

**Chapter 9 Appendix: Exposure to information, education, and communication campaigns**

<b>Table A9.1: Percentage of respondents reporting daily mass media exposure</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Read a newspaper daily	14.2	10.6	10.0	13.6	9.1	12.9
Listen to radio daily	24.4	23.1	21.7	23.7	24.4	23.8
Watch TV daily	62.7	73.5	65.4	64.8	70.9	65.8
Use internet daily	1.2	0.7	0.7	0.9	1.9	1.1
<b>Husbands</b>						
Read a newspaper daily	32.9	18.6	17.7	30.5	13.7	27.8
Listen to radio daily	39.4	37.8	39.9	38.3	42.8	39.0
Watch TV daily	59.4	69.1	58.3	61.3	65.0	61.9
Use internet daily	5.1	2.7	1.9	4.5	2.7	4.2
<b>Female Youth</b>						
Read a newspaper daily	17.7	13.9	12.7	17.3	10.5	16.1
Listen to radio daily	49.8	39.8	20.5	46.2	32.0	43.7
Watch TV daily	58.7	81.7	79.7	65.6	77.3	67.7
Use internet daily	8.3	2.9	1.9	6.8	2.6	6.0
<b>Male Youth</b>						
Read a newspaper daily	17.2	19.6	6.6	16.3	19.4	16.9
Listen to radio daily	36.4	36.3	23.2	36.2	30.3	35.2
Watch TV daily	52.7	68.0	66.1	56.0	68.3	58.1
Use internet daily	8.1	5.9	1.4	7.6	3.2	6.9

**Table A9.2: Percentage of respondents exposed to family planning messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	18.6	22.2	13.0	19.4	17.1	19.1
Television	75.1	75.1	67.6	74.5	74.2	74.4
Newspaper/magazine	26.5	25.7	12.7	26.4	17.9	25.1
Brochure/leaflet	30.7	32.0	18.0	31.0	24.0	29.9
Posters/billboards	11.5	9.8	4.3	10.8	8.3	10.4
Internet	1.6	2.2	0.0	1.8	0.7	1.6
Short message service	0.2	0.8	0.0	0.4	0.0	0.3
Lectures/Teachers	2.2	4.5	3.8	3.0	3.0	3.0
Others	16.9	9.2	9.4	15.1	9.4	14.2
<b>Husbands</b>						
Radio	26.9	22.4	20.5	25.9	21.1	25.1
Television	73.7	78.1	76.7	75.0	76.2	75.2
Newspaper/magazine	41.0	30.7	26.4	38.2	30.1	36.8
Brochure/leaflet	29.3	20.6	17.6	27.9	16.0	25.8
Posters/billboards	22.0	10.6	9.5	18.6	13.3	17.7
Internet	3.4	1.5	2.9	2.8	2.8	2.8
Short message service	2.4	0.7	0.0	2.0	0.3	1.7
Lectures/Teachers	4.4	4.2	3.0	4.6	2.4	4.2
Others	6.6	8.2	4.5	6.8	6.8	6.8
<b>Female youth</b>						
Radio	16.8	12.2	10.3	16.0	9.2	14.8
Television	61.5	66.1	70.6	62.2	71.4	63.8
Newspaper/magazine	26.3	23.7	12.1	24.4	22.1	24.0
Brochure/leaflet	27.9	17.3	21.9	24.4	23.0	24.2
Posters/billboards	9.2	7.4	3.4	8.2	7.4	8.1
Internet	8.1	2.7	3.4	6.1	5.4	6.0
Short message service	2.4	0.6	0.0	2.0	0.0	1.6
Others	17.0	17.6	13.6	15.7	22.1	16.8
<b>Male youth</b>						
Radio	16.7	10.0	8.9	15.2	9.3	14.1
Television	54.5	59.9	41.0	55.4	51.5	54.8
Newspaper/magazine	20.3	18.4	10.0	19.8	14.2	18.8
Brochure/leaflet	15.1	13.3	12.0	14.4	13.8	14.3
Posters/billboards	9.7	10.6	1.8	10.0	5.8	9.3
Internet	4.7	8.2	2.8	5.8	4.2	5.5
Short message service	1.3	2.1	1.8	1.9	0.0	1.6
Others	9.3	9.0	5.1	8.9	8.4	8.8

<b>Table A9.3: Percentage of respondents who communicated with others about use of family planning methods</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	39.0	41.1	33.1	38.6	41.4	39.0
Mother	9.7	6.7	5.3	9.2	5.1	8.5
Father	0.7	0.7	0.6	0.7	0.3	0.7
Sister(s)	17.7	20.1	11.7	17.4	19.9	17.8
Brother(s)	2.6	2.8	0.0	2.6	1.5	2.4
Daughter	4.6	4.0	4.9	4.4	4.7	4.5
Son	0.5	1.8	0.8	0.9	0.8	0.8
Mother-in-law	4.8	3.9	0.0	4.2	3.6	4.1
Other relative	21.7	14.7	14.3	19.2	18.7	19.1
Friends/neighbors	20.6	20.0	25.6	19.8	26.6	20.9
Doctor	1.1	1.6	1.1	1.1	2.0	1.2
CHW	0.7	0.0	3.6	0.7	1.3	0.8
Other service provider	0.4	0.5	1.1	0.4	0.7	0.5
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.7	1.8	1.1	1.0	1.3	1.0
<b>Husbands</b>						
Spouse	42.1	42.9	39.6	41.2	46.4	42.1
Mother	3.9	1.1	0.0	2.9	1.9	2.7
Father	1.9	0.8	0.0	1.6	0.9	1.4
Sister(s)	3.8	1.2	1.0	3.1	1.7	2.8
Brother(s)	1.9	2.1	2.9	1.8	3.2	2.1
Daughter	0.6	0.5	2.9	0.4	2.5	0.8
Son	0.7	1.9	2.9	1.0	2.5	1.2
Mother-in-law	0.4	1.0	0.0	0.6	0.0	0.5
Other relative	7.8	6.7	3.2	7.3	5.7	7.0
Friends/neighbors	14.1	16.6	9.8	15.2	10.5	14.4
Doctor	0.3	1.9	1.0	0.8	0.7	0.8
CHW	0.2	0.2	0.0	0.2	0.4	0.2
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.7	0.3	0.0	0.5	0.7	0.5

**Table A9.4: Percentage of respondents exposed to birth spacing messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	13.5	12.5	7.5	12.9	11.2	12.7
Television	68.0	70.4	62.9	68.1	68.4	68.2
Newspaper/magazine	22.2	20.3	10.2	21.5	15.8	20.6
Brochure/leaflet	27.6	23.4	13.7	26.6	18.0	25.2
Posters/billboards	7.2	4.8	2.9	6.7	3.2	6.2
Internet	0.3	1.3	0.0	0.6	0.6	0.6
Short message service	0.0	0.9	0.0	0.2	0.2	0.2
Lectures/Teachers	1.6	3.8	4.4	2.3	3.1	2.5
Others	15.4	10.9	7.7	14.1	10.2	13.5
<b>Husbands</b>						
Radio	20.1	13.6	15.9	18.3	16.0	17.9
Television	49.6	54.2	48.8	51.4	47.6	50.8
Newspaper/magazine	23.5	20.0	14.2	22.4	18.5	21.7
Brochure/leaflet	21.6	13.4	13.9	19.2	15.7	18.6
Posters/billboards	14.9	4.1	4.1	11.7	7.2	10.9
Internet	2.1	0.6	0.4	1.6	1.0	1.5
Short message service	0.4	0.4	0.0	0.4	0.0	0.4
Lectures/Teachers	3.5	2.8	0.4	3.2	2.1	3.0
Others	11.8	7.9	6.8	10.5	9.3	10.3
<b>Female Youth</b>						
Radio	16.6	9.9	15.5	15.4	10.5	14.5
Television	62.4	61.2	66.6	61.2	68.3	62.5
Newspaper/magazine	21.2	17.8	20.5	20.6	18.2	20.1
Brochure/leaflet	17.8	11.1	15.1	15.4	16.2	15.5
Posters/billboards	9.2	4.9	3.4	7.3	7.5	7.4
Internet	3.1	1.4	3.4	2.1	5.1	2.7
Short message service	0.0	0.0	0.0	0.0	0.0	0.0
Lectures/Teachers	9.6	12.0	4.1	9.5	10.6	9.7
Others	14.6	4.2	6.4	11.8	5.4	10.6
<b>Male Youth</b>						
Radio	10.6	6.6	11.8	9.8	8.7	9.6
Television	37.3	39.0	40.9	37.7	40.1	38.1
Newspaper/magazine	12.5	8.5	5.7	10.9	10.0	10.7
Brochure/leaflet	12.4	6.5	4.3	10.9	6.4	10.1
Posters/billboards	5.6	4.6	2.6	5.4	3.7	5.1
Internet	3.1	2.4	2.3	2.7	3.7	2.8
Short message service	0.3	0.5	0.0	0.4	0.0	0.3
Lectures/Teachers	8.7	9.8	7.9	8.7	9.8	8.9
Others	5.4	3.4	0.0	5.0	1.2	4.3

