

Table 1: Estimated number of people reached (Total)

| Intervention | Total | Std. Err. | [95% Conf. Interval] | |
|--|--------|-----------|----------------------|--------|
| Knows: One Love Slogan (spontaneous) | 108140 | 11801 | 84773 | 131507 |
| Knows: One Love Slogan (aided) | 244169 | 14904 | 214658 | 273681 |
| Knows: One Love | 468205 | 28052 | 412658 | 523752 |
| Knows: One Love logo | 357270 | 21104 | 315481 | 399058 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 323991 | 20463 | 283472 | 364511 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 160041 | 13547 | 133215 | 186866 |
| Ever heard: One Love talk show | 97370 | 8491 | 80557 | 114184 |
| Read: Love, Sex, and You booklet | 180369 | 10818 | 158949 | 201790 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 156488 | 10544 | 135610 | 177365 |
| Read: You Haven't Met Joe booklet | 29506 | 3816 | 21951 | 37062 |
| Read: S'THRU! Aw' khaphephi! booklet | 98636 | 9277 | 80266 | 117006 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 127429 | 9015 | 109579 | 145279 |
| Watched: Love Stories film series | 139628 | 11988 | 115891 | 163365 |
| Watched film: When the Music Stops | 43736 | 5829 | 32194 | 55279 |
| Watched film: Big House, Small House | 36612 | 3724 | 29238 | 43986 |
| Watched film: Travelling Man | 53875 | 7139 | 39739 | 68012 |
| Watched film: After the Honeymoon | 48003 | 5434 | 37243 | 58762 |
| 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: Against the Odds | 29145 | 3209 | 22791 | 35500 |
| Watched film: Betrayed | 38435 | 5145 | 28248 | 48622 |
| Watches: Untold Stories Drama Series | 135776 | 11863 | 112286 | 159266 |
| Watched drama: Rebel Rhymes | 31708 | 4328 | 23137 | 40279 |
| Watched drama: Mapule's Choice | 44247 | 5265 | 33822 | 54672 |
| Watched drama: Secrets and Lies | 66251 | 6397 | 53585 | 78918 |
| 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 |

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|---|--------|-------|--------|--------|
| Watched drama: Chipo's Promise | 29665 | 5165 | 19438 | 39893 |
| Watched drama: Between Friends | 42220 | 4374 | 33559 | 50881 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 159282 | 8886 | 141687 | 176876 |
| Read: ARVs and Your Life | 156648 | 10971 | 134923 | 178372 |
| Read: Tjwala Nemphilo Yakho | 193507 | 14117 | 165553 | 221461 |
| Read: ema ARVs nemphilo yakho | 137618 | 13316 | 111252 | 163985 |
| Radio: Heard Lusweti Radio Drama | 320185 | 21561 | 277491 | 362878 |
| 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 materials | 7795 | 1423 | 4978 | 10612 |

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

Table 2: Estimated number of people reached (Males)

