

Table 3a: Exposure to Desert Soul, by Gender

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Knows: Desert Soul						
No	14.9	[10.4, 20.9]	8.8	[5.2, 14.7]	11.7	[8.4, 16.0]
Yes	85.1	[79.1, 89.6]	91.2	[85.3, 94.8]	88.3	[84.0, 91.6]
Total	100.0		100.0		100.0	
Knows: Desert Soul logo						
No	20.0	[15.1, 26.2]	28.9	[18.1, 42.7]	24.7	[19.2, 31.1]
Yes	80.0	[73.8, 84.9]	71.1	[57.3, 81.9]	75.3	[68.9, 80.8]
Total	100.0		100.0		100.0	
Read: HIV and AIDS .. Action Now						
No	67.8	[60.3, 74.5]	55.5	[45.2, 65.3]	61.3	[55.8, 66.6]
Yes	32.2	[25.5, 39.7]	44.5	[34.7, 54.8]	38.7	[33.4, 44.2]
Total	100.0		100.0		100.0	
Read: Stop the Abuse Against Women						
No	75.6	[69.4, 80.9]	65.2	[57.1, 72.5]	70.2	[65.9, 74.2]
Yes	24.4	[19.1, 30.6]	34.8	[27.5, 42.9]	29.8	[25.8, 34.1]
Total	100.0		100.0		100.0	
Read: Gardening for Health						
No	73.0	[66.6, 78.5]	58.9	[50.6, 66.7]	65.6	[58.7, 71.9]
Yes	27.0	[21.5, 33.4]	41.1	[33.3, 49.4]	34.4	[28.1, 41.3]
Total	100.0		100.0		100.0	
Read: Choose Life						
No	64.4	[56.7, 71.3]	57.5	[51.0, 63.8]	60.8	[57.3, 64.2]
Yes	35.6	[28.7, 43.3]	42.5	[36.2, 49.0]	39.2	[35.8, 42.7]
Total	100.0		100.0		100.0	
Read: Take Action to Stop TB						
No	66.6	[58.6, 73.7]	65.2	[55.6, 73.8]	65.9	[60.8, 70.6]
Yes	33.4	[26.3, 41.4]	34.8	[26.2, 44.4]	34.1	[29.4, 39.2]
Total	100.0		100.0		100.0	
Radio: Heard Desert Soul Radio Drama						
No	49.4	[35.1, 63.7]	36.1	[24.4, 49.6]	42.5	[30.0, 56.0]
Yes	50.6	[36.3, 64.9]	63.9	[50.4, 75.6]	57.5	[44.0, 70.0]
Total	100.0		100.0		100.0	

TV: Watched Desert Soul Children's Show

No	77.8	[70.4, 83.8]	78.5	[70.1, 85.0]	78.2	[71.2, 83.8]
Yes	22.2	[16.2, 29.6]	21.5	[15.0, 29.9]	21.8	[16.2, 28.8]
Total	100.0		100.0		100.0	

Radio: First heard Desert Soul Radio Drama (Years Ago)

<1	20.2	[11.4, 33.2]	27.4	[20.8, 35.1]	24.3	[17.5, 32.7]
1-2	53.8	[34.9, 71.8]	33.3	[22.2, 46.5]	42.1	[28.2, 57.5]
3+	26.0	[16.2, 38.9]	39.3	[28.5, 51.3]	33.6	[24.0, 44.8]
Total	100.0		100.0		100.0	

TV: First watched Desert Soul Children's Show (Years Ago)

<1	30.0	[19.1, 43.6]	31.2	[19.3, 46.3]	30.6	[24.3, 37.8]
1-2	49.6	[35.8, 63.5]	37.6	[28.5, 47.6]	43.4	[35.3, 51.9]
3+	20.4	[11.7, 33.4]	31.2	[20.2, 44.8]	26.0	[19.2, 34.2]
Total	100.0		100.0		100.0	