<b>Table A9.5: Percentage of respondents who communicated with others about birth spacing</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	24.7	25.6	23.7	24.4	27.1	24.8
Mother	7.2	6.3	6.2	7.4	4.1	6.9
Father	0.4	1.0	0.6	0.7	0.3	0.6
Sister(s)	15.9	20.8	10.9	17.3	13.8	16.8
Brother(s)	2.6	1.2	1.8	2.2	1.6	2.1
Daughter	5.7	4.8	3.3	5.4	4.5	5.3
Son	0.7	1.2	0.0	0.8	0.6	0.8
Mother-in-law	4.3	3.1	0.9	4.1	1.5	3.7
Other relative	20.5	19.2	16.3	19.7	20.1	19.8
Friends/neighbors	23.0	28.4	24.7	23.6	30.1	24.6
Doctor	2.4	1.9	1.4	2.2	2.1	2.2
CHW	1.7	1.4	1.8	1.6	1.9	1.6
Other service provider	0.7	0.8	2.0	0.9	0.7	0.8
Community leaders	0.0	0.3	0.0	0.1	0.0	0.1
Others						
<b>Husbands</b>						
Spouse	27.2	30.9	35.3	28.4	31.4	28.9
Mother	4.0	0.8	1.5	2.9	2.7	2.9
Father	2.4	0.8	0.0	1.8	1.3	1.7
Sister(s)	2.0	2.0	1.6	2.2	0.9	2.0
Brother(s)	2.7	2.3	2.7	2.7	1.9	2.6
Daughter	0.4	0.5	0.7	0.4	0.8	0.5
Son	0.3	0.7	0.7	0.3	1.3	0.4
Mother-in-law	1.1	0.8	0.0	1.1	0.0	0.9
Other relative	5.9	6.1	4.9	6.0	5.4	5.9
Friends/neighbors	15.4	14.4	7.7	15.0	11.7	14.4
Doctor	1.0	1.7	1.0	1.3	0.4	1.2
CHW	0.0	0.5	0.0	0.1	0.4	0.1
Other service provider	0.0	0.2	0.0	0.1	0.0	0.1
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	2.2	0.0	2.1	1.6	1.2	1.6
<b>Female Youth</b>						
Mother	11.2	5.6	8.5	10.1	5.3	9.3
Father	1.1	0.0	1.9	0.9	0.8	0.9
Sister(s)	8.6	9.6	15.2	9.6	9.3	9.6
Brother(s)	0.5	2.0	0.0	0.9	0.6	0.9
Other relative	5.1	4.2	7.1	4.6	7.2	5.1
Friends/neighbors	15.5	17.3	13.7	16.0	14.9	15.8
Doctor	1.5	1.9	0.0	1.2	2.9	1.5
CHW	0.8	0.8	0.0	0.9	0.0	0.7
Other service provider						
Community leaders	0.1	0.0	0.0	0.0	0.5	0.1
<b>Male Youth</b>						
Mother	0.8	2.8	5.0	1.2	4.4	1.7
Father	1.7	2.5	4.3	2.1	2.6	2.2
Sister(s)	0.9	1.8	6.0	1.4	2.6	1.6
Brother(s)	1.0	1.2	0.0	1.0	0.6	0.9
Other relative	1.9	2.9	1.3	1.8	3.5	2.1
Friends/neighbors	10.3	9.7	5.8	9.7	9.7	9.7
Doctor	0.9	1.1	2.3	0.9	1.7	1.1
CHW	0.7	0.0	0.0	0.5	0.0	0.4
Other service provider	1.1	0.0	0.0	0.8	0.0	0.7
Community leaders	0.3	0.0	0.0	0.2	0.0	0.2

**Table A9.6: Percentage of respondents exposed to safe pregnancy messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	11.4	11.1	9.8	11.3	10.8	11.2
Television	54.6	57.9	47.1	54.4	57.0	54.9
Newspaper/magazine	15.3	15.3	7.4	15.0	12.2	14.6
Brochure/leaflet	16.37	16.51	10.7	16.4	13.4	15.9
Posters/billboards	4.0	2.6	1.5	3.7	1.9	3.4
Internet	0.7	0.5	0.0	0.7	0.0	0.6
Short message service	0.1	0.0	0.0	0.1	0.1	0.1
Lectures/Teachers	0.3	2.4	2.1	1.0	1.2	1.0
Others	14.2	9.9	13.0	13.4	10.3	12.9
<b>Husbands</b>						
Radio	16.1	9.4	13.6	13.8	15.2	14.0
Television	46.5	47.7	48.6	47.4	45.0	47.0
Newspaper/magazine	18.5	17.3	13.2	18.1	15.5	17.7
Brochure/leaflet	18.4	13.1	10.0	17.2	11.5	16.2
Posters/billboards	6.3	2.2	1.8	5.4	1.6	4.8
Internet	0.9	0.4	0.4	0.7	0.8	0.7
Short message service	0.0	0.6	0.0	0.0	0.9	0.2
Lectures/Teachers	3.7	1.7	0.4	3.3	0.8	2.8
Others	12.7	9.8	13.7	11.9	12.2	12.0
<b>Female Youth</b>						
Radio	16.3	9.4	10.8	14.4	10.5	13.7
Television	47.1	53.0	38.6	46.9	52.8	47.9
Newspaper/magazine	19.9	14.9	16.8	18.3	17.3	18.1
Brochure/leaflet	12.9	12.1	12.6	12.8	11.9	12.6
Posters/billboards	2.8	2.5	0.0	2.7	0.9	2.4
Internet	3.2	1.0	0.0	2.5	0.8	2.2
Short message service	0.0	0.6	0.0	0.2	0.0	0.2
Lectures/Teachers	6.5	11.0	3.5	6.9	10.2	7.5
Others	13.7	4.5	15.4	12.4	5.7	11.2
<b>Male Youth</b>						
Radio	9.3	6.0	5.2	8.2	7.2	8.0
Television	32.9	39.8	33.9	34.3	37.4	34.9
Newspaper/magazine	12.4	8.7	11.2	11.5	10.2	11.3
Brochure/leaflet	8.0	9.3	6.6	8.0	9.2	8.2
Posters/billboards	1.0	4.4	0.0	1.5	3.5	1.8
Internet	3.2	1.0	2.3	2.3	3.7	2.5
Short message service	0.0	0.0	0.0	0.0	0.0	0.0
Lectures/Teachers	4.3	7.9	5.9	5.0	7.7	5.4
Others	8.2	5.8	8.1	8.2	5.8	8.1

<b>Table A9.7: Percentage of respondents who communicated with others about safe pregnancy</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	11.6	14.3	11.2	11.8	14.9	12.3
Mother	6.3	4.3	4.6	5.8	4.8	5.6
Father	0.4	0.2	0.0	0.3	0.0	0.3
Sister(s)	10.3	10.1	5.6	9.8	9.9	9.8
Brother(s)	1.3	0.3	0.7	1.1	0.4	1.0
Daughter	8.7	11.3	6.4	9.2	9.4	9.2
Son	1.3	0.6	0.7	1.0	1.1	1.0
Mother-in-law	4.0	2.6	1.1	3.4	3.2	3.4
Other relative	18.4	16.1	13.8	18.0	14.4	17.4
Friends/neighbors	16.0	16.2	13.9	15.8	16.1	15.9
Doctor	3.4	2.3	4.6	3.5	1.5	3.2
CHW	1.0	0.5	0.5	0.9	0.4	0.8
Other service provider	0.2	0.0	0.0	0.2	0.0	0.1
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	1.6	2.4	0.0	1.8	0.8	1.6
<b>Husbands</b>						
Spouse	28.3	26.9	24.8	27.7	26.8	27.6
Mother	4.3	2.3	0.7	4.1	0.4	3.4
Father	1.8	0.3	0.0	1.4	0.5	1.2
Sister(s)	2.0	0.8	0.4	1.7	0.6	1.5
Brother(s)	1.9	1.1	0.0	1.5	1.3	1.5
Daughter	0.4	0.5	1.5	0.2	2.1	0.5
Son	0.4	1.1	1.5	0.5	1.7	0.7
Mother-in-law	1.9	0.8	0.0	1.7	0.0	1.4
Other relative	3.1	6.1	0.4	3.6	4.0	3.7
Friends/neighbors	6.0	8.8	1.6	6.4	6.2	6.3
Doctor	1.9	1.6	0.9	1.9	1.2	1.7
CHW	0.5	0.2	0.0	0.4	0.0	0.4
Other service provider	0.0	0.2	1.2	0.1	0.7	0.2
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	0.3	0.0	0.0	0.3	0.0	0.2
<b>Female Youth</b>						
Mother	6.1	3.1	1.9	5.3	2.4	4.8
Father	0.9	0.0	0.0	0.6	0.0	0.5
Sister(s)	7.9	6.6	9.6	7.3	9.3	7.7
Brother(s)	1.4	1.5	0.0	1.6	0.0	1.3
Other relative	8.5	5.9	5.9	6.9	10.2	7.5
Friends/neighbors	10.9	11.4	3.6	9.7	12.8	10.3
Doctor	1.8	0.0	0.0	1.2	0.5	1.1
CHW	0.8	0.0	0.0	0.6	0.0	0.5
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
<b>Male Youth</b>						
Mother	3.7	2.2	7.3	3.9	2.1	3.6
Father	1.3	1.3	2.3	1.4	1.2	1.4
Sister(s)	2.2	1.4	6.5	2.4	2.1	2.3
Brother(s)	0.5	0.4	3.4	0.9	0.0	0.7
Other relative	5.2	4.4	5.8	5.4	3.4	5.0
Friends/neighbors	4.0	5.3	1.8	4.1	4.6	4.1
Doctor	1.1	0.8	0.0	1.1	0.0	0.9
CHW	0.5	0.0	0.0	0.3	0.0	0.3
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	2.6	0.3	0.0	0.2