| Intervention | Total | Std. Err. | [95% Conf. Interval] | |
|--|--------|-----------|----------------------|--------|
| Knows: One Love Slogan (spontaneous) | 37978 | 5183 | 27715 | 48242 |
| Knows: One Love Slogan (aided) | 128398 | 9019 | 110539 | 146257 |
| Knows: One Love | 221378 | 13665 | 194319 | 248437 |
| Knows: One Love logo | 155488 | 11215 | 133280 | 177695 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 151752 | 9516 | 132909 | 170596 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 67099 | 8292 | 50679 | 83518 |
| Ever heard: One Love talk show | 46490 | 4520 | 37540 | 55440 |
| Read: Love, Sex, and You booklet | 83325 | 5998 | 71448 | 95202 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 72649 | 5595 | 61570 | 83728 |
| Read: You Haven't Met Joe booklet | 15998 | 2587 | 10876 | 21121 |
| Read: S'THRU! Aw' khaphephi! Booklet | 47961 | 6467 | 35157 | 60765 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 59158 | 5416 | 48433 | 69882 |
| Watched: Love Stories film series | 56082 | 5178 | 45830 | 66334 |
| Watched film: When the Music Stops | 16614 | 2632 | 11403 | 21825 |
| Watched film: Big House, Small House | 15718 | 2442 | 10882 | 20555 |
| Watched film: Travelling Man | 25313 | 3407 | 18567 | 32059 |
| Watched film: After the Honeymoon | 22224 | 3345 | 15601 | 28848 |
| 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 Odds | 11610 | 2012 | 7625 | 15594 |
| Watched film: Betrayed | 12030 | 2288 | 7500 | 16560 |
| Watches: Untold Stories Drama Series | 56228 | 6963 | 42441 | 70015 |
| Watched drama: Rebel Rhymes | 14089 | 2585 | 8969 | 19208 |
| Watched drama: Mapule's Choice | 17543 | 2472 | 12649 | 22438 |
| Watched drama: Secrets and Lies | 23708 | 3322 | 17130 | 30285 |
| 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 |

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|---|--------|-------|--------|--------|
| Watched drama: Chipo's Promise | 7528 | 1615 | 4331 | 10726 |
| Watched drama: Between Friends | 15672 | 2748 | 10229 | 21114 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 66318 | 5305 | 55813 | 76823 |
| Read: ARVs and Your Life | 70009 | 6240 | 57653 | 82364 |
| Read: Tjwala Nemphilo Yakho | 90056 | 8299 | 73623 | 106490 |
| Read: ema ARVs nemphilo yakho | 51548 | 6717 | 38249 | 64848 |
| Radio: Heard Lusweti Radio Drama | 152161 | 11885 | 128628 | 175695 |
| 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 materials | 4928 | 1184 | 2583 | 7272 |

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|---|-------|------|-------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 3652 | 1075 | 1523 | 5781 |
| Materials: Received flipchart in past two years | 1205 | 447 | 265 | 2145 |
| Materials: Received poster in past two years | 3204 | 718 | 1696 | 4711 |
| Materials: Received toolkit in past two years | 2307 | 744 | 743 | 3871 |
| Materials: Received how-to card in past two years | 1571 | 569 | 376 | 2767 |
| Materials: Received newsletter in past two years | 1584 | 542 | 445 | 2723 |
| Materials: Received factsheet in past two years | 985 | 441 | 58 | 1913 |
| Materials: Received ART literacy toolkit in past two years | 3023 | 929 | 1182 | 4863 |
| Materials: Received GBV toolkit in past two years | 2959 | 855 | 1265 | 4653 |
| Information: Received HIV info from community based volunteer | 22441 | 5397 | 11755 | 33127 |
| Community dialogue: Participated in community dialogue | 3260 | 998 | 1284 | 5237 |
| Community dialogue: Participated in SAfAIDS community policy dialogue | 1748 | 709 | 345 | 3151 |
| Heard of Changing the River's Flow | 2898 | 844 | 1226 | 4570 |
| Has seen Changing the River's Flow logo | 3328 | 1094 | 1163 | 5494 |
| Has seen Changing the River's Flow bag | 4298 | 1225 | 1872 | 6724 |
| Participated in Changing the River's Flow | 1299 | 599 | 112 | 2486 |
| 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 (spontaneous) | 70162 | 9690 | 50974 | 89350 |
| Knows: One Love Slogan (aided) | 115771 | 8055 | 99822 | 131720 |
| Knows: One Love | 246827 | 16878 | 213407 | 280247 |
| Knows: One Love logo | 201782 | 15014 | 172054 | 231510 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 172239 | 12562 | 147364 | 197114 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 92942 | 10480 | 72189 | 113694 |
| Ever heard: One Love talk show | 50880 | 7049 | 36923 | 64837 |
| Read: Love, Sex, and You booklet | 97044 | 8004 | 81196 | 112892 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 83839 | 7454 | 69079 | 98598 |
| Read: You Haven't Met Joe booklet | 13508 | 2390 | 8775 | 18241 |
| Read: S'THRU! Aw' khaphephi! booklet | 50675 | 5852 | 39088 | 62263 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 68272 | 6012 | 56368 | 80175 |
| Watched: Love Stories film series | 83546 | 9167 | 65395 | 101696 |
| Watched film: When the Music Stops | 27122 | 4979 | 17263 | 36982 |
| Watched film: Big House, Small House | 20893 | 2918 | 15115 | 26672 |
| Watched film: Travelling Man | 28562 | 4905 | 18849 | 38275 |
| Watched film: After the Honeymoon | 25778 | 3712 | 18427 | 33129 |
| 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 Odds | 17536 | 2463 | 12658 | 22413 |
| Watched film: Betrayed | 26405 | 3837 | 18807 | 34004 |
| Watches: Untold Stories Drama Series | 79548 | 7020 | 65648 | 93447 |
| Watched drama: Rebel Rhymes | 17619 | 3115 | 11451 | 23788 |
| Watched drama: Mapule's Choice | 26704 | 4285 | 18218 | 35189 |
| Watched drama: Secrets and Lies | 42544 | 4894 | 32853 | 52235 |
| 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 |

