

Table 1: Estimated number of people reached (Total)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	2773189	345391	2090873	3455505
Knows: One Love Slogan (prompted)	2303354	255272	1799066	2807641
Knows: One Love	5566733	545434	4489234	6644231
Knows: One Love logo	4008681	439452	3140549	4876813
Ever heard: Changing the Rhythm of the Drum	573705	109261	357861	789548
Ever heard: Kaukingya Mvumino Yamaoma	236996	63984	110597	363395
Ever heard: Bitter Sweet	488681	102431	286330	691032
Ever heard: Akufupa Utemenwe	1501667	234604	1038210	1965124
Read: You and Your Relationship	1838790	232123	1380234	2297347
Read: When Men and Women Run Together	1344168	178432	991677	1696658
Read: You Haven't Met Joe booklet	85506	22791	40483	130529
Watched: Love Stories film series	1215489	211060	798543	1632434
Watched film: When the Music Stops	681932	125199	434603	929261
Watched film: Big House, Small House	273940	58751	157878	390002
Watched film: Travelling Man	245866	70157	107272	384460
Watched film: After the Honeymoon	336287	85236	167905	504670
Watched film: Chaguo	178692	43475	92808	264577
Watched film: Umshato	352248	97712	159220	545276
Watched film: Bloodlines	126330	26152	74667	177993
Watched film: Second Chances	417593	96583	226794	608393
Watched film: Against the Odds	138628	31758	75891	201365
Watched film: Betrayed	230534	64885	102355	358712
Watches: Untold Stories Drama Series	797485	164005	473495	1121475
Watched drama: Rebel Rhymes	116119	34245	48468	183770
Watched drama: Mapule's Choice	154964	39209	77506	232421
Watched drama: Secrets and Lies	486522	102226	284575	688469
Watched drama: The Test	193771	80908	33939	353603
Watched drama: Tempestade	70049	28081	14575	125522
Watched drama: Ulendo waRose	580297	119198	344822	815772
Watched drama: Batjele	114376	34660	45906	182847
Watched drama: Chipo's Promise	352544	73376	207590	497497
Watched drama: Between Friends	260547	78056	106349	414746
Champions advert: Ever heard Speciosa Wandira radio	293926	65154	165215	422637

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	4364080	442637	3489657	5238504
Champions advert: Ever heard Desmond Tutu radio advert	376031	91843	194597	557465
Champions advert: Ever seen Speciosa Wandira TV advert	311840	58464	196345	427336
Champions advert: Ever seen Kenneth Kaunda TV advert	4304074	470446	3374714	5233433
Champions advert: Ever seen Desmond Tutu TV advert	434659	96986	243064	626253
Dialogue: Participated in OL community dialogue	145037	36222	73481	216594
Dialogue: Participated in C-Change/OL community dialogue	123638	42191	40290	206986
Ever seen: Club Risky Business	1061887	229662	608191	1515582
Ever seen: OneLove talk show	738196	148607	444609	1031782
Heard of Kwatu	4236419	430004	3386952	5085886
Knows: Kwatu logo	3691946	397007	2907663	4476228
Read: Choose Life	2503762	291581	1927748	3079777
Read: Family Care for Mother and Child	1865998	217846	1435645	2296351
Read: Children and HIV	1580735	199462	1186699	1974770
Read: Alcohol and You	1197747	160274	881127	1514367
Read: Men's Health - Male Circumcision	944224	147530	652780	1235669
Radio: Heard Kwatu Radio Drama	1396104	199849	1001305	1790903
Radio: Heard Musipili wa Liseli	573232	163378	250480	895983
Radio: Heard Liseli's Journey	338969	70917	198874	479064
TV: Watched Kwatu TV Show	1049799	176659	700811	1398787
Knows: SAFAIDS logo	513666	86778	342237	685096
Materials: Received SAFAIDS HIV materials in past 3 years	178137	58042	63474	292799
Materials: MCP booklet in past 3 years	91361	38061	14310	168413
Materials: Received poster in past 3 years	58848	14383	29730	87965
Materials: Received adherence calendar in past 3 years	49500	17403	14269	84730
Materials: Received HIV disclosure card in past 3 years	35866	12025	11522	60210
Materials: Received adherence sticker in past 3 years	38432	16157	5723	71141
Materials: Received Aunt Carol treatment card in past 3 years	22380	9909	2321	42440
Materials: Received	83945	51262	19830	187720

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	45684	12874	19623	71746
Materials: Received flipchart in past 3 years	69483	41737	15009	153975
Materials: Seen/received HIV/AIDS treatment literacy toolkit	56361	15734	24509	88213
Materials: Seen/received Women's treatment literacy toolkit	87163	39534	7130	167195
Information: Received HIV info from community based volunteer	2450543	298879	1860112	3040974
Community dialogue: Participated in community dialogue	92291	29723	33574	151008
Community dialogue: Participated in SAfAIDS community policy dialogue	166905	45592	76840	256971
Heard of Changing the River's Flow	219787	55579	109992	329582
Has seen Changing the River's Flow logo	231508	58693	115561	347455
Has seen Changing the River's Flow bag	383461	104984	176066	590857
Participated in Changing the River's Flow	31460	13204	5375	57545
Heard SAfAIDS ART radio program, past 3 years	277444	79793	119814	435074
Discussed SAfAIDS ART radio program with someone	144250	43822	55612	232889
Any SAfAIDS exposure	3077836	346050	2394219	3761453

