

## APPENDIX D- REACH

### TOTAL POPULATION

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	45808.99	5091.8	35727.58	55890.4
OneLove Slogan: Heard or Seen	271075.1	17079.5	237258.9	304891.3
Ever Heard of OneLove	235075.2	14927.78	205519.2	264631.2
Seen OneLove Logo	336301.5	18045.55	300572.5	372030.4
Knows OneLove Has Campaign in Other Countries	207368.9	14830.42	178005.7	236732.1
Saw OneLove Logo in Other Country	47507.13	5352.76	36908.13	58106.13
Radio: OneLove Radio Drama	176404.2	12892.99	150877	201931.4
Radio: OneLove Phone-In Program	341603.7	23182.47	295704	387503.4
Radio: Heard OneLove Ad Meet Joe	50044.44	4365.516	41401.02	58687.86
Read: Men, Women & HIV and AIDS	163826.7	14200.1	135711.5	191941.9
Read: Relationships Made Easy	84809.63	7737.14	69490.63	100128.6
Read: You Havent Met Joe	30871.04	3796.719	23353.8	38388.28
Read: Banna, Basali le HIV le AIDS	257760.1	13898.99	230241.1	285279.1
Read: Likamano lia bebofatsoa	135076.2	9306.828	116649.3	153503.1
Read: Hau eso u ka u kopane le Joe	35405.86	3865.456	27752.53	43059.2
Saw OneLove TV AD Meet Joe	32201.08	4805.161	22687.19	41714.96
Watched: Love Stories film series	77596.27	7052.834	63632.15	91560.39
Watched film: When the Music Stops	20913.32	2631.174	15703.78	26122.86
Watched film: Big House, Small House	18217.49	2211.152	13839.56	22595.42
Watched film: Travelling Man	58488.43	5794.567	47015.59	69961.27
Watched film: After the Honeymoon	22420.39	3182.559	16119.14	28721.63
Watched film: Chaguo	12346.77	1904.42	8576.15	16117.39
Watched film: Umshato	33499.81	3956.541	25666.13	41333.48
Watched film: Bloodlines	13592.14	2292.204	9053.737	18130.55
Watched film: Second Chances	27862.12	3475.663	20980.55	34743.69
Watched film: Against the Odds	13062.49	1871.646	9356.765	16768.22
Watched film: Betrayed	15254.52	2668.396	9971.278	20537.7
Watched drama: Untold Stories Series	67550.86	6608.557	54466.38	80635.34
Watched drama: Rebel Rhymes	10525.38	1798.18	6965.107	14085.65
Watched drama: Mapule's Choice	45609.33	4811.48	36082.93	55135.72
Watched drama: Secrets and Lies	22397.24	2830.501	16793.05	28001.44
Watched drama: The Test	10651.25	1985.432	6720.231	14582.27
Watched drama: Tempestade	9087.968	1842.069	5440.801	12735.14
Watched drama: Ulendo waRose	7881.818	1500.764	4910.409	10853.23
Watched drama: Batjele	15556.96	2398.556	10807.98	20305.93
Watched drama: Chipo's Promise	12512.76	1800.249	8948.396	16077.13
Watched drama: Between Friends	14385.69	2187.512	10054.57	18716.81
Ever Heard: PHELA	466622.7	23847.22	419406.9	513838.6
Knows: PHELA Logo	400496.4	19281.2	362320.9	438671.8
Read: HIV and AIDS...Action Now!	134448.2	12563.38	109573.6	159322.8
Read: Stop the Abuse Against Women	119331	12279.24	95018.95	143643
Read: Mother & Child Care	86172.85	11733.66	62941.02	109404.7
Read: HIV le AIDS Mohoma Temeng	117561.8	9371.653	99006.6	136117

Read:Kenya letshoho ho felisa tlhekefesto ea Basali	152426	12387.67	127899.2	176952.7
Read: Tihokomelo ea 'M'e le Ngoana	116826.2	12002.73	93061.62	140590.8
Heard: Phela Drama on Radio	267927.7	15579.73	237081	298774.5
Watched: Phela Television Show	60422.02	6882.733	46794.68	74049.35
Watched: OneLove Talk Show	30815.87	4007.879	22880.55	38751.19
Participated in C-Change/OneLove Community Discussion	9824.815	1506.773	6841.511	12808.12
Saw: Champions Advert, Dr. Speciosa Wandira	7255.211	1633.558	4020.881	10489.54
Saw: Champions Advert, Dr. Kenneth Kaunda	8981.078	1941.897	5136.257	12825.9
Saw: Champions Advert, Bishop Desmond Tutu	20831.28	3954.129	13002.38	28660
Heard: Champions Advert, Dr. Speciosa Wandira	6492.398	1409.068	3702.541	9282.255
Heard: Champions Advert, Dr. Kenneth Kaunda	6246.53	1599.012	3080.596	9412.463
Heard: Champions Advert, Bishop Desmond Tutu	15136.78	2767.901	9656.531	20617.04
Ever Heard of SAfAIDS	16728.7	2139.462	12492.71	20964.68
Know: SAfAIDS Logo	19660.94	2176.931	15350.77	23971.12
Read: Any SAfAIDS Materials	6399.914	1340.529	3745.76	9054.068
Read: SAfAIDS Treatment Literacy	5835.251	1383.54	3095.938	8574.564
Read: Therapy Community Preparedness	4405.693	1258.827	1913.304	6898.082
Read: Reference Manual	5943.336	1319.465	3330.888	8555.784
Read: Flipchart	2936.568	924.7265	1105.674	4767.462
Read: Poster	13515.01	2198.038	9163.052	17866.98
Read: Brochure on Staying Healthy	8853.551	2078.49	4738.285	12968.82
Read: Brochure What You Need to Know About HIV/AIDS	4846.716	1335.914	2201.699	7491.733
Read: Booklet on Nutrition	6339.467	1263.994	3836.846	8842.088
Read: How to Card	2504.575	902.5908	717.5082	4291.642
Read: Factsheet	1035.371	569.366	-91.93427	2162.676
Read: Documentation of 3 Best Practices	1242.306	620.3432	14.06939	2470.542
Received Information from CBV	116913.6	12626.33	91914.35	141912.9
Participated in Policy Dialogue	6797.53	1712.607	3406.687	10188.37
Heard: Changing the River's Flow	3105.985	865.958	1391.448	4820.521
Seen: Changing the River's Flow Logo	4131.543	981.5079	2188.226	6074.86
Seen: Changing the River's Flow Bag	1706.751	733.2065	255.0528	3158.448
Participated in Changing River's Flow Programme	832.7666	636.1027	-426.6724	2092.206
Ever Heard of Community Media Trust	16609.05	2484.673	11689.57	21528.53
Heard: Rea-e-hlola	13610.43	1771.12	10103.74	17117.13
Seen: Rea-e-hlola Logo	21223.73	2215.582	16837.03	25610.43
Know: Rea-e-hlola Slogan	10410.2	2536.728	5387.651	15432.74
Seen: ADRA/CMT Audiovisual Kit	18204.14	4523.029	9248.86	27159.43
Seen:Rea-e-hlola DVD in Clinic	10032.98	2011.146	6051.048	14014.91
Watched:Rea-e-hlola on TV Lesotho	5276.225	1156.628	2986.182	7566.268
Participated in ADRA Treatment Literacy Session	1653.498	734.3422	199.5518	3107.445