| | | | | |
|---|--------|-------|--------|--------|
| Watched drama: Chipo's Promise | 22137 | 4340 | 13542 | 30731 |
| Watched drama: Between Friends | 26548 | 3253 | 20107 | 32989 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 92964 | 7677 | 77762 | 108165 |
| Read: ARVs and Your Life | 86639 | 8119 | 70563 | 102716 |
| Read: Tjwala Nemphilo Yakho | 103451 | 11290 | 81094 | 125807 |
| Read: ema ARVs nemphilo yakho | 86070 | 11851 | 62603 | 109537 |
| Radio: Heard Lusweti Radio Drama | 168023 | 13101 | 142081 | 193965 |
| 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 materials | 2867 | 809 | 1266 | 4468 |

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|---|-------|------|-------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 1595 | 597 | 413 | 2777 |
| Materials: Received flipchart in past two years | 69 | . | . | . |
| Materials: Received poster in past two years | 974 | . | . | . |
| Materials: Received toolkit in past two years | 744 | . | . | . |
| Materials: Received how-to card in past two years | 416 | . | . | . |
| Materials: Received newsletter in past two years | 974 | . | . | . |
| Materials: Received factsheet in past two years | 601 | . | . | . |
| Materials: Received ART literacy toolkit in past two years | 514 | 218 | 82 | 947 |
| Materials: Received GBV toolkit in past two years | 1652 | 697 | 272 | 3032 |
| Information: Received HIV info from community based volunteer | 5271 | 1786 | 1735 | 8806 |
| Community dialogue: Participated in community dialogue | 188 | 93 | 4 | 371 |
| Community dialogue: Participated in SAfAIDS community policy dialogue | 427 | 228 | -25 | 879 |
| Heard of Changing the River's Flow | 173 | 104 | -33 | 380 |
| Has seen Changing the River's Flow logo | 2018 | 703 | 625 | 3411 |
| Has seen Changing the River's Flow bag | 1153 | 651 | -135 | 2441 |
| Participated in Changing the River's Flow | 377 | 284 | -186 | 939 |
| 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 (spontaneous) | 62883 | 5820 | 51466 | 74301 |
| Knows: One Love Slogan (aided) | 144263 | 7022 | 130488 | 158037 |
| Knows: One Love | 276009 | 4481 | 267219 | 284799 |
| Knows: One Love logo | 206129 | 6584 | 193212 | 219045 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 201631 | 7040 | 187821 | 215441 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 100917 | 6826 | 87526 | 114308 |
| Ever heard: One Love talk show | 56819 | 5542 | 45947 | 67692 |
| Read: Love, Sex, and You booklet | 101838 | 6670 | 88753 | 114923 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 92211 | 6312 | 79829 | 104594 |
| Read: You Haven't Met Joe booklet | 16224 | 2737 | 10855 | 21592 |
| Read: S'THRU! Aw' kaphhephi! booklet | 59872 | 6115 | 47876 | 71867 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 75766 | 5780 | 64427 | 87106 |
| Watched: Love Stories film series | 75997 | 6413 | 63416 | 88579 |
| Watched film: When the Music Stops | 24822 | 4424 | 16143 | 33500 |
| Watched film: Big House, Small House | 16207 | 2893 | 10531 | 21884 |
| Watched film: Travelling Man | 29408 | 4554 | 20474 | 38341 |
| Watched film: After the Honeymoon | 27219 | 3815 | 19736 | 34702 |
| 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 Odds | 15848 | 3081 | 9803 | 21892 |
| Watched film: Betrayed | 19750 | 3308 | 13260 | 26241 |
| Watches: Untold Stories Drama Series | 68419 | 5791 | 57058 | 79780 |
| Watched drama: Rebel Rhymes | 17841 | 2891 | 12170 | 23512 |
| Watched drama: Mapule's Choice | 23603 | 3536 | 16666 | 30541 |
| Watched drama: Secrets and Lies | 31932 | 3791 | 24495 | 39369 |
| 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 |

