



**USAID** | **ZAMBIA**  
FROM THE AMERICAN PEOPLE

# COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

**SAFE LOVE FIRST RAPID SURVEY REPORT**

**CONTRACT NO: GHS-1-007-00004-00, ORDER NO. 1-05-07-00004**

**May 2012**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States government.

## Contents

<b>I. Background on Safe Love Campaign</b> .....	3
<b>II. Rapid Survey</b> .....	3
2.1. Objectives of Rapid Survey .....	3
2.2. Rapid Survey Methodology .....	3
2.3. Rapid Survey Implementation .....	4
2.4. Safe Love Campaign Implementation.....	5
<b>III. Results</b> .....	6
3.1. Sociodemographic Characteristics of the Sample .....	6
3.2. Access to Media.....	7
3.3. Listenership/Viewership of Radio and Television.....	8
3.4. General Exposure to Campaign .....	11
3.5. Recall of Safe Love Campaign Logo and Slogan.....	14
3.6. Exposure to Radio and TV Announcements and Programmes.....	16
3.7. Exposure to Newspaper Advertisements and Monthly Inserts.....	23
3.8. Exposure to Outdoor Media .....	25
3.9. Summary of Exposure to Components of Safe Love Campaign .....	26
3.10. Perception of Impact on Knowledge and Behaviour .....	28
3.11. Interpersonal Communication.....	32
3.12. Perception of the Safe Love Campaign.....	34
<b>IV. Summary of Findings</b> .....	35
4.1. Media Access and Viewership/Listenership .....	35
4.2. General Exposure to Campaign .....	35
4.3. Recall of Safe Love Logo and Slogan.....	35
4.4. Exposure to Radio and TV Announcements and Programmes.....	35
4.5. Exposure to Newspaper and Outdoor Media.....	36
4.6. Perception of Impact on Knowledge and Behaviour .....	36
4.7. Interpersonal Communication.....	37
4.8. Summary of Exposure to Safe Love Campaign .....	37
<b>V. Recommendations</b> .....	38

## **I. Background on Safe Love Campaign**

The Safe Love campaign is a national comprehensive HIV behaviour change communication campaign that was launched in June 2011 by the U.S. Agency for International Development-funded Communications Support for Health (CSH) project in collaboration with the Zambia Ministry of Health (MoH) and National HIV/AIDS Council. The campaign is expected to run for two years, until June 2013. The overall goal of the campaign is to contribute towards the reduction in the number of new HIV infections in Zambia by addressing the three key drivers of new HIV infections: having multiple concurrent partnerships; low and inconsistent condom use; and mother-to-child transmission. The campaign includes interventions targeted at the national and subnational levels, as well as at the community level. The components of the campaign include TV and radio announcements/spots, a radio drama series, a TV drama series (to be launched in summer 2012), newspaper ads and a monthly insert, interpersonal communication activities (includes small-group and one-on-one counselling), social media outlets (e.g., web site, Facebook), and outdoor and small mass media (e.g., billboards, wall advertisements, posters, flyers).

## **II. Rapid Survey**

### **2.1. Objectives of Rapid Survey**

A rapid survey of the Safe Love campaign was carried out in March 2012. This rapid survey was the first in a series of surveys that will be carried out over the life of the campaign in order to monitor the campaign's reach over time. The main aim of the rapid survey was to assess the target population's exposure to the various components/activities of the Safe Love campaign. Specifically, the survey assessed exposure to the following components of the campaign: TV and radio announcements, the radio drama series, the newspaper ads and inserts, and outdoor and small mass media.

The specific objectives of the rapid survey were to assess

1. The target audience's (adults aged 15–49) exposure to the Safe Love campaign implemented by the CSH project;
2. The target audience's perception of the different activities (e.g., TV and radio drama series, interpersonal communication activities, print materials) implemented under the campaign; and
3. The target audience's perception of impact of the Safe Love campaign on their behaviour.

### **2.2. Rapid Survey Methodology**

The rapid survey was carried out by CSH in eight districts in four provinces of Zambia. Within each district, 19 interviews were carried out, for a total of 152 interviews (Table 1). The sampling methodology used was a combination of cluster and lot quality assurance sampling. Four out of 10 provinces were selected randomly and then, within each province, one urban and one rural district were selected randomly. At the district level, proportionate probability sampling was used to select 19 different interview sites. At each interview site, one household was selected randomly and,

within the household, one member was selected randomly to participate in the interview. Informed consent was obtained from each participant prior to conducting the interview.

**Table 1: Sampling Frame for the First Rapid Survey**

Province	District	Urban/Rural	# of Interviews
Copperbelt	Ndola	Urban	19
Copperbelt	Mpongwe	Rural	19
Eastern	Chipata	Urban	19
Eastern	Katete	Rural	19
Lusaka	Lusaka	Urban	19
Lusaka	Luangwa	Rural	19
Northern	Kasama	Urban	19
Northern	Mbala	Rural	19
<b>Total</b>			<b>152</b>

### 2.3. Rapid Survey Implementation

CSH developed the study protocol, including the methodology and instruments, and it was reviewed and approved by MoH. Ethical approval was obtained from a local ethics review board (ERES Converge) and ICF International’s Institutional Review Board in the United States.

The rapid survey questionnaire consisted of seven sections total, including sociodemographic characteristics; general exposure to the campaign; exposure to the radio announcements and drama series; exposure to TV announcements; exposure to newspaper ads and inserts; exposure to outdoor/small media; and perception of impact of the campaign. The questions included a combination of spontaneous recall questions and aided questions for measuring exposure to the different components of the campaign. Both types of questions were included in order to obtain a more accurate measure of exposure; with aided questions, there is a likelihood that respondents will overreport their exposure, while for spontaneous recall questions it is likely that respondents will underreport their exposure.<sup>1</sup> Furthermore, spontaneous recall questions are able to better measure the quality of exposure, as they show that respondents can recall specific elements of what they were exposed to; for example, recalling the message of an announcement seen on television.

To prepare for deployment of the rapid survey, CSH translated the survey questionnaire into two local languages (Bemba and Nyanja) and carried out a pretest of the translated questionnaires. The CSH monitoring and evaluation team also conducted a four-day training for the 16 field interviewers. Four interview teams, consisting of one supervisor and four interviewers, carried out data collection in the eight districts over the course of nine days (two days of travel and seven days of data collection). Interview teams covered two districts each. Supervisors were responsible for

<sup>1</sup> Freimuth, V., G. Cole, and S. Kirby. (2000). Issues in evaluating mass media-based health communication campaigns. Accessed May 1, 2012, from [http://www.dors.it/marketing\\_sociale/docum/Eval\\_Media\\_Campaign\\_WHO.pdf](http://www.dors.it/marketing_sociale/docum/Eval_Media_Campaign_WHO.pdf).

coordinating the logistics, supervising interviewers, and checking the questionnaires upon completion of interviews. On average, interviews took 12–15 minutes to conduct.

#### 2.4. Safe Love Campaign Implementation

To date, the Safe Love campaign has implemented a series of radio and TV announcements with different themes (a total of 10 different radio and TV announcements), a radio drama series called *Life at the Turn Off*, a series of newspaper advertisements and various small and outdoor media (e.g., billboards, wall paintings, bus/car stickers, t-shirts/caps/chitenges, posters, flyers, magazines, and booklets). The campaign also implements interpersonal communication activities at the community level and has a web site and Facebook page; however, due to the aim and methodology of the survey, these were not assessed in the survey. A summary of what has been implemented up through the time the survey was conducted can be found in Table 2.

**Table 2: Summary of the Implementation of the Safe Love Campaign’s Different Components Up Until the First Rapid Survey**

Safe Love Campaign Component	Channel(s) Used	Frequency	Total Number of Times Aired/ Distributed	Duration
Radio announcements	ZNBC Radio 2, ZNBC Radio 4, Phoenix, 5FM Radio, Hot FM, UNZA Radio, Yatsani, Ichengelo	Ten different announcements aired daily per station	Approximately 2,150 times across all stations	Jun 2011 – Nov 2011
Radio drama series <i>Life at the Turn Off</i>	ZNBC Radio 2, ZNBC Radio 4, Zambezi FM (Livingstone), Breeze FM (Chipata), Radio Maria (Chipata)	One episode aired per week per station	6 episodes aired on ZNBC and Zambezi FM; 4 episodes aired on Breeze FM and Radio Maria	Feb 2012 – Mar 2012 (still ongoing)
TV announcements	ZNBC, MUVI	Ten different announcements aired daily per station	2,060 total (1,030 per station)	Jun 2011 – Nov 2011
Newspaper announcements	<i>Times of Zambia, Zambia Daily Mail, The Post</i>	Approximately 3–4 times per week	390 total (130 per newspaper)	Jun 2011 – Nov 2011
<i>Live Today</i> newspaper inserts	<i>The Post</i>	Bimonthly	2 newspaper inserts	Nov 2011 – Mar 2012 (still ongoing)

### III. Results

The results from the seven sections of the survey are presented below. The majority of the results for exposure, recall of specific content of the campaign components, and perception of impact are presented for the entire sample (152), as this is the standard for monitoring exposure among the target population for a national-level campaign. When appropriate and as indicated, results are presented among a subsample.

