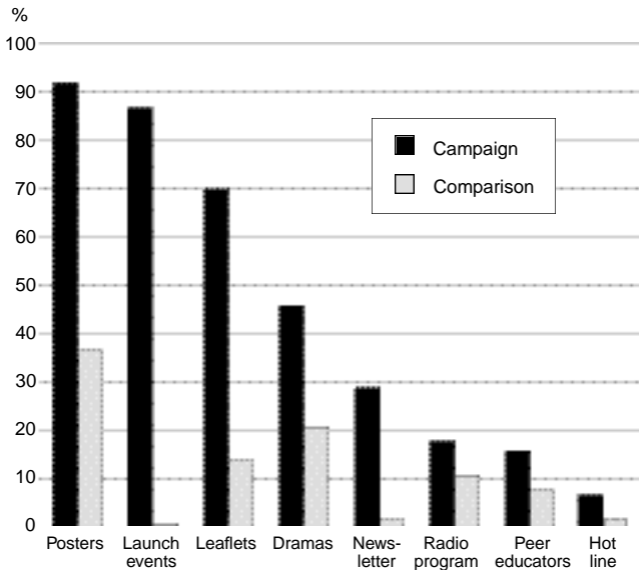


Figure 1. Percentage of respondents in campaign and comparison sites who were exposed to each campaign component



Note: For each component, the difference between the campaign and comparison sites is statistically significant at $p < .001$ (calculated by multiple regression analysis controlling for respondents' age, sex, education, sexual experience, marital status and urban-rural residence).