| | | | | |
|---|--------|-------|--------|--------|
| Watched drama: Chipo's Promise | 17001 | 2875 | 11362 | 22640 |
| Watched drama: Between Friends | 21148 | 2969 | 15322 | 26973 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 93033 | 6286 | 80702 | 105364 |
| Read: ARVs and Your Life | 96506 | 6398 | 83955 | 109056 |
| Read: Tjwala Nemphilo Yakho | 124566 | 7045 | 110746 | 138385 |
| Read: ema ARVs nemphilo yakho | 93547 | 6630 | 80540 | 106554 |
| Radio: Heard Lusweti Radio Drama | 196177 | 6864 | 182712 | 209642 |
| 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 materials | 3003 | 831 | 1373 | 4633 |

| | | | | |
|---|-------|------|-------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 1541 | 576 | 412 | 2670 |
| Materials: Received flipchart in past two years | 538 | 303 | -137 | 1213 |
| Materials: Received poster in past two years | 1036 | 281 | 410 | 1662 |
| 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 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 |
| 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 |
| Heard of Changing the River's Flow | 1269 | 606 | 81 | 2457 |
| Has seen Changing the River's Flow logo | 2422 | 821 | 811 | 4033 |
| Has seen Changing the River's Flow bag | 3058 | 1033 | 1031 | 5084 |
| Participated in Changing the River's Flow | 830 | 449 | -50 | 1711 |
| 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 (spontaneous) | 24096 | 1735 | 20692 | 27500 |
| Knows: One Love Slogan (aided) | 47981 | 2182 | 43700 | 52262 |
| Knows: One Love | 94352 | 1466 | 91476 | 97227 |
| Knows: One Love logo | 76145 | 2000 | 72222 | 80068 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 59442 | 2164 | 55196 | 63688 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 31681 | 1946 | 27864 | 35499 |
| Ever heard: One Love talk show | 22446 | 1717 | 19078 | 25814 |
| Read: Love, Sex, and You booklet | 41843 | 2136 | 37652 | 46034 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 30714 | 1955 | 26879 | 34549 |
| Read: You Haven't Met Joe booklet | 7385 | 904 | 5611 | 9160 |
| Read: S'THRU! Aw' khaphephi! booklet | 17231 | 1586 | 14121 | 20342 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 23725 | 1826 | 20142 | 27308 |
| Watched: Love Stories film series | 40947 | 2097 | 36832 | 45062 |
| Watched film: When the Music Stops | 13454 | 1373 | 10761 | 16148 |
| Watched film: Big House, Small House | 14249 | 1449 | 11406 | 17093 |
| Watched film: Travelling Man | 15507 | 1358 | 12842 | 18171 |
| Watched film: After the Honeymoon | 12955 | 1262 | 10480 | 15430 |
| 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 Odds | 7612 | 923 | 5800 | 9423 |
| Watched film: Betrayed | 10984 | 1087 | 8852 | 13116 |
| Watches: Untold Stories Drama Series | 42815 | 2116 | 38665 | 46966 |
| Watched drama: Rebel Rhymes | 9306 | 1187 | 6977 | 11635 |
| Watched drama: Mapule's Choice | 13265 | 1454 | 10412 | 16117 |
| Watched drama: Secrets and Lies | 22438 | 1712 | 19079 | 25796 |
| 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 Promise | 8030 | 1009 | 6050 | 10010 |
| Watched drama: Between Friends | 13929 | 1336 | 11307 | 16550 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 31723 | 1914 | 27967 | 35478 |
| Read: ARVs and Your Life | 31213 | 2019 | 27253 | 35173 |
| Read: Tjwala Nemphilo Yakho | 34203 | 2072 | 30139 | 38267 |
| Read: ema ARVs nemphilo yakho | 20623 | 1737 | 17215 | 24032 |
| Radio: Heard Lusweti Radio Drama | 60460 | 2153 | 56236 | 64685 |
| 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 materials | 1718 | 488 | 760 | 2676 |

