 53.6]	45.0	[38.8, 51.4]
1-2	40.1	[29.5, 51.8]	33.7	[23.1, 46.3]	37.2	[30.4, 44.6]
3+	13.3	[8.3, 20.7]	23.1	[15.1, 33.7]	17.8	[12.6, 24.5]
Total	100.0		100.0		100.0	
Knows: Kwatu						
No	29.2	[23.9, 35.1]	34.0	[29.2, 39.1]	31.6	[27.7, 35.8]
Yes	70.8	[64.9, 76.1]	66.0	[60.9, 70.8]	68.4	[64.2, 72.3]
Total	100.0		100.0		100.0	
N	1,519		1,501		3,020	

Table __: Exposure to Kwatu (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Heard of Kwatu								
No	55.8	[48.8, 62.5]	31.4	[25.2, 38.4]	50.3	[35.1, 65.4]	44.9	[39.9, 50.0]
Yes	44.2	[37.5, 51.2]	68.6	[61.6, 74.8]	49.7	[34.6, 64.9]	55.1	[50.0, 60.1]
Total	100.0		100.0		100.0		100.0	
Knows: Kwatu logo								
No	62.5	[54.9, 69.4]	38.9	[33.4, 44.7]	58.1	[42.7, 72.1]	52.0	[47.1, 56.9]
Yes	37.5	[30.6, 45.1]	61.1	[55.3, 66.6]	41.9	[27.9, 57.3]	48.0	[43.1, 52.9]
Total	100.0		100.0		100.0		100.0	
Read: Kwatu Choose Life								
No	75.3	[70.2, 79.7]	57.8	[50.9, 64.5]	68.6	[57.5, 77.9]	67.4	[63.1, 71.5]
Yes	24.7	[20.3, 29.8]	42.2	[35.5, 49.1]	31.4	[22.1, 42.5]	32.6	[28.5, 36.9]
Total	100.0		100.0		100.0		100.0	
Read: Kwatu Family Care for Mother and Child								
No	79.1	[75.3, 82.5]	71.3	[65.0, 76.8]	80.7	[76.0, 84.7]	75.7	[72.2, 78.9]
Yes	20.9	[17.5, 24.7]	28.7	[23.2, 35.0]	19.3	[15.3, 24.0]	24.3	[21.1, 27.8]
Total	100.0		100.0		100.0		100.0	
Read: Kwatu Children and HIV								
No	81.8	[78.0, 85.1]	76.0	[70.2, 81.0]	88.2	[81.1, 92.9]	79.4	[76.1, 82.4]
Yes	18.2	[14.9, 22.0]	24.0	[19.0, 29.8]	11.8	[7.1, 18.9]	20.6	[17.6, 23.9]
Total	100.0		100.0		100.0		100.0	
Read: Kwatu Alcohol and You								
No	88.0	[84.1, 91.1]	79.6	[74.5, 83.9]	91.8	[79.7, 97.0]	84.4	[81.3, 87.1]
Yes	12.0	[8.9, 15.9]	20.4	[16.1, 25.5]	8.2	[3.0, 20.3]	15.6	[12.9, 18.7]
Total	100.0		100.0		100.0		100.0	
Read: Kwatu Mens Health Male Circumcision								
No	92.1	[89.4, 94.1]	82.4	[77.2, 86.7]	87.8	[79.6, 92.9]	87.7	[84.8, 90.1]
Yes	7.9	[5.9, 10.6]	17.6	[13.3, 22.8]	12.2	[7.1, 20.4]	12.3	[9.9, 15.2]
Total	100.0		100.0		100.0		100.0	
Radio: Heard Kwatu Radio drama in Tongo/Nyanja/English/Lunda (pe18)								
No	87.4	[83.5, 90.6]	74.6	[68.1, 80.2]	88.5	[77.7, 94.4]	81.8	[78.0, 85.1]
Yes	12.6	[9.4, 16.5]	25.4	[19.8, 31.9]	11.5	[5.6, 22.3]	18.2	[14.9, 22.0]
Total	100.0		100.0		100.0		100.0	