Table 2: Estimated number of people reached (Males)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	1354755	185961	987252	1722258
Knows: One Love Slogan (prompted)	1329606	156461	1020403	1638809
Knows: One Love	2899971	284312	2338104	3461839
Knows: One Love logo	1998341	233972	1535958	2460725
Ever heard: Changing the Rhythm of the Drum	266027	69350	128976	403079
Ever heard: Kaukingya Mvumino Yamaoma	92318	36374	20433	164202
Ever heard: Bitter Sweet	246607	72569	103195	390020
Ever heard: Akufupa Utemenwe	859156	141848	578832	1139480
Read: You and Your Relationship	944415	138460	670787	1218044
Read: When Men and Women Run Together	655171	101563	454460	855882
Read: You Haven't Met Joe booklet	50688	17089	16916	84461
Watched: Love Stories film series	683489	149839	387372	979607
Watched film: When the Music Stops	367568	89681	190338	544798
Watched film: Big House, Small House	141751	43575	55637	227865
Watched film: Travelling Man	162958	51917	60357	265559
Watched film: After the Honeymoon	172629	71086	32146	313112
Watched film: Chaguo	128631	34068	61305	195957
Watched film: Umshato	245816	82027	83711	407920
Watched film: Bloodlines	86388	19074	48694	124082
Watched film: Second Chances	208106	69609	70544	345669
Watched film: Against the Odds	86695	27262	32818	140571
Watched film: Betrayed	152020	56083	41187	262854
Watches: Untold Stories Drama Series	414688	114245	188914	640463
Watched drama: Rebel Rhymes	30061	15261	98	60219
Watched drama: Mapule's Choice	106906	33792	40126	173686
Watched drama: Secrets and Lies	271399	82300	108754	434043
Watched drama: The Test	138848	74916	9203	286900
Watched drama: Tempestade	46226	25599	4363	96815
Watched drama: Ulendo waRose	349318	93082	165367	533269
Watched drama: Batjele	60245	18220	24237	96252
Watched drama: Chipo's Promise	180588	41712	98156	263021
Watched drama: Between Friends	173787	57338	60473	287101
Champions advert: Ever heard Speciosa Wandira radio	102684	29694	44000	161367

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	2354117	234608	1890478	2817757
Champions advert: Ever heard Desmond Tutu radio advert	214769	61744	92748	336790
Champions advert: Ever seen Speciosa Wandira TV advert	151293	31375	89288	213298
Champions advert: Ever seen Kenneth Kaunda TV advert	2544358	278947	1993094	3095622
Champions advert: Ever seen Desmond Tutu TV advert	273506	72413	130400	416611
Dialogue: Participated in OL community dialogue	75382	23278	29378	121385
Dialogue: Participated in C-Change/OL community dialogue	80843	32315	16981	144704
Ever seen: Club Risky Business	492871	124727	246381	739360
Ever seen: OneLove talk show	425195	103451	220740	629650
Heard of Kwatu	2295637	240533	1820289	2770986
Knows: Kwatu logo	1838052	209998	1423047	2253056
Read: Choose Life	1333101	173454	990315	1675888
Read: Family Care for Mother and Child	834163	121166	594711	1073615
Read: Children and HIV	676285	112527	453906	898665
Read: Alcohol and You	636328	91390	455719	816937
Read: Men's Health - Male Circumcision	659262	118342	425391	893133
Radio: Heard Kwatu Radio Drama	598053	108396	383837	812269
Radio: Heard Musipili wa Liseli	245795	73905	99741	391849
Radio: Heard Liseli's Journey	163807	41758	81285	246330
TV: Watched Kwatu TV Show	594970	105856	385773	804167
Knows: SAFAIDS logo	231941	50909	131332	332550
Materials: Received SAFAIDS HIV materials in past 3 years	84967	39438	7028	162905
Materials: MCP booklet in past 3 years	51356	36772	25898	128611
Materials: Received poster in past 3 years	12090	5922	351	24532
Materials: Received adherence calendar in past 3 years	16741	7890	164	33318
Materials: Received HIV disclosure card in past 3 years	17047	8245	275	34369
Materials: Received adherence sticker in past 3 years	7824	4981	2641	18289
Materials: Received Aunt Carol treatment card in past 3 years	7715	4943	2671	18100
Materials: Received	54140	36864	23309	131588

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	26103	10876	3254	48953
Materials: Received flipchart in past 3 years	58590	36853	18836	136015
Materials: Seen/received HIV/AIDS treatment literacy toolkit	22762	10497	708	44816
Materials: Seen/received Women's treatment literacy toolkit	56198	36837	21194	133590
Information: Received HIV info from community based volunteer	891869	148695	598012	1185725
Community dialogue: Participated in community dialogue	67016	21323	24878	109154
Community dialogue: Participated in SAfAIDS community policy dialogue	102843	38019	27709	177978
Heard of Changing the River's Flow	118941	34653	50459	187423
Has seen Changing the River's Flow logo	101530	29933	42376	160684
Has seen Changing the River's Flow bag	292806	95193	104682	480929
Participated in Changing the River's Flow	19332	10357	1137	39800
Heard SAfAIDS ART radio program, past 3 years	149797	55321	40471	259123
Discussed SAfAIDS ART radio program with someone	67849	23089	20297	115401
Any SAfAIDS exposure	1317084	179672	962010	1672158