MEN

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	22944.6	4326.323	14378.79	31510.42
OneLove Slogan: Heard or Seen	128778.9	11598.55	105814.6	151743.2
Ever Heard of OneLove	114077.1	9779.42	94714.57	133439.7
Seen OneLove Logo	141386.4	9712.685	122155.9	160616.8
Knows OneLove Has Campaign in Other Countries	94970.32	9148.699	76856.54	113084.1
Saw OneLove Logo in Other Country	29132.73	4735.816	19752.85	38512.61
Radio: OneLove Radio Drama	86195.42	7916.294	70520.36	101870.5
Radio: OneLove Phone-In Program	157524.1	11886.79	133987.1	181061.1
Radio: Heard OneLove Ad Meet Joe	24865.83	3720.956	17497.96	32233.69
Read: Men, Women & HIV and AIDS	66074.15	6061.677	54072.45	78075.85
Read: Relationships Made Easy	32879.74	3373.482	26200.48	39559
Read: You Havent Met Joe	17512.77	2424.818	12711.8	22313.74
Read: Banna, Basali le HIV le AIDS	96299.98	8617.87	79237.2	113362.8
Read: Likamano lia bebofatsoa	47320.54	5097.857	37227.14	57413.95
Read: Hau eso u ka u kopane le Joe	18850.28	2703.932	13496.68	24203.88
Saw OneLove TV AD Meet Joe	17690.99	3373.22	11012.25	24369.73
Watched: Love Stories film series	41778.97	5646.709	30598.88	52959.06
Watched film: When the Music Stops	7463.619	1374.326	4742.548	10184.69
Watched film: Big House, Small House	7653.579	1649.546	4387.594	10919.56
Watched film: Travelling Man	26768.86	3479.023	19880.64	33657.08
Watched film: After the Honeymoon	9447.116	2307.842	4877.75	14016.48
Watched film: Chaguo	6722.574	1455.759	3840.273	9604.875
Watched film: Umshato	17287.41	2979.55	11388.11	23186.71
Watched film: Bloodlines	4459.252	1246.963	1990.352	6928.152
Watched film: Second Chances	9828.6	1953.621	5960.567	13696.63
Watched film: Against the Odds	5835.044	1224.214	3411.185	8258.903
Watched film: Betrayed	8503.571	2333.704	3882.999	13124.14
Watched drama: Untold Stories Series	34812.81	4339.632	26220.64	43404.98
Watched drama: Rebel Rhymes	4159.435	1090.019	2001.273	6317.598
Watched drama: Mapule's Choice	23670.34	3226.787	17281.52	30059.15
Watched drama: Secrets and Lies	12232.21	1994.888	8282.47	16181.95
Watched drama: The Test	4587.345	1286.869	2039.435	7135.255
Watched drama: Tempestade	3692.288	1278.124	1161.692	6222.883
Watched drama: Ulendo waRose	3816.542	1094.913	1648.69	5984.394
Watched drama: Batjele	7129.827	1464.651	4229.919	10029.74
Watched drama: Chipo's Promise	5568.11	1160.287	3270.823	7865.397
Watched drama: Between Friends	6444.886	1569.789	3336.812	9552.959
Ever Heard: PHELA	196693.4	13337.97	170285.1	223101.6
Knows: PHELA Logo	158944.4	11334.93	136502.1	181386.8
Read: HIV and AIDS...Action Now!	55877.65	5399.241	45187.52	66567.77
Read: Stop the Abuse Against Women	47599.24	5206.17	37291.39	57907.09
Read: Mother & Child Care	32204.37	3914.825	24453.29	39955.45
Read: HIV le AIDS Mohoma Temeng	49834.36	4851.215	40229.29	59439.43
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	56548.2	5880.892	44904.45	68191.96
Read: Tihokomelo ea 'M'e le Ngoana	43576.3	5186.174	33308.04	53844.57
Heard: Phela Drama on Radio	114916.8	9156.042	96788.43	133045.1
Watched: Phela Television Show	27616.75	3869.086	19956.23	35277.27
Watched: OneLove Talk Show	17409.56	2450.929	12556.89	22262.23
Participated in C-Change/OneLove Community Discussion	5473.925	1129.706	3237.186	7710.665
Saw: Champions Advert, Dr. Speciosa Wandira	4571.676	1263.525	2069.986	7073.367

Saw: Champions Advert, Dr. Kenneth Kaunda	3869.663	1009.945	1870.042	5869.284
Saw: Champions Advert, Bishop Desmond Tutu	11206.5	3172.99	4924.201	17488.8
Heard: Champions Advert, Dr. Speciosa Wandira	3353.607	1054.095	1266.572	5440.642
Heard: Champions Advert, Dr. Kenneth Kaunda	3044.87	909.6562	1243.814	4845.926
Heard: Champions Advert, Bishop Desmond Tutu	7411.338	1760.304	3926.059	10896.62
Ever Heard of SAfAIDS	7630.981	1223.777	5207.989	10053.97
Know: SAfAIDS Logo	7420.024	1350.3	4746.523	10093.53
Read: Any SAfAIDS Materials	2712.654	835.3133	1058.792	4366.516
Read: SAfAIDS Treatment Literacy	2546.857	1027.293	512.8895	4580.825
Read: Therapy Community Preparedness	1778.864	934.0561	-70.50175	3628.23
Read: Reference Manual	2753.076	980.5007	811.753	4694.399
Read: Flipchart	1280.613	673.1075	-52.09315	2613.319
Read: Poster	3509.861	1289.541	956.6591	6063.063
Read: Brochure on Staying Healthy	3978.242	1446.571	1114.133	6842.351
Read: Brochure What You Need to Know About HIV/AIDS	2466.919	1200.779	89.46035	4844.378
Read: Booklet on Nutrition	2359.003	908.8215	559.5996	4158.406
Read: How to Card	1067.51	685.0936	-288.9272	2423.948
Read: Documentation of 3 Best Practices	36.66359	36.66359	-35.92777	109.255
Received Information from CBV	54858.33	7074.49	40851.34	68865.33
Participated in Policy Dialogue	5144.008	1558.947	2057.402	8230.614
Heard: Changing the River's Flow	2050.627	732.4003	600.5255	3500.729
Seen: Changing the River's Flow Logo	3188.097	916.757	1372.982	5003.212
Seen: Changing the River's Flow Bag	1253.494	678.4549	-89.79945	2596.788
Participated in Changing River's Flow Programme	655.5736	623.1127	-578.1462	1889.293
Ever Heard of Community Media Trust	11319.82	1848.873	7659.179	14980.46
Heard: Rea-e-hlola	7147.595	1110.92	4948.05	9347.14
Seen: Rea-e-hlola Logo	11521.1	1657.894	8238.589	14803.62
Know: Rea-e-hlola Slogan	8426.869	2427.261	3621.061	13232.68
Seen: ADRA/CMT Audiovisual Kit	7591.589	2549.3	2544.153	12639.03
Seen: Rea-e-hlola DVD in Clinic	5202.863	1651.243	1933.516	8472.21
Watched: Rea-e-hlola on TV Lesotho	2417.901	794.9521	843.9517	3991.851
Participated in ADRA Treatment Literacy Session	1367.957	716.1762	-50.02203	2785.936