#### 3.1. Sociodemographic Characteristics of the Sample

A summary of the sociodemographic characteristics of the sample can be found in Table 3. The vast majority (71.7 percent) of the sample was female. This is thought to be due to the time of the day that the surveys were conducted, as interviews were carried out during the day, when most men are at work. The predominant age group in the sample was 20–29 years old (43.7 percent). Due to the sampling strategy, 50 percent of respondents lived in predominately urban areas, while 50 percent lived in predominately rural areas. In terms of the education level of the sample, 46.7 percent of respondents had a secondary education level, 27.0 percent had primary school level, 21.1 percent had higher education than secondary level, and only 5.3 percent had no education. The vast majority of respondents were literate (88.2 percent) in English, a local language, or both. The majority of respondents were married (57.6 percent), while 34.4 percent were single and 6.2 percent were divorced, separated, or widowed.

**Table 3: Sociodemographic Characteristics of Sample (n=152)**

<b>Sociodemographic Characteristics</b>	<b>Percentage</b>
<i>Sex</i>	
Female	71.7
Male	28.3
<i>Age Group</i>	
15–19	15.9
20–29	43.7
30–39	23.2
40–49	17.2
<i>Place of Residence</i>	
Urban	50.0
Rural	50.0
<i>Education Level</i>	
None	5.3
Primary	27.0
Secondary	46.7
Higher	21.1

<i>Literacy</i>	
Illiterate	11.8
Local language literate	12.5
English language literate	19.7
English and local language literate	55.9
<i>Marital Status</i>	
Single	34.4
Married	57.6
Widowed	5.3
Separated	0.7
Divorced	2.0

### 3.2. Access to Media

Access to radio, television, and mobile phones within respondents' households was high: 78.3 percent, 73.7 percent, and 83.6 percent, respectively (Table 4). Access to radio was highest in Lusaka (94.7 percent), followed by Kasama (89.5 percent), Mbala (84.2 percent), and Mpongwe (84.2 percent), and was lowest in the Luangwa (52.6 percent) and Katete districts (68.4 percent). Access to television was highest in the Ndola, Kasama, and Mbala districts (94.7 percent for all three) and, similarly to radio, the lowest in the Katete and Luangwa districts (31.6 percent for both). In terms of access to mobile phones, Kasama and Lusaka had the highest coverage at 100 percent and 94.7 percent, respectively, and Luangwa and Katete had the lowest coverage at 47.4 percent and 68.4 percent, respectively. Across all media, urban residents had higher access than rural residents. For television and mobile phones, there were statistically significant differences found both by district and by place of residence.

**Table 4: Access to Media in the Household by District and Residence (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Radio (%)</b>	<b>Television* (%)</b>	<b>Mobile Phone** (%)</b>
<i>District</i>			
Ndola	73.7	94.7	89.5
Mpongwe	84.2	84.2	89.5
Chipata	79.0	73.7	89.5
Katete	68.4	31.6	68.4
Lusaka	94.7	84.2	94.7
Luangwa	52.6	31.6	47.4
Kasama	89.5	94.7	100.0
Mbala	84.2	94.7	89.5

<i>Place of Residence</i>			
Urban	84.2	86.8	93.4
Rural	72.4	60.5	73.7
<b>Total</b>	<b>78.3</b>	<b>73.7</b>	<b>83.6</b>

\* For television, access was significantly different by district (p=0.000) and place of residence (p=0.000).

\*\* For mobile phones, access was significantly different by district (p=0.000) and place of residence (p=0.002).

### 3.3. Listenership/Viewership of Radio and Television

The survey looked at overall listenership and viewership of radio and television, in addition to the frequency of listenership/viewership, the most listened-to/watched time periods, and the most listened-to/watched radio and TV stations, to provide information to inform media planning.

Overall, 73 percent of respondents reported that they listen to the radio, while 78.3 percent reported that they watch television (Table 5). TV viewership varied significantly by district and place of residence, and radio listenership was found to be significantly different by district, but not by place of residence.

**Table 5: Listenership/Viewership of Radio and Television by District and Place of Residence**

<b>Sociodemographic Characteristic</b>	<b>Listen to Radio* (%)</b>	<b>Watch TV** (%)</b>
<i>District</i>		
Ndola	57.9	100.0
Mpongwe	63.2	89.5
Chipata	79.0	89.5
Katete	73.7	36.8
Lusaka	89.5	84.2
Luangwa	47.4	36.8
Kasama	94.7	94.7
Mbala	79.0	94.7
<i>Place of Residence</i>		
Urban	80.3	92.1
Rural	65.8	64.5
<b>Total</b>	<b>73.0</b>	<b>78.3</b>

\* For radio, listenership varied significantly by district (p=0.014).

\*\* For television, viewership varied significantly by district (p=0.000) and by place of residence (p=0.000).

The majority of respondents listen to the radio (41.5 percent) and watch television (65.1 percent) on a daily basis (Table 6). Radio listenership did not vary by district or place of residence. TV

viewership did vary by both district and place of residence, which is likely due to the differences in access to television in urban and rural districts.<sup>2</sup>

**Table 6: Frequency of Listenership/Viewership of Radio and Television**

Frequency of Listenership/ Viewership	Radio %	TV %
Daily	41.5	65.1
4–5 times per week	5.9	2.6
2–3 times per week	18.4	5.3
Once a week	7.2	5.3
Not at all	27.0	21.7

For the most watched time periods during the day (Table 7), the majority of respondents reported that they listen to the radio in the evening during the time period from 18:00 to 21:00 p.m. (51.3 percent) and in the morning from 6:00 to 9:00 a.m. (36.2 percent). The only time period that varied significantly by district was 12:00 to 15:00 p.m., with higher listenership in Chipata, Katete, and Lusaka during that time period.

**Table 7: Most Listened-to Time Periods for Radio (n=152)**

District	Time Period						
	1:00 to 6:00 %	6:00 to 9:00 %	9:00 to 12:00 %	12:00 to 15:00* %	15:00 to 18:00 %	18:00 to 21:00 %	21:00 to 24:00 %
Ndola	10.5	52.6	21.1	10.5	15.8	26.3	21.1
Mpongwe	5.3	31.6	21.1	21.1	21.1	36.8	15.8
Chipata	5.3	36.8	10.5	52.6	10.5	68.4	10.5
Katete	5.3	21.1	10.5	31.6	10.5	57.9	15.8
Lusaka	5.3	63.2	10.5	36.8	26.3	63.2	0.0
Luangwa	0.0	21.1	10.5	15.8	15.8	31.6	0.0
Kasama	5.3	42.1	10.5	21.1	5.3	63.2	10.5
Mbala	0.0	21.1	10.5	0.0	5.3	63.2	5.3
<b>Total</b>	<b>4.6</b>	<b>36.2</b>	<b>13.2</b>	<b>23.7</b>	<b>13.8</b>	<b>51.3</b>	<b>9.9</b>

\* p ≤ .05

In each district, the time period from 18:00 to 21:00 p.m. was by far the most watched period for television, with 69.7 percent of respondents reporting that they watch during that time (Table 8). The time periods from 6:00 to 9:00 a.m., 12:00 to 15:00 p.m., 15:00 to 18:00 p.m., and 21:00 to

<sup>2</sup> Fisher's exact test was not able to be performed for frequency of radio and TV listenership/viewership by district due to the large number of variables.

24:00 a.m. didn't vary greatly, ranging from around 17 to 20 percent of respondents reporting that they watch television during those times. All time periods did vary significantly by district, with the exception of the 1:00 to 6:00 a.m. and 9:00 to 12:00 p.m. periods.

**Table 8: Most Watched Time Periods for Television (n=152)**

District	Time Period						
	1:00 to 6:00 %	6:00 to 9:00*** %	9:00 to 12:00 %	12:00 to 15:00*** %	15:00 to 18:00*** %	18:00 to 21:00*** %	21:00 to 24:00* %
Ndola	5.3	47.4	26.3	57.9	36.8	89.5	31.6
Mpongwe	5.3	31.6	10.5	31.6	36.8	89.5	31.6
Chipata	10.5	5.3	15.8	10.5	10.5	79.0	15.8
Katete	0.0	0.0	5.3	5.3	15.8	36.8	5.3
Lusaka	0.0	26.3	5.3	21.1	36.8	68.4	10.5
Luangwa	0.0	5.3	10.5	10.5	0.0	31.6	0.0
Kasama	0.0	10.5	15.8	5.3	0.0	94.7	10.5
Mbala	0.0	10.5	5.3	21.1	21.1	68.4	36.8
<b>Total</b>	<b>2.6</b>	<b>17.1</b>	<b>11.8</b>	<b>20.4</b>	<b>19.7</b>	<b>69.7</b>	<b>17.8</b>

\* p ≤ .05

\*\*\* p ≤ 0.001

Overall, the most listened-to radio stations were Radio 2 (34.9 percent) and Radio 1 (30.3 percent); however, listenership of the different radio stations varied significantly by district for the majority of the radio stations (Table 8). The most watched TV stations reported were ZNBC (71.1 percent), Muvi TV (45.4 percent), and ZBC TV 2 (19.1 percent). With the exception of the Africa Unite TV station, all stations varied significantly by district (Table 9).