**Table A9.8: Percentage of respondents exposed to postnatal care messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	10.5	9.5	4.7	9.9	8.7	9.7
Television	43.2	47.9	34.6	43.4	45.4	43.7
Newspaper/magazine	12.4	11.6	8.9	12.5	8.7	11.9
Brochure/leaflet	12.4	13.0	4.9	12.2	10.3	11.9
Posters/billboards	2.9	2.4	2.2	2.9	1.7	2.7
Internet	0.5	0.2	0.0	0.5	0.0	0.4
Short message service	0.1	0.0	0.0	0.1	0.3	0.1
Lectures/Teachers	0.8	1.0	1.2	0.8	1.7	0.9
Others	16.9	10.6	13.3	15.3	13.0	14.9
<b>Husbands</b>						
Radio	14.9	9.0	9.0	13.1	10.6	12.7
Television	29.0	37.4	25.2	31.1	30.4	31.0
Newspaper/magazine	15.7	12.2	6.8	14.7	10.1	13.9
Brochure/leaflet	12.2	11.5	7.7	12.0	9.3	11.6
Posters/billboards	6.0	2.6	3.1	5.2	2.8	4.8
Internet	1.0	0.7	0.4	0.9	0.8	0.9
Short message service	0.2	0.0	0.0	0.2	0.0	0.2
Lectures/Teachers	3.9	0.8	0.4	3.1	0.8	2.7
Others	14.3	8.8	11.8	13.3	9.0	12.6
<b>Female Youth</b>						
Radio	13.5	12.4	5.3	13.2	8.0	12.3
Television	40.1	48.9	29.6	40.4	47.0	41.5
Newspaper/magazine	17.5	12.0	10.0	15.2	14.7	15.1
Brochure/leaflet	14.8	9.9	16.5	12.4	18.7	13.5
Posters/billboards	4.1	2.7	0.0	3.7	0.9	3.2
Internet	1.0	1.4	0.0	0.8	1.9	1.0
Short message service	1.3	0.0	0.0	0.9	0.0	0.8
Lectures/Teachers	7.2	6.9	3.3	6.5	7.5	6.7
Others	18.2	6.0	19.7	16.4	6.9	14.8
<b>Male Youth</b>						
Radio	7.0	5.6	8.6	7.1	5.5	6.8
Television	23.3	26.4	12.5	22.3	27.1	23.2
Newspaper/magazine	10.9	9.6	12.0	11.0	8.9	10.6
Brochure/leaflet	7.9	9.4	7.7	8.2	8.7	8.3
Posters/billboards	1.4	5.0	0.0	2.4	1.8	2.3
Internet	1.7	2.7	2.8	1.9	3.2	2.1
Short message service	0.0	2.5	0.0	0.8	0.0	0.7
Lectures/Teachers	9.7	8.4	6.4	8.9	9.4	9.0
Others	9.3	6.8	4.8	8.4	7.0	8.2

<b>Table A 9.9: Percentage of respondents who communicated with others about postnatal care</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	7.4	7.9	9.0	7.3	9.8	7.7
Mother	7.2	5.1	8.7	7.5	2.9	6.8
Father	0.4	0.4	0.0	0.4	0.3	0.4
Sister(s)	8.1	9.0	5.7	8.7	5.3	8.1
Brother(s)	1.6	1.1	0.0	1.3	1.6	1.4
Daughter	6.6	7.0	5.9	6.6	6.9	6.7
Son	0.8	1.1	0.4	0.9	0.9	0.9
Mother-in-law	3.4	2.3	1.5	3.1	1.9	2.9
Other relative	14.4	11.6	9.8	13.4	12.8	13.3
Friends/neighbors	14.4	13.7	10.8	14.0	13.3	13.9
Doctor	3.0	1.7	0.6	2.5	1.9	2.4
CHW	1.2	1.6	1.3	1.4	1.0	1.3
Other service provider	0.1	0.2	0.6	0.2	0.0	0.2
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	0.8	1.5	1.7	1.1	1.0	1.1
<b>Husbands</b>						
Spouse	19.1	19.1	16.1	19.2	17.0	18.8
Mother	3.8	1.6	3.2	3.5	1.3	3.1
Father	1.0	0.8	0.0	1.1	0.0	0.9
Sister(s)	2.0	2.2	0.4	2.0	1.4	1.9
Brother(s)	1.3	1.8	1.3	1.5	1.2	1.4
Daughter	0.4	0.0	1.5	0.2	1.3	0.4
Son	0.3	0.0	1.5	0.1	1.3	0.3
Mother-in-law	1.9	0.5	0.0	1.7	0.0	1.4
Other relative	4.0	4.3	1.2	3.5	5.6	3.9
Friends/neighbors	7.6	5.2	3.7	6.9	4.9	6.6
Doctor	2.0	3.7	0.9	2.5	1.9	2.4
CHW	0.5	0.4	0.0	0.5	0.3	0.4
Other service provider	0.0	0.2	0.0	0.1	0.0	0.1
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	0.2	0.0	0.0	0.1	0.0	0.1
<b>Female Youth</b>						
Mother	6.9	7.6	3.1	7.6	2.4	6.7
Father	0.0	0.7	0.0	0.2	0.0	0.2
Sister(s)	5.9	8.0	8.8	7.6	3.4	6.9
Brother(s)	0.9	2.0	0.0	1.4	0.0	1.1
Other relative	8.5	3.7	3.5	6.3	7.4	6.5
Friends/neighbors	11.7	11.9	9.5	10.7	15.3	11.5
Doctor	1.4	0.0	0.0	1.0	0.0	0.8
CHW	0.8	0.0	0.0	0.6	0.0	0.5
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	1.2	0.0	0.0	0.9	0.0	0.7
Others	5.3	3.0	3.3	4.2	5.4	4.4
<b>Male Youth</b>						
Mother	2.5	1.6	2.6	2.5	1.1	2.3
Father	0.3	1.7	0.0	0.8	0.0	0.7
Sister(s)	0.3	0.8	2.0	0.6	0.5	0.6
Brother(s)	1.5	1.7	0.0	1.4	1.4	1.4
Other relative	1.9	0.6	1.5	1.8	0.0	1.5
Friends/neighbors	5.0	7.2	0.0	5.5	3.5	5.1
Doctor	0.7	0.8	2.3	0.8	1.2	0.9
CHW	0.0	0.0	0.0	0.0	0.0	0.0
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.4	0.9	2.6	0.5	2.0	0.8

**Table A9.10: Percentage of respondents exposed to anemia/weak blood messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	12.1	11.2	9.2	12.0	9.6	11.6
Television	54.9	58.9	43.7	54.7	56.4	55.0
Newspaper/magazine	17.4	12.7	7.6	16.2	10.8	15.3
Brochure/leaflet	16.7	12.9	9.8	16.0	10.4	15.1
Posters/billboards	2.3	1.7	0.7	2.1	1.3	2.0
Internet	0.5	0.3	0.0	0.4	0.3	0.4
Short message service	0.2	0.2	0.0	0.2	0.0	0.2
Lectures/Teachers	1.5	2.3	0.4	1.7	1.1	1.6
Others	26.7	22.7	23.2	25.5	24.3	25.3
<b>Husbands</b>						
Radio	19.1	14.3	16.4	17.8	16.4	17.6
Television	47.5	49.5	41.4	47.8	46.2	47.5
Newspaper/magazine	27.6	24.4	20.0	27.2	20.4	26.1
Brochure/leaflet	17.9	11.8	12.1	16.4	12.3	15.7
Posters/billboards	6.6	2.6	0.8	5.6	1.9	5.0
Internet	1.4	0.4	0.3	1.1	0.7	1.0
Short message service	0.3	0.0	0.0	0.2	0.0	0.2
Lectures/Teachers	2.8	2.1	1.9	2.8	1.5	2.5
Others	15.3	16.0	15.5	14.9	19.0	15.5
<b>Female Youth</b>						
Radio	21.5	9.0	14.4	18.1	12.8	17.2
Television	56.5	67.3	55.7	58.7	63.1	59.5
Newspaper/magazine	32.3	27.4	23.1	31.4	23.1	30.0
Brochure/leaflet	21.5	20.3	27.6	21.9	21.3	21.8
Posters/billboards	4.0	2.0	0.0	3.3	1.8	3.0
Internet	3.9	1.0	0.0	3.0	1.3	2.7
Short message service	0.0	0.0	0.0	0.0	0.0	0.0
Lectures/Teachers	20.9	23.7	21.7	20.4	28.2	21.8
Others	27.6	14.4	17.0	24.9	12.5	22.7
<b>Male Youth</b>						
Radio	12.3	8.6	2.4	11.0	7.8	10.4
Television	44.6	47.9	32.3	43.1	51.7	44.5
Newspaper/magazine	21.8	16.7	15.7	19.2	23.1	19.9
Brochure/leaflet	16.0	18.3	29.4	17.3	20.3	17.8
Posters/billboards	3.1	4.2	2.1	3.4	3.0	3.4
Internet	1.1	6.8	5.3	1.7	9.7	3.0
Short message service	0.0	0.7	0.0	0.2	0.0	0.2
Lectures/Teachers	19.9	24.5	13.8	19.8	25.2	20.7
Others	17.5	17.7	16.9	17.0	20.0	17.5