## WOMEN

<b>Intervention</b>	<b>Total</b>	<b>Std. Err.</b>	<b>[95% confidence interval]</b>	
OneLove Slogan: Spontaneous	22864.39	2754.128	17411.4	28317.37
OneLove Slogan: Heard or Seen	142296.2	7928.447	126598.4	157994
Ever Heard of OneLove	120998	8270.839	104622.4	137373.7
Seen OneLove Logo	194915.1	10743.73	173643.3	216187
Knows OneLove Has Campaign in Other Countries	112398.6	8484.002	95600.89	129196.4
Saw OneLove Logo in Other Country	18374.4	2323.901	13769.89	22978.91
Radio: OneLove Radio Drama	90208.78	7194.953	75963.27	104454.3
Radio: OneLove Phone-In Program	184079.6	13527.55	157296	210863.2
Radio: Heard OneLove Ad Meet Joe	25178.62	2313.297	20598.45	29758.78
Read: Men, Women & HIV and AIDS	97752.54	9668.616	78609.36	116895.7
Read: Relationships Made Easy	51929.89	6139.093	39774.91	64084.86
Read: You Havent Met Joe	13358.27	2216.31	8970.131	17746.41
Read: Banna, Basali le HIV le AIDS	161460.1	8599.726	144433.3	178487
Read: Likamano lia bebofatsoa	87755.66	7624.331	72660.01	102851.3
Read: Hau eso u ka u kopane le Joe	16555.58	2333.491	11935.43	21175.73
Saw OneLove TV AD Meet Joe	14510.09	2360.987	9835.497	19184.68
Watched: Love Stories film series	35817.3	3667.142	28556.61	43077.98
Watched film: When the Music Stops	13449.7	2022.362	9445.564	17453.84
Watched film: Big House, Small House	10563.91	1516.283	7561.778	13566.05
Watched film: Travelling Man	31719.57	3644.197	24504.31	38934.83
Watched film: After the Honeymoon	12973.27	2002.738	9007.991	16938.56
Watched film: Chaguo	5624.196	1105.865	3434.66	7813.731
Watched film: Umshato	16212.39	2051.989	12149.6	20275.19
Watched film: Bloodlines	9132.891	1721.449	5724.542	12541.24
Watched film: Second Chances	18033.52	2582.607	12920.14	23146.9
Watched film: Against the Odds	7227.448	1279.022	4695.074	9759.822
Watched film: Betrayed	6750.945	1222.99	4329.51	9172.381
Watched drama: Untold Stories Series	32738.05	3885.186	25045.65	40430.45
Watched drama: Rebel Rhymes	6365.943	1391.909	3610.059	9121.826
Watched drama: Mapule's Choice	21938.99	2720.388	16552.81	27325.17
Watched drama: Secrets and Lies	10165.03	1708.037	6783.239	13546.83
Watched drama: The Test	6063.903	1270.561	3548.281	8579.525
Watched drama: Tempestade	5395.681	1297.225	2827.265	7964.096
Watched drama: Ulendo waRose	4065.275	1004.812	2075.818	6054.733
Watched drama: Batjele	8427.133	1564.533	5329.466	11524.8
Watched drama: Chipo's Promise	6944.653	1297.292	4376.105	9513.201
Watched drama: Between Friends	7940.804	1439.663	5090.372	10791.24
Ever Heard: PHELA	269929.4	12846.29	244494.6	295364.1
Knows: PHELA Logo	241551.9	10018.12	221716.8	261387.1
Read: HIV and AIDS...Action Now!	78570.56	9148.497	60457.17	96683.95
Read: Stop the Abuse Against Women	71731.75	8549.683	54803.97	88659.52
Read: Mother & Child Care	53968.48	9265.453	35623.53	72313.43
Read: HIV le AIDS Mohoma Temeng	67727.46	6906.539	54052.99	81401.93
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	95877.75	8326.605	79391.65	112363.8
Read: Tihokomelo ea 'M'e le Ngoana	73249.88	8175.777	57062.41	89437.35
Heard: Phela Drama on Radio	153011	9960.412	133290.1	172731.9
Watched: Phela Television Show	32805.27	4173.312	24542.4	41068.13
Watched: OneLove Talk Show	13406.3	2543.607	8370.138	18442.47

Participated in C-Change/OneLove Community Discussion	4350.89	974.7737	2420.906	6280.874
Saw: Champions Advert, Dr. Speciosa Wandira	2683.535	914.8884	872.1195	4494.95
Saw: Champions Advert, Dr. Kenneth Kaunda	5111.414	1407.313	2325.032	7897.796
Saw: Champions Advert, Bishop Desmond Tutu	9624.784	1853.078	5955.819	13293.75
Heard: Champions Advert, Dr. Speciosa Wandira	3138.791	964.3953	1229.355	5048.226
Heard: Champions Advert, Dr. Kenneth Kaunda	3201.66	1231.85	762.6824	5640.637
Heard: Champions Advert, Bishop Desmond Tutu	7725.446	1892.976	3977.486	11473.41
Ever Heard of SAfAIDS	9097.716	1765.77	5601.614	12593.82
Know: SAfAIDS Logo	12240.92	1796.889	8683.204	15798.64
Read: Any SAfAIDS Materials	3687.26	930.1146	1845.698	5528.822
Read: SAfAIDS Treatment Literacy	3288.394	832.7133	1639.679	4937.108
Read: Therapy Community Preparedness	2626.828	876.8227	890.7805	4362.876
Read: Reference Manual	3190.26	831.7913	1543.371	4837.149
Read: Flipchart	1655.955	606.0255	456.0665	2855.843
Read: Poster	10005.15	1657.711	6722.999	13287.31
Read: Brochure on Staying Healthy	4875.309	1290.348	2320.51	7430.109
Read: Brochure What You Need to Know About HIV/AIDS	2379.797	661.1211	1070.824	3688.771
Read: Booklet on Nutrition	3980.464	866.9917	2263.881	5697.047
Read: How to Card	1437.065	627.1783	195.2954	2678.834
Read: Factsheet	1035.371	569.366	-91.93427	2162.676
Read: Documentation of 3 Best Practices	1205.642	619.3944	-20.7156	2432
Received Information from CBV	62055.28	8080.697	46056.06	78054.5
Participated in Policy Dialogue	1653.522	648.4685	369.5998	2937.445
Heard: Changing the River's Flow	1055.358	368.1922	326.3628	1784.353
Seen: Changing the River's Flow Logo	943.4464	306.9629	335.6812	1551.212
Seen: Changing the River's Flow Bag	453.2565	236.056	-14.11788	920.6309
Participated in Changing River's Flow Programme	177.193	127.8951	-76.03037	430.4164
Ever Heard of Community Media Trust	5289.229	1163.566	2985.45	7593.008
Heard: Rea-e-hlola	6462.836	1261.524	3965.107	8960.565
Seen: Rea-e-hlola Logo	9702.63	1578.649	6577.014	12828.25
Know: Rea-e-hlola Slogan	1983.328	601.4032	792.5914	3174.064
Seen: ADRA/CMT Audiovisual Kit	10612.55	3025.547	4622.181	16602.93
Seen: Rea-e-hlola DVD in Clinic	4830.114	1240.279	2374.448	7285.78
Watched: Rea-e-hlola on TV Lesotho	2858.324	900.0329	1076.321	4640.326
Participated in ADRA Treatment Literacy Session	285.5412	184.221	-79.2035	650.2859

