Table 1: Estimated number of people reached (Total)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	108140	11801	84773	131507
(spontaneous)				
Knows: One Love Slogan	244169	14904	214658	273681
(aided)				
Knows: One Love	468205	28052	412658	523752
Knows: One Love logo	357270	21104	315481	399058
Ever heard: Kuncono Munye or	323991	20463	283472	364511
Bagcwele I quantum radio				
drama				
Ever heard: S'THRU Aw'	160041	13547	133215	186866
kaphephi talk show				
Ever heard: One Love talk	97370	8491	80557	114184
show				
Read: Love, Sex, and You	180369	10818	158949	201790
booklet				
Read: How We Live and Love,	156488	10544	135610	177365
Men and Women in Swaziland				
booklet				
Read: You Haven't Met Joe	29506	3816	21951	37062
booklet				
Read: S'THRU! Aw' khaphephi!	98636	9277	80266	117006
booklet				
Read: Indlela lesiphila	127429	9015	109579	145279
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	139628	11988	115891	163365
series	42526	5000	20104	55050
Watched film: When the Music	43736	5829	32194	55279
Stops Watched film: Big House,	36612	3724	29238	43986
Small House	30012	3/24	29238	43980
Watched film: Travelling Man	53875	7139	39739	68012
Watched film: After the	48003	5434	37243	58762
Honeymoon	40003	3434	3/243	30/02
Watched film: Chaguo	23634	2971	17751	29517
Watched film: Umshato	102889	8988	85092	120687
Watched film: Bloodlines	99040	9728	79777	118302
Watched film: Second Chances	44396	4659	35172	53621
Watched film: Second Chances Watched film: Against the	29145	3209		
Odds	29145	3209	22791	35500
Watched film: Betrayed	38435	5145	28248	48622
Watches: Untold Stories	135776	11863		
Drama Series	135//6	11863	112286	159266
Watched drama: Rebel Rhymes	31708	4328	23137	40279
Watched drama: Mapule's	44247			
watched drama: Mapule's Choice	4424/	5265	33822	54672
Watched drama: Secrets and	66251	6397	53585	78918
Lies	00231	0391	33305	10310
Watched drama: The Test	26693	2865	21019	32367
Watched drama: Tempestade	22484	2824	16892	28077
Watched drama: Ulendo waRose	24160	3570	17091	31228
Watched drama: Batjele	91297	6974	77488	105106
Maccinca arama. Daclete	91471	03/4	//400	T03T00

Watched drama: Chipo's	29665	5165	19438	39893
Promise				
Watched drama: Between	42220	4374	33559	50881
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert				
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert				
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert				
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert				
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert				
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue				
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert				
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion				
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets				
Read: At least two One Love	171637	10513	150821	192453
Bookelts				
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel				
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More				
Channels				
Heard of Lusweti	466101	26685	413261	518940
Knows: Lusweti logo	430570	22840	385344	475796
Read: Alcohol and You	231484	14367	203036	259931
Read: HIV and AIDS Action	159282	8886	141687	176876
Now				
Read: ARVs and Your Life	156648	10971	134923	178372
Read: Tjwala Nemphilo Yakho	193507	14117	165553	221461
Read: ema ARVs nemphilo	137618	13316	111252	163985
yakho				
Radio: Heard Lusweti Radio	320185	21561	277491	362878
Drama				-
TV: Watched Lusweti TV Show	130774	13164	104707	156841
Knows: Lusweti	490319	27370	436123	544516
Knows: SAfAIDS logo	29883	6959	16104	43662
Read: SAfAIDS column	18644	5351	8048	29240
Received/saw SAfAIDS	7795	1423	4978	10612
materials	1193	1472	43/0	10012
maceriais				

Materials: Received SAFAIDS HIV materials in past two	5247	1294	2685	7809
years Materials: Received	1275	450	333	2016
	12/5	459	333	2216
flipchart in past two years	41.50	0.00	0000	5004
Materials: Received poster	4178	880	2372	5984
in past two years	2252	0.10	1010	4500
Materials: Received toolkit	3052	848	1312	4792
in past two years				
Materials: Received how-to	1987	694	564	3411
card in past two years				
Materials: Received	2558	562	1404	3711
newsletter in past two years				
Materials: Received	1586	589	378	2794
factsheet in past two years				
Materials: Received ART	3537	987	1583	5490
literacy toolkit in past two				
years				
Materials: Received GBV	4611	1353	1932	7290
toolkit in past two years				
Information: Received HIV	27712	6318	15202	40221
info from community based				
volunteer				
Community dialogue:	3448	1006	1456	5440
Participated in community				
dialogue				
Community dialogue:	2175	743	705	3646
Participated in SAfAIDS				
community policy dialogue				
Heard of Changing the	3071	863	1362	4780
River's Flow				
Has seen Changing the	5347	1353	2668	8025
River's Flow logo				
Has seen Changing the	5451	1595	2293	8609
River's Flow bag				
Participated in Changing the	1676	653	383	2969
River's Flow				
Any SAfAIDS exposure	62727	8369	46156	79299
2	<u> </u>			

Table 2: Estimated number of people reached (Males)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	37978	5183	27715	48242
(spontaneous)				
Knows: One Love Slogan	128398	9019	110539	146257
(aided)				
Knows: One Love	221378	13665	194319	248437
Knows: One Love logo	155488	11215	133280	177695
Ever heard: Kuncono Munye or	151752	9516	132909	170596
Bagcwele I quantum radio	131732	7510	132707	170370
drama				
Ever heard: S'THRU Aw'	67099	8292	50679	83518
kaphephi talk show	01000	0272	30013	03310
Ever heard: One Love talk	46490	4520	37540	55440
show	10100	1320	37310	33110
Read: Love, Sex, and You	83325	5998	71448	95202
booklet	03323	3,7,0	71110	75202
Read: How We Live and Love,	72649	5595	61570	83728
Men and Women in Swaziland	72019	3373	01370	03720
booklet				
Read: You Haven't Met Joe	15998	2587	10876	21121
booklet	13770	2507	10070	21121
Read: S'THRU! Aw' khaphephi!	47961	6467	35157	60765
Booklet	17501	0107	33137	00703
Read: Indlela lesiphila	59158	5416	48433	69882
ngayo: ngetelutsandvo	37130	3110	10133	0,002
eswatini booklet				
Watched: Love Stories film	56082	5178	45830	66334
series				
Watched film: When the Music	16614	2632	11403	21825
Stops				
Watched film: Big House,	15718	2442	10882	20555
Small House				
Watched film: Travelling Man	25313	3407	18567	32059
Watched film: After the	22224	3345	15601	28848
Honeymoon				
Watched film: Chaguo	10608	1882	6881	14335
Watched film: Umshato	39967	4024	31999	47934
Watched film: Bloodlines	29223	3193	22901	35545
Watched film: Second Chances	17612	2582	12500	22723
Watched film: Against the	11610	2012	7625	15594
Odds	11010	2012	7023	13371
Watched film: Betrayed	12030	2288	7500	16560
Watches: Untold Stories	56228	6963	42441	70015
Drama Series	30220	0,703	12111	70013
Watched drama: Rebel Rhymes	14089	2585	8969	19208
Watched drama: Mapule's	17543	2472	12649	22438
Choice	1/343	21/2	12049	22430
Watched drama: Secrets and	23708	3322	17130	30285
Lies	43100	2344	1/130	30205
Watched drama: The Test	9185	1385	6443	11928
Watched drama: Tempestade	5874	1432	3039	8709
Watched drama: Ulendo waRose	6825	1665	3528	10122
Watched drama: Batjele	27898	3302	21359	34437