<b>Table A9.11: Percentage of respondents who communicated with others about anemia/weak blood</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	16.1	14.7	16.9	16.0	14.7	15.8
Mother	5.6	3.9	2.0	5.2	3.1	4.8
Father	1.4	0.8	0.6	1.3	0.3	1.1
Sister(s)	8.0	7.7	9.9	8.0	8.2	8.1
Brother(s)	1.5	1.6	0.6	1.5	1.4	1.5
Daughter	20.1	20.7	14.0	20.7	14.0	19.7
Son	5.4	3.8	2.9	5.0	3.4	4.8
Mother-in-law	2.6	1.5	0.4	2.2	1.8	2.1
Other relative	16.0	10.9	10.6	14.3	13.5	14.2
Friends/neighbors	16.1	18.5	21.1	16.4	21.6	17.2
Doctor	9.7	7.2	8.0	9.3	6.8	8.9
CHW	1.0	1.3	1.8	1.0	1.3	1.8
Other service provider	0.0	0.7	1.0	0.2	0.8	0.3
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	1.1	1.4	0.0	1.2	0.8	1.1
<b>Husbands</b>						
Spouse	17.3	13.9	18.4	16.3	17.3	16.5
Mother	3.0	2.7	1.5	2.6	4.0	2.8
Father	1.9	2.1	1.8	1.7	3.3	2.0
Sister(s)	2.8	3.0	3.3	2.7	3.9	2.9
Brother(s)	3.2	4.8	4.1	3.4	5.0	3.7
Daughter	12.4	11.8	11.1	12.1	12.6	12.1
Son	5.2	4.1	2.2	4.7	4.3	4.6
Mother-in-law	0.5	0.8	1.2	0.5	0.8	1.2
Other relative	10.0	11.9	7.3	10.1	11.5	10.3
Friends/neighbors	16.1	18.0	14.4	16.4	17.1	16.5
Doctor	4.3	5.0	6.0	4.3	6.5	4.6
CHW	0.8	0.2	0.0	0.7	0.0	0.6
Other service provider	0.6	0.4	0.0	0.5	0.3	0.5
Community leaders	0.0	0.2	0.0	0.1	0.0	0.1
Others	0.0	0.5	0.0	0.1	0.3	0.1
<b>Female Youth</b>						
Mother	19.0	13.8	12.4	18.0	11.3	16.8
Father	4.8	3.0	4.6	3.8	6.4	4.3
Sister(s)	12.6	11.0	14.9	12.4	12.4	12.4
Brother(s)	3.6	6.4	3.4	3.9	6.7	4.4
Other relative	15.4	13.7	12.9	14.6	15.8	14.8
Friends/neighbors	26.5	17.6	14.4	23.1	20.0	22.6
Doctor	3.4	4.0	1.9	4.0	0.9	3.4
CHW	1.1	0.9	1.2	1.1	0.7	1.1
Other service provider	0.4	0.3	3.0	0.5	1.4	0.6
Community leaders	2.2	1.8	0.0	1.9	1.6	1.8
Others	14.2	7.7	10.9	11.3	14.9	11.9
<b>Male Youth</b>						
Mother	6.3	6.8	6.2	6.4	6.4	6.4
Father	3.6	5.8	6.2	4.3	4.9	4.4
Sister(s)	3.8	2.4	3.4	3.8	1.2	3.4
Brother(s)	1.7	7.3	5.7	3.5	3.9	3.6
Other relative	7.6	10.8	6.4	7.8	11.3	8.5
Friends/neighbors	21.4	21.2	21.7	21.3	21.8	21.4
Doctor	1.1	1.7	0.0	1.3	0.5	1.2
CHW	0.5	1.2	0.0	0.7	0.0	0.6
Other service provider	0.8	0.5	0.0	0.2	3.0	0.7
Community leaders	0.0	0.0	2.8	0.1	1.2	0.3
Others	7.2	5.1	5.3	6.6	6.0	6.5

**Table A9.12: Percentage of respondents exposed to HIV/AIDS messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	15.2	12.0	7.6	14.3	10.6	13.7
Television	74.0	78.2	71.4	75.6	71.0	74.9
Newspaper/magazine	25.0	19.0	19.1	24.2	16.2	22.9
Brochure/leaflet	21.3	22.6	17.1	21.7	19.0	21.3
Posters/billboards	5.3	4.4	2.9	5.3	2.5	4.8
Internet	1.1	1.1	0.0	1.1	0.5	1.0
Short message service	0.2	0.2	0.0	0.2	0.0	0.2
Lectures/Teachers	1.9	2.4	1.1	2.2	0.7	2.0
<b>Husbands</b>						
Radio	30.1	27.5	23.2	29.0	28.0	28.8
Television	72.8	76.6	64.4	73.0	73.7	73.1
Newspaper/magazine	47.0	42.2	41.3	46.8	36.9	45.2
Brochure/leaflet	32.3	24.4	26.5	31.1	22.6	29.7
Posters/billboards	17.3	9.0	10.7	15.2	11.0	14.5
Internet	4.9	1.5	2.1	4.2	1.4	3.7
Short message service	1.1	0.2	0.0	0.8	0.3	0.7
Lectures/Teachers	6.6	4.2	5.7	6.3	3.5	5.9
Others	11.3	10.0	10.2	10.7	11.5	10.8
<b>Female Youth</b>						
Radio	19.7	17.2	14.8	18.6	19.5	18.7
Television	74.2	83.6	82.9	77.7	85.7	79.1
Newspaper/magazine	32.9	28.2	20.1	30.5	31.4	30.7
Brochure/leaflet	33.1	29.4	30.4	32.0	33.4	32.2
Posters/billboards	9.3	8.9	3.4	8.8	7.9	8.7
Internet	8.9	3.4	3.4	6.7	7.3	6.8
Short message service	2.1	0.0	0.7	1.7	0.0	1.4
Lectures/Teachers	23.6	26.9	14.1	24.9	19.2	23.9
Others	15.7	6.8	12.3	13.3	11.0	12.9
<b>Male Youth</b>						
Radio	21.6	19.3	17.1	20.5	22.9	20.9
Television	68.5	75.5	55.8	70.1	72.4	70.5
Newspaper/magazine	33.0	34.9	39.6	33.6	40.3	34.7
Brochure/leaflet	31.2	31.0	34.6	32.1	31.4	32.0
Posters/billboards	11.2	10.3	12.5	12.1	7.0	11.2
Internet	10.0	14.5	9.7	11.5	11.1	11.4
Short message service	0.1	2.4	0.0	0.7	1.1	0.8
Lectures/Teachers	24.7	31.9	24.2	27.2	26.5	27.1
Others	15.2	12.9	9.4	14.6	12.5	14.3

<b>Table A9.13: Percentage of respondents who communicated with others about HIV/AIDS</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	10.9	12.4	9.1	10.9	12.3	11.1
Mother	1.3	1.0	1.8	1.3	1.4	1.3
Father	0.5	0.3	0.0	0.3	0.8	0.4
Sister(s)	3.2	4.9	1.6	3.5	3.6	3.5
Brother(s)	1.6	0.7	1.1	1.4	0.9	1.3
Daughter	5.2	5.3	2.1	5.2	3.5	5.0
Son	7.8	5.7	3.6	7.4	4.0	6.9
Mother-in-law	1.0	0.6	0.6	0.9	0.6	0.8
Other relative	8.3	5.1	6.2	7.7	4.7	7.3
Friends/neighbors	11.8	9.3	8.1	11.0	9.9	10.8
Doctor	0.6	1.0	0.7	0.6	1.4	0.7
CHW	0.3	0.4	0.0	0.3	0.5	0.3
Other service provider	0.1	0.2	0.0	0.1	0.0	0.1
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.7	0.3	1.1	0.6	0.5	0.6
<b>Husbands</b>						
Spouse	7.8	7.9	8.5	7.7	9.0	7.9
Mother	1.4	1.5	0.6	1.5	0.6	1.4
Father	1.2	0.5	0.0	1.1	0.0	0.9
Sister(s)	0.4	1.9	0.3	0.8	0.9	0.8
Brother(s)	1.7	4.3	2.6	2.5	2.1	2.4
Daughter	2.5	4.4	1.1	2.9	2.3	2.8
Son	5.4	4.7	2.4	5.3	3.2	4.9
Mother-in-law	0.2	0.2	1.0	0.3	0.0	0.2
Other relative	9.1	8.7	9.3	8.6	10.8	9.0
Friends/neighbors	28.1	24.8	24.4	27.5	23.6	26.9
Doctor	1.9	2.6	2.3	2.1	1.8	2.1
CHW	0.3	0.5	0.0	0.3	0.5	0.3
Other service provider	0.0	0.3	0.7	0.2	0.0	0.1
Community leaders	0.0	0.2	0.0	0.1	0.0	0.0
Others	0.9	0.7	0.0	0.8	0.4	0.7
<b>Female Youth</b>						
Mother	9.4	4.8	8.7	8.0	8.1	8.0
Father	2.1	0.7	5.0	1.5	4.2	2.0
Sister(s)	6.8	5.9	8.9	5.5	12.4	6.7
Brother(s)	2.6	3.0	8.3	2.6	6.9	3.3
Other relative	5.6	3.9	0.0	4.4	4.7	4.5
Friends/neighbors	31.8	26.6	21.9	28.8	30.9	29.2
Doctor	2.1	1.2	0.0	1.5	2.4	1.6
CHW	1.0	1.3	0.0	1.2	0.0	1.0
Other service provider	1.0	2.0	3.0	1.7	0.8	1.5
Community leaders	2.2	2.7	0.0	2.3	1.4	2.1
Others	12.3	7.3	8.9	11.2	7.1	10.4
<b>Male Youth</b>						
Mother	4.1	3.4	0.0	4.0	1.0	3.5
Father	3.6	4.3	0.0	3.7	2.5	3.5
Sister(s)	2.7	3.0	0.0	2.6	2.3	2.5
Brother(s)	3.5	2.9	0.8	2.8	4.4	3.1
Other relative	5.2	3.1	0.8	4.2	4.4	4.2
Friends/neighbors	40.0	40.9	34.4	38.8	44.4	39.8
Doctor	1.8	3.2	2.3	1.9	3.7	2.2
CHW	0.1	0.0	0.0	0.0	0.5	0.1
Other service provider	2.4	0.5	0.0	1.7	1.9	1.7
Community leaders	1.3	0.9	0.0	1.3	0.0	1.1
Others	3.8	8.4	0.0	4.9	3.9	4.7