| | | | | |
|---|------|------|------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 1355 | 449 | 473 | 2236 |
| Materials: Received flipchart in past two years | 399 | 191 | -7 | 806 |
| Materials: Received poster in past two years | 1184 | 102 | 967 | 1401 |
| Materials: Received toolkit in past two years | 834 | 222 | 362 | 1307 |
| Materials: Received how-to card in past two years | 661 | 234 | 161 | 1160 |
| Materials: Received newsletter in past two years | 759 | 226 | 277 | 1240 |
| Materials: Received factsheet in past two years | 364 | 208 | -79 | 807 |
| Materials: Received ART literacy toolkit in past two years | 1489 | 636 | 242 | 2736 |
| Materials: Received GBV toolkit in past two years | 1071 | 364 | 357 | 1786 |
| Information: Received HIV info from community based volunteer | 2902 | 778 | 1376 | 4429 |
| Community dialogue: Participated in community dialogue | 646 | 343 | -26 | 1319 |
| Community dialogue: Participated in SAfAIDS community policy dialogue | 646 | 343 | -26 | 1319 |
| Heard of Changing the River's Flow | 1012 | 371 | 284 | 1740 |
| Has seen Changing the River's Flow logo | 1210 | 451 | 325 | 2095 |
| Has seen Changing the River's Flow bag | 663 | 343 | -10 | 1336 |
| Participated in Changing the River's Flow | 585 | 332 | -67 | 1237 |
| Any SAfAIDS exposure | 8162 | 1058 | 6086 | 10238 |

Table 6: Estimated number of people reached (Border)