Watched drama: Chipo's	7528	1615	4331	10726
Promise				
Watched drama: Between	15672	2748	10229	21114
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert				
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert				
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert				
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert				
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert				
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue				
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert				
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion				
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets				
Read: At least two One Love	171637	10513	150821	192453
Bookelts				
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel				
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More				
Channels				
Heard of Lusweti	220914	13519	194145	247682
Knows: Lusweti logo	190809	11184	168664	212955
Read: Alcohol and You	106474	7557	91510	121439
Read: HIV and AIDS Action	66318	5305	55813	76823
Now				
Read: ARVs and Your Life	70009	6240	57653	82364
Read: Tjwala Nemphilo Yakho	90056	8299	73623	106490
Read: ema ARVs nemphilo	51548	6717	38249	64848
yakho				_
Radio: Heard Lusweti Radio	152161	11885	128628	175695
Drama	-	-	-	
TV: Watched Lusweti TV Show	50820	6063	38814	62825
Knows: Lusweti	231427	13412	204870	257984
Knows: SAfAIDS logo	15049	3151	8810	21289
Read: SAfAIDS column	12311	3185	6004	18619
Received/saw SAfAIDS	4928	1184	2583	7272
materials	4928	TT04	4503	1212
marcitais				

Materials: Received SAfAIDS	3652	1075	1523	5781
HIV materials in past two				
years				
Materials: Received	1205	447	265	2145
flipchart in past two years				
Materials: Received poster	3204	718	1696	4711
in past two years				
Materials: Received toolkit	2307	744	743	3871
in past two years				
Materials: Received how-to	1571	569	376	2767
card in past two years				
Materials: Received	1584	542	445	2723
newsletter in past two years				
Materials: Received	985	441	58	1913
factsheet in past two years				
Materials: Received ART	3023	929	1182	4863
literacy toolkit in past two				
years				
Materials: Received GBV	2959	855	1265	4653
toolkit in past two years				
Information: Received HIV	22441	5397	11755	33127
info from community based				
volunteer				
Community dialogue:	3260	998	1284	5237
Participated in community				
dialogue				
Community dialogue:	1748	709	345	3151
Participated in SAfAIDS				
community policy dialogue				
Heard of Changing the	2898	844	1226	4570
River's Flow				
Has seen Changing the	3328	1094	1163	5494
River's Flow logo				
Has seen Changing the	4298	1225	1872	6724
River's Flow bag				
Participated in Changing the	1299	599	112	2486
River's Flow				
Any SAfAIDS exposure	39752	5397	29066	50438

Table 3: Estimated number of people reached (Females)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	70162	9690	50974	89350
(spontaneous)				
Knows: One Love Slogan	115771	8055	99822	131720
(aided)				
Knows: One Love	246827	16878	213407	280247
Knows: One Love logo	201782	15014	172054	231510
Ever heard: Kuncono Munye or	172239	12562	147364	197114
Bagcwele I quantum radio	172257	12302	117501	177111
drama				
Ever heard: S'THRU Aw'	92942	10480	72189	113694
kaphephi talk show	,2,12	10100	,2100	113071
Ever heard: One Love talk	50880	7049	36923	64837
show		. 0 20	30723	0 2 0 0 7
Read: Love, Sex, and You	97044	8004	81196	112892
booklet	2,011	0001	01170	111071
Read: How We Live and Love,	83839	7454	69079	98598
Men and Women in Swaziland	12007			- 3023
booklet				
Read: You Haven't Met Joe	13508	2390	8775	18241
booklet				
Read: S'THRU! Aw' khaphephi!	50675	5852	39088	62263
booklet				
Read: Indlela lesiphila	68272	6012	56368	80175
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	83546	9167	65395	101696
series				
Watched film: When the Music	27122	4979	17263	36982
Stops				
Watched film: Big House,	20893	2918	15115	26672
Small House				
Watched film: Travelling Man	28562	4905	18849	38275
Watched film: After the	25778	3712	18427	33129
Honeymoon				
Watched film: Chaguo	13026	2022	9021	17030
Watched film: Umshato	62923	7912	47255	78590
Watched film: Bloodlines	69816	8742	52506	87127
Watched film: Second Chances	26785	3857	19149	34421
Watched film: Against the	17536	2463	12658	22413
Odds				
Watched film: Betrayed	26405	3837	18807	34004
Watches: Untold Stories	79548	7020	65648	93447
Drama Series				
Watched drama: Rebel Rhymes	17619	3115	11451	23788
Watched drama: Mapule's	26704	4285	18218	35189
Choice				
Watched drama: Secrets and	42544	4894	32853	52235
Lies				
Watched drama: The Test	17508	2503	12551	22464
Watched drama: Tempestade	16610	2288	12079	21142
Watched drama: Ulendo waRose	17335	3341	10720	23950
Watched drama: Batjele	63399	5298	52909	73890
maccinea arama. Daejere	03379	2270	32,709	13070

Watched drama: Chipo's	22137	4340	13542	30731
Promise				
Watched drama: Between	26548	3253	20107	32989
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert	11000			4 - 0 - 0
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert	22222	2526	12221	0.000
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert	25040	4052	07500	44260
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert	F 0 7 1 1	4600	41 550	50060
Champions advert: Ever seen Kenneth Kaunda TV advert	50711	4622	41559	59862
	00570	7022	74065	105070
Champions advert: Ever seen Desmond Tutu TV advert	89572	7832	74065	105079
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue	12053	20/0	0/55	1/352
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert	194500	10201	130321	230399
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion	103340	11017	142147	100940
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert	213404	13017	102337	244372
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets	2333	7550	15115	111200
Read: At least two One Love	171637	10513	150821	192453
Bookelts				
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel				
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More				
Channels				
Heard of Lusweti	245187	15153	215183	275192
Knows: Lusweti logo	239760	16068	207943	271577
Read: Alcohol and You	125009	11814	101616	148403
Read: HIV and AIDS Action	92964	7677	77762	108165
Now				
Read: ARVs and Your Life	86639	8119	70563	102716
Read: Tjwala Nemphilo Yakho	103451	11290	81094	125807
Read: ema ARVs nemphilo	86070	11851	62603	109537
yakho	200.0			,
Radio: Heard Lusweti Radio	168023	13101	142081	193965
Drama		- · -		
TV: Watched Lusweti TV Show	79955	9454	61235	98674
Knows: Lusweti	258892	16234	226747	291037
Knows: SAfAIDS logo	14834	4290	6339	23328
Read: SAfAIDS column	6333	2678	1029	11636
Received/saw SAfAIDS	2867	809	1266	4468
materials	2007	009	1200	7700