**Table A9.14: Percentage of respondents exposed to Exercise and diet messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	12.1	9.5	6.8	11.1	10.4	11.0
Television	64.1	62.9	58.3	64.0	59.6	63.3
Newspaper/magazine	19.7	14.2	9.5	18.5	11.4	17.4
Brochure/leaflet	10.7	9.8	5.6	10.3	8.6	10.0
Posters/billboards	2.9	2.3	0.4	2.7	1.7	2.5
Internet	0.5	0.8	0.0	0.6	0.2	0.5
Short message service	0.0	0.0	0.0	0.0	0.0	0.0
Lectures/Teachers	0.6	1.2	0.7	0.8	0.6	0.8
Others	11.7	9.0	6.0	11.4	5.8	10.5
<b>Husbands</b>						
Radio	20.8	16.7	19.0	20.5	14.7	19.5
Television	55.7	58.1	57.5	57.6	51.0	56.5
Newspaper/magazine	27.8	25.0	27.0	28.4	19.6	27.0
Brochure/leaflet	14.0	12.5	13.5	14.3	9.5	13.6
Posters/billboards	7.5	4.0	5.9	7.0	3.1	6.4
Internet	2.1	0.5	2.1	1.9	0.6	1.7
Short message service	0.5	0.0	0.0	0.4	0.0	0.3
Lectures/Teachers	3.9	4.3	0.8	4.0	2.6	3.8
Others	6.0	6.0	6.4	6.0	6.3	6.0
<b>Female Youth</b>						
Radio	22.6	15.1	14.6	20.4	15.7	19.6
Television	65.0	69.5	61.6	66.7	62.7	66.0
Newspaper/magazine	36.3	23.9	22.4	32.2	26.6	31.2
Brochure/leaflet	26.8	19.2	13.8	23.9	19.7	23.1
Posters/billboards	9.9	2.0	3.4	7.0	6.5	6.9
Internet	7.4	2.4	4.8	5.0	8.6	5.7
Short message service	1.1	0.0	0.0	0.6	0.8	0.7
Lectures/Teachers	14.2	15.2	6.9	13.7	13.6	13.7
Others	15.4	4.6	20.7	13.6	9.1	12.8
<b>Male Youth</b>						
Radio	15.2	16.2	9.0	15.5	12.1	14.9
Television	59.4	55.1	43.3	57.8	51.4	56.7
Newspaper/magazine	24.4	27.2	18.3	24.8	23.6	24.6
Brochure/leaflet	14.7	19.5	18.3	16.3	16.6	16.4
Posters/billboards	4.6	4.2	8.4	4.9	4.8	4.9
Internet	5.9	7.2	4.6	6.0	6.7	6.1
Short message service	0.7	1.4	0.0	0.9	0.5	0.8
Lectures/Teachers	8.9	13.2	9.9	10.0	11.1	10.2
Others	9.3	10.6	6.7	8.4	14.6	9.4

<b>Table A9.15: Percentage of respondents who communicated with others about exercise and diet</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	15.3	14.8	12.1	15.4	12.0	14.9
Mother	2.9	1.7	2.7	2.7	1.7	2.6
Father	0.7	0.7	1.0	0.7	1.0	0.7
Sister(s)	9.7	8.8	6.5	9.8	6.1	9.2
Brother(s)	3.2	1.9	0.0	2.5	3.0	2.5
Daughter	13.5	10.1	13.4	13.2	9.4	12.6
Son	8.7	6.5	9.4	8.7	6.5	9.4
Mother-in-law	1.9	0.7	0.7	1.7	0.4	1.5
Other relative	24.0	20.1	21.2	22.9	22.5	22.9
Friends/neighbors	18.4	16.2	14.1	18.1	13.8	17.4
Doctor	2.4	2.6	0.7	2.4	1.6	2.3
CHW	0.1	0.3	0.6	0.3	0.0	0.2
Other service provider	0.1	0.1	1.1	0.2	0.2	0.2
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	1.0	0.9	0.4	0.9	0.8	0.9
<b>Husbands</b>						
Spouse	16.3	15.7	17.0	16.3	15.5	16.2
Mother	2.2	0.3	0.0	1.7	0.3	1.5
Father	2.2	0.8	0.8	1.9	0.5	1.7
Sister(s)	1.4	1.4	1.1	1.6	0.4	1.4
Brother(s)	4.6	5.3	3.0	4.9	3.4	4.6
Daughter	7.4	9.0	6.5	7.6	8.2	7.7
Son	10.2	11.8	10.2	10.5	11.4	10.6
Mother-in-law	0.2	0.4	0.0	0.2	0.3	0.3
Other relative	20.5	29.0	21.4	21.7	28.8	22.9
Friends/neighbors	28.2	30.2	32.0	29.0	29.6	29.1
Doctor	1.5	0.9	2.2	1.3	1.9	1.4
CHW	0.1	0.2	0.0	0.1	0.3	0.1
Other service provider	0.0	0.2	1.8	0.1	0.5	0.2
Community leaders	0.3	0.2	0.0	0.2	0.3	0.2
Others	1.0	1.1	0.0	0.8	1.4	0.9
<b>Female Youth</b>						
Mother	30.1	16.4	39.1	28.4	22.4	27.3
Father	9.4	5.0	2.9	8.0	7.0	7.8
Sister(s)	36.6	37.4	42.4	37.6	35.9	37.3
Brother(s)	15.1	15.6	15.2	15.3	15.0	15.2
Other relative	16.3	19.5	11.1	16.9	16.1	16.7
Friends/neighbors	52.2	52.3	44.5	52.9	46.1	51.6
Doctor	4.4	5.1	0.0	4.0	5.5	4.2
CHW	0.0	0.0	0.0	0.0	0.0	0.0
Other service provider	0.4	0.0	3.8	0.4	1.3	0.5
Community leaders	0.0	0.7	0.0	0.0	1.0	0.2
Others	8.5	9.7	18.0	8.0	16.1	9.5
<b>Male Youth</b>						
Mother	10.2	11.7	9.4	10.5	10.6	10.5
Father	9.4	11.6	12.2	10.6	8.5	10.2
Sister(s)	6.8	9.3	4.2	7.4	6.5	7.3
Brother(s)	15.3	12.4	9.4	14.0	13.5	13.9
Other relative	12.4	12.0	3.1	12.4	7.5	11.5
Friends/neighbors	83.8	84.3	86.6	84.0	84.7	84.2
Doctor	1.9	2.7	4.2	2.2	3.0	2.3
CHW	0.0	0.0	0.0	0.0	0.0	0.0
Other service provider	0.9	1.6	0.0	0.3	4.4	1.0
Community leaders	0.0	0.0	4.2	0.0	2.1	0.4
Others	3.3	6.4	11.0	4.9	4.4	4.8

**Table A9.16: Percentage of respondents exposed to second hand smoke messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	14.5	11.7	7.1	13.2	12.3	13.1
Television	67.0	68.5	64.0	67.3	66.2	67.1
Newspaper/magazine	20.2	15.5	16.1	19.0	16.7	18.6
Brochure/leaflet	15.2	14.7	9.2	15.3	10.6	14.5
Posters/billboards	10.2	5.9	3.9	9.3	4.4	8.5
Internet	0.9	0.5	1.1	0.9	0.3	0.8
Short message service	0.3	0.4	0.5	0.3	0.4	0.3
Lectures/Teachers	0.6	1.4	3.0	1.0	1.4	1.0
Others	7.8	7.9	6.9	8.0	6.8	7.8
<b>Husbands</b>						
Radio	26.8	21.9	27.8	25.3	27.2	25.6
Television	65.4	68.5	69.3	66.5	66.8	66.5
Newspaper/magazine	37.4	31.5	36.8	37.0	29.3	35.8
Brochure/leaflet	24.2	21.7	25.0	24.1	21.1	23.6
Posters/billboards	15.3	9.4	12.2	14.0	10.3	13.4
Internet	2.8	1.0	2.1	2.5	1.1	2.3
Short message service	0.5	0.8	0.0	0.7	0.0	0.5
Lectures/Teachers	4.2	3.9	0.3	4.0	2.3	3.8
Others	8.9	6.6	9.0	8.2	8.8	8.3
<b>Female Youth</b>						
Radio	18.4	13.5	9.0	17.4	9.1	16.0
Television	64.2	66.7	58.0	64.4	63.8	64.3
Newspaper/magazine	31.4	23.0	18.3	28.7	22.0	27.5
Brochure/leaflet	19.9	16.4	14.8	17.9	20.1	18.3
Posters/billboards	12.1	6.0	6.4	10.2	7.3	9.7
Internet	3.7	3.5	0.0	3.2	3.4	3.3
Short message service	1.1	0.5	0.0	0.9	0.6	0.8
Lectures/Teachers	7.0	11.2	2.7	8.2	5.7	7.8
Others	7.8	3.1	1.9	6.1	4.1	5.8
<b>Male Youth</b>						
Radio	18.4	20.1	25.1	20.4	15.2	19.5
Television	57.9	58.1	56.8	57.7	58.4	57.8
Newspaper/magazine	29.8	31.2	33.5	30.8	29.3	30.5
Brochure/leaflet	24.6	23.8	22.1	25.1	19.6	24.1
Posters/billboards	12.3	14.3	14.5	13.5	10.9	13.0
Internet	8.0	11.7	7.5	9.1	8.3	8.9
Short message service	1.7	3.2	4.1	2.5	1.7	2.4
Lectures/Teachers	12.2	24.8	14.2	15.3	18.7	15.9
Others	8.0	12.0	3.6	8.8	8.2	8.7