| Intervention | Total | Std. Err. | [95% Conf. Interval] | |
|--|--------|-----------|----------------------|--------|
| Knows: One Love Slogan (spontaneous) | 23804 | 2786 | 18174 | 29434 |
| Knows: One Love Slogan (aided) | 55338 | 5215 | 44798 | 65877 |
| Knows: One Love | 106641 | 6761 | 92976 | 120306 |
| Knows: One Love logo | 80417 | 5841 | 68612 | 92222 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 69854 | 5461 | 58818 | 80891 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 29705 | 4027 | 21567 | 37843 |
| Ever heard: One Love talk show | 19999 | 3284 | 13361 | 26637 |
| Read: Love, Sex, and You booklet | 38379 | 3093 | 32129 | 44630 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 33314 | 2906 | 27441 | 39188 |
| Read: You Haven't Met Joe booklet | 5534 | 1241 | 3026 | 8041 |
| Read: S'THRU! Aw' kaphhephi! booklet | 21830 | 2741 | 16291 | 27370 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 28692 | 2643 | 23350 | 34033 |
| Watched: Love Stories film series | 25107 | 3630 | 17769 | 32444 |
| Watched film: When the Music Stops | 5715 | 1199 | 3291 | 8139 |
| Watched film: Big House, Small House | 6611 | 1706 | 3163 | 10059 |
| Watched film: Travelling Man | 9378 | 2202 | 4928 | 13828 |
| Watched film: After the Honeymoon | 7665 | 1416 | 4802 | 10527 |
| 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 Odds | 6000 | 1165 | 3646 | 8355 |
| Watched film: Betrayed | 7956 | 1986 | 3942 | 11971 |
| Watches: Untold Stories Drama Series | 25428 | 3897 | 17551 | 33304 |
| Watched drama: Rebel Rhymes | 4534 | 1085 | 2340 | 6728 |
| Watched drama: Mapule's Choice | 8101 | 1454 | 5162 | 11039 |
| Watched drama: Secrets and Lies | 12032 | 2315 | 7354 | 16711 |
| 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 Promise | 4987 | 1327 | 2305 | 7669 |
| Watched drama: Between Friends | 7109 | 1552 | 3973 | 10246 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| Heard of Lusweti | 103258 | 6657 | 89802 | 116713 |
| Knows: Lusweti logo | 92927 | 6134 | 80530 | 105325 |
| Read: Alcohol and You | 44724 | 3790 | 37064 | 52384 |
| Read: HIV and AIDS... Action Now | 34909 | 4201 | 26419 | 43400 |
| Read: ARVs and Your Life | 30257 | 3557 | 23068 | 37445 |
| Read: Tjwala Nemphilo Yakho | 37010 | 3428 | 30083 | 43938 |
| Read: ema ARVs nemphilo yakho | 25677 | 2694 | 20232 | 31122 |
| Radio: Heard Lusweti Radio Drama | 71039 | 5079 | 60775 | 81304 |
| 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 materials | 2900 | 934 | 1013 | 4787 |

| | | | | |
|---|-------|------|------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 2167 | 914 | 319 | 4015 |
| Materials: Received flipchart in past two years | 321 | 237 | -207 | 849 |
| Materials: Received poster in past two years | 1813 | 726 | 197 | 3430 |
| Materials: Received toolkit in past two years | 1213 | 535 | 21 | 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 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 |
| Community dialogue: Participated in SAfAIDS community policy 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 |
| Any SAfAIDS exposure | 16940 | 3631 | 9602 | 24278 |