Materials: Received SAfAIDS	1595	597	413	2777
HIV materials in past two				
years				
Materials: Received	69	•	•	•
flipchart in past two years				
Materials: Received poster	974	•	•	•
in past two years				
Materials: Received toolkit	744	•	•	•
in past two years				
Materials: Received how-to	416	•	•	•
card in past two years				
Materials: Received	974	•	•	•
newsletter in past two years				
Materials: Received	601	•	•	•
factsheet in past two years				
Materials: Received ART	514	218	82	947
literacy toolkit in past two				
years				
Materials: Received GBV	1652	697	272	3032
toolkit in past two years				
Information: Received HIV	5271	1786	1735	8806
info from community based				
volunteer				
Community dialogue:	188	93	4	371
Participated in community				
dialogue				
Community dialogue:	427	228	-25	879
Participated in SAfAIDS				
community policy dialogue				
Heard of Changing the	173	104	-33	380
River's Flow				
Has seen Changing the	2018	703	625	3411
River's Flow logo				
Has seen Changing the	1153	651	-135	2441
River's Flow bag				
Participated in Changing the	377	284	-186	939
River's Flow				
Any SAfAIDS exposure	22976	5088	12900	33051

Table 4: Estimated number of people reached (Rural)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	62883	5820	51466	74301
(spontaneous)				
Knows: One Love Slogan	144263	7022	130488	158037
(aided)				
Knows: One Love	276009	4481	267219	284799
Knows: One Love logo	206129	6584	193212	219045
Ever heard: Kuncono Munye or	201631	7040	187821	215441
Bagcwele I quantum radio	201031	7010	107021	213111
drama				
Ever heard: S'THRU Aw'	100917	6826	87526	114308
kaphephi talk show	10071	0020	0,020	111000
Ever heard: One Love talk	56819	5542	45947	67692
show	30017	3312	1071	0.052
Read: Love, Sex, and You	101838	6670	88753	114923
booklet	101000	00.0	00.00	111710
Read: How We Live and Love,	92211	6312	79829	104594
Men and Women in Swaziland	, , , , , ,	0011	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_ 0 2 0 2 2
booklet				
Read: You Haven't Met Joe	16224	2737	10855	21592
booklet	-			
Read: S'THRU! Aw' khaphephi!	59872	6115	47876	71867
booklet				
Read: Indlela lesiphila	75766	5780	64427	87106
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	75997	6413	63416	88579
series				
Watched film: When the Music	24822	4424	16143	33500
Stops				
Watched film: Big House,	16207	2893	10531	21884
Small House				
Watched film: Travelling Man	29408	4554	20474	38341
Watched film: After the	27219	3815	19736	34702
Honeymoon				
Watched film: Chaguo	10690	2009	6748	14632
Watched film: Umshato	56175	5389	45604	66746
Watched film: Bloodlines	54203	5864	42700	65706
Watched film: Second Chances	24380	3574	17369	31391
Watched film: Against the	15848	3081	9803	21892
Odds				
Watched film: Betrayed	19750	3308	13260	26241
Watches: Untold Stories	68419	5791	57058	79780
Drama Series		-		
Watched drama: Rebel Rhymes	17841	2891	12170	23512
Watched drama: Mapule's	23603	3536	16666	30541
Choice				
Watched drama: Secrets and	31932	3791	24495	39369
Lies		-		
Watched drama: The Test	10182	1553	7135	13228
Watched drama: Tempestade	8700	1692	5381	12019
Watched drama: Ulendo waRose	12133	2250	7719	16547
Watched drama: Batjele	46953	4929	37284	56622
Maccined drama. Dat Jete	40303	4242	3/204	30022

77 1 1 1 1 2 2 2 2	1 0 0 0 1	0000	11260	00640
Watched drama: Chipo's	17001	2875	11362	22640
Promise Dataset Dataset	01140	2060	15200	06072
Watched drama: Between	21148	2969	15322	26973
Friends	00141	2760	10670	07600
Watched: Meet Joe television advertisement	20141	3768	12679	27602
	0.42.4	1460	F F O C	11241
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert	11029	2042	0905	15073
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert	20302	3330	13301	2/303
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert	33343	4233	2/3/0	44309
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert	30/11	4022	41339	39002
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert	093/4	1034	74005	1030/9
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue	12055	2070	0/55	1/352
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert	194500	10201	130321	230399
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion	103340	1101/	14214/	100940
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert	213404	13017	102337	244372
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets	23333	7550	15115	111200
Read: At least two One Love	171637	10513	150821	192453
Bookelts	1,100,		100011	
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel	137020	11010	120003	100300
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More	2,7200		21/100	32000
Channels				
Heard of Lusweti	278620	4275	270235	287006
Knows: Lusweti logo	256355	5452	245659	267051
Read: Alcohol and You	139666	7094	125749	153583
Read: HIV and AIDS Action	93033	6286	80702	105364
Now	23033	0200	00702	100004
Read: ARVs and Your Life	96506	6398	83955	109056
Read: Tjwala Nemphilo Yakho	124566	7045	110746	138385
Read: ema ARVs nemphilo	93547	6630	80540	106554
yakho	233 4 /	0030	00340	100554
Radio: Heard Lusweti Radio	196177	6864	182712	209642
Drama	1901//	0004	102/12	209042
TV: Watched Lusweti TV Show	76164	6719	62983	89344
Knows: Lusweti	293390	3159	287193	299587
Knows: SAfAIDS logo	18772	4281	10374	27170
Read: SAfAIDS column	12439	3990	4610	20267
Received/saw SAfAIDS	3003	831	1373	4633
materials				