## RURAL

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	24946.15	3327.607	18420.1	31472.19
OneLove Slogan: Heard or Seen	156253.7	6913.916	142694.3	169813.2
Ever Heard of OneLove	126669.5	6533.216	113856.7	139482.4
Seen OneLove Logo	191901.6	7116.823	177944.2	205859
Knows OneLove Has Campaign in Other Countries	115513.4	5392.828	104932.2	126094.7
Saw OneLove Logo in Other Country	25679.12	3290.745	19212.36	32145.87
Radio: OneLove Radio Drama	110591.8	6258.725	98316.97	122866.6
Radio: OneLove Phone-In Program	216510.7	6953.1	202874	230147.4
Radio: Heard OneLove Ad Meet Joe	21169.86	3091.505	15106.69	27233.03
Read: Men, Women & HIV and AIDS	74040.48	5877.155	62514.3	85566.66
Read: Relationships Made Easy	40462.43	4034.877	32549.3	48375.56
Read: You Havent Met Joe	12596.92	2436.774	7817.958	17375.88
Read: Banna, Basali le HIV le AIDS	147978.9	6915.897	134415.5	161542.2
Read: Likamano lia bebofatsoa	76815.68	5290.241	66440.55	87190.82
Read: Hau eso u ka u kopane le Joe	16149.95	2900.489	10461.55	21838.34
Saw OneLove TV AD Meet Joe	10442.97	2546.803	5448.226	15437.72
Watched: Love Stories film series	24015.52	3263.1	17615.99	30415.06
Watched film: When the Music Stops	5367.679	1369.635	2681.575	8053.783
Watched film: Big House, Small House	5435.525	1392.87	2703.851	8167.198
Watched film: Travelling Man	17265.31	2401.699	12555.14	21975.48
Watched film: After the Honeymoon	7106.624	1943.338	3295.382	10917.87
Watched film: Chaguo	3797.34	1132.323	1576.647	6018.033
Watched film: Umshato	9245.198	2021.384	5280.894	13209.5
Watched film: Bloodlines	2916.745	916.738	1118.854	4714.636
Watched film: Second Chances	7467.782	1762.908	4010.397	10925.17
Watched film: Against the Odds	2609.175	871.4633	900.0761	4318.274
Watched film: Betrayed	4422.796	1625.171	1235.539	7610.054
Watched drama: Untold Stories Series	17379.53	2650.197	12182	22577.05
Watched drama: Rebel Rhymes	3944.858	1157.944	1673.918	6215.798
Watched drama: Mapule's Choice	11840.27	1973.362	7970.149	15710.4
Watched drama: Secrets and Lies	5663.634	1361.216	2994.039	8333.228
Watched drama: The Test	2599.249	1009.815	618.8169	4579.681
Watched drama: Tempestade	3132.038	1122.885	929.8541	5334.222
Watched drama: Ulendo waRose	2415.435	986.2009	481.3141	4349.555
Watched drama: Batjele	4971.533	1333.948	2355.417	7587.648
Watched drama: Chipo's Promise	3521.598	1123.366	1318.472	5724.725
Watched drama: Between Friends	4582.53	1320.247	1993.284	7171.776
Ever Heard: PHELA	277665.1	6703.45	264518.4	290811.8
Knows: PHELA Logo	223866.3	7152.404	209839.1	237893.5
Read: HIV and AIDS...Action Now!	60368.5	5557.883	49468.47	71268.52
Read: Stop the Abuse Against Women	56402.32	5358.275	45893.77	66910.88
Read: Mother & Child Care	37682.65	4402.621	29048.3	46317
Read: HIV le AIDS Mohoma Temeng	58601.88	4891.01	49009.71	68194.05
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	85636.27	6137.759	73599	97673.54
Read: Tihokomelo ea 'M'e le Ngoana	60586.54	4928.597	50920.66	70252.42
Heard: Phela Drama on Radio	162588.9	6959.392	148940.3	176237.6
Watched: Phela Television Show	21122.75	3436.553	14383.04	27862.46
Watched: OneLove Talk Show	10671.08	2260.031	6238.744	15103.41

Participated in C-Change/OneLove Community Discussion	3776.922	1108.357	1603.231	5950.614
Saw: Champions Advert, Dr. Speciosa Wandira	2961.221	1012.819	974.8976	4947.545
Saw: Champions Advert, Dr. Kenneth Kaunda	1572.857	711.0263	178.4042	2967.31
Saw: Champions Advert, Bishop Desmond Tutu	5612.612	1704.551	2269.675	8955.548
Heard: Champions Advert, Dr. Speciosa Wandira	2708.243	1027.883	692.3753	4724.11
Heard: Champions Advert, Dr. Kenneth Kaunda	1126.908	652.68	-153.1165	2406.933
Heard: Champions Advert, Bishop Desmond Tutu	3890.483	1225.556	1486.943	6294.024
Ever Heard of SAfAIDS	7670.681	1809.355	4122.204	11219.16
Know: SAfAIDS Logo	9042.62	1705.425	5697.97	12387.27
Read: Any SAfAIDS Materials	2940.164	1008.783	961.7568	4918.572
Read: SAfAIDS Treatment Literacy	3203.402	1132.186	982.9775	5423.827
Read: Therapy Community Preparedness	2827.527	1152.908	566.464	5088.59
Read: Reference Manual	2322.951	1010.498	341.1788	4304.724
Read: Flipchart	1462.351	806.7678	-119.8681	3044.571
Read: Poster	4789.31	1236.241	2364.815	7213.805
Read: Brochure on Staying Healthy	3335.738	1204.56	973.3747	5698.102
Read: Brochure What You Need to Know About HIV/AIDS	1508.454	701.9415	131.8178	2885.089
Read: Booklet on Nutrition	1725.477	789.5161	177.0912	3273.863
Read: How to Card	1403.558	799.0968	-163.6171	2970.733
Read: Factsheet	580.5347	489.3376	-379.146	1540.215
Read: Documentation of 3 Best Practices	580.5347	489.3376	-379.146	1540.215
Received Information from CBV	72807.62	5192.75	62623.69	82991.55
Participated in Policy Dialogue	3446.028	1493.091	517.8033	6374.252
Heard: Changing the River's Flow	675.9394	425.8645	-159.2588	1511.138
Seen: Changing the River's Flow Logo	1338.424	677.9589	8.822841	2668.026
Seen: Changing the River's Flow Bag	923.7686	651.8594	-354.6471	2202.184
Participated in Changing River's Flow Programme	622.2194	621.8235	-597.2903	1841.729
Ever Heard of Community Media Trust	6149.433	1588.889	3033.33	9265.536
Heard: Rea-e-hlola	4020.759	1106.904	1849.918	6191.601
Seen: Rea-e-hlola Logo	7383.502	1611.41	4223.232	10543.77
Know: Rea-e-hlola Slogan	3749.782	1377.826	1047.613	6451.952
Seen: ADRA/CMT Audiovisual Kit	9945.466	2511.098	5020.743	14870.19
Seen: Rea-e-hlola DVD in Clinic	4768.205	1418.504	1986.259	7550.151
Watched: Rea-e-hlola on TV Lesotho	1246.685	677.7545	-82.51548	2575.886
Participated in ADRA Treatment Literacy Session	883.1259	639.8035	-371.646	2137.898