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

| Intervention | Total | Std. Err. | [95% Conf. Interval] | |
|--|--------|-----------|----------------------|--------|
| Knows: One Love Slogan (spontaneous) | 39829 | 6413 | 27130 | 52528 |
| Knows: One Love Slogan (aided) | 47446 | 5080 | 37387 | 57505 |
| Knows: One Love | 114688 | 7857 | 99129 | 130246 |
| Knows: One Love logo | 94326 | 7483 | 79509 | 109142 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 77427 | 5900 | 65745 | 89109 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 42578 | 5753 | 31187 | 53968 |
| Ever heard: One Love talk show | 21698 | 3089 | 15582 | 27815 |
| Read: Love, Sex, and You booklet | 51717 | 5087 | 41644 | 61789 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 47950 | 5002 | 38046 | 57854 |
| Read: You Haven't Met Joe booklet | 5667 | 1347 | 3000 | 8335 |
| Read: S'THRU! Aw' khaphephi! booklet | 28482 | 4247 | 20073 | 36891 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 35013 | 4049 | 26995 | 43031 |
| Watched: Love Stories film series | 43322 | 5983 | 31474 | 55169 |
| Watched film: When the Music Stops | 14718 | 3112 | 8556 | 20881 |
| Watched film: Big House, Small House | 11402 | 2118 | 7208 | 15596 |
| Watched film: Travelling Man | 10930 | 1987 | 6996 | 14864 |
| Watched film: After the Honeymoon | 14096 | 2791 | 8569 | 19622 |
| 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 Odds | 9757 | 2010 | 5776 | 13738 |
| Watched film: Betrayed | 13725 | 3026 | 7733 | 19717 |
| Watches: Untold Stories Drama Series | 38143 | 4399 | 29431 | 46854 |
| Watched drama: Rebel Rhymes | 6181 | 1194 | 3817 | 8546 |
| Watched drama: Mapule's Choice | 9898 | 2404 | 5138 | 14657 |
| Watched drama: Secrets and Lies | 16664 | 2393 | 11926 | 21402 |
| 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 Promise | 10141 | 2530 | 5132 | 15150 |
| Watched drama: Between Friends | 9860 | 1607 | 6679 | 13042 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 52022 | 5284 | 41558 | 62486 |
| Read: ARVs and Your Life | 49659 | 5627 | 38517 | 60801 |
| Read: Tjwala Nemphilo Yakho | 56147 | 6485 | 43306 | 68987 |
| Read: ema ARVs nemphilo yakho | 44999 | 6276 | 32572 | 57425 |
| Radio: Heard Lusweti Radio Drama | 75979 | 6394 | 63318 | 88641 |
| 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 materials | 2146 | 739 | 684 | 3609 |

| | | | | |
|---|-------------|------|------|-------|
| Materials: Received SAfAIDS HIV materials in past two years | 1164 | 500 | 173 | 2154 |
| Materials: Received flipchart in past two years | 0 (omitted) | | | |
| Materials: Received poster in past two years | 701 | . | . | . |
| Materials: Received toolkit in past two years | 444 | . | . | . |
| Materials: Received how-to card in past two years | 354 | . | . | . |
| Materials: Received newsletter in past two years | 884 | . | . | . |
| Materials: Received factsheet in past two years | 356 | . | . | . |
| Materials: Received ART literacy toolkit in past two years | 337 | 200 | -59 | 734 |
| Materials: Received GBV toolkit in past two years | 1063 | 602 | -130 | 2255 |
| Information: Received HIV info from community based volunteer | 2429 | 1080 | 290 | 4568 |
| Community dialogue: Participated in community dialogue | 0 (omitted) | | | |
| Community dialogue: Participated in SAfAIDS community policy dialogue | 134 | 113 | -91 | 358 |
| Heard of Changing the River's Flow | 22 | 22 | -21 | 65 |
| Has seen Changing the River's Flow logo | 817 | 376 | 71 | 1562 |
| Has seen Changing the River's Flow bag | 1079 | 649 | -206 | 2364 |
| Participated in Changing the River's Flow | 51 | 37 | -21 | 124 |
| Any SAfAIDS exposure | 8446 | 2336 | 3822 | 13071 |