years Materials: Received flipchart in past two years 538 303 -137 1213 Materials: Received poster in past two years 1036 281 410 1662 in past two years 866 291 218 1515 Materials: Received toolkit in past two years 866 291 218 1515 Materials: Received how-to card in past two years 303 39 1390 Materials: Received in past two years 81 294 327 1636 newsletter in past two years 981 294 327 1636 newsletter in past two years 303 -137 1213 factsheet in past two years 538 303 -137 1213 factsheet in past two years 1064 602 -117 2244 literacy toolkit in past two years 1606 851 616 3956 toolkit in past two years 2286 851 616 3956 toolkit in past two years 305 431 3592 Participated in community dialogue: <th>Materials: Received SAfAIDS</th> <th>1541</th> <th>576</th> <th>412</th> <th>2670</th>	Materials: Received SAfAIDS	1541	576	412	2670
Materials: Received flipchart in past two years	HIV materials in past two				
### Seen Changing the Materials: Received poster in past two years Materials: Received toolkit in past two years	1	E 2 0	202	127	1010
Materials: Received poster in past two years 1036 281 410 1662		330	303	-137	1213
In past two years		1026	201	410	1660
Materials: Received toolkit in past two years 866 291 218 1515 Materials: Received how-to card in past two years 715 303 39 1390 Materials: Received npast two years 981 294 327 1636 Materials: Received npast two years 538 303 -137 1213 Materials: Received ART literacy toolkit in past two years 1064 602 -117 2244 Materials: Received GBV toolkit in past two years 2286 851 616 3956 Materials: Received HIV information: Received HIV infor	<u> </u>	1036	281	410	1662
In past two years		0.00	0.01	01.0	1 - 1 -
Materials: Received how-to card in past two years 981 294 327 1636		866	291	218	1515
Card in past two years Materials: Received 981 294 327 1636 newsletter in past two years Materials: Received 538 303 -137 1213 factsheet in past two years Materials: Received ART 1064 602 -117 2244 literacy toolkit in past two years Materials: Received GBV 2286 851 616 3956 toolkit in past two years Information: Received HIV 16002 2606 10890 21113 info from community based volunteer 2011 805 431 3592 Participated in community dialogue 729 405 -67 1524 Participated in SAFAIDS Community dialogue Reard of Changing the 1269 606 81 2457 River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow		D1 F	202	2.0	1200
Materials: Received newsletter in past two years 981 294 327 1636 Materials: Received factsheet in past two years 538 303 -137 1213 Materials: Received ART literacy toolkit in past two years 1064 602 -117 2244 Materials: Received GBV toolkit in past two years 2286 851 616 3956 Materials: Received HIV toolkit in past two years 16002 2606 10890 21113 Information: Received HIV info from community based volunteer 2011 805 431 3592 Community dialogue: Participated in community dialogue 729 405 -67 1524 Participated in SAFAIDS community policy dialogue 729 405 -67 1524 Heard of Changing the River's Flow 1269 606 81 2457 River's Flow logo 8242 821 811 4033 River's Flow bag 3058 1033 1031 5084 Participated in Changing the River's Flow 830 449 -50 1711		715	303	39	1390
Naterials: Received 538 303 -137 1213 factsheet in past two years 1064 602 -117 2244 literacy toolkit in past two years 1064 602 -117 2244 literacy toolkit in past two years 1064 602 -117 2244 literacy toolkit in past two years 1064 602 -117 2244 literacy toolkit in past two years 1064 602 -117 2244 literacy toolkit in past two years 1064 602 -117 2244 literacy toolkit in past two years 16002 2606 851 616 3956 toolkit in past two years 16002 2606 10890 21113 info from community based volunteer 2011 805 431 3592 Participated in community dialogue 729 405 -67 1524 Participated in SAFAIDS 729 405 -67 1524 Participated in SAFAIDS 729 606 81 2457 River's Flow 1269 606 81 2457 Has seen Changing the 2422 821 811 4033 River's Flow logo 1033 1031 5084 Participated in Changing the 830 449 -50 1711 River's Flow bag 729 730 74					
Materials: Received factsheet in past two years 538 303 -137 1213 Materials: Received ART literacy toolkit in past two years 1064 602 -117 2244 Materials: Received GBV toolkit in past two years 2286 851 616 3956 Information: Received HIV info from community based volunteer 16002 2606 10890 21113 Community dialogue: Participated in community dialogue 2011 805 431 3592 Participated in SAFAIDS community policy dialogue 729 405 -67 1524 Participated in SAFAIDS community policy dialogue 81 2457 Heard of Changing the River's Flow 1269 606 81 2457 River's Flow logo 82 821 811 4033 River's Flow bag 9 -50 1711 Participated in Changing the River's Flow 830 449 -50 1711 River's Flow 830 449 -50 1711		981	294	327	1636
Materials: Received ART					
Materials: Received ART literacy toolkit in past two years 1064 602 -117 2244 Materials: Received GBV toolkit in past two years 2286 851 616 3956 Information: Received HIV info from community based volunteer 16002 2606 10890 21113 Community dialogue: Participated in community dialogue 2011 805 431 3592 Community dialogue: Participated in SAfAIDS community policy dialogue 729 405 -67 1524 Participated in SAfAIDS community policy dialogue 1269 606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 430 1033 1031 5084 Participated in Changing the River's Flow 830 449 -50 1711 River's Flow 830 449 -50 1711		538	303	-137	1213
literacy toolkit in past two years Materials: Received GBV toolkit in past two years Information: Received HIV info from community based volunteer Community dialogue: Participated in community dialogue Community dialogue: Participated in SAfAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow bag Participated in Changing the River's Flow bag Participated in Changing the River's Flow Rason Changing the River's Flow bag Participated in Changing the River's Flow River's Flow Rason Changing the River's Flow bag Participated in Changing the River's Flow					
Materials: Received GBV toolkit in past two years 2286 851 616 3956 Information: Received HIV info from community based volunteer 16002 2606 10890 21113 Community dialogue: Community dialogue: Participated in community dialogue 2011 805 431 3592 Participated in SAFAIDS community policy dialogue 729 405 -67 1524 Participated in SAFAIDS community policy dialogue 1269 606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 3058 1033 1031 5084 River's Flow bag 830 449 -50 1711 River's Flow 830 449 -50 1711		1064	602	-117	2244
Materials: Received GBV toolkit in past two years Information: Received HIV info from community based volunteer Community dialogue: 2011 805 431 3592 Participated in community dialogue: 729 405 -67 1524 Participated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow logo Participated in Changing the River's Flow bag	literacy toolkit in past two				
Information: Received HIV 16002 2606 10890 21113 Information: Received HIV 16002 2606 10890 21113 Info from community based volunteer 2011 805 431 3592 Participated in community dialogue 729 405 -67 1524 Participated in SAFAIDS 2606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 4305 1033 1031 5084 River's Flow bag Participated in Changing the River's Flow 830 449 -50 1711 River's Flow River's Flo	1				
Information: Received HIV info from community based volunteer Community dialogue: 2011 805 431 3592 Participated in community dialogue Community dialogue: 729 405 -67 1524 Participated in SAfAIDS community policy dialogue Heard of Changing the 1269 606 81 2457 River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow	Materials: Received GBV	2286	851	616	3956
info from community based volunteer Community dialogue: 2011 805 431 3592 Participated in community dialogue Community dialogue: 729 405 -67 1524 Participated in SAFAIDS community policy dialogue Heard of Changing the 1269 606 81 2457 River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow	toolkit in past two years				
volunteer 2011 805 431 3592 Participated in community dialogue 729 405 -67 1524 Community dialogue: 729 405 -67 1524 Participated in SAfAIDS community policy dialogue 2011 81 2457 Heard of Changing the River's Flow 1269 606 81 2457 River's Flow logo 2422 821 811 4033 River's Flow logo 3058 1033 1031 5084 River's Flow bag 830 449 -50 1711 River's Flow 830 449 -50 1711	Information: Received HIV	16002	2606	10890	21113
Community dialogue: 2011 805 431 3592	info from community based				
Participated in community dialogue: Community dialogue: Participated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow	volunteer				
dialogue 729 405 -67 1524 Participated in SAfAIDS community policy dialogue 1269 606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 3058 1033 1031 5084 River's Flow bag 830 449 -50 1711 River's Flow 830 449 -50 1711	Community dialogue:	2011	805	431	3592
Community dialogue: 729 405 -67 1524 Participated in SAfAIDS community policy dialogue Heard of Changing the 1269 606 81 2457 River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow	Participated in community				
Participated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow	dialogue				
Participated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow	Community dialogue:	729	405	-67	1524
Heard of Changing the 1269 606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow River's Flow 1031 <	Participated in SAfAIDS				
Heard of Changing the 1269 606 81 2457 River's Flow 2422 821 811 4033 River's Flow logo 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow River's Flow 1031 <	community policy dialogue				
River's Flow Has seen Changing the 2422 821 811 4033 River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the 830 449 -50 1711 River's Flow		1269	606	81	2457
River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the River's Flow River's Flow					
River's Flow logo Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the River's Flow River's Flow	Has seen Changing the	2422	821	811	4033
Has seen Changing the 3058 1033 1031 5084 River's Flow bag Participated in Changing the River's Flow 830 449 -50 1711					
River's Flow bag Participated in Changing the River's Flow 830 449 -50 1711		3058	1033	1031	5084
Participated in Changing the 830 449 -50 1711 River's Flow					
River's Flow		830	449	-50	1711
				3.0	_,
	Any SAfAIDS exposure	37718	4963	27982	47455