URBAN

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	17012.59	1651.449	13773.03	20252.14
OneLove Slogan: Heard or Seen	92752.54	2938.534	86988.17	98516.91
Ever Heard of OneLove	88232.53	2938.597	82468.04	93997.01
Seen OneLove Logo	114420.4	2820.783	108887	119953.8
Knows OneLove Has Campaign in Other Countries	71621.24	2485.735	66743.1	76499.39
Saw OneLove Logo in Other Country	17017.25	1588.66	13896.07	20138.43
Radio: OneLove Radio Drama	56186.16	2696.063	50897.25	61475.08
Radio: OneLove Phone-In Program	101501.1	2907.6	95797.19	107205
Radio: Heard OneLove Ad Meet Joe	23909.26	1982.04	20021.06	27797.47
Read: Men, Women & HIV and AIDS	74921.06	2942.208	69149.48	80692.63
Read: Relationships Made Easy	35639.76	2329.711	31069.69	40209.83
Read: You Havent Met Joe	14826.43	1714.316	11463.55	18189.31
Read: Banna, Basali le HIV le AIDS	88620.21	2937.952	82856.98	94383.43
Read: Likamano lia bebofatsoa	46106.91	2556.532	41091.89	51121.92
Read: Hau eso u ka u kopane le Joe	16309.07	1713.944	12946.92	19671.22
Saw OneLove TV AD Meet Joe	18383.51	1770.972	14909.48	21857.53
Watched: Love Stories film series	44421.42	2600.907	39319.36	49523.48
Watched film: When the Music Stops	13630.53	1605.197	10481.7	16779.36
Watched film: Big House, Small House	11071.83	1457.415	8212.898	13930.76
Watched film: Travelling Man	35233.49	2391.264	30542.67	39924.3
Watched film: After the Honeymoon	13528.64	1660.223	10271.87	16785.41
Watched film: Chaguo	7146.045	1151.945	4886.335	9405.755
Watched film: Umshato	21154.97	1920.223	17388.17	24921.77
Watched film: Bloodlines	9619.897	1440.92	6793.322	12446.47
Watched film: Second Chances	18171.57	1931.814	14382.03	21961.11
Watched film: Against the Odds	9123.501	1343.964	6487.12	11759.88
Watched film: Betrayed	8881.438	1291.038	6348.878	11414
Watched drama: Untold Stories Series	43052.94	2603.254	37946.27	48159.6
Watched drama: Rebel Rhymes	5445.921	980.5912	3522.347	7369.494
Watched drama: Mapule's Choice	29025.38	2193.696	24722.12	33328.64
Watched drama: Secrets and Lies	13895.74	1642.057	10674.6	17116.88
Watched drama: The Test	7016.559	1233.907	4596.069	9437.049
Watched drama: Tempestade	5576.389	1081.9	3454.085	7698.694
Watched drama: Ulendo waRose	4527.068	906.0496	2749.719	6304.417
Watched drama: Batjele	9286.453	1325.803	6685.696	11887.21
Watched drama: Chipo's Promise	7972.021	1266.95	5486.712	10457.33
Watched drama: Between Friends	7891.34	1305.328	5330.748	10451.93
Ever Heard: PHELA	153918.5	2021.107	149953.8	157883.2
Knows: PHELA Logo	143539	2226.223	139171.9	147906
Read: HIV and AIDS...Action Now!	60669.74	2865.977	55047.7	66291.77
Read: Stop the Abuse Against Women	51926.6	2760.448	46511.58	57341.62
Read: Mother & Child Care	41326.67	2542.377	36339.42	46313.92
Read: HIV le AIDS Mohoma Temeng	49552.64	2726.621	44203.97	54901.3
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	55245.15	2757.176	49836.55	60653.76
Read: Tihokomelo ea 'M'e le Ngoana	46559.53	2619.008	41421.96	51697.1
Heard: Phela Drama on Radio	87921.29	2935.976	82161.94	93680.63
Watched: Phela Television Show	34231.72	2358.078	29606	38857.43
Watched: OneLove Talk Show	17132.08	1757.669	13684.16	20580.01

Participated in C-Change/OneLove Community Discussion	4457.751	976.4936	2542.215	6373.286
Saw: Champions Advert, Dr. Speciosa Wandira	3675.798	964.9336	1782.938	5568.658
Saw: Champions Advert, Dr. Kenneth Kaunda	6013.263	1206.444	3646.645	8379.88
Saw: Champions Advert, Bishop Desmond Tutu	13633.72	1724.491	10250.87	17016.56
Heard: Champions Advert, Dr. Speciosa Wandira	3044.658	839.9617	1396.949	4692.367
Heard: Champions Advert, Dr. Kenneth Kaunda	4322.086	1011.096	2338.671	6305.501
Heard: Champions Advert, Bishop Desmond Tutu	9931.234	1523.668	6942.332	12920.14
Ever Heard of SAfAIDS	6944.165	1143.136	4701.734	9186.596
Know: SAfAIDS Logo	8719.63	1324.003	6122.403	11316.86
Read: Any SAfAIDS Materials	2799.416	706.6004	1413.315	4185.518
Read: SAfAIDS Treatment Literacy	1908.826	578.4925	774.0279	3043.624
Read: Therapy Community Preparedness	1158.662	452.141	271.7209	2045.602
Read: Reference Manual	3144.388	770.8441	1632.265	4656.512
Read: Flipchart	1408.444	435.5396	554.0693	2262.819
Read: Poster	7502.846	1148.103	5250.673	9755.019
Read: Brochure on Staying Healthy	4896.346	957.632	3017.811	6774.882
Read: Brochure What You Need to Know About HIV/AIDS	3110.086	704.6466	1727.818	4492.353
Read: Booklet on Nutrition	4111.41	815.6185	2511.455	5711.366
Read: How to Card	1071.245	476.6167	136.2912	2006.198
Read: Factsheet	425.0637	292.3392	-148.4025	998.5299
Read: Documentation of 3 Best Practices	595.3351	379.5998	-149.3055	1339.976
Received Information from CBV	36242.5	2337.353	31657.44	40827.57
Participated in Policy Dialogue	3277.507	833.4581	1642.557	4912.457
Heard: Changing the River's Flow	2093.42	579.2979	957.0418	3229.797
Seen: Changing the River's Flow Logo	2243.237	586.4773	1092.776	3393.699
Seen: Changing the River's Flow Bag	626.2795	250.4766	134.933	1117.626
Participated in Changing River's Flow Programme	140.0956	111.8762	-79.36595	359.5572
Ever Heard of Community Media Trust	7813.307	1192.502	5474.041	10152.57
Heard: Rea-e-hlola	6788.133	1069.008	4691.118	8885.149
Seen: Rea-e-hlola Logo	10786.86	1390.737	8058.728	13515
Know: Rea-e-hlola Slogan	5888.951	1068.249	3793.425	7984.477
Seen: ADRA/CMT Audiovisual Kit	7185.635	1313.982	4608.067	9763.203
Seen: Rea-e-hlola DVD in Clinic	4586.735	1039.996	2546.631	6626.838
Watched: Rea-e-hlola on TV Lesotho	3467.245	1039.255	1428.594	5505.897
Participated in ADRA Treatment Literacy Session	555.4389	340.6837	-112.8621	1223.74