**Table 9: Most Listened-to/Watched Radio and TV Stations (n=152)**

Station	District (%)								Total
	Ndola	Mpongwe	Chipata	Katete	Lusaka	Luangwa	Kasama	Mbala	
<b>Radio</b>									
Radio 2***	5.3	36.8	47.4	10.5	31.6	21.1	84.2	42.1	<b>34.9</b>
Radio 1**	10.5	21.1	21.1	10.5	36.8	42.1	42.1	57.9	<b>30.3</b>
Radio 4***	21.1	31.6	5.3	0.0	52.6	0.0	0.0	10.5	<b>15.1</b>
Breeze FM***	0.0	0.0	68.4	47.4	0.0	0.0	0.0	0.0	<b>14.5</b>
Mano***	0.0	0.0	0.0	0.0	0.0	0.0	84.2	15.8	<b>12.5</b>
Ichengelo***	42.1	47.4	0.0	0.0	0.0	0.0	0.0	0.0	<b>11.2</b>

Radio Maria***	0.0	0.0	26.3	57.9	0.0	0.0	0.0	0.0	<b>10.5</b>
Phoenix***	47.4	0.0	0.0	0.0	21.1	0.0	0.0	0.0	<b>8.6</b>
Feel Free***	0.0	0.0	47.4	5.3	0.0	0.0	0.0	0.0	<b>6.6</b>
Radio Mphangwe***	0.0	0.0	0.0	52.6	0.0	0.0	0.0	0.0	<b>6.6</b>
Christian Voice	10.5	5.3	0.0	0.0	10.5	10.5	0.0	0.0	<b>4.6</b>
<b>Television</b>									
ZNBC***	89.5	79.0	79.0	31.6	79.0	21.1	94.7	94.7	<b>71.1</b>
Muvi TV***	89.4	47.4	57.9	10.5	73.7	21.1	31.6	31.6	<b>45.4</b>
ZNBC TV 2 Station***	5.3	15.8	21.1	0.0	47.4	0.0	31.6	31.6	<b>19.1</b>
Africa Unite	15.8	10.5	0.0	5.3	0.0	5.3	0.0	5.3	<b>5.3</b>
Copperbelt Broadcasting***	26.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	<b>3.3</b>

\*\* p ≤ 0.01

\*\*\* p ≤ 0.001

Note: Shaded areas indicate the top three for each district and the top three stations overall for the entire sample.

### 3.4. General Exposure to Campaign

In this section of the survey, general exposure to the campaign was assessed by whether respondents had heard about the campaign, recalled the Safe Love logo, understood the campaign title (Safe Love), and recalled the slogan for the campaign, as well as by the source from which respondents had found out about the campaign.

When asked if they have heard of the Safe Love campaign, 66.5 percent of respondents said yes. Though the response was high, it is important to consider that this was an aided question and therefore is subject to overreporting.

General awareness of the campaign varied significantly by district, place of residence, age group, educational level, literacy, and marital status (Table 10). The Kasama and Mbala districts have the highest percent of respondents who have heard of the campaign, while Katete and Luangwa have the lowest awareness of the campaign. Among urban residents, 75 percent have heard of the campaign, compared with only 57.9 percent of rural respondents. In general, more youth and younger adults (aged 15–29) have heard of the campaign than adults aged 30–49. There was a large difference in awareness of the campaign by educational level and literacy. Only 12.5 percent of respondents with no education heard of the campaign, compared with 80.3 percent and 78.1 percent with a secondary and higher education, respectively. A similar trend was observed for literacy, where 72.4 percent of respondents who were literate reported hearing about the campaign, compared with only 22.2 percent of respondents who were illiterate. Awareness of the campaign was also significantly different by marital status. Overall, 86.5 percent of single respondents reported hearing about the campaign, compared with only about 56–58 percent of respondents who were married or divorced, separated, or widowed.

**Table 10: Percentage of Respondents Who Had Heard of Safe Love Campaign, by Sociodemographic Characteristics (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Heard of Safe Love Campaign (%)</b>
<i>District***</i>	
Ndola	79.0
Mpongwe	79.0
Chipata	57.9
Katete	36.8
Lusaka	68.4
Luangwa	21.1
Kasama	94.7
Mbala	94.7
<i>Place of Residence***</i>	
Urban	75.0
Rural	57.9
<i>Sex</i>	
Female	67.9
Male	62.8
<i>Age Group*</i>	
15-19	91.7
20-29	66.7
30-39	57.1
40-49	57.7
<i>Education Level***</i>	
None	12.5
Primary	43.9
Secondary	80.3
Higher	78.1
<i>Literacy***</i>	
Literate	72.4
Illiterate	22.2

<i>Marital Status***</i>	
Single	86.5
Married	56.3
Separated, Divorced, or Widowed	58.3
<b>Total</b>	<b>66.5</b>

\* p ≤ .05

\*\*\* p ≤ 0.001

Overall, 59.2 percent of respondents recalled hearing about the Safe Love campaign from at least one source (Table 11). A total of 46.7 percent of respondents reported hearing about the campaign from one source (e.g., radio, television), while 12.5 percent heard about it from two sources, 5.3 percent from three sources, and 2.0 percent from four sources.

Respondents primarily had heard about the campaign on television (58.6 percent), followed by the radio (17.1 percent). Billboards, print materials, community activities, health centres, schools, wall paintings, and t-shirts were other sources from which respondents reported hearing about the campaign; however, overall very few respondents found out about the campaign through these various products or materials.

**Table 11: Source of Exposure to Campaign by District (n=152)**

Socio-demographic Characteristics	Source of Exposure (%)									
	Radio	Television*	Billboard	Print material	Community activity	Newspaper	Health centre	School	Wall painting	T-shirt
<i>District</i>										
Ndola	33.3	73.7	0.0	5.3	10.5	0.0	10.5	10.5	0.0	0.0
Mpongwe	20.0	73.7	5.3	5.3	5.3	0.0	0.0	0.0	0.0	0.0
Chipata	36.4	52.6	5.3	10.5	0.0	15.8	0.0	0.0	0.0	5.3
Katete	28.6	10.5	0.0	0.0	10.5	0.0	5.3	0.0	0.0	0.0
Lusaka	23.1	57.9	0.0	10.5	0.0	0.0	5.3	0.0	0.0	0.0
Luangwa	0.0	15.8	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Kasama	22.2	94.7	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
Mbala	27.8	89.5	10.5	0.0	0.0	10.5	0.0	0.0	5.3	0.0

<i>Place of Residence</i>										
Urban	21.1	69.7	1.3	6.6	2.6	5.3	4.0	2.6	0.0	1.3
Rural	13.2	47.4	4.0	2.6	4.0	2.6	1.3	0.0	1.3	0.0
<b>Total</b>	<b>17.1</b>	<b>58.6</b>	<b>2.6</b>	<b>4.6</b>	<b>3.3</b>	<b>4.0</b>	<b>2.6</b>	<b>1.3</b>	<b>0.7</b>	<b>0.7</b>

\* Television as the source of exposure to the campaign was found to be significantly different by district (p=0.000) and place of residence (p=0.008).

Approximately 30 percent of respondents had heard about the campaign 10 or more times within the past three months, while 17.8 percent and 9.9 percent had heard about it 2–5 times and 6–10 times, respectively (Table 12). This shows that, among those who have been exposed to the campaign, most have been exposed multiple times.

**Table 12: Respondents’ Reported Number of Times They Saw/Heard About the Campaign in the Past Three Months (n=152)**

<b>Sociodemographic Characteristic</b>	<b># of Times Respondents Reported Hearing of Campaign in Past Three Months (%)</b>					
	<b>Once</b>	<b>2–5 times</b>	<b>6–10 times</b>	<b>10+ times</b>	<b>Don’t recall</b>	<b>None</b>
<i>District</i>						
Ndola	5.3	15.8	21.1	42.1	10.5	5.3
Mpongwe	0.0	31.6	15.8	31.6	5.3	15.8
Chipata	5.3	10.5	5.3	31.6	5.3	42.1
Katete	10.5	5.3	5.3	5.3	10.5	63.2
Lusaka	10.5	26.3	10.5	31.6	5.3	15.8
Luangwa	0.0	5.3	5.3	5.3	15.8	68.4
Kasama	5.3	26.3	10.5	47.4	5.3	5.3
Mbala	5.3	21.1	5.3	52.6	5.3	10.5
<i>Place of Residence</i>						
Urban	6.6	19.7	11.8	38.2	6.6	17.1
Rural	4.0	15.8	7.9	23.7	9.2	39.5
<b>Total</b>	<b>5.3</b>	<b>17.8</b>	<b>9.9</b>	<b>30.9</b>	<b>7.9</b>	<b>28.3</b>

Note: Fisher’s exact test was not able to be performed for the number of times respondents reported hearing of the campaign in the past three months by district or place of residence due to the large number of variables.