Table 5: Estimated number of people reached (Urban)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	24096	1735	20692	27500
(spontaneous)				
Knows: One Love Slogan	47981	2182	43700	52262
(aided)				
Knows: One Love	94352	1466	91476	97227
Knows: One Love logo	76145	2000	72222	80068
Ever heard: Kuncono Munye or	59442	2164	55196	63688
Bagcwele I quantum radio	33112	2101	33170	03000
drama				
Ever heard: S'THRU Aw'	31681	1946	27864	35499
kaphephi talk show				
Ever heard: One Love talk	22446	1717	19078	25814
show				
Read: Love, Sex, and You	41843	2136	37652	46034
booklet				
Read: How We Live and Love,	30714	1955	26879	34549
Men and Women in Swaziland				
booklet				
Read: You Haven't Met Joe	7385	904	5611	9160
booklet				
Read: S'THRU! Aw' khaphephi!	17231	1586	14121	20342
booklet				
Read: Indlela lesiphila	23725	1826	20142	27308
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	40947	2097	36832	45062
series				
Watched film: When the Music	13454	1373	10761	16148
Stops				
Watched film: Big House,	14249	1449	11406	17093
Small House				
Watched film: Travelling Man	15507	1358	12842	18171
Watched film: After the	12955	1262	10480	15430
Honeymoon		1001		11000
Watched film: Chaguo	8966	1231	6552	11380
Watched film: Umshato	28752	1878	25068	32437
Watched film: Bloodlines	28370	1878	24685	32055
Watched film: Second Chances	13175	1371	10485	15865
Watched film: Against the	7612	923	5800	9423
Odds				
Watched film: Betrayed	10984	1087	8852	13116
Watches: Untold Stories	42815	2116	38665	46966
Drama Series				
Watched drama: Rebel Rhymes	9306	1187	6977	11635
Watched drama: Mapule's	13265	1454	10412	16117
Choice				
Watched drama: Secrets and	22438	1712	19079	25796
Lies				
Watched drama: The Test	9845	1283	7327	12362
Watched drama: Tempestade	8826	1112	6644	11009
Watched drama: Ulendo waRose	7492	1034	5464	9519
Watched drama: Batjele	28047	1795	24526	31568

Watched drama: Chipo's	8030	1009	6050	10010
Promise				
Watched drama: Between	13929	1336	11307	16550
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert				
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert				
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert				
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert				
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert				
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue				
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert				
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion				
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets				
Read: At least two One Love	171637	10513	150821	192453
Bookelts	155606	1 4 6 1 6	100605	106560
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel	000150	1.601.5	0.45.400	21.00.60
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More Channels				
0	00550	1.602	00050	05052
Heard of Lusweti	92552	1683	89250	95853
Knows: Lusweti logo	88344	1817	84779	91909
Read: Alcohol and You	48995	2188	44703	53287
Read: HIV and AIDS Action	31723	1914	27967	35478
Now				
Read: ARVs and Your Life	31213	2019	27253	35173
Read: Tjwala Nemphilo Yakho	34203	2072	30139	38267
Read: ema ARVs nemphilo	20623	1737	17215	24032
yakho				
Radio: Heard Lusweti Radio	60460	2153	56236	64685
Drama				
TV: Watched Lusweti TV Show	35228	1943	31416	39040
Knows: Lusweti	96032	1488	93114	98951
Knows: SAfAIDS logo	4928	734	3487	6369
Read: SAfAIDS column	3113	610	1916	4311
Received/saw SAfAIDS	1718	488	760	2676
materials				

HIV materials in past two years Materials: Received 399 191 -7 8 flipchart in past two years Materials: Received poster 1184 102 967 14 in past two years Materials: Received toolkit 834 222 362 13 in past two years Materials: Received how-to 661 234 161 11
Materials: Received 399 191 -7 88 flipchart in past two years Materials: Received poster 1184 102 967 14 in past two years Materials: Received toolkit 834 222 362 13 in past two years
flipchart in past two years Materials: Received poster 1184 102 967 14 in past two years Materials: Received toolkit 834 222 362 13 in past two years
Materials: Received poster 1184 102 967 14 in past two years Materials: Received toolkit 834 222 362 13 in past two years
in past two years Materials: Received toolkit 834 222 362 13 in past two years
Materials: Received toolkit 834 222 362 13 in past two years
in past two years
Materials: Received how-to 661 234 161 11
1140021412 116001104 1161100
card in past two years
Materials: Received 759 226 277 12
newsletter in past two years
Materials: Received 364 208 -79 8
factsheet in past two years
Materials: Received ART 1489 636 242 27
literacy toolkit in past two
years
Materials: Received GBV 1071 364 357 17
toolkit in past two years
Information: Received HIV 2902 778 1376 44
info from community based
volunteer
Community dialogue: 646 343 -26 13
Participated in community
dialogue
Community dialogue: 646 343 -26 13
Participated in SAfAIDS
community policy dialogue
Heard of Changing the 1012 371 284 17
River's Flow
Has seen Changing the 1210 451 325 20
River's Flow logo
Has seen Changing the 663 343 -10 13
River's Flow bag
Participated in Changing the 585 332 -67 12
River's Flow
Any SAfAIDS exposure 8162 1058 6086 102

Table 6: Estimated number of people reached (Border)

Intervention	Total	Std. Err.	[95% Conf.	Interval]
Knows: One Love Slogan	23804	2786	18174	29434
(spontaneous)				
Knows: One Love Slogan	55338	5215	44798	65877
(aided)				
Knows: One Love	106641	6761	92976	120306
Knows: One Love logo	80417	5841	68612	92222
Ever heard: Kuncono Munye or	69854	5461	58818	80891
Bagcwele I quantum radio	0,0001	3101	30010	00071
drama				
Ever heard: S'THRU Aw'	29705	4027	21567	37843
kaphephi talk show	_, _,			
Ever heard: One Love talk	19999	3284	13361	26637
show				
Read: Love, Sex, and You	38379	3093	32129	44630
booklet				
Read: How We Live and Love,	33314	2906	27441	39188
Men and Women in Swaziland				
booklet				
Read: You Haven't Met Joe	5534	1241	3026	8041
booklet				
Read: S'THRU! Aw' khaphephi!	21830	2741	16291	27370
booklet				
Read: Indlela lesiphila	28692	2643	23350	34033
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	25107	3630	17769	32444
series				
Watched film: When the Music	5715	1199	3291	8139
Stops		1.00	21.62	10050
Watched film: Big House,	6611	1706	3163	10059
Small House	0250	0000	4000	12000
Watched film: Travelling Man	9378	2202	4928	13828
Watched film: After the	7665	1416	4802	10527
Honeymoon	4100	1007	1001	(20)
Watched film: Chaguo	4189	1087	1991	6386
Watched film: Umshato	18811	2821	13108	24513
Watched film: Bloodlines	17512	2844	11765	23260
Watched film: Second Chances	7420	1623	4141	10700
Watched film: Against the	6000	1165	3646	8355
Odds	F0.F.(1006	2040	11001
Watched film: Betrayed	7956	1986	3942	11971
Watches: Untold Stories	25428	3897	17551	33304
Drama Series	4524	1005	0240	6500
Watched drama: Rebel Rhymes	4534	1085	2340	6728
Watched drama: Mapule's	8101	1454	5162	11039
Choice	10020	0015	E 2 E 4	1.6811
Watched drama: Secrets and	12032	2315	7354	16711
Lies	71 4 7	1068	2504	0000
Watched drama: The Test	6146	1267	3584	8707
Watched drama: Tempestade	4995	1239	2491	7499
Watched drama: Ulendo waRose	4896	1199	2474	7319
Watched drama: Batjele	17604	2957	11627	23581