N	485		508		993	
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Table 3b: Exposure to Desert Soul, by Domain

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Knows: Desert Soul								
No	10.0	[5.8, 16.6]	14.1	[10.6, 18.7]	15.4	[12.4, 18.9]	11.7	[8.4, 16.0]
Yes	90.0	[83.4, 94.2]	85.9	[81.3, 89.4]	84.6	[81.1, 87.6]	88.3	[84.0, 91.6]
Total	100.0		100.0		100.0		100.0	
Knows: Desert Soul logo								
No	27.5	[19.4, 37.4]	16.5	[12.0, 22.3]	30.7	[25.7, 36.3]	24.7	[19.2, 31.1]
Yes	72.5	[62.6, 80.6]	83.5	[77.7, 88.0]	69.3	[63.7, 74.3]	75.3	[68.9, 80.8]
Total	100.0		100.0		100.0		100.0	
Read: HIV and AIDS .. Action Now								
No	67.1	[60.0, 73.4]	50.6	[45.8, 55.4]	57.4	[52.9, 61.9]	61.3	[55.8, 66.6]
Yes	32.9	[26.6, 40.0]	49.4	[44.6, 54.2]	42.6	[38.1, 47.1]	38.7	[33.4, 44.2]
Total	100.0		100.0		100.0		100.0	
Read: Stop the Abuse Against Women								
No	73.0	[68.3, 77.2]	66.8	[55.7, 76.3]	62.9	[58.2, 67.4]	70.2	[65.9, 74.2]
Yes	27.0	[22.8, 31.7]	33.2	[23.7, 44.3]	37.1	[32.6, 41.8]	29.8	[25.8, 34.1]
Total	100.0		100.0		100.0		100.0	
Read: Gardening for Health								
No	60.8	[53.0, 68.1]	75.0	[61.7, 84.8]	67.5	[62.9, 71.8]	65.6	[58.7, 71.9]
Yes	39.2	[31.9, 47.0]	25.0	[15.2, 38.3]	32.5	[28.2, 37.1]	34.4	[28.1, 41.3]
Total	100.0		100.0		100.0		100.0	
Read: Choose Life								
No	65.7	[60.8, 70.2]	53.8	[47.8, 59.7]	51.2	[45.9, 56.4]	60.8	[57.3, 64.2]
Yes	34.3	[29.8, 39.2]	46.2	[40.3, 52.2]	48.8	[43.6, 54.1]	39.2	[35.8, 42.7]
Total	100.0		100.0		100.0		100.0	
Read: Take Action to Stop TB								
No	67.3	[60.2, 73.6]	65.3	[55.2, 74.2]	59.0	[54.6, 63.2]	65.9	[60.8, 70.6]
Yes	32.7	[26.4, 39.8]	34.7	[25.8, 44.8]	41.0	[36.8, 45.4]	34.1	[29.4, 39.2]
Total	100.0		100.0		100.0		100.0	
Radio: Heard Desert Soul Radio Drama								
No	32.8	[18.3, 51.4]	58.3	[42.3, 72.7]	58.0	[51.6, 64.2]	42.5	[30.0, 56.0]
Yes	67.2	[48.6, 81.7]	41.7	[27.3, 57.7]	42.0	[35.8, 48.4]	57.5	[44.0, 70.0]
Total	100.0		100.0		100.0		100.0	

TV: Watched Desert Soul Children's Show

No	86.7	[77.9, 92.3]	61.0	[53.8, 67.7]	74.3	[69.0, 79.1]	78.2	[71.2, 83.8]
Yes	13.3	[7.7, 22.1]	39.0	[32.3, 46.2]	25.7	[20.9, 31.0]	21.8	[16.2, 28.8]
Total	100.0		100.0		100.0		100.0	

Radio: First heard Desert Soul Radio Drama (Years Ago)