FEMALES 15-24

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	11078.58	1536.796	8035.828	14121.33
OneLove Slogan: Heard or Seen	58912.22	4468.884	50064.14	67760.3
Ever Heard of OneLove	52883.37	5129.644	42727.03	63039.71
Seen OneLove Logo	89834.53	7174.208	75630.1	104039
Knows OneLove Has Campaign in Other Countries	48131.78	5269.427	37696.88	58566.68
Saw OneLove Logo in Other Country	5319.585	975.9576	3378.444	7260.725
Radio: OneLove Radio Drama	28996.72	3582.487	21903.64	36089.79
Radio: OneLove Phone-In Program	74604.29	6930.086	60883.2	88325.38
Radio: Heard OneLove Ad Meet Joe	9304.429	1465.453	6402.934	12205.92
Read: Men, Women & HIV and AIDS	48093.88	4837.666	38515.64	57672.12
Read: Relationships Made Easy	25572.48	2742.65	20142.22	31002.73
Read: You Havent Met Joe	6089.374	1145.829	3820.711	8358.036
Read: Banna, Basali le HIV le AIDS	73986.02	5557.095	62983.36	84988.68
Read: Likamano lia bebofatsoa	37485.17	3245.276	31059.75	43910.59
Read: Hau eso u ka u kopane le Joe	6834.681	1131.492	4594.405	9074.957
Saw OneLove TV AD Meet Joe	6691.232	1863.702	3001.231	10381.23
Watched: Love Stories film series	15674.98	2447.294	10829.5	20520.45
Watched film: When the Music Stops	6020.551	1181.438	3681.386	8359.717
Watched film: Big House, Small House	4701.771	1024.06	2674.203	6729.338
Watched film: Travelling Man	13095.9	2303.739	8534.659	17657.15
Watched film: After the Honeymoon	6734.215	1357.009	4047.432	9420.999
Watched film: Chaguo	2468.92	660.1381	1161.892	3775.947
Watched film: Umshato	6581.623	1312.362	3983.237	9180.009
Watched film: Bloodlines	4879.629	1284.371	2336.664	7422.594
Watched film: Second Chances	9514.613	1917.685	5717.73	13311.5
Watched film: Against the Odds	3302.413	914.0536	1492.65	5112.175
Watched film: Betrayed	2641.063	767.4041	1121.656	4160.469
Watched drama: Untold Stories Series	14766.89	2563.292	9691.752	19842.03
Watched drama: Rebel Rhymes	2463.655	777.1042	925.0427	4002.267
Watched drama: Mapule's Choice	9866.352	1807.825	6286.983	13445.72
Watched drama: Secrets and Lies	4575.704	1144.798	2309.084	6842.325
Watched drama: The Test	2206.586	946.7769	332.0336	4081.138
Watched drama: Tempestade	2469.463	803.794	878.0071	4060.92
Watched drama: Ulendo waRose	1725.476	666.654	405.547	3045.404
Watched drama: Batjele	4066.395	1031.798	2023.507	6109.284
Watched drama: Chipo's Promise	3652.511	970.3869	1731.212	5573.809
Watched drama: Between Friends	3058.736	885.9652	1304.586	4812.885
Ever Heard: PHELA	121772.1	8462.763	105016.4	138527.7
Knows: PHELA Logo	109166	6460.139	96375.4	121956.7
Read: HIV and AIDS...Action Now!	39900	3898.878	32180.5	47619.51
Read: Stop the Abuse Against Women	35487.76	4405.977	26764.23	44211.29
Read: Mother & Child Care	24583.29	3328.781	17992.53	31174.04
Read: HIV le AIDS Mohoma Temeng	30586.4	3214.774	24221.37	36951.42
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	43789.31	4376.677	35123.8	52454.83
Read: Tihokomelo ea 'M'e le Ngoana	27530.58	3039.393	21512.79	33548.36
Heard: Phela Drama on Radio	65088.49	5864.187	53477.81	76699.18
Watched: Phela Television Show	12988.71	2566.415	7907.384	18070.03
Watched: OneLove Talk Show	5121.253	1149.721	2844.885	7397.622

Participated in C-Change/OneLove Community Discussion	1797.357	715.0492	381.6098	3213.105
Saw: Champions Advert, Dr. Speciosa Wandira	1201.159	633.9836	-54.08411	2456.403
Saw: Champions Advert, Dr. Kenneth Kaunda	2856.842	1052.08	773.7974	4939.887
Saw: Champions Advert, Bishop Desmond Tutu	4247.29	1141.168	1987.857	6506.722
Heard: Champions Advert, Dr. Speciosa Wandira	1888.183	786.2138	331.5344	3444.832
Heard: Champions Advert, Dr. Kenneth Kaunda	1211.319	620.0684	-16.37356	2439.011
Heard: Champions Advert, Bishop Desmond Tutu	3018.827	977.7214	1083.007	4954.647
Ever Heard of SAfAIDS	4206.994	1416.899	1401.632	7012.357
Know: SAfAIDS Logo	4468.99	1280.573	1933.545	7004.435
Read: Any SAfAIDS Materials	852.2682	468.0816	-74.50074	1779.037
Read: SAfAIDS Treatment Literacy	891.0165	286.888	322.9983	1459.035
Read: Therapy Community Preparedness	321.5491	187.5608	-49.80825	692.9064
Read: Reference Manual	783.4897	318.8898	152.11	1414.869
Read: Flipchart	590.3729	308.2716	-19.98338	1200.729
Read: Poster	3497.613	903.3178	1709.106	5286.119
Read: Brochure on Staying Healthy	1213.339	727.1632	-226.3934	2653.071
Read: Brochure What You Need to Know About HIV/AIDS	429.065	231.3045	-28.90179	887.0317
Read: Booklet on Nutrition	1423.95	502.1929	429.6425	2418.257
Read: How to Card	253.147	226.8	-195.9011	702.1951
Read: Factsheet	28.09375	28.09375	-27.52992	83.71742
Read: Documentation of 3 Best Practices	286.3559	259.7856	-228.0016	800.7134
Received Information from CBV	24859.39	4884.171	15189.07	34529.71
Participated in Policy Dialogue	263.794	186.6346	-105.7296	633.3177
Heard: Changing the River's Flow	363.6693	193.4775	-19.40262	746.7413
Seen: Changing the River's Flow Logo	457.7832	239.9739	-17.34837	932.9147
Seen: Changing the River's Flow Bag	287.4393	194.4563	-97.57054	672.4492
Ever Heard of Community Media Trust	1659.478	631.8164	408.5251	2910.43
Heard: Rea-e-hlola	2186.876	769.4651	663.3889	3710.363
Seen: Rea-e-hlola Logo	4650.296	1302.908	2070.628	7229.964
Know: Rea-e-hlola Slogan	662.8665	322.0203	25.28863	1300.444
Seen: ADRA/CMT Audiovisual Kit	4636.28	1246.876	2167.552	7105.007
Seen: Rea-e-hlola DVD in Clinic	1443.817	749.1089	-39.36643	2927
Watched: Rea-e-hlola on TV Lesotho	1789.025	850.834	104.4325	3473.617