Watched drama: Chipo's	4987	1327	2305	7669
Promise				
Watched drama: Between	7109	1552	3973	10246
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert				
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert				
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert				
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert				
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert				
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue				
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert				
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion				
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets	151625	10510	1.50001	100453
Read: At least two One Love	171637	10513	150821	192453
Bookelts	155606	1 4 6 1 6	100605	106560
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel	000150	16010	0.45.42.0	210060
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More Channels				
Heard of Lusweti	102050	6657	00000	116712
	103258		89802	116713
Knows: Lusweti logo	92927	6134	80530	105325
Read: Alcohol and You	44724	3790	37064	52384
Read: HIV and AIDS Action	34909	4201	26419	43400
Now				
Read: ARVs and Your Life	30257	3557	23068	37445
Read: Tjwala Nemphilo Yakho	37010	3428	30083	43938
Read: ema ARVs nemphilo	25677	2694	20232	31122
yakho				
Radio: Heard Lusweti Radio	71039	5079	60775	81304
Drama				
TV: Watched Lusweti TV Show	22403	3183	15970	28836
Knows: Lusweti	109644	6505	96498	122790
Knows: SAfAIDS logo	6853	1485	3851	9855
Read: SAfAIDS column	3959	1012	1915	6003
Received/saw SAfAIDS	2900	934	1013	4787
materials				

HIV materials in past two years 321 237 -207 849 flipchart in past two years 321 237 -207 849 materials: Received poster 1813 726 197 3430 in past two years 3441 -29 1754 iteracy toolkit in past two years 3441 -29 1754 iteracy toolkit in past two years 3441 -29 1754 iteracy toolkit in past two years 3441 -29 1754 iteracy toolkit in past two years 3441 -29 1754 iteracy toolkit in past two years 3441 -29 1754 iteracy toolkit in past two years 3450 iteracy toolkit in past two years	Materials: Received SAfAIDS	2167	914	319	4015
Materials: Received flipchart in past two years Materials: Received poster 1813 726 197 3430 in past two years Materials: Received toolkit 1213 535 21 2405 in past two years Materials: Received how-to 516 396 -366 1398 card in past two years Materials: Received how-to 516 396 -366 1398 card in past two years Materials: Received 730 276 115 1345 newsletter in past two years Materials: Received 702 424 -242 1647 factsheet in past two years Materials: Received ART 863 441 -29 1754 literacy toolkit in past two years Materials: Received GBV 1034 523 -24 2092 toolkit in past two years Information: Received HIV 7955 2994 1904 14006 info from community based volunteer Community dialogue: 590 262 60 1120 Participated in community dialogue Community dialogue: 683 274 129 1238 Participated in SAfAIDS community policy dialogue Heard of Changing the 733 299 129 1337 River's Flow Has seen Changing the 1688 672 329 3046 River's Flow bag Participated in Changing the 1574 631 297 2850 River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow	_				
State	-	201	227	207	0.40
Materials: Received poster in past two years 1813 726 197 3430 Materials: Received toolkit 1213 535 21 2405 in past two years		341	237	-207	849
In past two years		1012	726	107	2420
Materials: Received toolkit in past two years Samuerials: Received how-to card in past two years Samuerials: Received how-to card in past two years Samuerials: Received Samu		1813	/20	197	3430
In past two years		1010	F 2 F	0.1	2405
Materials: Received how-to card in past two years 516 396 -366 1398 Materials: Received newsletter in past two years 730 276 115 1345 Materials: Received		1213	535	21	2405
Card in past two years Materials: Received 730 276 115 1345		F1.6	206	266	1200
Materials: Received newsletter in past two years 730 276 115 1345 Materials: Received factsheet in past two years 702 424 -242 1647 Materials: Received ART literacy toolkit in past two years 863 441 -29 1754 Materials: Received GBV toolkit in past two years 1034 523 -24 2092 Information: Received HIV info from community based volunteer 7955 2994 1904 14006 Community dialogue: Participated in community dialogue 590 262 60 1120 Participated in SAFAIDS community policy dialogue 683 274 129 1238 Participated in Changing the River's Flow 733 299 129 1337 Has seen Changing the River's Flow logo 1688 672 329 3046 River's Flow bag 1574 631 297 2850 Participated in Changing the River's Flow 130 110 -93 353		516	396	-366	1398
Naterials: Received					1015
Materials: Received factsheet in past two years 702 424 -242 1647 Materials: Received ART literacy toolkit in past two years 863 441 -29 1754 Materials: Received GBV toolkit in past two years 1034 523 -24 2092 Information: Received HIV info from community based volunteer 7955 2994 1904 14006 Community dialogue: Community dialogue: Participated in community dialogue 590 262 60 1120 Participated in SAFAIDS community policy dialogue 683 274 129 1238 Participated in SAFAIDS community policy dialogue 733 299 129 1337 River's Flow 1688 672 329 3046 River's Flow logo 1574 631 297 2850 Participated in Changing the River's Flow bag 130 110 -93 353 River's Flow 130 110 -93 353		730	276	115	1345
Materials: Received ART					
Materials: Received ART literacy toolkit in past two years 863 441 -29 1754 Materials: Received GBV toolkit in past two years 1034 523 -24 2092 Information: Received HIV information: Received HIV info from community based volunteer 7955 2994 1904 14006 Community dialogue: Participated in community dialogue 590 262 60 1120 Participated in SAfAIDS community policy dialogue 683 274 129 1238 Participated in SAfAIDS community policy dialogue 733 299 129 1337 River's Flow 1688 672 329 3046 River's Flow logo 1574 631 297 2850 River's Flow bag 1574 631 297 2850 Participated in Changing the River's Flow 130 110 -93 353		702	424	-242	1647
Second color of the past two years Second color of the past two years Second color of the past two years Second color of two years S					
Materials: Received GBV toolkit in past two years 1034 523 -24 2092 Information: Received HIV received HIV received him from community based volunteer 7955 2994 1904 14006 Community dialogue: 590 262 60 1120 Participated in community dialogue 683 274 129 1238 Participated in SAFAIDS community policy dialogue 683 274 129 1238 Participated of Changing the River's Flow 733 299 129 1337 River's Flow logo 1688 672 329 3046 River's Flow logo 1574 631 297 2850 River's Flow bag 130 110 -93 353 River's Flow 130 110 -93 353		863	441	-29	1754
Materials: Received GBV toolkit in past two years Information: Received HIV 7955 2994 1904 14006 info from community based volunteer Community dialogue: 590 262 60 1120 Participated in community dialogue Community dialogue: 683 274 129 1238 Participated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow logo Participated in Changing the River's Flow bag Participated in Changing the River's Flow	literacy toolkit in past two				
Information: Received HIV 7955 2994 1904 14006	-				
Information: Received HIV		1034	523	-24	2092
info from community based volunteer Community dialogue: 590 262 60 1120 Participated in community dialogue Community dialogue: 683 274 129 1238 Participated in SAFAIDS community policy dialogue Heard of Changing the 733 299 129 1337 River's Flow Has seen Changing the 1688 672 329 3046 River's Flow logo Has seen Changing the 1574 631 297 2850 River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow	toolkit in past two years				
volunteer 590 262 60 1120 Participated in community dialogue 683 274 129 1238 Community dialogue: 683 274 129 1238 Participated in SAfAIDS community policy dialogue 733 299 129 1337 River's Flow 1688 672 329 3046 River's Flow logo 1574 631 297 2850 River's Flow bag 130 110 -93 353 River's Flow 130 110 -93 353	Information: Received HIV	7955	2994	1904	14006
Community dialogue: Participated in community dialogue Community dialogue: Community dialogue: Participated in SAfAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow bag Participated in Changing the River's Flow River's Flow bag Participated in Changing the River's Flow	info from community based				
Participated in community dialogue: Community dialogue: Earticipated in SAFAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow River's Flow bag Participated in Changing the River's Flow					
dialogue 683 274 129 1238 Participated in SAfAIDS community policy dialogue 733 299 129 1337 Heard of Changing the River's Flow 1688 672 329 3046 River's Flow logo 1688 672 329 3046 River's Flow logo 1574 631 297 2850 River's Flow bag 130 110 -93 353 River's Flow 130 110 -93 353	Community dialogue:	590	262	60	1120
Community dialogue: Participated in SAfAIDS community policy dialogue Heard of Changing the River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow	Participated in community				
Participated in SAfAIDS community policy dialogue Heard of Changing the 733 299 129 1337 River's Flow Has seen Changing the 1688 672 329 3046 River's Flow logo Has seen Changing the 1574 631 297 2850 River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow	dialogue				
Community policy dialogue Heard of Changing the 733 299 129 1337 River's Flow Has seen Changing the 1688 672 329 3046 River's Flow logo Has seen Changing the 1574 631 297 2850 River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow	Community dialogue:	683	274	129	1238
Heard of Changing the River's Flow 733 299 129 1337 Has seen Changing the River's Flow logo 1688 672 329 3046 Has seen Changing the River's Flow bag 1574 631 297 2850 Participated in Changing the River's Flow 130 110 -93 353	Participated in SAfAIDS				
River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow River's Flow River's Flow River's Flow	community policy dialogue				
River's Flow Has seen Changing the River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow River's Flow River's Flow River's Flow		733	299	129	1337
River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow River's Flow					
River's Flow logo Has seen Changing the River's Flow bag Participated in Changing the River's Flow River's Flow	Has seen Changing the	1688	672	329	3046
River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow					
River's Flow bag Participated in Changing the 130 110 -93 353 River's Flow	Has seen Changing the	1574	631	297	2850
Participated in Changing the 130 110 -93 353 River's Flow				-	
River's Flow		130	110	-93	353
			-		230
	Any SAfAIDS exposure	16940	3631	9602	24278