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

| Intervention | Total | Std. Err. | [95% Conf. Interval] | |
|--|--------|-----------|----------------------|--------|
| Knows: One Love Slogan (spontaneous) | 35135 | 3352 | 28464 | 41806 |
| Knows: One Love Slogan (aided) | 71808 | 4795 | 62265 | 81350 |
| Knows: One Love | 143531 | 8403 | 126810 | 160253 |
| Knows: One Love logo | 108571 | 6901 | 94837 | 122305 |
| Ever heard: Kuncono Munye or Bagcwele I quantum radio drama | 99308 | 6326 | 86718 | 111897 |
| Ever heard: S'THRU Aw' kaphhephi talk show | 47468 | 3238 | 41025 | 53911 |
| Ever heard: One Love talk show | 30790 | 2901 | 25018 | 36563 |
| Read: Love, Sex, and You booklet | 56006 | 4465 | 47121 | 64892 |
| Read: How We Live and Love, Men and Women in Swaziland booklet | 48700 | 4269 | 40205 | 57195 |
| Read: You Haven't Met Joe booklet | 14222 | 2007 | 10228 | 18215 |
| Read: S'THRU! Aw' khaphephi! Booklet | 31626 | 2970 | 25715 | 37536 |
| Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet | 40817 | 3168 | 34512 | 47123 |
| Watched: Love Stories film series | 42828 | 4025 | 34818 | 50839 |
| Watched film: When the Music Stops | 16740 | 2097 | 12566 | 20913 |
| Watched film: Big House, Small House | 13221 | 1593 | 10051 | 16390 |
| Watched film: Travelling Man | 18267 | 2346 | 13598 | 22936 |
| Watched film: After the Honeymoon | 16038 | 2094 | 11871 | 20205 |
| Watched film: Chaguo | 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 Odds | 11672 | 1630 | 8427 | 14916 |
| Watched film: Betrayed | 14775 | 2151 | 10494 | 19056 |
| Watches: Untold Stories Drama Series | 44175 | 4218 | 35782 | 52569 |
| Watched drama: Rebel Rhymes | 11602 | 1703 | 8212 | 14992 |
| Watched drama: Mapule's Choice | 17851 | 2400 | 13075 | 22627 |
| Watched drama: Secrets and Lies | 22973 | 2688 | 17623 | 28323 |
| Watched drama: The Test | 10415 | 1520 | 7389 | 13440 |
| Watched drama: Tempestade | 8985 | 1393 | 6212 | 11757 |
| Watched drama: Ulendo waRose | 8591 | 1371 | 5863 | 11318 |
| Watched drama: Batjele | 31963 | 3269 | 25458 | 38468 |

| | | | | |
|---|--------|-------|--------|--------|
| Watched drama: Chipo's Promise | 11924 | 2094 | 7757 | 16091 |
| Watched drama: Between Friends | 15931 | 2289 | 11377 | 20486 |
| Watched: Meet Joe television advertisement | 20141 | 3768 | 12679 | 27602 |
| Champions advert: Ever heard Speciosa Wandira radio advert | 8434 | 1468 | 5526 | 11341 |
| Champions advert: Ever heard Kenneth Kaunda radio advert | 11029 | 2042 | 6985 | 15073 |
| Champions advert: Ever heard Desmond Tutu radio advert | 20302 | 3536 | 13301 | 27303 |
| Champions advert: Ever seen Speciosa Wandira TV advert | 35949 | 4253 | 27528 | 44369 |
| Champions advert: Ever seen Kenneth Kaunda TV advert | 50711 | 4622 | 41559 | 59862 |
| Champions advert: Ever seen Desmond Tutu TV advert | 89572 | 7832 | 74065 | 105079 |
| Dialogue: Participated in OL community dialogue | 12053 | 2676 | 6755 | 17352 |
| Radio: Heard one radio program/Champion advert | 194560 | 18201 | 158521 | 230599 |
| Radio: Heard at least two radio programs/Champion adverts | 165546 | 11817 | 142147 | 188946 |
| Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe) | 213464 | 15619 | 182537 | 244392 |
| Read: One (1) One Love Booklets | 95533 | 7956 | 79779 | 111286 |
| Read: At least two One Love Booklets | 171637 | 10513 | 150821 | 192453 |
| One Love Multimedia Exposure: One Channel | 157626 | 14616 | 128685 | 186568 |
| One Love Multimedia Exposure: Two or More Channels | 279153 | 16017 | 247438 | 310868 |
| 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 Now | 48297 | 3959 | 40418 | 56176 |
| Read: ARVs and Your Life | 46075 | 3516 | 39079 | 53071 |
| Read: Tjwala Nemphilo Yakho | 54384 | 4475 | 45479 | 63290 |
| Read: ema ARVs nemphilo yakho | 33424 | 3086 | 27282 | 39565 |
| Radio: Heard Lusweti Radio Drama | 89828 | 5878 | 78131 | 101525 |
| 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 materials | 2649 | 796 | 1064 | 4234 |

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