Table 3: Estimated number of people reached (Females)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	1418434	176688	1069000	1767868
Knows: One Love Slogan (prompted)	973747	129657	717326	1230169
Knows: One Love	2666762	266331	2140040	3193483
Knows: One Love logo	2010340	221797	1571693	2448986
Ever heard: Changing the Rhythm of the Drum	307677	67106	174963	440391
Ever heard: Kaukingya Mvumino Yamaoma	144678	49921	45951	243406
Ever heard: Bitter Sweet	242074	56294	130741	353407
Ever heard: Akufupa Utemenwe	642511	118790	407581	877441
Read: You and Your Relationship	894375	117722	661557	1127193
Read: When Men and Women Run Together	688997	95790	499554	878440
Read: You Haven't Met Joe booklet	34818	13758	7609	62026
Watched: Love Stories film series	531999	82934	367982	696017
Watched film: When the Music Stops	314364	67724	180428	448300
Watched film: Big House, Small House	132189	36338	60324	204054
Watched film: Travelling Man	82908	28114	27307	138510
Watched film: After the Honeymoon	163658	33358	97686	229631
Watched film: Chaguo	50062	22697	5175	94948
Watched film: Umshato	106432	40970	25407	187457
Watched film: Bloodlines	39942	14141	11976	67908
Watched film: Second Chances	209487	56753	97246	321728
Watched film: Against the Odds	51933	15906	20476	83390
Watched film: Betrayed	78514	26131	26835	130192
Watches: Untold Stories Drama Series	382797	76993	230529	535065
Watched drama: Rebel Rhymes	86059	30583	25575	146542
Watched drama: Mapule's Choice	48057	14844	18700	77415
Watched drama: Secrets and Lies	215123	45060	126008	304237
Watched drama: The Test	54923	17854	19613	90232
Watched drama: Tempestade	23822	11949	192	47453
Watched drama: Ulendo waRose	230979	55057	122093	339865
Watched drama: Batjele	54132	30158	5511	113774
Watched drama: Chipo's Promise	171955	48371	76292	267618
Watched drama: Between Friends	86760	30238	26958	146563
Champions advert: Ever heard Speciosa Wandira radio	191242	50489	91391	291093

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	2009963	228252	1558551	2461375
Champions advert: Ever heard Desmond Tutu radio advert	161262	43569	75097	247427
Champions advert: Ever seen Speciosa Wandira TV advert	160547	40492	80466	240628
Champions advert: Ever seen Kenneth Kaunda TV advert	1759716	207954	1348446	2170985
Champions advert: Ever seen Desmond Tutu TV advert	161153	38500	85012	237293
Dialogue: Participated in OL community dialogue	69656	25615	18998	120314
Dialogue: Participated in C-Change/OL community dialogue	42795	21204	860	84731
Ever seen: Club Risky Business	569016	115822	339956	798077
Ever seen: OneLove talk show	313001	71235	172119	453882
Heard of Kwatu	1940782	200091	1545064	2336500
Knows: Kwatu logo	1853894	205237	1447997	2259791
Read: Choose Life	1170661	137634	898464	1442859
Read: Family Care for Mother and Child	1031835	123066	788448	1275222
Read: Children and HIV	904449	114545	677914	1130985
Read: Alcohol and You	561419	82408	398441	724397
Read: Men's Health - Male Circumcision	284963	49211	187639	382286
Radio: Heard Kwatu Radio Drama	798051	123164	554471	1041631
Radio: Heard Musipili wa Liseli	327437	104259	121244	533629
Radio: Heard Liseli's Journey	175161	52762	70814	279509
TV: Watched Kwatu TV Show	454829	81653	293344	616313
Knows: SAFAIDS logo	281725	54524	173895	389556
Materials: Received SAFAIDS HIV materials in past 3 years	93170	29198	35426	150914
Materials: MCP booklet in past 3 years	40005	12259	14582	65428
Materials: Received poster in past 3 years	46757	13145	19497	74018
Materials: Received adherence calendar in past 3 years	32759	15832	75	65592
Materials: Received HIV disclosure card in past 3 years	18819	9316	501	38139
Materials: Received adherence sticker in past 3 years	30608	15560	1661	62877
Materials: Received Aunt Carol treatment card in past 3 years	14666	8908	3809	33140
Materials: Received	29806	16822	5081	64692

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	19581	7777	3453	35709
Materials: Received flipchart in past 3 years	10893	6107	1772	23558
Materials: Seen/received HIV/AIDS treatment literacy toolkit	33599	12694	7274	59924
Materials: Seen/received Women's treatment literacy toolkit	30965	16830	3939	65869
Information: Received HIV info from community based volunteer	1558675	174839	1212896	1904453
Community dialogue: Participated in community dialogue	25275	21280	16810	67360
Community dialogue: Participated in SAfAIDS community policy dialogue	64062	24306	15993	112131
Heard of Changing the River's Flow	100846	37703	26282	175411
Has seen Changing the River's Flow logo	129978	43472	44005	215951
Has seen Changing the River's Flow bag	90656	41336	8906	172405
Participated in Changing the River's Flow	12128	6121	22	24235
Heard SAfAIDS ART radio program, past 3 years	127647	38131	52236	203058
Discussed SAfAIDS ART radio program with someone	76401	22230	29874	122929
Any SAfAIDS exposure	1760752	188434	1388088	2133417