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

Intervention	Total	Std. Err.	[95% Conf.	Intervall
Knows: One Love Slogan	39829	6413	27130	52528
(spontaneous)	37027	0115	27130	32320
Knows: One Love Slogan	47446	5080	37387	57505
(aided)	1,110	3000	37307	3,303
Knows: One Love	114688	7857	99129	130246
Knows: One Love logo	94326	7483	79509	109142
Ever heard: Kuncono Munye or	77427	5900	65745	89109
Bagcwele I quantum radio	7 7 12 7	3700	03713	0,510,5
drama				
Ever heard: S'THRU Aw'	42578	5753	31187	53968
kaphephi talk show	12370	3,33	31107	33700
Ever heard: One Love talk	21698	3089	15582	27815
show	21000	2007	20002	2,020
Read: Love, Sex, and You	51717	5087	41644	61789
booklet				
Read: How We Live and Love,	47950	5002	38046	57854
Men and Women in Swaziland				
booklet				
Read: You Haven't Met Joe	5667	1347	3000	8335
booklet				
Read: S'THRU! Aw' khaphephi!	28482	4247	20073	36891
booklet				
Read: Indlela lesiphila	35013	4049	26995	43031
ngayo: ngetelutsandvo				
eswatini booklet				
Watched: Love Stories film	43322	5983	31474	55169
series				
Watched film: When the Music	14718	3112	8556	20881
Stops	11100	2112		4
Watched film: Big House,	11402	2118	7208	15596
Small House	10020	1000	6006	14064
Watched film: Travelling Man Watched film: After the	10930	1987	6996	14864
	14096	2791	8569	19622
Honeymoon	6076	1000	2720	0000
Watched film: Chaguo	6276	1286	3730	8822
Watched film: Umshato	31622	5319	21091	42154
Watched film: Bloodlines	34926	5598	23842	46010
Watched film: Second Chances	13522	2934	7712	19331
Watched film: Against the	9757	2010	5776	13738
Odds	1200	2006		10010
Watched film: Betrayed	13725	3026	7733	19717
Watches: Untold Stories	38143	4399	29431	46854
Drama Series	6101	1104	2015	0546
Watched drama: Rebel Rhymes	6181	1194	3817	8546
Watched drama: Mapule's	9898	2404	5138	14657
Choice	1.004	0202	11000	01.400
Watched drama: Secrets and	16664	2393	11926	21402
Lies	0.570	1	F 400	11004
Watched drama: The Test	8572	1597	5409	11734
Watched drama: Tempestade	6095	1128	3861	8329
Watched drama: Ulendo waRose	6456	1261	3958	8953
Watched drama: Batjele	31127	3698	23804	38450

Watched drama: Chipo's	10141	2530	5132	15150
Promise	10111	2330	3132	13130
Watched drama: Between	9860	1607	6679	13042
Friends	3000	1007	0075	13012
Watched: Meet Joe television	20141	3768	12679	27602
advertisement	20111	3700	12075	27002
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio	0131	1100	3320	11311
advert				
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert				
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert				
Champions advert: Ever seen	35949	4253	27528	44369
Speciosa Wandira TV advert				
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert				
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert				
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue				
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert				
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion				
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets				
Read: At least two One Love	171637	10513	150821	192453
Bookelts				
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel				
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More Channels				
	110150	T056	05004	104540
Heard of Lusweti	110172	7256	95804	124540
Knows: Lusweti logo	108570	7235	94243	122896
Read: Alcohol and You	70362	6709	57076	83647
Read: HIV and AIDS Action	52022	5284	41558	62486
Now				
Read: ARVs and Your Life	49659	5627	38517	60801
Read: Tjwala Nemphilo Yakho	56147	6485	43306	68987
Read: ema ARVs nemphilo	44999	6276	32572	57425
yakho				
Radio: Heard Lusweti Radio	75979	6394	63318	88641
Drama				
TV: Watched Lusweti TV Show	38268	4631	29099	47438
Knows: Lusweti	115453	7727	100152	130754
Knows: SAfAIDS logo	4002	1199	1628	6376
Read: SAfAIDS column	1709	713	297	3120
Received/saw SAfAIDS	2146	739	684	3609
materials				

terials: Received SAfAIDS	1164	500	173	2154
W materials in past two				
ears terials: Received	0	/		
	Ü	(omitted)		
ipchart in past two years				
terials: Received poster	701	•	•	•
past two years				
terials: Received toolkit	444	•	•	•
past two years				
terials: Received how-to	354	•	•	•
rd in past two years				
terials: Received	884		•	•
wsletter in past two years				
terials: Received	356	•	•	•
ctsheet in past two years				
terials: Received ART	337	200	-59	734
teracy toolkit in past two				
ars				
terials: Received GBV	1063	602	-130	2255
olkit in past two years				
formation: Received HIV	2429	1080	290	4568
fo from community based				
lunteer				
mmunity dialogue:	0	(omitted)		
rticipated in community				
alogue				
mmunity dialogue:	134	113	-91	358
rticipated in SAfAIDS				
mmunity policy dialogue				
ard of Changing the	22	22	-21	65
ver's Flow				
s seen Changing the	817	376	71	1562
ver's Flow logo				
s seen Changing the	1079	649	-206	2364
ver's Flow bag				
rticipated in Changing the	51	37	-21	124
ver's Flow	- '	-		
y SAfAIDS exposure	8446	2336	3822	13071