Table __: Exposure to Kwatu (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Radio: Heard Musipili wa Liseli (pe19)								
No	92.3	[84.9, 96.2]	92.4	[83.9, 96.6]	99.7	[98.4, 99.9]	92.5	[87.6, 95.6]
Yes	7.7	[3.8, 15.1]	7.6	[3.4, 16.1]	0.3	[0.1, 1.6]	7.5	[4.4, 12.4]
Total	100.0		100.0		100.0		100.0	
Radio: Heard Liseli s Journey (pe20)								
No	97.5	[95.3, 98.7]	93.1	[89.9, 95.3]	98.4	[95.2, 99.5]	95.6	[93.8, 96.9]
Yes	2.5	[1.3, 4.7]	6.9	[4.7, 10.1]	1.6	[0.5, 4.8]	4.4	[3.1, 6.2]
Total	100.0		100.0		100.0		100.0	
TV: Watched Kwatu TV Show								
No	95.0	[92.2, 96.8]	75.5	[69.4, 80.7]	92.9	[85.0, 96.8]	86.3	[82.7, 89.3]
Yes	5.0	[3.2, 7.8]	24.5	[19.3, 30.6]	7.1	[3.2, 15.0]	13.7	[10.7, 17.3]
Total	100.0		100.0		100.0		100.0	
Radio: First heard Kwatu Radio Drama (Years Ago)								
<1	44.3	[34.7, 54.4]	44.1	[32.7, 56.2]	17.0	[5.1, 43.6]	43.7	[35.2, 52.5]
1-2	43.3	[31.6, 55.7]	42.4	[31.4, 54.3]	58.7	[29.7, 82.7]	43.0	[34.5, 51.9]
3+	12.4	[6.0, 24.0]	13.4	[5.3, 30.3]	24.3	[6.3, 60.3]	13.3	[6.8, 24.5]
Total	100.0		100.0		100.0		100.0	
TV: First watched Kwatu TV Show (Years Ago)								
<1	49.1	[34.3, 64.1]	44.2	[37.1, 51.6]	36.3	[16.5, 62.2]	45.0	[38.8, 51.4]
1-2	34.5	[20.8, 51.2]	37.9	[30.2, 46.3]	34.5	[6.0, 81.3]	37.2	[30.4, 44.6]
3+	16.4	[6.7, 34.8]	17.8	[12.1, 25.6]	29.2	[11.1, 57.6]	17.8	[12.6, 24.5]
Total	100.0		100.0		100.0		100.0	
Knows: Kwatu								
No	40.1	[34.6, 45.8]	20.5	[16.2, 25.5]	44.7	[29.5, 61.0]	31.6	[27.7, 35.8]
Yes	59.9	[54.2, 65.4]	79.5	[74.5, 83.8]	55.3	[39.0, 70.5]	68.4	[64.2, 72.3]
Total	100.0		100.0		100.0		100.0	
N	1,020		1,598		402		3,020	

Table __: Exposure to Kwatu (cont'd)

	Females 15-24		Total		
	%	[95% CI]	%	[95% CI]	
Heard of Kwatu					
No	42.0	[35.4, 49.0]	42.0	[35.4,	49.0]
Yes	58.0	[51.0, 64.6]	58.0	[51.0,	64.6]
Total	100.0		100.0		
Knows: Kwatu logo					
No	43.7	[35.8, 52.0]	43.7	[35.8,	52.0]
Yes	56.3	[48.0, 64.2]	56.3	[48.0,	64.2]
Total	100.0		100.0		
Read: Kwatu Choose Life					
No	61.8	[55.5, 67.7]	61.8	[55.5,	67.7]
Yes	38.2	[32.3, 44.5]	38.2	[32.3,	44.5]
Total	100.0		100.0		
Read: Kwatu Family Care for Mother and Child					
No	69.3	[62.8, 75.2]	69.3	[62.8,	75.2]
Yes	30.7	[24.8, 37.2]	30.7	[24.8,	37.2]
Total	100.0		100.0		
Read: Kwatu Children and HIV					
No	72.7	[65.9, 78.5]	72.7	[65.9,	78.5]
Yes	27.3	[21.5, 34.1]	27.3	[21.5,	34.1]
Total	100.0		100.0		
Read: Kwatu Alcohol and You					
No	77.9	[70.9, 83.5]	77.9	[70.9,	83.5]
Yes	22.1	[16.5, 29.1]	22.1	[16.5,	29.1]
Total	100.0		100.0		
Read: Kwatu Mens Health Male Circumcision					
No	89.8	[85.2, 93.1]	89.8	[85.2,	93.1]
Yes	10.2	[6.9, 14.8]	10.2	[6.9,	14.8]
Total	100.0		100.0		
Radio: Heard Kwatu Radio drama in Tongo/Nyanja/English/Lunda (pe18)					
No	75.7	[68.9, 81.5]	75.7	[68.9,	81.5]
Yes	24.3	[18.5, 31.1]	24.3	[18.5,	31.1]
Total	100.0		100.0		
Radio: Heard Musipili wa Liseli (pe19)					
No	88.8	[78.7, 94.4]	88.8	[78.7,	94.4]
Yes	11.2	[5.6, 21.3]	11.2	[5.6,	21.3]
Total	100.0		100.0		

Table __: Exposure to Kwatu (cont'd)