<b>Table A9.17: Percentage of respondents who communicated with others about second-hand smoke</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	36.4	31.1	33.0	35.3	31.7	34.7
Mother	3.0	1.8	1.9	2.9	0.9	2.6
Father	3.6	1.7	1.2	3.1	1.6	2.9
Sister(s)	6.0	5.8	5.2	5.8	6.4	5.9
Brother(s)	8.1	9.7	10.2	8.0	12.2	8.7
Daughter	4.8	6.1	1.1	5.2	3.0	4.8
Son	21.9	23.0	20.1	22.5	19.5	22.0
Mother-in-law	2.0	1.6	0.0	1.8	1.4	1.7
Other relative	21.4	16.8	22.8	20.8	18.0	20.4
Friends/neighbors	10.7	9.8	14.5	10.7	11.2	10.8
Doctor	0.6	1.3	0.0	0.7	0.9	0.7
CHW	0.0	0.5	0.6	0.2	0.2	0.2
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.4	1.4	0.6	0.6	1.3	0.7
<b>Husbands</b>						
Spouse	23.5	22.5	26.1	24.0	20.8	23.5
Mother	3.6	2.0	1.9	3.2	2.2	3.1
Father	4.1	2.5	3.4	3.8	2.9	3.6
Sister(s)	2.3	2.6	2.9	2.4	2.6	2.4
Brother(s)	8.8	9.4	12.2	8.8	11.7	9.3
Daughter	7.6	10.4	9.1	8.7	7.3	8.5
Son	14.1	20.7	17.2	16.8	12.4	16.1
Mother-in-law	1.1	0.6	0.8	1.0	0.7	0.9
Other relative	29.6	33.4	29.3	30.1	33.5	30.6
Friends/neighbors	39.5	43.6	49.2	41.5	41.4	41.4
Doctor	1.2	1.8	3.3	1.7	0.9	1.6
CHW	0.7	0.2	0.0	0.6	0.0	0.5
Other service provider	0.0	0.2	0.8	0.1	0.0	0.1
Community leaders	0.1	0.2	0.0	0.1	0.3	0.1
Others	2.3	1.3	0.0	2.0	1.0	1.8
<b>Female Youth</b>						
Mother	20.7	10.3	10.1	16.9	14.8	16.6
Father	23.3	14.2	20.5	20.5	19.7	20.3
Sister(s)	7.9	10.0	6.6	8.7	7.0	8.4
Brother(s)	16.1	28.2	33.0	20.6	25.7	21.5
Other relative	14.7	7.9	3.8	11.8	10.1	11.5
Friends/neighbors	19.3	17.1	11.2	18.0	16.9	17.8
Doctor	1.1	1.6	0.0	1.3	0.5	1.1
CHW	0.9	0.0	0.0	0.7	0.0	0.6
Other service provider	0.0	1.4	1.4	0.2	2.2	0.6
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	7.3	4.1	6.5	6.6	4.9	6.3
<b>Male Youth</b>						
Mother	12.1	12.1	9.3	12.1	10.4	11.8
Father	18.6	20.7	15.8	20.0	13.5	18.9
Sister(s)	6.7	6.5	2.6	7.0	2.8	6.2
Brother(s)	11.0	13.5	7.6	11.8	9.5	11.4
Other relative	12.7	15.7	15.9	13.5	15.2	13.8
Friends/neighbors	39.8	46.8	38.0	41.6	41.5	41.6
Doctor	0.5	3.1	0.0	1.0	2.0	1.1
CHW	0.0	0.0	0.0	0.0	0.0	0.0
Other service provider	0.5	0.6	0.0	0.2	1.9	0.5
Community leaders	0.3	0.0	0.0	0.2	0.0	0.2
Others	3.3	3.9	0.0	3.2	2.6	3.1

<b>Table A9.18: Percentage of respondents exposed to stop smoking messages in the last 6 months by type of media</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Radio	13.5	11.6	11.4	13.2	10.8	12.8
Television	60.5	60.8	57.0	59.8	63.0	60.3
Newspaper/magazine	20.6	13.9	13.0	18.9	14.3	18.2
Brochure/leaflet	14.5	11.9	10.6	13.8	11.7	13.4
Posters/billboards	10.6	4.7	7.7	9.5	5.2	8.8
Internet	0.5	0.8	0.0	0.6	0.2	0.5
Short message service	0.1	0.2	0.0	0.2	0.0	0.1
Lectures/Teachers	0.5	0.9	0.4	0.6	0.4	0.6
Others	10.4	9.2	6.3	10.1	7.7	9.7
<b>Husbands</b>						
Radio	22.3	19.6	17.6	21.4	19.9	21.2
Television	63.4	61.0	54.0	62.9	57.0	61.9
Newspaper/magazine	33.1	26.1	26.4	31.9	24.2	30.7
Brochure/leaflet	24.2	20.5	15.0	23.4	17.3	22.4
Posters/billboards	16.4	8.6	16.6	15.1	10.6	14.4
Internet	1.8	0.5	2.1	1.6	0.9	1.5
Short message service	0.4	0.0	0.0	0.3	0.0	0.2
Lectures/Teachers	4.3	4.7	1.3	4.2	3.8	4.1
Others	11.8	7.9	11.7	10.8	10.5	10.7
<b>Female Youth</b>						
Radio	18.4	13.5	9.0	17.4	9.1	16.0
Television	64.2	66.7	58.0	64.4	63.8	64.3
Newspaper/magazine	31.4	23.0	18.3	28.7	22.0	27.5
Brochure/leaflet	19.9	16.4	14.8	17.9	20.1	18.3
Posters/billboards	12.1	6.0	6.4	10.2	7.3	9.7
Internet	3.7	3.5	0.0	3.2	3.4	3.3
Short message service	1.1	0.5	0.0	0.9	0.6	0.8
Lectures/Teachers	7.0	11.2	2.7	8.2	5.7	7.8
Others	7.8	3.1	1.9	6.1	4.1	5.8
<b>Male Youth</b>						
Radio	15.2	15.7	12.0	16.1	10.0	15.0
Television	57.4	49.4	50.1	54.9	53.0	54.5
Newspaper/magazine	25.2	28.0	19.4	26.8	18.9	25.4
Brochure/leaflet	18.8	17.7	25.3	20.2	13.5	19.1
Posters/billboards	11.7	10.4	19.5	12.3	11.0	12.0
Internet	6.3	7.3	9.2	6.9	6.6	6.9
Short message service	0.6	0.5	0.0	0.6	0.0	0.5
Lectures/Teachers	6.5	15.2	16.5	8.8	14.7	9.8
Others	11.1	10.6	8.3	10.4	12.0	10.7

<b>Table A9.19: Percentage of respondents who communicated with others about quitting smoking</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	30.9	29.3	24.7	30.9	24.9	29.9
Mother	1.8	1.1	0.6	1.8	0.3	1.5
Father	2.9	1.8	1.1	2.7	0.9	2.4
Sister(s)	5.4	5.1	3.6	5.2	5.1	5.2
Brother(s)	7.2	10.5	7.2	7.4	11.6	8.1
Daughter	2.9	5.4	0.7	3.7	1.8	3.4
Son	18.7	19.9	16.3	19.2	16.9	18.8
Mother-in-law	1.7	2.0	0.6	1.6	2.0	1.7
Other relative	18.7	18.2	16.1	18.1	19.7	18.3
Friends/neighbors	12.4	14.8	6.9	12.2	14.2	12.6
Doctor	0.5	0.3	0.6	0.5	0.2	0.5
CHW	0.1	0.0	1.1	0.2	0.0	0.1
Other service provider	0.0	0.0	0.0	0.0	0.0	0.0
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.2	1.4	0.6	0.6	0.5	0.6
<b>Husbands</b>						
Spouse	15.0	15.8	14.1	15.2	14.8	15.1
Mother	3.1	1.7	1.1	2.7	2.0	2.6
Father	2.4	2.0	2.6	2.2	2.9	2.3
Sister(s)	2.2	2.5	1.4	1.9	3.9	2.2
Brother(s)	9.4	14.8	5.3	9.8	14.0	10.5
Daughter	3.9	7.9	1.1	5.0	3.2	4.7
Son	13.7	18.9	9.1	15.7	9.6	14.7
Mother-in-law	0.3	0.9	0.0	0.4	0.5	0.4
Other relative	33.7	31.5	25.0	32.7	31.4	32.5
Friends/neighbors	45.8	46.8	35.5	45.9	41.3	45.2
Doctor	1.9	0.7	2.1	1.6	1.9	1.6
CHW	0.1	0.3	0.0	0.2	0.0	0.2
Other service provider	0.0	1.0	0.8	0.4	0.0	0.3
Community leaders	0.1	0.0	0.0	0.1	0.0	0.1
Others	2.3	1.4	1.3	2.1	1.4	2.0
<b>Female Youth</b>						
Mother	14.1	10.3	5.4	12.5	9.7	12.0
Father	16.4	14.3	12.2	15.9	12.6	15.4
Sister(s)	6.6	9.5	19.6	9.0	8.1	8.8
Brother(s)	17.9	16.4	24.7	18.3	17.8	18.2
Other relative	8.5	7.5	15.9	8.7	10.3	9.0
Friends/neighbors	18.8	15.0	8.5	16.2	18.7	16.6
Doctor	0.7	0.6	0.0	0.6	0.5	0.6
CHW	1.9	0.0	0.0	1.5	0.0	1.2
Other service provider	0.6	0.0	1.6	0.6	0.0	0.5
Community leaders	0.9	0.0	0.0	0.7	0.0	0.5
Others	4.4	3.1	4.5	3.9	4.5	4.0
<b>Male Youth</b>						
Mother	8.5	11.6	7.6	8.3	14.0	9.3
Father	13.6	12.9	10.6	13.1	13.4	13.1
Sister(s)	5.2	6.5	0.0	5.4	3.7	5.1
Brother(s)	11.7	12.9	4.4	11.4	11.2	11.4
Other relative	13.7	16.4	8.1	14.9	9.4	13.9
Friends/neighbors	42.0	48.5	41.2	42.5	49.5	43.7
Doctor	1.8	0.8	2.3	1.3	3.1	1.6
CHW	0.0	0.0	0.0	0.0	0.0	0.0
Other service provider	0.5	0.0	0.0	0.0	1.9	0.3
Community leaders	0.0	0.5	0.0	0.2	0.0	0.1
Others	0.8	1.9	0.5	1.2	0.5	1.1

**Table A9.20: Percentage of respondents exposed to breast cancer messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	14.3	12.1	11.1	13.8	11.3	13.4
Television	68.8	71.7	56.4	69.1	65.3	68.5
Newspaper/magazine	18.7	16.4	9.3	18.1	13.1	17.3
Brochure/leaflet	21.3	19.3	13.7	20.7	17.1	20.1
Posters/billboards	3.1	3.0	0.8	3.0	2.6	2.9
Internet	0.3	0.3	0.0	0.3	0.0	0.3
Short message service	0.0	0.0	0.0	0.0	0.0	0.0
Lectures/Teachers	1.8	2.1	1.5	2.1	0.7	1.9
Others	20.6	17.0	11.2	19.6	14.8	18.8

**Table A9.21: Percentage of respondents who communicated with others about breast cancer**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Spouse	7.1	5.9	3.1	6.3	6.9	6.4
Mother	4.5	2.7	1.7	4.3	0.9	3.8
Father	0.5	0.4	0.0	0.5	0.0	0.4
Sister(s)	8.4	8.3	5.4	8.2	7.8	8.1
Brother(s)	1.8	2.4	0.6	1.9	1.7	1.8
Daughter	3.7	4.3	1.2	3.7	3.6	3.6
Son	0.4	0.3	0.0	0.4	0.2	0.3
Mother-in-law	1.9	0.8	0.6	1.6	1.2	1.5
Other relative	35.8	32.4	17.6	32.9	36.9	33.4
Friends/neighbors	20.2	19.9	21.3	20.8	17.2	20.2
Doctor	4.5	4.0	8.2	4.8	4.2	4.7
CHW	3.9	4.6	4.5	4.4	2.4	4.1
Other service provider	0.5	0.3	0.0	0.5	0.2	0.4
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.5	1.0	1.5	0.7	0.9	0.7