Table 4: Estimated number of people reached (Rural)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	1087606	66514	957086	1218126
Knows: One Love Slogan (prompted)	1140888	68222	1007015	1274760
Knows: One Love	2521665	70654	2383021	2660309
Knows: One Love logo	1789483	74733	1642834	1936133
Ever heard: Changing the Rhythm of the Drum	219140	30554	159185	279095
Ever heard: Kaukingya Mvumino Yamaoma	66628	17044	33184	100073
Ever heard: Bitter Sweet	170267	29421	112534	228000
Ever heard: Akufupa Utemenwe	714085	54092	607941	820230
Read: You and Your Relationship	688585	59637	571560	805611
Read: When Men and Women Run Together	515343	53104	411136	619549
Read: You Haven't Met Joe booklet	18456	9711	600	37513
Watched: Love Stories film series	331192	44829	243223	419161
Watched film: When the Music Stops	247895	43319	162889	332901
Watched film: Big House, Small House	78966	25532	28865	129068
Watched film: Travelling Man	55371	15718	24528	86215
Watched film: After the Honeymoon	92195	22979	47104	137287
Watched film: Chaguo	63179	23291	17474	108884
Watched film: Umshato	107093	24515	58986	155199
Watched film: Bloodlines	29290	11257	7200	51379
Watched film: Second Chances	152910	31369	91355	214465
Watched film: Against the Odds	44903	13850	17724	72082
Watched film: Betrayed	81976	22214	38386	125566
Watches: Untold Stories Drama Series	203368	39502	125854	280883
Watched drama: Rebel Rhymes	15637	8231	515	31788
Watched drama: Mapule's Choice	49158	16416	16945	81371
Watched drama: Secrets and Lies	117505	33722	51333	183678
Watched drama: The Test	35934	14839	6816	65052
Watched drama: Tempestade	15637	10264	4504	35777
Watched drama: Ulendo waRose	178542	34443	110955	246129
Watched drama: Batjele	43232	14270	15231	71234
Watched drama: Chipo's Promise	101003	23145	55586	146421
Watched drama: Between Friends	59007	16811	26019	91996
Champions advert: Ever heard Speciosa Wandira radio	128877	27869	74191	183564

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	1795550	73893	1650550	1940550
Champions advert: Ever heard Desmond Tutu radio advert	97519	21942	54463	140576
Champions advert: Ever seen Speciosa Wandira TV advert	86783	20084	47373	126194
Champions advert: Ever seen Kenneth Kaunda TV advert	1503910	72076	1362476	1645345
Champions advert: Ever seen Desmond Tutu TV advert	78346	17383	44236	112456
Dialogue: Participated in OL community dialogue	84795	26629	32541	137049
Dialogue: Participated in C-Change/OL community dialogue	40547	19919	1460	79634
Ever seen: Club Risky Business	267307	40604	187629	346985
Ever seen: OneLove talk show	229341	38855	153096	305586
Heard of Kwatu	1807198	74027	1661934	1952462
Knows: Kwatu logo	1534257	74052	1388944	1679570
Read: Choose Life	1009893	66511	879379	1140407
Read: Family Care for Mother and Child	853506	59802	736157	970856
Read: Children and HIV	744564	60097	626635	862493
Read: Alcohol and You	489100	50959	389102	589098
Read: Men's Health - Male Circumcision	323258	41154	242502	404014
Radio: Heard Kwatu Radio Drama	513611	50430	414652	612571
Radio: Heard Musipili wa Liseli	314192	43655	228527	399857
Radio: Heard Liseli's Journey	100895	23053	55658	146133
TV: Watched Kwatu TV Show	206235	34013	139491	272980
Knows: SAFAIDS logo	218977	38999	142448	295505
Materials: Received SAFAIDS HIV materials in past 3 years	54372	17387	20254	88490
Materials: MCP booklet in past 3 years	22651	8848	3176	42125
Materials: Received poster in past 3 years	10044	5885	2910	22998
Materials: Received adherence calendar in past 3 years	9228	6612	5324	23781
Materials: Received HIV disclosure card in past 3 years	9228	6612	5324	23781
Materials: Received adherence sticker in past 3 years	0 (omitted)			
Materials: Received Aunt Carol treatment card in past 3 years	0 (omitted)			
Materials: Received	18456	9214	1824	38736

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	15940	7765	1151	33031
Materials: Received flipchart in past 3 years	12561	7219	3328	28449
Materials: Seen/received HIV/AIDS treatment literacy toolkit	16499	7899	886	33883
Materials: Seen/received Women's treatment literacy toolkit	9787	6817	5218	24792
Information: Received HIV info from community based volunteer	1199069	69025	1063621	1334517
Community dialogue: Participated in community dialogue	27758	10980	6211	49305
Community dialogue: Participated in SAfAIDS community policy dialogue	87525	27047	34450	140600
Heard of Changing the River's Flow	74310	19063	36904	111717
Has seen Changing the River's Flow logo	73522	19462	35331	111713
Has seen Changing the River's Flow bag	209084	36058	138329	279840
Participated in Changing the River's Flow	12561	7637	2425	27546
Heard SAfAIDS ART radio program, past 3 years	88326	21433	46268	130385
Discussed SAfAIDS ART radio program with someone	40904	11080	17713	64094
Any SAfAIDS exposure	1469831	72066	1328415	1611247