### 3.5. Recall of Safe Love Campaign Logo and Slogan

Respondents were provided with four logos (three fake logos and the Safe Love campaign logo) and asked if they had seen any of the logos before. A total of 43.4 percent of respondents were able to recall the correct logo (Table 13). Recall of the correct logo was found to vary significantly by both district and place of residence.

A total of 28.3 percent of respondents who reported that they had seen the logo before actually recalled the wrong logo. This indicates that a number of respondents were overreporting their exposure to the logo. This is likely due to social desirability bias, where many respondents are reporting what they think the interviewer wants to hear, rather than the truth.

**Table 13: Recall of Safe Love Logo (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Recalled Wrong Logo (%)</b>	<b>Recalled Safe Love Logo* (%)</b>
<i>District</i>		
Ndola	52.6	42.1
Mpongwe	42.1	42.1
Chipata	31.6	26.3
Katete	26.3	10.5
Lusaka	26.3	57.9
Luangwa	21.1	10.5
Kasama	10.5	84.2
Mbala	15.8	73.7
<i>Place of Residence</i>		
Urban	30.3	52.6
Rural	26.3	34.2
<b>Total</b>	<b>28.3</b>	<b>43.4</b>

\* For recall of Safe Love logo, results were significantly different by district (p=0.000) and place of residence (p=0.03).

When asked to spontaneously recall what the phrase “Safe Love” referred to, 46.8 percent of respondents said that it referred to using condoms/practicing safe sex, while 43.1 percent said it meant reducing partners to one at a time and 20.2 percent said it meant having fewer partners. A total of 20.2 percent of respondents did not know what the phrase “Safe Love” referred to.<sup>3</sup>

When asked to spontaneously recall the slogan (“Think, Talk, Act”) for the Safe Love campaign, 23.0 percent of respondents were able to recall the slogan. Table 14 shows recall of the campaign’s slogan by district and place of residence. There was a significant difference in recall of the slogan by district and place of residence.

<sup>3</sup> The percentages reported are among the respondents who indicated that they had seen the Safe Love logo (n=109).

**Table 14: Spontaneous Recall of Safe Love Campaign Slogan (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Spontaneously Recalled Safe Love Slogan (%)</b>
<i>District***</i>	
Ndola	15.8
Mpongwe	5.3
Chipata	21.1
Katete	5.3
Lusaka	36.8
Luangwa	0.0
Kasama	52.6
Mbala	47.4
<i>Place of Residence*</i>	
Urban	31.6
Rural	14.5
<b>Total</b>	<b>23.0</b>

\* p ≤ .05

\*\*\* p ≤ 0.001

### 3.6. Exposure to Radio and TV Announcements and Programmes

In this section, the survey assessed the target audience's recall of Safe Love radio and TV announcements, including where they saw the announcements, how many announcements they had seen, and whether they could recall spontaneously the topics/messages presented in the announcements. Additionally, exposure to the radio drama series *Life at the Turn Off* was assessed, including respondents' perception of the drama series.

#### *Safe Love Radio and TV Announcements*

Overall, 29.6 percent of respondents reported having heard a Safe Love announcement on the radio (Table 15). This varied significantly by district, with the Kasama and Mbala districts having the greatest coverage (52.6 percent) and Katete (5.3 percent) and Luangwa having the lowest (0.0 percent). Similarly, exposure to the announcements varied by place of residence—36.8 percent and 22.4 percent for urban and rural residents, respectively. However, the difference was not found to be significant.

Among all respondents, 13.8 percent said they heard announcements 10 or more times, 3.3 percent said they heard it 6–10 times, 8.6 percent said they heard it 2–5 times, and 2.6 percent reported hearing it only once. The majority of respondents reported hearing the Safe Love campaign radio

announcements on Radio 2 (57.8 percent), followed by Radio 4 (17.8 percent), Radio Phoenix (13.3 percent), and Ichengelo (8.9 percent). A few respondents reported hearing the announcements on Breeze FM, Hone FM, and Radio 1.

**Table 15: Population Exposure to Safe Love Radio Announcements (n=152)**

Socio-demographic Characteristic	Heard a Radio Announcement/ Advertisement? (%)	How Many Times Heard a Radio Announcement/ Advertisement in Past Three Months? (%)					
		1	2-5	6-10	10+	Don't recall	Didn't hear
<i>District***</i>							
Ndola	36.8	0.0	10.5	0.0	21.1	5.3	63.2
Mpongwe	31.6	5.3	15.8	0.0	10.5	0.0	68.4
Chipata	26.3	5.3	0.0	10.5	10.5	0.0	73.7
Katete	5.3	0.0	0.0	0.0	5.3	0.0	94.7
Lusaka	31.6	5.3	5.3	0.0	21.1	0.0	68.4
Luangwa	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Kasama	52.6	5.3	21.1	5.3	15.8	5.3	47.4
Mbala	52.6	0.0	15.8	10.5	26.3	0.0	47.4
<i>Place of Residence</i>							
Urban	36.8	4.0	9.2	4.0	17.1	2.6	63.2
Rural	22.4	1.3	7.9	2.6	10.5	0.0	77.6
<b>Total</b>	<b>29.6</b>	<b>2.6</b>	<b>8.6</b>	<b>3.3</b>	<b>13.8</b>	<b>1.3</b>	<b>70.4</b>

\*\*\* p ≤ 0.001

Note: Fisher's exact test was not able to be performed for the number of times one heard a radio announcement in the past three months by district due to the large number of variables.

Overall, 63.8 percent of respondents reported seeing a Safe Love campaign announcement on television, compared with only 29.6 percent on the radio (Table 16). Exposure to the TV announcements was found to be significantly different by district and place of residence. Exposure was high in Kasama (94.7 percent), Mbala (94.7 percent), and Ndola (94.7 percent), and very low in Katete (15.8 percent) and Luangwa (10.5 percent). Further, 79.0 percent of urban residents, compared with only 48.7 percent of rural residents, reported seeing an announcement. Of those who reported seeing the TV announcements, the majority (32.2 percent) said that they had seen the announcements 10 or more times, while 17.1 percent reported seeing them 2–5 times, 8.6 percent reported seeing them 6–10 times, and only 2.0 percent reported seeing them once. This follows a similar trend observed for radio announcements.

The majority of respondents reported having seen the TV announcements on ZNBC station (85.6 percent), while 24.7 percent reported seeing the announcements on Muvi TV.

**Table 16: Population Exposure to Safe Love TV Announcements (n=152)**

Socio-demographic Characteristic	Seen a TV Announcement/ Advertisement?***	How Many Times Seen a TV Announcement/ Advertisement in Past Three Months? (%)					
	Yes	1	2-5	6-10	10+	Don't recall	Didn't see
<i>District***</i>							
Ndola	94.7	5.3	21.1	10.5	52.6	5.3	5.3
Mpongwe	73.7	0.0	36.8	5.3	31.6	0.0	26.3
Chipata	57.9	0.0	10.5	5.3	36.8	5.3	42.1
Katete	15.8	0.0	5.3	0.0	10.5	0.0	84.2
Lusaka	68.4	5.3	15.8	10.5	26.3	10.5	31.6
Luangwa	10.5	0.0	5.3	0.0	5.3	0.0	89.5
Kasama	94.7	5.3	21.1	10.5	52.6	5.3	5.3
Mbala	94.7	0.0	21.1	26.3	42.1	5.3	5.3
<i>Place of Residence***</i>							
Urban	79.0	4.0	17.1	9.2	42.1	6.6	21.1
Rural	48.7	0.0	17.1	7.9	22.4	1.3	51.3
<b>Total</b>	<b>63.8</b>	<b>2.0</b>	<b>17.1</b>	<b>8.6</b>	<b>32.2</b>	<b>4.0</b>	<b>36.2</b>

\*\*\* p ≤ 0.001

Note: Fisher's exact test was not able to be performed for the number of times one heard a TV announcement in the past three months by district due to the large number of variables.

Out of all respondents, only 4.0 percent were able to spontaneously recall that the question that all Safe Love radio announcements end with is "Have you thought about HIV?" (Table 17). For TV announcements, 10.5 percent of respondents were able to spontaneously recall the question correctly. Recall of the question did not vary significantly by district.