**Table A9.22: Percentage of respondents exposed to hypertension messages in the last 6 months by type of media**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Radio	12.9	10.5	15.6	12.4	13.1	12.5
Television	55.0	58.2	54.0	54.7	61.2	55.7
Newspaper/magazine	15.0	13.3	8.0	14.4	11.9	14.0
Brochure/leaflet	12.4	12.1	8.2	12.6	9.0	12.0
Posters/billboards	1.7	2.2	2.4	1.9	1.8	1.9
Internet	0.2	0.3	0.8	0.2	0.4	0.3
Short message service	0.0	0.0	0.8	0.0	0.4	0.1
Lectures/Teachers	1.1	1.5	1.4	1.2	1.3	1.2
Others	35.1	24.9	30.0	32.1	30.9	31.9
<b>Husbands</b>						
Radio	18.5	17.0	19.9	17.9	19.9	18.2
Television	47.2	54.3	51.2	48.4	55.1	49.5
Newspaper/magazine	26.1	23.1	14.3	25.3	19.2	24.3
Brochure/leaflet	18.1	13.1	11.7	17.2	10.7	16.2
Posters/billboards	7.7	4.2	4.0	6.8	4.4	6.4
Internet	1.5	0.3	1.1	1.3	0.4	1.2
Short message service	0.1	0.4	0.0	0.2	0.0	0.2
Lectures/Teachers	2.7	3.3	0.8	2.8	2.0	2.7
Others	24.7	26.2	27.0	25.5	24.2	25.3
<b>Female Youth</b>						
Radio	20.2	9.8	11.5	16.7	14.0	16.2
Television	50.4	49.0	60.3	51.2	50.3	51.1
Newspaper/magazine	29.0	16.8	17.9	24.2	24.7	24.3
Brochure/leaflet	23.6	18.7	16.5	21.8	19.6	21.4
Posters/billboards	4.4	1.4	0.0	3.2	2.0	3.0
Internet	4.4	1.4	0.0	3.1	3.0	3.0
Short message service	0.5	0.0	0.0	0.4	0.0	0.3
Lectures/Teachers	12.9	20.1	7.6	14.3	15.2	14.4
Others	27.7	18.3	20.7	24.7	22.0	24.2
<b>Male Youth</b>						
Radio	10.6	11.0	10.5	11.1	8.6	10.7
Television	38.1	45.7	40.4	38.8	48.0	40.4
Newspaper/magazine	17.4	15.6	14.1	16.3	18.1	16.6
Brochure/leaflet	14.0	14.2	13.8	13.9	14.6	14.1
Posters/billboards	3.2	2.1	6.2	3.5	1.7	3.2
Internet	3.2	4.8	4.1	3.6	4.2	3.7
Short message service	0.0	1.3	0.0	0.4	0.0	0.4
Lectures/Teachers	11.7	15.9	17.3	12.5	17.2	13.3
Others	22.4	22.4	1.7	20.7	19.8	20.6

<b>Table A9.23: Percentage of respondents who communicated with others about hypertension</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Spouse	21.7	20.8	19.8	21.6	19.5	21.3
Mother	14.3	10.6	12.6	13.5	11.6	13.2
Father	4.9	4.0	2.6	4.9	4.0	2.6
Sister(s)	8.5	9.1	6.8	8.7	7.5	8.5
Brother(s)	3.9	4.0	2.5	3.9	3.3	3.8
Daughter	8.0	7.4	9.0	8.3	6.0	7.9
Son	6.3	5.9	5.0	6.3	5.1	6.1
Mother-in-law	6.7	3.8	1.4	5.8	3.7	5.4
Other relative	24.4	21.6	26.1	23.4	26.3	23.9
Friends/neighbors	18.2	16.6	23.1	17.6	21.2	18.2
Doctor	11.9	9.1	11.0	11.2	10.5	11.1
CHW	0.7	0.9	1.2	0.8	0.8	0.8
Other service provider	0.1	0.1	1.8	0.2	0.5	0.2
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	1.0	1.1	2.5	0.9	2.1	1.1
<b>Husbands</b>						
Spouse	20.5	19.9	13.6	20.9	13.7	19.7
Mother	6.6	5.2	4.1	6.1	5.4	6.0
Father	5.2	3.8	1.6	4.9	2.2	4.5
Sister(s)	1.6	3.8	4.2	2.2	3.1	2.4
Brother(s)	3.4	6.6	7.8	4.5	5.4	4.6
Daughter	4.0	8.1	2.8	5.1	4.2	5.0
Son	5.6	6.9	3.1	6.2	3.3	5.7
Mother-in-law	1.5	1.8	1.8	1.3	3.0	1.6
Other relative	17.1	31.6	26.3	19.3	36.8	21.7
Friends/neighbors	20.4	22.9	16.2	21.3	17.3	20.7
Doctor	11.3	7.5	6.5	10.9	4.8	9.9
CHW	1.5	0.6	1.1	1.4	0.4	1.2
Other service provider	0.4	0.3	0.9	0.4	0.5	0.4
Community leaders	0.1	0.2	0.0	0.1	0.0	0.1
Others	1.0	1.1	0.0	1.0	0.6	0.9
<b>Female Youth</b>						
	30.3	20.8	31.1	29.1	20.8	27.6
Mother	11.5	11.2	7.2	10.7	12.1	10.9
Father	6.2	7.8	14.2	7.2	9.1	7.5
Sister(s)	2.6	3.2	4.8	2.4	6.0	3.0
Brother(s)	10.8	7.3	4.0	9.4	7.6	9.0
Other relative	12.0	14.6	26.6	13.8	16.6	14.3
Friends/neighbors	3.7	0.9	1.9	2.8	2.3	2.7
Doctor	1.9	2.3	0.0	2.0	0.0	1.7
CHW	0.4	0.5	3.0	0.7	0.8	0.7
Other service provider	1.5	0.5	0.0	1.2	0.0	1.0
Community leaders	6.1	2.0	3.6	4.5	5.4	4.6
Others	30.3	20.8	31.1	29.1	20.8	27.6
<b>Male Youth</b>						
Mother	14.7	12.1	15.8	14.8	10.7	14.1
Father	11.4	16.0	10.6	12.78	11.74	12.6
Sister(s)	2.6	5.2	2.7	2.9	5.3	3.3
Brother(s)	3.2	4.6	1.7	3.3	4.0	3.4
Other relative	7.4	10.1	11.2	7.8	12.0	8.5
Friends/neighbors	9.6	8.3	12.2	8.9	12.2	9.5
Doctor	1.6	1.8	5.7	2.0	2.1	2.0
CHW	2.0	0.0	0.0	1.6	0.0	1.3
Other service provider	1.2	0.0	0.0	0.5	1.9	0.8
Community leaders	0.4	0.0	2.3	0.3	1.2	0.4

Others	2.2	3.2	0.0	2.3	2.2	2.3
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<b>Table A9.24: Percentage of respondents exposed to diabetes messages in the last 6 months by type of media</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Radio	15.9	12.9	14.7	14.9	15.3	15.0
Television	64.6	70.4	58.0	64.8	69.8	65.6
Newspaper/magazine	19.2	16.5	13.0	18.2	16.6	17.9
Brochure/leaflet	16.9	16.4	12.1	16.8	14.4	16.4
Posters/billboards	2.7	2.9	3.7	2.8	3.1	2.9
Internet	0.9	0.5	0.0	0.8	0.0	0.7
Short message service	0.1	0.0	0.0	0.1	0.0	0.1
Lectures/Teachers	1.3	1.8	0.6	1.4	1.4	1.4
Others	33.1	24.8	31.3	31.1	28.8	30.7
<b>Husbands</b>						
Radio	25.9	25.0	23.4	25.2	26.5	25.4
Television	63.3	70.8	67.0	64.8	69.6	65.6
Newspaper/magazine	37.1	31.0	28.7	36.3	26.6	34.8
Brochure/leaflet	27.8	22.2	19.5	27.3	16.6	25.6
Posters/billboards	11.1	7.2	8.0	10.4	6.2	9.8
Internet	2.1	0.5	1.3	1.7	1.3	1.6
Short message service	0.1	0.3	0.0	0.1	0.4	0.1
Lectures/Teachers	4.6	3.8	1.6	4.1	4.0	4.1
Others	24.5	27.0	24.7	24.9	26.7	25.2
<b>Female Youth</b>						
Radio	23.1	15.6	20.6	20.5	21.6	20.7
Television	66.0	70.6	66.1	65.9	74.1	67.3
Newspaper/magazine	29.3	26.9	11.6	26.9	25.9	26.7
Brochure/leaflet	22.2	23.3	26.5	22.6	24.8	23.0
Posters/billboards	5.8	5.0	1.4	5.0	5.5	5.1
Internet	5.5	3.5	1.4	4.4	4.9	4.5
Short message service	0.5	0.3	1.4	0.4	1.4	0.6
Lectures/Teachers	11.7	18.6	8.3	13.4	13.1	13.4
Others	30.8	13.3	19.7	25.8	18.4	24.5
<b>Male Youth</b>						
Radio	15.5	16.3	10.9	15.8	13.0	15.3
Television	55.6	63.7	45.9	56.0	61.2	56.9
Newspaper/magazine	27.9	25.4	25.8	27.2	26.4	27.0
Brochure/leaflet	24.7	20.0	23.3	24.0	19.5	23.3
Posters/billboards	4.8	3.8	3.9	4.8	2.8	4.5
Internet	4.6	6.3	4.6	5.1	5.0	5.1
Short message service	0.8	0.8	0.0	0.6	1.1	0.7
Lectures/Teachers	11.0	18.1	12.5	12.3	16.9	13.1
Others	27.0	25.1	17.0	26.0	23.5	25.6