## BORDER

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	3850.259	529.8296	2809.91	4890.608
OneLove Slogan: Heard or Seen	22068.84	1165.975	19779.37	24358.3
Ever Heard of OneLove	20173.14	1157.535	17900.26	22446.02
Seen OneLove Logo	29979.47	1080.187	27858.47	32100.48
Knows OneLove Has Campaign in Other Countries	20234.29	923.3587	18419.69	22048.88
Saw OneLove Logo in Other Country	4810.76	640.3005	3550.48	6071.041
Radio: OneLove Radio Drama	9626.236	817.5821	8020.828	11231.64
Radio: OneLove Phone-In Program	23591.93	1162.952	21308.35	25875.5
Radio: Heard OneLove Ad Meet Joe	4965.316	626.6681	3734.789	6195.844
Read: Men, Women & HIV and AIDS	14865.16	1062.075	12779.72	16950.6
Read: Relationships Made Easy	8707.442	910.0116	6920.585	10494.3
Read: You Havent Met Joe	3447.692	599.9971	2269.566	4625.819
Read: Banna, Basali le HIV le AIDS	21161.01	1168.39	18866.81	23455.21
Read: Likamano lia bebofatsoa	12153.61	1083.139	10026.81	14280.41
Read: Hau eso u ka u kopane le Joe	2946.851	499.3056	1966.437	3927.264
Saw OneLove TV AD Meet Joe	3374.598	523.3118	2347.047	4402.149
Watched: Love Stories film series	9159.326	869.8776	7451.274	10867.38
Watched film: When the Music Stops	1915.106	373.3094	1182.093	2648.119
Watched film: Big House, Small House	1710.136	345.6594	1031.415	2388.857
Watched film: Travelling Man	5989.633	677.461	4659.402	7319.864
Watched film: After the Honeymoon	1785.122	470.5341	861.2033	2709.042
Watched film: Chaguo	1403.385	424.9919	568.8901	2237.879
Watched film: Umshato	3099.642	471.623	2173.584	4025.699
Watched film: Bloodlines	1055.5	275.9919	513.5751	1597.425
Watched film: Second Chances	2222.767	371.5241	1493.259	2952.275
Watched film: Against the Odds	1329.816	327.6132	686.5297	1973.102
Watched film: Betrayed	1950.281	484.9531	998.0495	2902.513
Watched drama: Untold Stories Series	7118.395	767.3597	5611.643	8625.147
Watched drama: Rebel Rhymes	1134.599	282.68	579.5418	1689.657
Watched drama: Mapule's Choice	4743.676	626.573	3513.366	5973.986
Watched drama: Secrets and Lies	2837.868	510.5015	1835.471	3840.266
Watched drama: The Test	1035.44	357.1317	334.1924	1736.687
Watched drama: Tempestade	379.5408	132.8308	118.7205	640.3612
Watched drama: Ulendo waRose	939.315	289.3805	371.1008	1507.529
Watched drama: Batjele	1298.974	286.8306	735.7666	1862.181
Watched drama: Chipo's Promise	1019.143	273.2367	482.6285	1555.658
Watched drama: Between Friends	1911.819	447.7957	1032.548	2791.09
Ever Heard: PHELA	35039.18	1069.822	32938.53	37139.83
Knows: PHELA Logo	33091.09	1071.249	30987.63	35194.54
Read: HIV and AIDS...Action Now!	13409.97	1057.037	11334.43	15485.52
Read: Stop the Abuse Against Women	11002.06	987.0587	9063.917	12940.2
Read: Mother & Child Care	7163.53	777.3031	5637.253	8689.806
Read: HIV le AIDS Mohoma Temeng	9407.306	883.4753	7672.555	11142.06
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	11544.53	984.4946	9611.416	13477.64
Read: Tihokomelo ea 'M'e le Ngoana	9680.114	905.1143	7902.873	11457.35
Heard: Phela Drama on Radio	17417.52	1095.777	15265.91	19569.14
Watched: Phela Television Show	5067.552	651.4095	3788.474	6346.629
Watched: OneLove Talk Show	3012.705	501.5178	2027.948	3997.462

Participated in C-Change/OneLove Community Discussion	1590.142	458.7935	689.2764	2491.008
Saw: Champions Advert, Dr. Speciosa Wandira	618.1918	241.6045	143.7883	1092.595
Saw: Champions Advert, Dr. Kenneth Kaunda	1394.958	421.3195	567.6741	2222.241
Saw: Champions Advert, Bishop Desmond Tutu	1584.954	368.9462	860.5079	2309.399
Heard: Champions Advert, Dr. Speciosa Wandira	739.497	261.3922	226.2392	1252.755
Heard: Champions Advert, Dr. Kenneth Kaunda	797.5353	318.0259	173.0742	1421.996
Heard: Champions Advert, Bishop Desmond Tutu	1315.066	339.2752	648.8809	1981.251
Ever Heard of SAfAIDS	2113.852	527.2946	1078.48	3149.223
Know: SAfAIDS Logo	1898.695	398.9265	1115.381	2682.008
Read: Any SAfAIDS Materials	660.3331	237.8079	193.3844	1127.282
Read: SAfAIDS Treatment Literacy	723.0229	327.6995	79.56733	1366.478
Read: Therapy Community Preparedness	419.5041	282.6636	-135.5212	974.5293
Read: Reference Manual	475.9965	189.6988	103.5126	848.4804
Read: Flipchart	65.77232	46.79977	-26.12154	157.6662
Read: Poster	1222.858	282.4548	668.2425	1777.473
Read: Brochure on Staying Healthy	621.4667	269.0856	93.1026	1149.831
Read: Brochure What You Need to Know About HIV/AIDS	228.1771	110.7576	10.69856	445.6556
Read: Booklet on Nutrition	502.5799	170.2077	168.3678	836.792
Read: How to Card	29.77232	29.81253	-28.7662	88.31084
Read: Factsheet	29.77232	29.81253	-28.7662	88.31084
Read: Documentation of 3 Best Practices	66.43591	47.31308	-26.46587	159.3377
Received Information from CBV	7863.49	811.1085	6270.835	9456.146
Participated in Policy Dialogue	73.99553	53.39372	-30.84591	178.837
Heard: Changing the River's Flow	336.6258	139.1593	63.37896	609.8727
Seen: Changing the River's Flow Logo	549.8813	178.6198	199.1516	900.611
Seen: Changing the River's Flow Bag	156.7025	96.75486	-33.28083	346.6859
Participated in Changing River's Flow Programme	70.45161	70.48568	-67.95082	208.8541
Ever Heard of Community Media Trust	2646.307	586.5126	1494.658	3797.957
Heard: Rea-e-hlola	2801.539	619.4982	1585.12	4017.957
Seen: Rea-e-hlola Logo	3053.368	530.6401	2011.427	4095.308
Know: Rea-e-hlola Slogan	771.4636	211.7932	355.5962	1187.331
Seen: ADRA/CMT Audiovisual Kit	1073.043	430.3364	228.0541	1918.032
Seen: Rea-e-hlola DVD in Clinic	678.0374	322.0514	45.67222	1310.403
Watched: Rea-e-hlola on TV Lesotho	562.2944	202.7743	164.1362	960.4527
Participated in ADRA Treatment Literacy Session	214.9333	154.0168	-87.48691	517.3535