**Table 17: Spontaneous Recall of Question at the End of Safe Love Radio and TV Announcements (n=152)**

Socio-demographic Characteristic	Recalled Question on Radio Announcement (%)	Recalled Question on TV Announcement (%)
<i>District</i>		
Ndola	10.5	21.1
Mpongwe	0.0	5.3

Chipata	0.0	21.1
Katete	0.0	0.0
Lusaka	10.5	15.8
Luangwa	0.0	0.0
Kasama	5.3	10.5
Mbala	5.3	10.5
<i>Place of Residence</i>		
Urban	6.6	17.1
Rural	1.3	4.0
<b>Total</b>	<b>4.0</b>	<b>10.5</b>

### *Recall of Topics/Messages Presented in Safe Love TV Announcements*

When asked to recall spontaneously the topics/messages that were presented in the Safe Love TV announcements, 59.2 percent of respondents were able to recall at least one topic. This varied by place of residence, with 69.7 percent of urban residents—compared with only 48.7 percent of rural residents—able to recall at least one message. Further, 27.0 percent of respondents were able to recall two messages, 17.1 percent recalled three messages, and 5.3 percent recalled four or five messages.

The main messages recalled by respondents were: Use condoms for every sexual encounter (41.5 percent), reduce partners to one at a time (36.8 percent), and face an increased risk of HIV with having multiple partners (16.5 percent). Additionally, 13.8 percent of respondents recalled the message to get tested for HIV and know your HIV status, and 11.8 percent recalled the general message on the risk of contracting HIV (Table 18). For a number of the messages, there were significant differences in recall by district. These included: Face an increased HIV risk with having multiple partners, reduce partners to one at a time, get tested for HIV/know your HIV status, use condoms for every sexual encounter, and face an increased risk of HIV with cross-generational relationships. Overall, message recall was higher in the Ndola, Mpongwe, Kasama, and Mbala districts.

Interesting to note, four respondents spontaneously recalled messages of abstinence in the TV announcements, even though abstinence was not one of the messages presented. This could be due to inaccurate recall of the message or misunderstanding of the message(s) presented.

**Table 18: Spontaneous Recall of Topics/Messages Presented in Safe Love TV Announcements (n=152)**

Topic/Message Spontaneously Recalled	District (%)								Total
	Ndola	Mpongwe	Chipata	Katete	Lusaka	Luangwa	Kasama	Mbala	
Use condoms for every sexual encounter***	79.0	63.2	26.3	10.5	31.6	5.3	73.7	42.1	<b>41.5</b>
Reduce partners to one at a time***	58.9	47.4	21.1	5.3	47.4	5.3	52.6	57.9	<b>36.8</b>
Increased HIV risk with having multiple partners**	26.3	31.6	31.6	26.3	0.0	0.0	26.3	10.5	<b>16.5</b>
Get tested/know your HIV status**	21.2	5.3	15.8	31.6	0.0	5.3	31.6	31.6	<b>13.8</b>
Risk of HIV	26.3	15.8	10.5	5.3	0.0	0.0	21.1	15.8	<b>11.8</b>
Cross-generational sexual relationships***	10.5	5.3	0.0	0.0	5.3	0.0	0.0	36.8	<b>7.2</b>
Know your partner's HIV status	5.3	10.5	10.5	0.0	5.3	5.3	5.3	5.3	<b>5.9</b>
Trust is not enough/ take control of your life	5.3	5.3	10.5	0.0	0.0	0.0	0.0	0.0	<b>2.6</b>
Abstinence	5.3	10.5	0.0	0.0	5.3	0.0	0.0	0.0	<b>2.6</b>
Prevention of mother-to-child transmission (PMTCT)	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	<b>0.7</b>

\*\* p ≤ 0.01

\*\*\* p ≤ 0.001

### *Radio Drama Series Life at the Turn Off*

Total recall of the radio drama series *Life at the Turn Off* was found to be low among respondents, at only 6.6 percent (Table 19). Of all respondents, 2.6 percent spontaneously recalled having listened-to the drama series. When respondents were prompted and asked if they had heard of *Life at the Turn Off*, an additional 4.0 percent recalled the series. There were no significant differences found in spontaneous, prompted, and total recall of the drama series by district.

**Table 19: Recall of *Life at the Turn Off* Radio Drama Series (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Spontaneously Recalled Drama Series (%)</b>	<b>Recalled Drama Series When Prompted (%)</b>	<b>Total Percentage Who Recalled Drama Series (%)</b>
<i>District</i>			
Ndola	0.0	5.3	5.3
Mpongwe	5.3	0.0	5.3
Chipata	0.0	5.3	5.3
Katete	0.0	10.5	10.5
Lusaka	5.3	0.0	5.3
Luangwa	0.0	0.0	0.0
Kasama	5.3	5.3	10.5
Mbala	5.3	5.3	10.5
<i>Place of Residence</i>			
Urban	2.6	4.0	6.6
Rural	2.6	4.0	6.6
<b>Total</b>	<b>2.6</b>	<b>4.0</b>	<b>6.6</b>

#### *Main Source From Where Respondents Heard About Life at the Turn Off*

Out of the 10 respondents who have heard about the *Life at the Turn Off* radio drama, all of them had found out about the drama series from a radio announcement. No respondents reported that they had heard about the drama from newspaper ads, flyers, or the launch of the drama series in Livingstone.

#### *Listenership of Life at the Turn Off*

Of the 10 respondents who had listened to *Life at the Turn Off*, the majority had listened to one or two of the episodes. Half of those who reported listening to *Life at the Turn Off* said that they set aside time to listen to the programme. The majority of respondents reported listening to the *Life at the Turn Off* radio drama on Radio 2 (6 out of 10).

#### *Spontaneous Recall of Characters and Topics From Life at the Turn Off Radio Drama*

Only 1 of the 10 respondents who had listened to the drama series could recall spontaneously two of the characters (Mai Elder and Pastor Ackson) from the series. The remaining nine respondents did not recall any of the characters from the drama series.

As listenership of *Life at the Turn Off* was found to be very low, similarly spontaneous recall of the topics or messages presented in the *Life at the Turn Off* radio drama was also low among respondents. Table 20 shows the overall recall of the different topics from the series among all respondents; only 4.6 percent of respondents recalled one or more messages from the drama series. There were no statistically significant differences found between the districts or by place of residence in terms of recall of the messages from the drama series.

**Table 20: Spontaneous Recall of Topics/Messages Presented in the *Life at the Turn Off* Radio Drama (n=152)**

Topic/Message	Respondents Recalled Topic From Radio Drama (%)
Get tested/know your HIV status	2.0
Know your partner’s HIV status	1.3
Use condoms for every sexual encounter	1.3
Trust is not enough/take control of your life	1.3
Risk of HIV	1.3
Increased HIV risk with having multiple partners	0.7
Reduce partners to one at a time	0.7
Cross-generational sexual relationships	0.0
PMTCT	0.0

Perception of *Life at the Turn Off* was very positive among those who had listened to the drama series. Of the 10 respondents who reported that they have listened to *Life at the Turn Off*, all either agreed (80.0 percent) or strongly agreed (20.0 percent) that they always look forward to listening to the radio drama series. Similarly, when asked if they plan to continue to listen to the radio drama series, 90.0 percent agreed and 10.0 percent said that they strongly agreed (Table 21).

**Table 21: Perception of *Life at the Turn Off* Radio Drama (n=10)**

Statement	Agreement With Statement (%)				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I always look forward to listening to the radio drama series.	0.0	0.0	0.0	80.0	20.0
I plan to continue to listen to the radio drama series.	0.0	0.0	0.0	90.0	10.0

### 3.7. Exposure to Newspaper Advertisements and Monthly Inserts

In this section, findings are presented on the target audience's exposure to Safe Love newspaper advertisements, exposure to the *Live Today* monthly newspaper inserts, and spontaneous recall of the messages from the insert.

Overall, 20.4 percent of respondents reported having seen a Safe Love advertisement in the newspaper (Table 22). Exposure to the newspaper ads was found to vary by district and place of residence, but neither was statistically significantly different. Exposure to the ads was highest in the Ndola (31.6 percent), Kasama (31.6 percent), Mbala (31.6 percent) and Mpongwe (26.3 percent) districts. The majority of respondents who reported seeing the newspaper advertisements for the Safe Love campaign saw them in *The Post* newspaper (87.1 percent), while 12.9 percent of respondents saw the advertisements in the *Times of Zambia* newspaper and 6.5 percent saw them in the *Daily Mail* newspaper.

Coverage of the *Live Today* newspaper inserts overall was low, with only 7.9 percent of respondents reporting that they had read the insert. The districts with the highest readership of the inserts were Ndola (21.1 percent) and Mbala (15.8 percent). No respondents in Katete or Mpongwe reported having read the *Live Today* insert. While coverage of the newspaper advertisements and the newspaper inserts varied somewhat by district and place of residence, they were not found to be significantly different.