<1	23.4	[15.0, 34.6]	24.2	[15.9, 35.1]	33.3	[25.9, 41.7]	24.3	[17.5, 32.7]
1-2	44.0	[26.0, 63.8]	32.3	[19.4, 48.7]	50.9	[40.8, 61.0]	42.1	[28.2, 57.5]
3+	32.6	[20.3, 47.8]	43.5	[33.8, 53.7]	15.8	[11.5, 21.2]	33.6	[24.0, 44.8]
Total	100.0		100.0		100.0		100.0	

TV: First watched Desert Soul Children's Show (Years Ago)

<1	31.6	[19.4, 47.1]	29.3	[21.9, 37.9]	33.1	[25.1, 42.3]	30.6	[24.3, 37.8]
1-2	50.2	[36.7, 63.6]	37.3	[28.2, 47.5]	47.1	[35.8, 58.8]	43.4	[35.3, 51.9]
3+	18.2	[9.5, 32.0]	33.4	[25.2, 42.7]	19.7	[14.3, 26.6]	26.0	[19.2, 34.2]
Total	100.0		100.0		100.0		100.0	

N	200		525		268		993	
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Table 3c: Exposure to Desert Soul, by Females Aged 15-24 Only

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
Knows: Desert Soul				
No	3.9	[2.2, 6.8]	3.9	[2.2, 6.8]
Yes	96.1	[93.2, 97.8]	96.1	[93.2, 97.8]
Total	100.0		100.0	
Knows: Desert Soul logo				
No	29.7	[16.2, 48.0]	29.7	[16.2, 48.0]
Yes	70.3	[52.0, 83.8]	70.3	[52.0, 83.8]
Total	100.0		100.0	
Read: HIV and AIDS .. Action Now				
No	54.8	[44.1, 65.1]	54.8	[44.1, 65.1]
Yes	45.2	[34.9, 55.9]	45.2	[34.9, 55.9]
Total	100.0		100.0	
Read: Stop the Abuse Against Women				
No	67.4	[60.1, 73.9]	67.4	[60.1, 73.9]
Yes	32.6	[26.1, 39.9]	32.6	[26.1, 39.9]
Total	100.0		100.0	
Read: Gardening for Health				
No	52.5	[38.2, 66.3]	52.5	[38.2, 66.3]
Yes	47.5	[33.7, 61.8]	47.5	[33.7, 61.8]
Total	100.0		100.0	
Read: Choose Life				
No	58.8	[49.5, 67.5]	58.8	[49.5, 67.5]
Yes	41.2	[32.5, 50.5]	41.2	[32.5, 50.5]
Total	100.0		100.0	
Read: Take Action to Stop TB				
No	69.0	[61.4, 75.7]	69.0	[61.4, 75.7]
Yes	31.0	[24.3, 38.6]	31.0	[24.3, 38.6]
Total	100.0		100.0	
Radio: Heard Desert Soul Radio Drama				
No	34.2	[23.6, 46.7]	34.2	[23.6, 46.7]
Yes	65.8	[53.3, 76.4]	65.8	[53.3, 76.4]
Total	100.0		100.0	
TV: Watched Desert Soul Children's Show				
No	78.9	[70.5, 85.4]	78.9	[70.5, 85.4]
Yes	21.1	[14.6, 29.5]	21.1	[14.6, 29.5]
Total	100.0		100.0	

Radio: First heard Desert Soul Radio Drama (Years Ago)

<1	24.4	[14.9, 37.3]	24.4	[14.9, 37.3]
1-2	33.5	[21.1, 48.8]	33.5	[21.1, 48.8]
3+	42.1	[24.5, 62.0]	42.1	[24.5, 62.0]
Total	100.0		100.0	

TV: First watched Desert Soul Children's Show (Years Ago)

<1	26.6	[14.9, 42.9]	26.6	[14.9, 42.9]
1-2	33.6	[19.6, 51.2]	33.6	[19.6, 51.2]
3+	39.8	[20.8, 62.6]	39.8	[20.8, 62.6]
Total	100.0		100.0	

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Table 3d: Exposure to Desert Soul, by Program Area Only