Table 5: Estimated number of people reached (Urban)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	1624748	75624	1476416	1773080
Knows: One Love Slogan (prompted)	1105107	69577	968636	1241578
Knows: One Love	2915527	50803	2815879	3015176
Knows: One Love logo	2126878	72098	1985461	2268294
Ever heard: Changing the Rhythm of the Drum	342798	48988	246710	438886
Ever heard: Kaukingya Mvumino Yamaoma	166642	36747	94564	238721
Ever heard: Bitter Sweet	317154	47893	223214	411094
Ever heard: Akufupa Utemenwe	770441	65846	641287	899595
Read: You and Your Relationship	1093850	72031	952564	1235136
Read: When Men and Women Run Together	802974	65042	675397	930550
Read: You Haven't Met Joe booklet	63093	19218	25399	100788
Watched: Love Stories film series	871484	69984	734214	1008754
Watched film: When the Music Stops	432588	56064	322621	542555
Watched film: Big House, Small House	194555	32618	130576	258534
Watched film: Travelling Man	187284	38159	112438	262131
Watched film: After the Honeymoon	237544	42534	154116	320972
Watched film: Chaguo	114908	24443	66965	162852
Watched film: Umshato	244943	45194	156298	333589
Watched film: Bloodlines	97040	20055	57703	136377
Watched film: Second Chances	263834	42127	181203	346466
Watched film: Against the Odds	90395	22264	46726	134065
Watched film: Betrayed	148347	35278	79151	217542
Watches: Untold Stories Drama Series	586018	61898	464607	707429
Watched drama: Rebel Rhymes	99597	27282	46084	153111
Watched drama: Mapule's Choice	105806	24528	57695	153916
Watched drama: Secrets and Lies	368822	52485	265875	471770
Watched drama: The Test	157449	37616	83668	231230
Watched drama: Tempestade	54282	20208	14644	93920
Watched drama: Ulendo waRose	400050	52842	296403	503696
Watched drama: Batjele	70475	18524	34142	106809
Watched drama: Chip'o's Promise	251347	39995	172899	329795
Watched drama: Between Friends	201469	41603	119867	283072
Champions advert: Ever heard Speciosa Wandira radio	164214	28536	108243	220186

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	2479902	69539	2343505	2616298
Champions advert: Ever heard Desmond Tutu radio advert	273290	40139	194559	352021
Champions advert: Ever seen Speciosa Wandira TV advert	223729	33190	158629	288829
Champions advert: Ever seen Kenneth Kaunda TV advert	2700202	55929	2590501	2809904
Champions advert: Ever seen Desmond Tutu TV advert	350780	44587	263326	438235
Dialogue: Participated in OL community dialogue	51981	14566	23410	80552
Dialogue: Participated in C-Change/OL community dialogue	82763	25693	32367	133158
Ever seen: Club Risky Business	787733	69651	651116	924351
Ever seen: OneLove talk show	497265	59745	380077	614452
Heard of Kwatu	2316916	69375	2180840	2452992
Knows: Kwatu logo	2063154	73449	1919087	2207220
Read: Choose Life	1423042	74757	1276410	1569674
Read: Family Care for Mother and Child	968965	70273	831128	1106802
Read: Children and HIV	809626	65625	680906	938346
Read: Alcohol and You	690126	62226	568073	812180
Read: Men's Health - Male Circumcision	593335	59772	476095	710575
Radio: Heard Kwatu Radio Drama	856509	68454	722240	990778
Radio: Heard Musipili wa Liseli	258308	41664	176587	340029
Radio: Heard Liseli's Journey	234481	40867	154321	314641
TV: Watched Kwatu TV Show	827602	67045	696097	959107
Knows: SAFAIDS logo	291535	38439	216138	366931
Materials: Received SAFAIDS HIV materials in past 3 years	123300	33721	57159	189442
Materials: MCP booklet in past 3 years	68305	16935	34152	102459
Materials: Received poster in past 3 years	48399	15447	17246	79551
Materials: Received adherence calendar in past 3 years	39926	13997	11698	68154
Materials: Received HIV disclosure card in past 3 years	26433	10311	5639	47228
Materials: Received adherence sticker in past 3 years	38097	13780	10307	65888
Materials: Received Aunt Carol treatment card in past 3 years	22310	9611	2928	41692
Materials: Received	65418	17103	30926	99910

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	29610	11024	7378	51842
Materials: Received flipchart in past 3 years	56647	17857	20635	92659
Materials: Seen/received HIV/AIDS treatment literacy toolkit	39792	13695	12173	67411
Materials: Seen/received Women's treatment literacy toolkit	77235	15147	46687	107783
Information: Received HIV info from community based volunteer	1201147	73730	1056529	1345764
Community dialogue: Participated in community dialogue	64463	20184	24873	104053
Community dialogue: Participated in SAfAIDS community policy dialogue	76023	22321	32241	119805
Heard of Changing the River's Flow	143176	32967	78513	207839
Has seen Changing the River's Flow logo	156598	30897	95994	217202
Has seen Changing the River's Flow bag	173639	37245	100584	246694
Participated in Changing the River's Flow	17833	6584	4920	30747
Heard SAfAIDS ART radio program, past 3 years	188718	40725	108838	268598
Discussed SAfAIDS ART radio program with someone	103217	21854	59420	147014
Any SAfAIDS exposure	1548892	75611	1400584	1697200