**Table 22: Exposure to Newspaper Ads and Inserts (n=152)**

Sociodemographic Characteristic	Seen Safe Love Newspaper Ads (%)	Read <i>Live Today</i> Newspaper Inserts (%)
<i>District</i>		
Ndola	31.6	21.1
Mpongwe	26.3	0.0
Chipata	10.5	5.3
Katete	0.0	0.0
Lusaka	21.1	10.5

Luangwa	10.5	5.3
Kasama	31.6	5.3
Mbala	31.6	15.8
<i>Place of Residence</i>		
Urban	23.7	10.5
Rural	17.1	5.3
<b>Total</b>	<b>20.4</b>	<b>7.9</b>

### *Recall of Newspaper Insert Messages*

Table 23 shows the percentage of respondents who were able to spontaneously recall specific topics or messages in the *Live Today* newspaper insert. Overall, recall of the messages was low due to the low readership of the inserts, with only 6.6 percent of respondents recalling at least one message from the inserts. Among those who stated that they have read the inserts (12 respondents), the most commonly recalled messages were: Reduce partners to one at a time (50.0 percent), know your partner's HIV status (25.0 percent), and use condoms for every sexual encounter. There were no statistically significant differences found by districts for recall of messages in the newspaper insert.

**Table 23: Spontaneous Recall of Topics/Messages in *Live Today* Newspaper Insert (n=152)**

<b>Topic/Message</b>	<b>% Respondents Who Spontaneously Reported Topic</b>
Reduce partners to one at a time	4.0
Know your partner's HIV status	2.0
Use condoms for every sexual encounter	2.0
Get tested/know your HIV status	1.3
Trust is not enough/take control of your life	1.3
Cross-generational sexual relationships	1.3
Risk of HIV	0.7
Increased HIV risk with having multiple partners	0.7
PMTCT	0.0

### 3.8. Exposure to Outdoor Media

In this section, exposure to different outdoor and small media is assessed among the target population.

When respondents were asked if they had seen any materials or products from the Safe Love campaign within the past three months, 44.7 percent of respondents reported that they had. The districts with the greatest exposure to Safe Love products were Ndola (73.7 percent), Mpongwe (57.9 percent), Chipata (52.6 percent), and Lusaka (47.4 percent). The Mbala and Katete districts both had the lowest exposure to Safe Love products (26.3 percent in each).

In terms of the total number of different Safe Love products that respondents were exposed to, 14.5 percent of respondents reported seeing one product, 13.8 percent reported seeing two products, 7.9 percent reported seeing three products, and 8.6 percent reported seeing four to six products within the past three months (Table 24).

**Table 24: Number of Safe Love Products/Materials Seen by District (n=152)**

District	Number of Safe Love Products/Materials Reported Seen by Respondents				
	None	1	2	3	4-6
Ndola	26.3	21.1	15.8	10.5	26.3
Mpongwe	42.1	0.0	36.8	10.5	10.5
Chipata	47.4	15.8	26.3	0.0	10.5
Katete	73.7	15.8	5.3	0.0	5.3
Lusaka	52.6	10.5	15.8	10.5	10.5
Luangwa	68.4	21.1	5.3	5.3	0.0
Kasama	57.9	15.8	5.3	21.1	0.0
Mbala	73.7	15.8	0.0	5.3	5.3
<b>Total</b>	<b>55.3</b>	<b>14.5</b>	<b>13.8</b>	<b>7.9</b>	<b>8.6</b>

Note: Fisher's exact test was not able to be performed for the number of Safe Love products/materials reported seen by district due to the large number of variables.

When asked to spontaneously report what products or materials the respondents had seen, the most recalled products were billboards (17.1 percent), followed by t-shirts/caps/chitenges (15.8 percent), and wall paintings (13.8 percent). The least common products recalled were the Safe Love magazines and booklets (0.7 percent each). A few additional respondents recalled Safe Love products when prompted by the interviewer. Total recall (spontaneously and/or prompted) of the different Safe Love campaign products can be found in Table 25.

**Table 25: Recall of Safe Love Campaign Products/Materials (n=152)**

<b>Product/ Material</b>	<b>Spontaneous Recall of Products (%)</b>	<b>Prompted Recall of Products (%)</b>	<b>Total Recall of Products (%)</b>
Billboard	17.1	4.0	21.1
T-shirt/cap/chitenge	15.8	5.3	21.1
Wall painting	13.8	4.6	18.4
Bus/car sticker	9.9	6.6	16.5
Poster	9.2	5.9	15.1
Flyer	10.5	4.0	14.5
Magazine	0.7	0.0	0.7
Booklet	0.7	0.0	0.7

### 3.9. Summary of Exposure to Components of Safe Love Campaign

The target population's exposure to the different components of the campaign is summarised in Table 26. In general, exposure was higher for aided recall questions, compared with questions where the respondent had to spontaneously recall the answer. Furthermore, exposure to the different components of the campaign varied significantly across the different districts.

**Table 26: Summary of Target Population's Exposure to the Various Components of the Campaign (n=152)**

<b>Component of Safe Love Campaign Recalled</b>	<b>Exposure (%)</b>
<i>General Exposure to Campaign</i>	
Heard of Safe Love campaign*	66.5
Safe Love logo*	43.4
Safe Love slogan**	23.0
<i>Exposure to Radio</i>	
Safe Love radio announcements*	29.6
Radio announcement question**	4.0
Heard <i>Life at the Turn Off</i> radio drama***	6.6
<i>Life at the Turn Off</i> topics**	4.6
<i>Life at the Turn Off</i> characters**	0.7

<i>Exposure to Television</i>	
Safe Love TV announcements*	63.8
TV announcement question**	10.5
TV announcement topics**	59.2
<i>Exposure to Newspaper</i>	
Safe Love newspaper ads*	20.4
<i>Live Today</i> newspaper inserts*	7.9
<i>Live Today</i> newspaper insert topics**	6.6
<i>Exposure to Outdoor Media</i>	
Billboard***	21.1
T-shirt/cap/chitenge***	21.1
Wall painting***	18.4
Bus/car sticker***	16.5
Poster***	15.1
Flyer***	14.5
Magazine***	0.7
Booklet***	0.7

\* Aided recall

\*\* Spontaneous recall

\*\*\* Exposure is an estimate of both spontaneous and aided recall. For a few questions, respondents were first asked to recall the component spontaneously, and then were aided if they did not recall it spontaneously.

A 2010 national mass media use and reach survey in Zambia, carried out by the InterMedia Survey Institute<sup>4</sup>, provides national-level estimates for use of television, radio, and newspaper in Zambia by place of residence. A summary of the estimates is provided in Table 27. These estimates help to put into context what one can expect in terms of reach for the different mass media components used by the Safe Love campaign.

**Table 27: Summary of Mass Media Use in Zambia by Place of Residence**

Media Type	Media Use (%)	
	Urban	Rural
Television	78	27
Radio	80	64
Newspaper	36	6

Targets for both general (aided) exposure to mass media and for spontaneous recall of specific content/messages are suggested. For general exposure, the suggested target is to reach 80 percent of those who use media; while for spontaneous recall, the target is 60 percent of those who use media. Table 28 compares the suggested targets to the results achieved by the Safe Love campaign.

<sup>4</sup> Murthy, G. and M. Hussain. (2010). Mass media in Zambia: Demand-side measures of access, use and reach. InterMedia Survey Institute, Washington D.C.

**Table 28: Summary Results for Exposure to Safe Love Campaign Components and Spontaneous Recall of Topics Compared With Targets**

Safe Love Campaign Media Programme	Target of General Exposure (80% of media use)	Safe Love General Exposure Results	Target of Spontaneous Recall (60% media use)	Safe Love Spontaneous Recall of Topics Results*
TV announcements	Urban: 62% Rural: 22%	Urban: 79% Rural: 49%	Urban: 47% Rural: 16%	Urban: 70% Rural: 49%
Radio announcements	Urban: 64% Rural: 51%	Urban: 37% Rural: 22%	Urban: 48% Rural: 38%	**
Radio drama <i>Life at the Turn Off</i>	Urban: 64% Rural: 51%	Urban: 7% Rural: 7%	Urban: 48% Rural: 38%	Urban: 4% Rural: 5%
Newspaper ads	Urban: 29% Rural: 5%	Urban: 24% Rural: 17%	Urban: 22% Rural: 4%	**
<i>Live Today</i> newspaper inserts	Urban: 29% Rural: 5%	Urban: 11% Rural: 5%	Urban: 22% Rural: 4%	Urban: 9% Rural: 4%

\* Results are presented for spontaneous recall of at least one topic.

\*\* Spontaneous recall of topics was not asked of this specific programme in this survey.

Based on the suggested targets for general exposure, the TV announcements in both urban and rural areas surpassed the target for exposure. The radio announcements and radio drama *Life at the Turn Off* both were well under the expected target for both urban and rural areas. For newspaper ads, exposure was close to the target for urban areas and surpassed the target for rural areas. For general exposure to the newspaper inserts, urban areas reached less than half the target (29 percent), while rural areas met the target of 5 percent.

For spontaneous recall of topics, the TV announcements well surpassed the targets for both urban and rural areas, while the radio drama was well below the expected targets for both areas. For the newspaper inserts, spontaneous recall in the urban areas achieved less than half the expected target; while rural areas met the target of 4 percent.