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
Radio: Heard Liseli s Journey (pe20)				
No	94.0	[89.5, 96.6]	94.0	[89.5, 96.6]
Yes	6.0	[3.4, 10.5]	6.0	[3.4, 10.5]
Total	100.0		100.0	
TV: Watched Kwatu TV Show				
No	86.4	[80.9, 90.5]	86.4	[80.9, 90.5]
Yes	13.6	[9.5, 19.1]	13.6	[9.5, 19.1]
Total	100.0		100.0	
Radio: First heard Kwatu Radio Drama (Years Ago)				
<1	41.5	[27.8, 56.7]	41.5	[27.8, 56.7]
1-2	47.7	[33.3, 62.4]	47.7	[33.3, 62.4]
3+	10.8	[4.1, 25.7]	10.8	[4.1, 25.7]
Total	100.0		100.0	
TV: First watched Kwatu TV Show (Years Ago)				
<1	43.7	[30.3, 58.2]	43.7	[30.3, 58.2]
1-2	35.9	[23.4, 50.6]	35.9	[23.4, 50.6]
3+	20.4	[9.0, 39.8]	20.4	[9.0, 39.8]
Total	100.0		100.0	
Knows: Kwatu				
No	25.9	[20.5, 32.2]	25.9	[20.5, 32.2]
Yes	74.1	[67.8, 79.5]	74.1	[67.8, 79.5]
Total	100.0		100.0	
N	633		633	

Table __: Exposure to Kwatu (cont'd)

	SAfAIDS		Total	
	%	[95% CI]	%	[95% CI]
Heard of Kwatu				
No	32.1	[26.6, 38.1]	32.1	[26.6, 38.1]
Yes	67.9	[61.9, 73.4]	67.9	[61.9, 73.4]
Total	100.0		100.0	
Knows: Kwatu logo				
No	40.6	[35.9, 45.4]	40.6	[35.9, 45.4]
Yes	59.4	[54.6, 64.1]	59.4	[54.6, 64.1]
Total	100.0		100.0	
Read: Kwatu Choose Life				
No	58.9	[53.1, 64.5]	58.9	[53.1, 64.5]
Yes	41.1	[35.5, 46.9]	41.1	[35.5, 46.9]
Total	100.0		100.0	
Read: Kwatu Family Care for Mother and Child				
No	74.5	[68.8, 79.4]	74.5	[68.8, 79.4]
Yes	25.5	[20.6, 31.2]	25.5	[20.6, 31.2]
Total	100.0		100.0	
Read: Kwatu Children and HIV				
No	79.2	[74.4, 83.4]	79.2	[74.4, 83.4]
Yes	20.8	[16.6, 25.6]	20.8	[16.6, 25.6]
Total	100.0		100.0	
Read: Kwatu Alcohol and You				
No	77.7	[74.3, 80.9]	77.7	[74.3, 80.9]
Yes	22.3	[19.1, 25.7]	22.3	[19.1, 25.7]
Total	100.0		100.0	
Read: Kwatu Mens Health Male Circumcision				
No	84.6	[81.7, 87.1]	84.6	[81.7, 87.1]
Yes	15.4	[12.9, 18.3]	15.4	[12.9, 18.3]
Total	100.0		100.0	
Radio: Heard Kwatu Radio drama in Tongo/Nyanja/English/Lunda (pe18)				
No	79.6	[71.6, 85.8]	79.6	[71.6, 85.8]
Yes	20.4	[14.2, 28.4]	20.4	[14.2, 28.4]
Total	100.0		100.0	
Radio: Heard Musipili wa Liseli (pe19)				
No	96.1	[91.0, 98.4]	96.1	[91.0, 98.4]
Yes	3.9	[1.6, 9.0]	3.9	[1.6, 9.0]
Total	100.0		100.0	

Table __: Exposure to Kwatu (cont'd)

	SAfAIDS		Total	
	%	[95% CI]	%	[95% CI]
Radio: Heard Liseli s Journey (pe20)				
No	94.8	[92.3, 96.6]	94.8	[92.3, 96.6]
Yes	5.2	[3.4, 7.7]	5.2	[3.4, 7.7]
Total	100.0		100.0	
TV: Watched Kwatu TV Show				
No	79.8	[73.3, 85.0]	79.8	[73.3, 85.0]
Yes	20.2	[15.0, 26.7]	20.2	[15.0, 26.7]
Total	100.0		100.0	
Radio: First heard Kwatu Radio Drama (Years Ago)				
<1	51.7	[51.7, 51.7]	51.7	[51.7, 51.7]
1-2	38.0	[38.0, 38.0]	38.0	[38.0, 38.0]
3+	10.2	[10.2, 10.2]	10.2	[10.2, 10.2]
Total	100.0		100.0	
TV: First watched Kwatu TV Show (Years Ago)				
<1	36.0	[26.4, 47.0]	36.0	[26.4, 47.0]
1-2	33.3	[22.2, 46.6]	33.3	[22.2, 46.6]
3+	30.7	[19.2, 45.3]	30.7	[19.2, 45.3]
Total	100.0		100.0	
Knows: Kwatu				
No	25.1	[19.7, 31.4]	25.1	[19.7, 31.4]
Yes	74.9	[68.6, 80.3]	74.9	[68.6, 80.3]
Total	100.0		100.0	
N	652		652	