**Table A9.25: Percentage of respondents who communicated with others about diabetes**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Spouse	21.3	17.5	14.9	20.1	17.6	19.7
Mother	13.9	13.2	16.0	14.3	11.3	13.9
Father	5.6	5.0	9.2	5.8	5.7	5.8
Sister(s)	9.2	9.5	9.1	9.7	7.2	9.3
Brother(s)	5.2	4.3	4.0	4.6	6.4	4.9
Daughter	6.0	8.3	6.6	6.6	6.8	6.7
Son	5.0	5.9	7.9	5.4	6.3	5.5
Mother-in-law	6.8	5.6	1.5	6.4	4.2	6.0
Other relative	29.7	24.6	35.0	28.7	29.9	28.9
Friends/neighbors	16.8	19.0	13.8	16.8	19.0	17.1
Doctor	6.9	6.7	6.4	6.9	6.2	6.8
CHW	0.5	0.8	1.2	0.7	0.3	0.6
Other service provider	0.0	0.0	1.4	0.1	0.0	0.1
Community leaders	0.0	0.0	0.0	0.0	0.0	0.0
Others	1.0	0.6	1.5	1.0	0.9	1.0
<b>Husbands</b>						
Spouse	26.1	20.9	20.7	25.4	18.1	24.2
Mother	9.1	11.2	6.1	9.9	6.7	9.4
Father	7.7	4.8	5.6	7.1	4.7	6.7
Sister(s)	3.0	4.1	6.3	3.6	3.4	3.6
Brother(s)	5.3	8.0	6.2	6.3	5.1	6.1
Daughter	6.6	8.1	6.8	7.7	3.7	7.0
Son	5.7	8.4	9.4	7.2	4.3	6.7
Mother-in-law	1.6	1.9	4.1	1.3	4.7	1.9
Other relative	28.0	33.5	34.1	29.3	34.2	30.0
Friends/neighbors	33.2	29.9	25.2	32.5	27.0	31.6
Doctor	8.1	8.5	7.9	8.5	6.5	8.2
CHW	0.8	0.3	0.0	0.7	0.2	0.6
Other service provider	0.2	0.2	0.0	0.2	0.0	0.2
Community leaders	0.0	0.2	0.0	0.1	0.0	0.0
Others	1.5	1.1	0.0	1.4	0.5	1.3
<b>Female Youth</b>						
Mother	24.1	21.9	26.8	23.8	23.7	23.7
Father	20.6	15.5	8.2	16.4	24.3	17.8
Sister(s)	7.4	11.0	10.6	8.3	10.8	8.8
Brother(s)	5.6	7.4	6.7	5.6	9.4	6.3
Other relative	15.1	10.6	13.4	14.2	10.8	13.6
Friends/neighbors	14.3	14.7	16.4	13.4	20.2	14.6
Doctor	2.4	2.8	0.0	1.8	4.6	2.3
CHW	0.3	2.8	0.0	0.9	1.2	1.0
Other service provider	0.2	0.3	1.4	0.0	2.0	0.4
Community leaders	1.5	0.5	0.0	1.2	0.0	1.0
Others	6.1	3.4	4.3	5.5	3.5	5.1
<b>Male Youth</b>						
Mother	16.8	15.5	17.0	16.9	14.5	16.4
Father	16.5	19.2	21.0	18.4	14.0	17.6
Sister(s)	5.7	8.9	1.8	6.8	3.4	6.2
Brother(s)	9.5	8.6	14.8	9.3	12.1	9.8
Other relative	7.4	15.8	12.8	10.4	9.4	10.2
Friends/neighbors	15.3	20.2	21.3	16.0	22.9	17.2
Doctor	2.3	2.0	1.4	2.1	2.2	2.2
CHW	1.5	1.6	0.0	1.6	0.0	1.3
Other service provider	0.5	0.5	0.0	0.2	1.9	0.5
Community leaders	0.4	0.0	0.0	0.3	0.0	0.3
Others	5.9	2.3	7.5	5.2	4.6	5.1

<b>Table A9.26: Percentage of respondents exposed to osteoporosis messages in the last 6 months by type of media</b>						
	<b>Central</b>	<b>North</b>	<b>South</b>	<b>Urban</b>	<b>Rural</b>	<b>Total (weighted)</b>
<b>Women</b>						
Radio	12.0	9.4	7.6	11.1	10.1	10.9
Television	60.1	58.2	56.6	59.7	57.3	59.3
Newspaper/magazine	17.4	13.5	10.3	16.3	12.8	15.7
Brochure/leaflet	13.9	12.9	12.9	13.8	11.9	13.5
Posters/billboards	2.9	2.7	0.0	2.9	1.2	2.6
Internet	0.7	0.9	0.3	0.7	0.4	0.7
Short message service	0.1	0.2	0.0	0.1	0.0	0.1
Lectures/Teachers	1.2	1.4	0.7	1.2	1.4	1.2
Others	27.5	21.8	27.2	26.3	23.8	25.9
<b>Husbands</b>						
Radio	17.9	15.3	16.0	17.0	17.0	17.0
Television	50.2	50.4	47.7	50.5	47.5	50.0
Newspaper/magazine	26.3	19.5	16.6	24.9	17.5	23.7
Brochure/leaflet	17.1	10.4	9.4	15.6	9.7	14.6
Posters/billboards	7.4	2.5	3.3	6.2	2.9	5.7
Internet	1.8	0.8	1.1	1.6	0.8	1.5
Short message service	0.8	0.3	0.0	0.6	0.4	0.6
Lectures/Teachers	3.1	3.0	2.2	3.1	2.0	3.0
Others	17.2	16.3	19.3	17.1	17.2	17.1

**Table A9.27: Percentage of respondents who communicated with others about osteoporosis**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Spouse	8.9	8.8	7.7	9.1	6.9	8.8
Mother	8.1	7.0	4.7	8.1	4.3	7.5
Father	1.6	0.9	2.2	1.5	1.4	1.5
Sister(s)	7.9	6.2	3.9	7.6	4.1	7.1
Brother(s)	1.7	0.8	0.0	1.4	1.0	1.3
Daughter	5.2	2.5	4.8	4.7	3.3	4.5
Son	3.2	1.4	2.9	2.9	1.7	2.7
Mother-in-law	3.8	2.1	0.8	3.3	1.8	3.1
Other relative	33.1	31.5	27.7	31.8	35.0	32.3
Friends/neighbors	22.4	19.8	19.6	21.0	23.8	21.4
Doctor	7.7	5.2	6.7	7.4	4.5	6.9
CHW	0.4	1.1	1.8	0.8	0.0	0.7
Other service provider	0.1	0.0	1.0	0.2	0.0	0.2
Community leaders	0.1	0.0	0.0	0.1	0.0	0.1
Others	0.4	0.8	0.3	0.4	1.1	0.5
<b>Husbands</b>						
Spouse	15.5	11.5	10.7	14.9	9.5	14.0
Mother	5.7	2.5	0.6	4.5	3.5	4.4
Father	1.7	2.2	0.0	1.6	2.4	1.7
Sister(s)	1.8	2.1	0.3	1.8	1.7	1.8
Brother(s)	2.0	1.4	0.3	1.6	2.0	1.7
Daughter	2.2	3.6	2.4	2.8	1.5	2.6
Son	3.1	3.8	2.4	3.6	1.1	3.2
Mother-in-law	1.1	2.2	0.3	1.3	1.4	1.3
Other relative	26.9	30.8	11.5	26.8	26.9	26.8
Friends/neighbors	15.9	14.6	14.1	15.7	13.8	15.4
Doctor	3.5	2.9	5.1	3.4	3.4	3.4
CHW	0.8	0.3	0.0	0.6	0.5	0.6
Other service provider	0.0	0.3	0.0	0.1	0.2	0.1
Community leaders	0.0	0.2	0.0	0.1	0.0	0.0
Others	0.3	1.2	0.0	0.5	0.3	0.5

**Table A9.28: Percentage of respondents who communicated with others about dental hygiene**

	Central	North	South	Urban	Rural	Total (weighted)
<b>Women</b>						
Child	8.8	4.8	7.8	8.5	3.3	7.7
Other relative	12.2	9.6	11.5	11.5	11.0	11.4
Dentist	34.3	36.1	32.9	34.2	37.1	34.7
Other medical professional	0.9	1.3	0.5	1.0	0.7	1.0
Husband/wife	0.7	1.7	0.0	0.9	1.0	0.9
Other	7.2	8.4	7.5	7.5	8.0	7.6
<b>Husbands</b>						
Child	10.0	10.2	8.1	10.2	8.2	9.9
Other relative	15.9	17.9	15.6	16.7	14.6	16.4
Dentist	30.1	29.4	29.4	30.8	24.8	29.9
Other medical professional	1.3	0.6	0.0	1.1	0.5	1.0
Husband/wife	1.5	0.7	0.3	1.3	0.7	1.2
Other	14.6	8.7	17.6	13.4	12.7	13.3
<b>Female Youth</b>						
Child	16.0	15.6	10.3	15.7	13.4	15.3
Other relative	11.0	11.0	10.1	10.7	11.8	10.9
Dentist	34.1	28.4	37.6	34.5	24.9	32.8
Other medical professional	0.0	0.5	0.0	0.2	0.0	0.1
Husband/wife	0.0	0.0	0.0	0.0	0.0	0.0
Other	6.5	9.6	3.4	7.0	7.3	7.1
<b>Male Youth</b>						
Child	13.0	14.5	15.4	12.6	18.2	13.6
Other relative	10.7	17.2	13.1	12.8	12.3	12.7
Dentist	17.8	19.1	10.5	17.0	20.1	17.5
Other medical professional	0.0	0.0	0.0	0.0	0.0	0.0
Husband/wife	0.0	0.0	0.0	0.0	0.0	0.0
Other	11.8	13.1	18.1	13.3	10.0	12.7