### 3.10. Perception of Impact on Knowledge and Behaviour

This section presents findings related to the audience's perception of the impact of the Safe Love campaign on their knowledge and behaviour. Examining perception of impact is helpful because it provides an indication of whether the population is perceiving an effect or not and, if so, on which specific areas of their knowledge and behaviours. Findings that show that the audience is perceiving an impact are encouraging and indicate that the messages are having an effect.<sup>5</sup> However, it is important to note that perception of impact results is **not** an actual true estimate of impact and is only a crude measure. This means that the results should not be interpreted as the effect size of the campaign. To measure the actual impact of a campaign, the knowledge and

<sup>5</sup> Perception of impact results are always presented for the whole target audience and not just for those exposed and those who answered the questions about impact.

reported behaviours of those exposed to the campaign have to be compared with those who are unexposed, and this can only be done through a large representative survey conducted specifically for this purpose.

### *Knowledge*

Overall, 55.9 percent of respondents reported that they had learned at least one message as a result of their exposure to the Safe Love campaign. The Ndola, Mbala, and Kasama districts had the highest percentage of respondents who reported having learned at least one message from the campaign, with 94.7 percent, 84.2 percent, and 84.2 percent, respectively. Katete and Luangwa had the lowest coverage, with only 10.5 percent of respondents within each district reporting that they learned something as a result of the campaign.

Of the topics that respondents reported learning, the most common were the importance of reducing the number of partners (28.3 percent), the importance of condom use with all partners (23.7 percent), and the risks of having multiple partners (23.0 percent). Table 29 shows the proportion of respondents, by district, who reported learning a specific message.

**Table 29: Knowledge Learned From Safe Love Campaign (n=152)**

Knowledge Learned	District (%)								Total
	Ndola	Mpongwe	Chipata	Katete	Lusaka	Luangwa	Kasama	Mbala	
Importance of reducing number of partners**	57.9	26.3	21.1	5.3	31.6	5.3	42.1	36.8	28.3
Importance of condom use with all partners*	21.1	42.1	26.3	5.3	26.3	0.0	36.8	31.6	23.7
The risks of having multiple partners**	31.6	21.1	15.8	5.3	21.1	0.0	42.1	47.4	23.0
How to use condoms correctly**	42.1	36.8	31.6	5.3	5.3	5.3	10.5	10.5	18.4
Importance of knowing partner's HIV status	15.8	5.3	15.8	5.3	5.3	5.3	21.1	15.8	11.2
Should get tested for HIV***	10.5	0.0	5.3	0.0	0.0	5.3	42.1	21.1	10.5

Understand the increased risk of HIV when one has multiple partners	21.1	5.3	10.5	5.3	5.3	0.0	21.1	10.5	9.9
Talk to partner about condom use/sex	10.5	5.3	15.8	0.0	5.3	0.0	5.3	5.3	5.9

\* p ≤ .05

\*\* p ≤ 0.01

\*\*\* p ≤ 0.001

### Behaviour

Overall, 38.8 percent of respondents reported that the Safe Love campaign influenced or changed their behaviour (Table 30). This varied significantly by district, place of residence, education level, literacy, age group, and marital status (Table 31). Ndola, Mbala, and Kasama districts had the highest percentage of respondents reporting that the campaign influenced their behaviour, and Luangwa and Katete had the lowest percentage. Overall, 47.4 percent of urban compared with only 30.3 percent of rural residents responded that the campaign influenced their behaviour. There was a clear trend observed with relation to educational level; the higher the educational level, the greater the percentage of people who reported that the campaign influenced their behaviour. The younger age groups, 15–19 and 20–29, and those who are single showed the greatest percent of change in behaviour.

**Table 30: Percentage of Respondents Reporting Safe Love Campaign Had an Impact on Their Behaviour, by Sociodemographic Characteristics**

Sociodemographic Characteristic (n)	% Reported Campaign Influenced Their Behaviour
<i>District***</i>	
Ndola (19)	57.9
Mpongwe (19)	31.6
Chipata (19)	31.6
Katete (19)	10.5
Lusaka (19)	31.6
Luangwa (19)	5.3
Kasama (19)	68.4
Mbala (19)	73.7
<i>Place of Residence*</i>	
Urban (76)	47.4
Rural (76)	30.3
<i>Education Level***</i>	

None (8)	0.0
Primary (41)	17.1
Secondary (71)	47.9
Higher (32)	56.3
<i>Literacy***</i>	
Literate	44.0
Illiterate	0.0
<i>Age Group* (p 0.04)</i>	
15-19 (24)	58.3
20-29 (66)	42.4
30-39 (35)	22.9
40-49 (26)	34.6
<i>Marital Status*** (p=0.000)</i>	
Single (52)	63.5
Married (87)	24.1
Widowed/ separated/ divorced (12)	41.7
<b>Total</b>	<b>38.8</b>

\* p ≤ .05

\*\*\* p ≤ 0.001

Overall, 25.0 percent of respondents spontaneously stated that the campaign influenced them to avoid having multiple partners, and 18.4 percent of respondents reported that the campaign influenced them to be faithful to one partner (Table 31). Approximately 11 percent of respondents reported that they got an HIV test due to their exposure to the campaign. A few respondents reported that the campaign influenced them to start using condoms (7.9 percent), increase condom use (4.6 percent), and talk with their partner about sex or condoms (2.6 percent).

Of those who reported that the campaign influenced or changed their behaviour, 15.8 percent said it influenced one behaviour, 16.5 percent reported that it influenced two behaviours, and 6.6 percent said that it influenced three or four behaviours.

**Table 31: Safe Love Campaign Influence of Respondents' Behaviours (n=152)**

Respondent Behaviour	District (%)								Total
	Ndola	Mpongwe	Chipata	Katete	Lusaka	Luangwa	Kasama	Mbala	
Avoid multiple partners**	31.6	15.8	21.1	10.5	21.1	0.0	52.6	47.4	25.0
Be faithful to one partner*	42.1	15.8	21.1	0.0	10.5	5.3	21.1	31.6	18.4
Got HIV test***	0.0	0.0	10.5	0.0	10.5	0.0	31.6	36.8	11.2
Started to use condoms	5.3	15.8	5.3	5.3	0.0	0.0	15.8	15.8	7.9
Increased condom use	0.0	10.5	5.3	5.3	0.0	5.3	5.3	5.3	4.6
Talked with partner about sex/condoms	5.3	0.0	5.3	0.0	5.3	0.0	0.0	5.3	2.6

\* p ≤ .05

\*\* p ≤ 0.01

\*\*\* p ≤ 0.001

### 3.11. Interpersonal Communication

Overall, 28.3 percent of respondents reported that they had talked with someone about the messages in the Safe Love campaign (Table 32). This varied significantly by district, with Mbala (57.9 percent) and Ndola (42.1 percent) districts having the highest proportion and Luangwa (5.3 percent) and Katete (10.5 percent) with the lowest proportion of respondents who had talked with someone about the Safe Love campaign messages. There was no significant difference found between urban and rural areas.

**Table 32: Percentage of Respondents Who Talked With Someone About the Messages in the Campaign (n=152)**

<b>Sociodemographic Characteristic</b>	<b>Talked With Someone About Messages (%)</b>
<i>District**</i>	
Ndola	42.1
Mpongwe	31.6
Chipata	15.8
Katete	10.5
Lusaka	31.6
Luangwa	5.3
Kasama	31.6
Mbala	57.9
<i>Place of Residence</i>	
Urban	30.3
Rural	26.3
<b>Total</b>	<b>28.3</b>

\*\* p ≤ 0.01

Among those who had reported they talked with someone about the Safe Love campaign messages (Table 33), the most common person with whom respondents discussed the message was a friend or neighbour (81.4 percent), followed by other family relations (25.6 percent) and either a spouse or a partner (20.9 percent). The most common topics discussed by respondents were having multiple partners/reducing partners and the risk of HIV and condom use (Table 34).

**Table 33: Person With Whom Respondents Discussed Messages From Safe Love Campaign (n=43)**

<b>Person With Whom Respondent Discussed Message</b>	<b>% Respondents Reported</b>
Friend/neighbour	81.4
Other family relations	25.6
Spouse/partner	20.9
Health worker	4.7

Church group	4.7
Mother/mother-in-law	0.0
Father/father-in-law	0.0

**Table 34: Safe Love Topics Discussed by Respondents (n = 43)**

Topic	% Respondents Reported
Multiple partners/reduce number of partners	67.8
Risk of HIV	48.8
Condom use	44.2
HIV counselling/HIV testing	30.2
Mode of HIV transmission	2.3

### 3.12. Perception of the Safe Love Campaign

Overall, respondents had a positive perception of the Safe Love campaign. When asked if the messages in the campaign are relevant for Zambian men and women, the majority either agreed (28.3 percent) or strongly agreed (62.6 percent). Similarly, when asked if they like the campaign's messages, 44.4 percent agreed and 48.5 percent strongly agreed (Table 35).