	Non-SAfAIDS		SAfAIDS		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Knows: Desert Soul						
No	12.3	[8.5, 17.4]	8.1	[5.9, 11.2]	11.7	[8.4, 16.0]
Yes	87.7	[82.6, 91.5]	91.9	[88.8, 94.1]	88.3	[84.0, 91.6]
Total	100.0		100.0		100.0	
Knows: Desert Soul logo						
No	25.6	[19.4, 33.0]	18.6	[15.2, 22.6]	24.7	[19.2, 31.1]
Yes	74.4	[67.0, 80.6]	81.4	[77.4, 84.8]	75.3	[68.9, 80.8]
Total	100.0		100.0		100.0	
Read: HIV and AIDS .. Action Now						
No	62.6	[56.5, 68.4]	53.1	[48.2, 57.8]	61.3	[55.8, 66.6]
Yes	37.4	[31.6, 43.5]	46.9	[42.2, 51.8]	38.7	[33.4, 44.2]
Total	100.0		100.0		100.0	
Read: Stop the Abuse Against Women						
No	71.6	[66.8, 75.9]	61.3	[56.5, 65.9]	70.2	[65.9, 74.2]
Yes	28.4	[24.1, 33.2]	38.7	[34.1, 43.5]	29.8	[25.8, 34.1]
Total	100.0		100.0		100.0	
Read: Gardening for Health						
No	65.4	[57.5, 72.6]	66.4	[61.5, 71.0]	65.6	[58.7, 71.9]
Yes	34.6	[27.4, 42.5]	33.6	[29.0, 38.5]	34.4	[28.1, 41.3]
Total	100.0		100.0		100.0	
Read: Choose Life						
No	61.0	[57.0, 64.8]	59.7	[54.0, 65.2]	60.8	[57.3, 64.2]
Yes	39.0	[35.2, 43.0]	40.3	[34.8, 46.0]	39.2	[35.8, 42.7]
Total	100.0		100.0		100.0	
Read: Take Action to Stop TB						
No	67.0	[61.1, 72.3]	58.9	[54.2, 63.5]	65.9	[60.8, 70.6]
Yes	33.0	[27.7, 38.9]	41.1	[36.5, 45.8]	34.1	[29.4, 39.2]
Total	100.0		100.0		100.0	
Radio: Heard Desert Soul Radio Drama						
No	43.3	[28.9, 58.9]	37.5	[30.4, 45.0]	42.5	[30.0, 56.0]
Yes	56.7	[41.1, 71.1]	62.5	[55.0, 69.6]	57.5	[44.0, 70.0]
Total	100.0		100.0		100.0	

TV: Watched Desert Soul Children's Show

No	78.1	[69.9, 84.5]	78.5	[74.7, 81.8]	78.2	[71.2, 83.8]
Yes	21.9	[15.5, 30.1]	21.5	[18.2, 25.3]	21.8	[16.2, 28.8]
Total	100.0		100.0		100.0	

Radio: First heard Desert Soul Radio Drama (Years Ago)

<1	24.2	[16.5, 34.2]	24.6	[19.8, 30.0]	24.3	[17.5, 32.7]
1-2	42.3	[26.3, 60.1]	41.1	[33.1, 49.7]	42.1	[28.2, 57.5]
3+	33.5	[22.4, 46.6]	34.3	[28.7, 40.4]	33.6	[24.0, 44.8]
Total	100.0		100.0		100.0	

TV: First watched Desert Soul Children's Show (Years Ago)

<1	31.3	[24.1, 39.5]	26.6	[19.8, 34.8]	30.6	[24.3, 37.8]
1-2	42.7	[33.4, 52.5]	47.9	[42.7, 53.2]	43.4	[35.3, 51.9]
3+	26.1	[18.4, 35.5]	25.4	[18.6, 33.6]	26.0	[19.2, 34.2]
Total	100.0		100.0		100.0	

N	438		555		993	
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