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

Intervention	Total	Std. Err.	[95% Conf.	Intervall
Knows: One Love Slogan	35135	3352	28464	41806
(spontaneous)	33133	3332	20101	11000
Knows: One Love Slogan	71808	4795	62265	81350
(aided)	71000	1755	02203	01330
Knows: One Love	143531	8403	126810	160253
Knows: One Love logo	108571	6901	94837	122305
Ever heard: Kuncono Munye or	99308	6326	86718	
Bagcwele I quantum radio	99300	0320	00/10	111897
drama				
Ever heard: S'THRU Aw'	47468	3238	41025	53911
kaphephi talk show	4/400	3230	41025	23911
Ever heard: One Love talk	30790	2901	25018	36563
show	30190	2901	23010	30303
Read: Love, Sex, and You	56006	4465	47121	64892
booklet	30000	4403	7/121	04092
Read: How We Live and Love,	48700	4269	40205	57195
Men and Women in Swaziland	40700	4209	40203	3/1/3
booklet				
Read: You Haven't Met Joe	14222	2007	10228	18215
booklet	11222	2007	10220	10213
Read: S'THRU! Aw' khaphephi!	31626	2970	25715	37536
Booklet	31020	2010	25715	37330
Read: Indlela lesiphila	40817	3168	34512	47123
ngayo: ngetelutsandvo	10017	3100	31312	17125
eswatini booklet				
Watched: Love Stories film	42828	4025	34818	50839
series	12020	1020	31010	3333
Watched film: When the Music	16740	2097	12566	20913
Stops				
Watched film: Big House,	13221	1593	10051	16390
Small House				
Watched film: Travelling Man	18267	2346	13598	22936
Watched film: After the	16038	2094	11871	20205
Honeymoon				
Watched film: Chaquo	10243	1502	7255	13231
Watched film: Umshato	33854	3497	26895	40812
Watched film: Bloodlines	31260	3319	24655	37866
Watched film: Second Chances	12846	1490	9881	15811
Watched film: Against the	11672	1630	8427	14916
Odds	11072	1030	0127	11710
Watched film: Betrayed	14775	2151	10494	19056
Watches: Untold Stories	44175	4218	35782	52569
Drama Series	441 <i>1</i> 3	4210	33702	32309
Watched drama: Rebel Rhymes	11602	1703	8212	14992
Watched drama: Mapule's	17851	2400	13075	22627
Choice	17001	2400	13073	22021
Watched drama: Secrets and	22973	2688	17623	28323
Lies	22713	2000	11023	20323
Watched drama: The Test	10415	1520	7389	13440
Watched drama: Tempestade	8985	1393	6212	11757
Watched drama: Iempestade Watched drama: Ulendo waRose	8591		5863	
		1371		11318
Watched drama: Batjele	31963	3269	25458	38468

Watched drama: Chipo's	11924	2094	7757	16091
Promise				
Watched drama: Between	15931	2289	11377	20486
Friends				
Watched: Meet Joe television	20141	3768	12679	27602
advertisement				
Champions advert: Ever heard	8434	1468	5526	11341
Speciosa Wandira radio				
advert	11000	0010	6005	15050
Champions advert: Ever heard	11029	2042	6985	15073
Kenneth Kaunda radio advert	20202	2526	12201	27202
Champions advert: Ever heard	20302	3536	13301	27303
Desmond Tutu radio advert	25040	4052	27520	44260
Champions advert: Ever seen Speciosa Wandira TV advert	35949	4253	27528	44369
Champions advert: Ever seen	50711	4622	41559	59862
Kenneth Kaunda TV advert	50/11	4022	41559	59862
Champions advert: Ever seen	89572	7832	74065	105079
Desmond Tutu TV advert	09314	1034	74005	103079
Dialogue: Participated in OL	12053	2676	6755	17352
community dialogue	12055	2070	0733	17332
Radio: Heard one radio	194560	18201	158521	230599
program/Champion advert	191900	10201	130321	230377
Radio: Heard at least two	165546	11817	142147	188946
radio programs/Champion	103310	1101,	11211,	100710
adverts				
Exposed to Any One Love TV	213464	15619	182537	244392
(drama/film) or advert				
(Champion/Meet Joe)				
Read: One (1) One Love	95533	7956	79779	111286
Booklets				
Read: At least two One Love	171637	10513	150821	192453
Bookelts				
One Love Multimedia	157626	14616	128685	186568
Exposure: One Channel				
One Love Multimedia	279153	16017	247438	310868
Exposure: Two or More				
Channels				
Heard of Lusweti	139823	7946	124010	155635
Knows: Lusweti logo	131076	7649	115854	146298
Read: Alcohol and You	71289	5632	60080	82498
Read: HIV and AIDS Action	48297	3959	40418	56176
Now				
Read: ARVs and Your Life	46075	3516	39079	53071
Read: Tjwala Nemphilo Yakho	54384	4475	45479	63290
Read: ema ARVs nemphilo	33424	3086	27282	39565
yakho				
Radio: Heard Lusweti Radio	89828	5878	78131	101525
Drama				
TV: Watched Lusweti TV Show	37770	3911	29986	45553
Knows: Lusweti	147133	8269	130677	163590
Knows: SAfAIDS logo	8366	1197	5983	10748
Read: SAfAIDS column	3846	642	2568	5125
Received/saw SAfAIDS	2649	796	1064	4234
materials				

Materials: Received SAfAIDS HIV materials in past two	1821	762	305	3338
years				
Materials: Received	486	238	-16	988
flipchart in past two years	100	200		700
Materials: Received poster	1028	499	-25	2081
in past two years	1010			2001
Materials: Received toolkit	983	458	17	1948
in past two years				
Materials: Received how-to	830	417	-50	1711
card in past two years				
Materials: Received	913	317	243	1583
newsletter in past two years				
Materials: Received	678	396	-157	1514
factsheet in past two years				
Materials: Received ART	934	435	69	1799
literacy toolkit in past two				
years				
Materials: Received GBV	1569	542	490	2648
toolkit in past two years				
Information: Received HIV	6573	1757	3078	10069
info from community based				
volunteer				
Community dialogue:	1166	401	368	1964
Participated in community				
dialogue				
Community dialogue:	433	190	55	810
Participated in SAfAIDS				
community policy dialogue				
Heard of Changing the	1118	326	468	1768
River's Flow				
Has seen Changing the	2070	638	800	3340
River's Flow logo				
Has seen Changing the	1559	586	392	2726
River's Flow bag				
Participated in Changing the	323	132	61	585
River's Flow				
Any SAfAIDS exposure	16664	2505	11679	21649