Table 6: Estimated number of people reached (Border)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	60835	33664	8805	130474
Knows: One Love Slogan (prompted)	57359	36673	18506	133223
Knows: One Love	129540	70289	15863	274944
Knows: One Love logo	92320	49492	10062	194702
Ever heard: Changing the Rhythm of the Drum	11766	6775	2249	25781
Ever heard: Kaukingya Mvumino Yamaoma	3725	2970	2418	9869
Ever heard: Bitter Sweet	1260	445	340	2179
Ever heard: Akufupa Utemenwe	17141	4860	7087	27195
Read: You and Your Relationship	56355	33626	13206	125916
Read: When Men and Women Run Together	25851	11962	1107	50596
Read: You Haven't Met Joe booklet	3956	2981	2210	10123
Watched: Love Stories film series	12813	9133	6081	31706
Watched film: When the Music Stops	1449	664	75	2824
Watched film: Big House, Small House	418	291	184	1020
Watched film: Travelling Man	3211	3072	3143	9565
Watched film: After the Honeymoon	6548	6139	6152	19248
Watched film: Chaguo	605	370	161	1371
Watched film: Umshato	212	117	31	455
Watched film: Bloodlines	0 (omitted)			
Watched film: Second Chances	849	363	97	1601
Watched film: Against the Odds	3330	3069	3018	9677
Watched film: Betrayed	211	154	109	530
Watches: Untold Stories Drama Series	8099	6107	4535	20733
Watched drama: Rebel Rhymes	885	450	46	1816
Watched drama: Mapule's Choice	0 (omitted)			
Watched drama: Secrets and Lies	194	107	28	416
Watched drama: The Test	388	215	56	832
Watched drama: Tempestade	130	90	57	316
Watched drama: Ulendo waRose	1706	930	218	3629
Watched drama: Batjele	668	373	103	1440
Watched drama: Chipo's Promise	193	193	206	593
Watched drama: Between Friends	70	70	75	216
Champions advert: Ever heard Speciosa Wandira radio	834	345	121	1547

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	88628	37759	10519	166738
Champions advert: Ever heard Desmond Tutu radio advert	5221	3140	1276	11717
Champions advert: Ever seen Speciosa Wandira TV advert	1328	640	5	2651
Champions advert: Ever seen Kenneth Kaunda TV advert	99961	52106	7828	207750
Champions advert: Ever seen Desmond Tutu TV advert	5532	3104	888	11952
Dialogue: Participated in OL community dialogue	8261	6151	4464	20986
Dialogue: Participated in C-Change/OL community dialogue	328	209	105	761
Ever seen: Club Risky Business	6847	4594	2657	16351
Ever seen: OneLove talk show	11590	9154	7346	30527
Heard of Kwatu	112305	52211	4298	220312
Knows: Kwatu logo	94534	46067	763	189832
Read: Choose Life	70828	34787	1134	142790
Read: Family Care for Mother and Child	43527	20725	653	86401
Read: Children and HIV	26545	11916	1894	51195
Read: Alcohol and You	18520	8436	1069	35971
Read: Men's Health - Male Circumcision	27632	12614	1539	53725
Radio: Heard Kwatu Radio Drama	25983	10556	4147	47820
Radio: Heard Musipili wa Liseli	732	468	237	1701
Radio: Heard Liseli's Journey	3592	3066	2750	9934
TV: Watched Kwatu TV Show	15962	7354	749	31174
Knows: SAFAIDS logo	3155	1171	733	5577
Materials: Received SAFAIDS HIV materials in past 3 years	464	226	2	931
Materials: MCP booklet in past 3 years	405	91	116	694
Materials: Received poster in past 3 years	405	91	116	694
Materials: Received adherence calendar in past 3 years	345	136	86	777
Materials: Received HIV disclosure card in past 3 years	205	134	220	630
Materials: Received adherence sticker in past 3 years	335	76	92	578
Materials: Received Aunt Carol treatment card in past 3 years	70	70	153	294
Materials: Received	70	70	153	294

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	135	78	113	383
Materials: Received flipchart in past 3 years	275	115	90	641
Materials: Seen/received HIV/AIDS treatment literacy toolkit	70	70	153	294
Materials: Seen/received Women's treatment literacy toolkit	141	141	307	588
Information: Received HIV info from community based volunteer	50327	22128	4552	96103
Community dialogue: Participated in community dialogue	70	70	75	216
Community dialogue: Participated in SAfAIDS community policy dialogue	3357	3072	2997	9711
Heard of Changing the River's Flow	2301	873	496	4106
Has seen Changing the River's Flow logo	1388	601	144	2631
Has seen Changing the River's Flow bag	738	377	41	1517
Participated in Changing the River's Flow	1066	995	993	3125
Heard SAfAIDS ART radio program, past 3 years	400	300	221	1021
Discussed SAfAIDS ART radio program with someone	130	11	8	267
Any SAfAIDS exposure	59113	24380	8679	109547