## SAFAIDS

Intervention	Total	Std. Err.	[95% confidence interval]	
OneLove Slogan: Spontaneous	28045.97	2995.321	22086.22	34005.72
OneLove Slogan: Heard or Seen	147832.4	6983.479	133937.5	161727.3
Ever Heard of OneLove	134000.9	7078.911	119916.1	148085.7
Seen OneLove Logo	185632	7624.109	170462.4	200801.6
Knows OneLove Has Campaign in Other Countries	110272.9	5264.69	99797.8	120748
Saw OneLove Logo in Other Country	24938.55	2203.713	20553.85	29323.24
Radio: OneLove Radio Drama	87662.51	4989.915	77734.14	97590.87
Radio: OneLove Phone-In Program	166519.3	7402.472	151790.7	181247.9
Radio: Heard OneLove Ad Meet Joe	34005.69	2899.664	28236.27	39775.1
Read: Men, Women & HIV and AIDS	101036.1	6010.166	89077.72	112994.4
Read: Relationships Made Easy	52678.85	4105.651	44509.89	60847.8
Read: You Havent Met Joe	21208.85	2196.626	16838.25	25579.44
Read: Banna, Basali le HIV le AIDS	135617.8	6485.419	122713.9	148521.8
Read: Likamano lia bebofatsoa	76181.83	4406.727	67413.83	84949.84
Read: Hau eso u ka u kopane le Joe	23221.34	2139.045	18965.31	27477.37
Saw OneLove TV AD Meet Joe	23159.92	3209.997	16773.03	29546.8
Watched: Love Stories film series	58083.7	5545.705	47049.49	69117.92
Watched film: When the Music Stops	16165.71	2193.842	11800.65	20530.76
Watched film: Big House, Small House	13564.73	1730.986	10120.61	17008.85
Watched film: Travelling Man	45187.48	4782.025	35672.75	54702.21
Watched film: After the Honeymoon	15702.87	2367.668	10991.95	20413.78
Watched film: Chaguo	9159.081	1575.825	6023.684	12294.48
Watched film: Umshato	26834.82	3344.459	20180.4	33489.25
Watched film: Bloodlines	10830.85	2130.578	6591.666	15070.03
Watched film: Second Chances	22071.79	3203.733	15697.37	28446.21
Watched film: Against the Odds	10887.36	1698.465	7507.95	14266.77
Watched film: Betrayed	9911.98	1741.425	6447.091	13376.87
Watched drama: Untold Stories Series	54556.38	5820.785	42974.84	66137.91
Watched drama: Rebel Rhymes	7519.663	1499.121	4536.881	10502.44
Watched drama: Mapule's Choice	36136.29	4218.442	27742.91	44529.67
Watched drama: Secrets and Lies	17349.33	2514.991	12345.29	22353.37
Watched drama: The Test	8118.356	1715.082	4705.88	11530.83
Watched drama: Tempestade	6435.881	1445.635	3559.521	9312.2
Watched drama: Ulendo waRose	5473.922	1172.875	3140.268	7807.576
Watched drama: Batjele	11671.57	1975.679	7740.587	15602.55
Watched drama: Chipo's Promise	9892.993	1512.103	6884.383	12901.6
Watched drama: Between Friends	10221.06	1673.884	6890.558	13551.57
Ever Heard: PHELA	244399.8	8578.686	227330.9	261468.7
Knows: PHELA Logo	218633.9	8575.067	201572.2	235695.6
Read: HIV and AIDS...Action Now!	79676.81	5174.907	69380.37	89973.25
Read: Stop the Abuse Against Women	70019.42	5022.446	60026.32	80012.51
Read: Mother & Child Care	53268.1	3960.374	45388.2	61148
Read: HIV le AIDS Mohoma Temeng	67582.45	4690.559	58249.71	76915.19
Read:Kenya letshoho ho felisa tlhekefesto ea Basali	78913.52	5811.692	67350.07	90476.96
Read: Tihokomelo ea 'M'e le Ngoana	64683.23	4547.005	55636.12	73730.35
Heard: Phela Drama on Radio	141234.6	6584.631	128133.3	154336
Watched: Phela Television Show	43812.99	4447.927	34963.01	52662.97
Watched: OneLove Talk Show	21847.7	2916.656	16044.46	27650.93

Participated in C-Change/OneLove Community Discussion	6337.571	1090.727	4167.368	8507.775
Saw: Champions Advert, Dr. Speciosa Wandira	5082.637	1350.094	2396.373	7768.901
Saw: Champions Advert, Dr. Kenneth Kaunda	7152.458	1759.336	3651.931	10652.99
Saw: Champions Advert, Bishop Desmond Tutu	15510.75	2829.007	9881.915	21139.59
Heard: Champions Advert, Dr. Speciosa Wandira	4302.504	1075.979	2161.644	6443.364
Heard: Champions Advert, Dr. Kenneth Kaunda	4973.088	1443.549	2100.877	7845.299
Heard: Champions Advert, Bishop Desmond Tutu	11272.36	2383.05	6530.835	16013.88
Ever Heard of SAfAIDS	10002.06	1271.159	7472.85	12531.27
Know: SAfAIDS Logo	12492.76	1458.458	9590.881	15394.63
Read: Any SAfAIDS Materials	4154.919	989.6469	2185.832	6124.006
Read: SAfAIDS Treatment Literacy	3095.78	934.8148	1235.792	4955.769
Read: Therapy Community Preparedness	1764.662	682.3831	406.9334	3122.39
Read: Reference Manual	3838.605	918.9249	2010.233	5666.977
Read: Flipchart	1802.194	520.2906	766.979	2837.409
Read: Poster	9672.825	1761.902	6167.192	13178.46
Read: Brochure on Staying Healthy	5675.953	1630.163	2432.44	8919.466
Read: Brochure What You Need to Know About HIV/AIDS	3705.257	1182.633	1352.188	6058.326
Read: Booklet on Nutrition	4759.78	1008.627	2752.929	6766.631
Read: How to Card	1346.371	479.4156	392.4845	2300.258
Read: Factsheet	495.1228	305.2071	-112.1436	1102.389
Read: Documentation of 3 Best Practices	702.0578	392.1727	-78.24287	1482.358
Received Information from CBV	63401.74	4955.567	53541.72	73261.77
Participated in Policy Dialogue	4128.407	1040.613	2057.914	6198.9
Heard: Changing the River's Flow	2744.449	800.6669	1151.373	4337.525
Seen: Changing the River's Flow Logo	3413.524	755.7535	1909.812	4917.237
Seen: Changing the River's Flow Bag	855.3149	332.1364	194.4677	1516.162
Participated in Changing River's Flow Programme	106.7414	106.7414	-105.6405	319.1233
Ever Heard of Community Media Trust	10376.16	1539.755	7312.533	13439.79
Heard: Rea-e-hlola	9130.692	1294.294	6555.453	11705.93
Seen: Rea-e-hlola Logo	14379.38	1650.595	11095.21	17663.55
Know: Rea-e-hlola Slogan	7090.189	2155.842	2800.74	11379.64
Seen: ADRA/CMT Audiovisual Kit	7983.731	2007.42	3989.595	11977.87
Seen: Rea-e-hlola DVD in Clinic	5302.343	1275.804	2763.892	7840.794
Watched: Rea-e-hlola on TV Lesotho	4319.006	965.4105	2398.142	6239.87
Participated in ADRA Treatment Literacy Session	788.2243	362.292	67.37676	1509.072