**Table 35: Respondents' Perception of Safe Love Campaign (n=99)**

Statement	Agreement With Statement (%)				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The messages in the Safe Love campaign are relevant for Zambian men and women.	1.0	2.0	6.1	28.3	62.6
I like the messages in the Safe Love campaign.	1.0	1.0	5.1	44.4	48.5

## IV. Summary of Findings

### 4.1. Media Access and Viewership/Listenership

Overall, access to radio, television, and mobile phones was high in the households sampled. Across all three channels, access was higher in urban areas compared with rural areas.

Listenership and viewership of radio and television was high—73.0 percent and 78.3 percent, respectively. Interestingly, TV viewership was higher than radio listenership. The majority of respondents listen to or watch radio and television on a daily basis. For radio, the most listened-to time periods were from 6:00 to 9:00 a.m. and 18:00 to 21:00 p.m., and for television, the period from 18:00 to 21:00 p.m. was by far the most watched (69.7 percent). The most listened-to radio stations were Radio 1 and Radio 2, and the most watched TV stations were ZNBC and Muvi TV.

### 4.2. General Exposure to Campaign

When asked if they had heard of the Safe Love campaign, 66.5 percent of respondents said yes. However, given that this is an aided question, it is subject to overreporting error. Awareness of the campaign varied significantly across all sociodemographic characteristics (e.g., district, place of residence, age group, education level, literacy, and marital status), except sex. There was a clear trend observed by educational level; the higher the educational level, the more likely the respondent had heard of the campaign. There was also greater awareness of the campaign among younger respondents (aged 15–29) and those who were single.

The main source from where respondents had heard about the campaign was television (58.6 percent). Only 17.1 percent of respondents reported hearing about the campaign from the radio, and even fewer for the other sources cited. Among those who had heard about the campaign, most had heard about it more than once. Approximately 30 percent of respondents reported having heard about the campaign 10 or more times.

### 4.3. Recall of Safe Love Logo and Slogan

Among all respondents, 43.4 percent were able to identify the correct logo. Interestingly, 28.3 percent of respondents identified the wrong logo, demonstrating that respondents were overreporting their exposure to the logo. This is likely due to social desirability bias among the respondents.

Among those who reported identifying the logo, most said that they thought the phrase “Safe Love” in the logo referred to using condoms/practicing safe sex and reducing the number of partners to one at a time, which demonstrated an accurate understanding of the focus of the campaign.

Spontaneous recall of the campaign’s slogan was 23.0 percent among respondents and varied significantly by district and place of residence.

### 4.4. Exposure to Radio and TV Announcements and Programmes

Exposure to the Safe Love ads on television (63.8 percent) was overall much higher than exposure to the ads on the radio (29.6 percent). Among those who did recall seeing the radio and TV ads,

many reported seeing more than one advertisement. Coverage for both radio and TV ads was highest in the Mbala, Kasama, and Ndola districts and lowest in the Katete and Luangwa districts. Only a few respondents were able to spontaneously recall the question that all the radio and TV ads ended with. The topics that were spontaneously recalled the most by respondents included: Use condoms for every sexual encounter (41.5 percent), reduce partners to one at a time (36.8 percent), and face increased risk of HIV with having multiple partners (16.5 percent).

Listenership for *Life at the Turn Off* was found to be very low overall (6.6 percent). This could be due to low listenership of the radio during the times that it is aired on the radio or low exposure to the promotional advertisements. Furthermore, the radio drama was launched in February 2012, thus it has been airing for less than two months.

For those who had listened to *Life at the Turn Off*, most had listened to only one or two episodes. The low listenership explains the low recall of the messages/topics presented in the series and low recall of characters from the drama. While listenership was found to be very low, those who listened to the show did have a very positive perception of the show.

#### 4.5. Exposure to Newspaper and Outdoor Media

Exposure to the newspaper ads for the campaign was around 20 percent, compared with only 7.9 percent for the newspaper inserts. Likely this is due to the fact that newspaper ads had been run frequently, while the newspaper insert had only been circulated twice before the survey. Most respondents reported seeing the newspaper ads in *The Post* (87.1 percent). Recall of the messages/topics presented in the *Live Today* inserts was low due to low readership.

Approximately 45 percent of respondents reported having seen a material or product from the campaign. The most recalled materials were billboards, t-shirts/caps/chitenges, wall paintings, and bus/car stickers. Of the respondents who reported having seen materials/products from the campaign, more than half reported having seen two to four materials.

#### 4.6. Perception of Impact on Knowledge and Behaviour

The results show that respondents perceived that the campaign had an impact on their knowledge and behaviour. A total of 56 percent of respondents spontaneously reported that they had learned at least one message/topic as a result of their exposure to the campaign. The most common messages/topics spontaneously recalled were: importance of reducing the number of partners (28.3 percent), importance of condom use with all partners (23.7 percent), and the risks of having multiple partners (23.0 percent).

Approximately 39 percent of respondents said that the campaign had an influence on or changed their behaviour. This varied significantly across all sociodemographic characteristics. Similar to the trend observed for awareness of the campaign, there was a clear trend observed in behaviour change by literacy and education levels. Respondents with higher education and literacy reported greater influence/change of behaviour. There was also a greater behaviour change observed among those who were single and among younger respondents. The most common behaviours that respondents spontaneously reported changing (or had an influence over) were: avoiding multiple

partners (25.0 percent), being faithful to one partner (18.4 percent), and getting an HIV test (11.2 percent).

#### 4.7. Interpersonal Communication

Overall, 28.3 percent of respondents reported talking with another person about the messages of the campaign. Of those who talked with another person about the campaign, most talked with a friend or a neighbour and discussed the issue of having multiple partners.

#### 4.8. Summary of Exposure to Safe Love Campaign

Overall, the districts with the highest coverage for all components of the campaign were Ndola, Mbala, and Mpongwe. The Katete and Luangwa districts had very low coverage for every component of the campaign.

It is very clear that there is consistency in the messages recalled across the various channels used in the campaign. The messages on multiple concurrent partnerships, risk of HIV, and condom use are not only being recalled by participants, but many also reported that the campaign has had an influence on or has changed these behaviours.

Overall, there is a very positive perception of the campaign among those who have been exposed to it. The differences observed by sociodemographic characteristics for awareness of the campaign and impact of the campaign suggest either that the campaign is doing a better job of reaching younger people, the more educated, and those who are single, or that the messages are resonating better among these populations.

When comparing the results from the Safe Love campaign to the expected targets (based on the InterMedia Institute Survey results of media use), general exposure and spontaneous recall of topics on the TV announcements greatly surpassed the expected targets. For the radio announcements and radio drama, the results were well below the expected targets for general exposure and spontaneous recall. For the newspaper ads and inserts, urban areas only achieved less than half the expected target for general exposure and spontaneous recall, while the rural areas met the expected targets.

While exposure to some components was found to be high, in order to see the impact of a campaign on behaviour change, it is important for spontaneous recall of the content and messages of a campaign to be at least 60 percent among the target population. Spontaneous recall of specific content provides a better measure of the quality of exposure, as it goes beyond just whether the person saw or heard something. Spontaneous recall for some components of the campaign did reach close to or higher than 60 percent in some districts. It will be important for this coverage to be scaled up for greater impact.

## V. Recommendations

Based on the results of the survey, the following is a list of recommendations for the Safe Love campaign:

1. Overall, given the positive perception of the campaign among respondents who have been exposed to the campaign, the main focus of efforts should be on improving the reach of the various components of the campaign among the target audience and, where possible, scaling up efforts.
2. Television was by far the channel that reached the greatest percentage of the target population. There was greater recall of the campaign, as well as recall of messages and content on television. The campaign should look at how to best use and scale up use of this channel. Further, when developing a media plan for television, the most watched time periods (18:00–21:00, 12:00–15:00, and 15:00–18:00) and TV stations (ZNBC and Muvi TV) should be considered.
3. The results show consistently higher exposure to the various campaign components in the Kasama, Mbala, and Ndola districts. It will be important to review what is happening differently in terms of implementation of the campaign within these districts, as lessons could be learned from the district and, when applicable, applied in other areas.
4. The results suggest that the campaign is doing a better job of reaching younger, single, and more educated adults, as well as those living in urban areas. The channels by which the campaign is reaching the target audience and the messages/content may need to be tailored in order to expand the reach further among adults aged 30 and above, those who are married, those with less education, and those living in rural areas. The lower reach among these populations could be because the messages of the campaign are not resonating with these populations or because the population is not as frequently accessing the communication channels used by the campaign.
5. Given that the listenership of *Life at the Turn Off* was found to be very low, the media plan for the radio drama should be revisited to ensure that the drama is being aired on the most listened-to radio stations and during the most listened-to time periods. Listenership may also be low because the show is only aired once per week, making it difficult for people to catch the show. Since TV viewership is much higher, with greater recall of messages and content, it might be beneficial to focus more efforts on airing the drama series on television.
6. For the *Live Today* newspaper insert, overall coverage was very low. The media plan for the inserts should be revisited. Coverage could be low due to the infrequency of circulation of the insert or due to general low readership of the paper among the target population.

7. The consistency of messages across the different components of the campaign has worked well. The same messages should continue to be emphasised and reinforced through all the different channels used by the campaign.