Table 7: Estimated number of people reached (Females 15-24)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	706495	97973	512624	900367
Knows: One Love Slogan (prompted)	391822	58907	275255	508389
Knows: One Love	1202948	124608	956372	1449525
Knows: One Love logo	948218	114977	720698	1175737
Ever heard: Changing the Rhythm of the Drum	139305	39214	61708	216901
Ever heard: Kaukingya Mvumino Yamaoma	66837	29874	7723	125952
Ever heard: Bitter Sweet	115381	28578	58831	171931
Ever heard: Akufupa Utemenwe	279718	54171	172524	386912
Read: You and Your Relationship	507069	74252	360138	654001
Read: When Men and Women Run Together	366873	57328	253430	480315
Read: You Haven't Met Joe booklet	6759	6158	5428	18945
Watched: Love Stories film series	269898	48513	173900	365896
Watched film: When the Music Stops	185550	42960	100540	270561
Watched film: Big House, Small House	70513	22816	25364	115662
Watched film: Travelling Man	16975	7193	2740	31209
Watched film: After the Honeymoon	82961	25179	33137	132786
Watched film: Chaguo	40648	22137	3156	84453
Watched film: Umshato	18931	8376	2357	35505
Watched film: Bloodlines	18032	8394	1423	34641
Watched film: Second Chances	107681	30321	47682	167680
Watched film: Against the Odds	28908	10748	7639	50176
Watched film: Betrayed	49057	18791	11874	86241
Watches: Untold Stories Drama Series	175450	40498	95312	255588
Watched drama: Rebel Rhymes	40232	14907	10734	69731
Watched drama: Mapule's Choice	30227	12729	5038	55415
Watched drama: Secrets and Lies	88502	27420	34242	142762
Watched drama: The Test	28149	11426	5539	50759
Watched drama: Tempestade	11080	9386	7493	29653
Watched drama: Ulendo waRose	93661	31034	32251	155071
Watched drama: Batjele	21507	11289	831	43845
Watched drama: Chipo's Promise	55540	18739	18459	92620
Watched drama: Between Friends	45417	21266	3335	87499
Champions advert: Ever heard Speciosa Wandira radio	108638	34062	41236	176040

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	892564	106359	682098	1103030
Champions advert: Ever heard Desmond Tutu radio advert	90173	31440	27958	152387
Champions advert: Ever seen Speciosa Wandira TV advert	75309	24002	27814	122804
Champions advert: Ever seen Kenneth Kaunda TV advert	752128	94327	565471	938785
Champions advert: Ever seen Desmond Tutu TV advert	73967	26584	21362	126572
Dialogue: Participated in OL community dialogue	43622	22165	238	87482
Dialogue: Participated in C-Change/OL community dialogue	18177	18177	17792	54145
Ever seen: Club Risky Business	266269	62063	143458	389080
Ever seen: OneLove talk show	143709	41026	62526	224891
Heard of Kwatu	942424	101085	742395	1142454
Knows: Kwatu logo	914799	112768	691651	1137946
Read: Choose Life	621663	74203	474829	768497
Read: Family Care for Mother and Child	498546	67985	364017	633076
Read: Children and HIV	444418	62899	319952	568884
Read: Alcohol and You	360136	61727	237989	482282
Read: Men's Health - Male Circumcision	165436	37029	92161	238710
Radio: Heard Kwatu Radio Drama	394843	62085	271989	517697
Radio: Heard Musipili wa Liseli	182910	65642	53017	312804
Radio: Heard Liseli's Journey	98240	29217	40424	156055
TV: Watched Kwatu TV Show	221235	44331	133513	308958
Knows: SAFAIDS logo	110128	27112	56479	163777
Materials: Received SAFAIDS HIV materials in past 3 years	41941	14915	12427	71454
Materials: MCP booklet in past 3 years	24468	.	.	.
Materials: Received poster in past 3 years	19368	.	.	.
Materials: Received adherence calendar in past 3 years	15096	.	.	.
Materials: Received HIV disclosure card in past 3 years	9614	.	.	.
Materials: Received adherence sticker in past 3 years	13971	.	.	.
Materials: Received Aunt Carol treatment card in past 3 years	10309	.	.	.
Materials: Received	20223	.	.	.

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	10852	.	.	.
Materials: Received flipchart in past 3 years	4572	.	.	.
Materials: Seen/received HIV/AIDS treatment literacy toolkit	5620	.	.	.
Materials: Seen/received Women's treatment literacy toolkit	4134	.	.	.
Information: Received HIV info from community based volunteer	612716	77452	459453	765979
Community dialogue: Participated in community dialogue	0	(omitted)		
Community dialogue: Participated in SAfAIDS community policy dialogue	27427	12028	3627	51228
Heard of Changing the River's Flow	38687	14169	10649	66726
Has seen Changing the River's Flow logo	50818	14858	21417	80219
Has seen Changing the River's Flow bag	28189	11314	5800	50577
Participated in Changing the River's Flow	6734	4779	2724	16191
Heard SAfAIDS ART radio program, past 3 years	42134	14795	12857	71412
Discussed SAfAIDS ART radio program with someone	28419	.	.	.
Any SAfAIDS exposure	710044	84829	542182	877906

Table 8: Estimated number of people reached (Program Area)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
Knows: One Love Slogan (spontaneous)	395716	39734	314324	477107
Knows: One Love Slogan (prompted)	329901	23975	280791	379011
Knows: One Love	775803	51320	670679	880926
Knows: One Love logo	550858	38441	472116	629600
Ever heard: Changing the Rhythm of the Drum	69123	13373	41731	96516
Ever heard: Kaukingya Mvumino Yamaoma	15913	5266	5126	26700
Ever heard: Bitter Sweet	92388	16960	57647	127129
Ever heard: Akufupa Utemenwe	179777	28561	121273	238281
Read: You and Your Relationship	254952	31711	189994	319910
Read: When Men and Women Run Together	198030	25137	146538	249521
Read: You Haven't Met Joe booklet	18625	6421	5471	31778
Watched: Love Stories film series	251378	41748	165861	336895
Watched film: When the Music Stops	99643	21161	56296	142990
Watched film: Big House, Small House	40169	9327	21063	59275
Watched film: Travelling Man	54305	15800	21940	86669
Watched film: After the Honeymoon	51387	13177	24395	78380
Watched film: Chaguo	36350	8579	18776	53924
Watched film: Umshato	58940	18177	21706	96174
Watched film: Bloodlines	39219	9174	20427	58011
Watched film: Second Chances	84122	21440	40205	128039
Watched film: Against the Odds	29114	10631	7338	50891
Watched film: Betrayed	32695	10321	11553	53837
Watches: Untold Stories Drama Series	155440	26702	100743	210137
Watched drama: Rebel Rhymes	12934	4184	4364	21504
Watched drama: Mapule's Choice	26296	7325	11290	41301
Watched drama: Secrets and Lies	92386	20359	50682	134089
Watched drama: The Test	26029	8969	7657	44400
Watched drama: Tempestade	8393	3808	594	16193
Watched drama: Ulendo waRose	99667	21039	56571	142763
Watched drama: Batjele	23871	6722	10102	37639
Watched drama: Chipo's Promise	74267	17745	37917	110616
Watched drama: Between Friends	41044	10076	20404	61684
Champions advert: Ever heard Speciosa Wandira radio	48621	11939	24165	73077

advert				
Champions advert: Ever heard Kenneth Kaunda radio advert	729106	49491	627728	830483
Champions advert: Ever heard Desmond Tutu radio advert	65965	15639	33931	97999
Champions advert: Ever seen Speciosa Wandira TV advert	73849	18289	36385	111312
Champions advert: Ever seen Kenneth Kaunda TV advert	747967	46649	652411	843522
Champions advert: Ever seen Desmond Tutu TV advert	83951	19246	44527	123375
Dialogue: Participated in OL community dialogue	22975	7128	8375	37576
Dialogue: Participated in C-Change/OL community dialogue	9455	6175	3195	22104
Ever seen: Club Risky Business	143324	28267	85422	201226
Ever seen: OneLove talk show	84947	18681	46680	123213
Heard of Kwatu	659179	47542	561794	756564
Knows: Kwatu logo	576922	38328	498410	655434
Read: Choose Life	398491	38817	318977	478004
Read: Family Care for Mother and Child	247097	31955	181640	312554
Read: Children and HIV	201687	25162	150145	253228
Read: Alcohol and You	216020	18806	177498	254541
Read: Men's Health - Male Circumcision	149529	17615	113447	185611
Radio: Heard Kwatu Radio Drama	197811	35663	124759	270863
Radio: Heard Musipili wa Liseli	37904	15649	5849	69959
Radio: Heard Liseli's Journey	50004	10038	29443	70566
TV: Watched Kwatu TV Show	196511	31703	131570	261451
Knows: SAFAIDS logo	76407	16053	43523	109291
Materials: Received SAFAIDS HIV materials in past 3 years	18559	6060	6146	30972
Materials: MCP booklet in past 3 years	4419	1407	1175	7662
Materials: Received poster in past 3 years	8260	2126	3357	13162
Materials: Received adherence calendar in past 3 years	8260	2482	2537	13983
Materials: Received HIV disclosure card in past 3 years	8601	3153	1330	15872
Materials: Received adherence sticker in past 3 years	6695	2470	998	12391
Materials: Received Aunt Carol treatment card in past 3 years	4552	2443	1082	10187
Materials: Received	6145	2295	853	11438

treatment audio tape in past 3 years				
Materials: Received What you need to know about HIV/AIDS treatment booklet in past 3 years	8829	3337	1133	16524
Materials: Received flipchart in past 3 years	6487	2767	106	12868
Materials: Seen/received HIV/AIDS treatment literacy toolkit	14206	2943	7419	20993
Materials: Seen/received Women's treatment literacy toolkit	12556	2593	6575	18536
Information: Received HIV info from community based volunteer	279170	32433	212734	345607
Community dialogue: Participated in community dialogue	17185	5074	6792	27577
Community dialogue: Participated in SAfAIDS community policy dialogue	15401	4181	6836	23966
Heard of Changing the River's Flow	31399	8793	13387	49412
Has seen Changing the River's Flow logo	30460	8498	13053	47868
Has seen Changing the River's Flow bag	38519	13267	11343	65694
Participated in Changing the River's Flow	14937	10220	5998	35872
Heard SAfAIDS ART radio program, past 3 years	21251	8202	4450	38052
Discussed SAfAIDS ART radio program with someone	12991	4872	1070	24913
Any SAfAIDS exposure	364995	32764	297880	432109