

TABLE 4. Adjusted odds ratios (and 95% confidence intervals) from logistic regression analyses identifying associations between exposure to campaign messages reported at follow-up by women in intervention districts and abortion knowledge, by message content

Level and type of exposure	Legal status of abortion (N=721)	Gestational age limit for abortion (N=721)	Legal status of abortion and gestational age limit (N=721)
Any exposure			
No (ref)	1.0	1.0	1.0
Yes	3.1 (2.1–4.5)***	7.1 (2.7–19.0)***	6.7 (2.5–18.0)***
<i>-2 log likelihood</i>	806.7	259.1	249.5
No. of message formats exposed to			
None (ref)	1.0	1.0	1.0
1	2.1 (1.4–3.3)***	1.8 (0.8–4.2)	2.2 (1.0–5.4)
2	4.5 (2.5–8.3)***	2.1 (0.8–5.4)	2.6 (1.0–7.1)
3	4.9 (2.0–11.6)***	3.7 (1.3–11.0)*	4.5 (1.5–13.5)**
<i>-2 log likelihood</i>	800.9	273.5	260.1
Type of exposure			
None (ref)	1.0	1.0	1.0
Interpersonal communication	4.2 (2.3–7.9)***	1.3 (0.6–3.0)	1.4 (0.6–3.2)
Wall sign or poster	1.6 (1.1–2.5)*	2.2 (0.9–4.7)	2.5 (1.1–5.6)*
Street drama	1.3 (0.8–2.3)	1.1 (0.5–2.6)	1.1 (0.4–2.4)
<i>-2 log likelihood</i>	794.0	272.8	259.3

* $p < .05$. ** $p < .01$. *** $p < .001$. Notes: Models adjust for women's age, education, caste, family type and wealth. ref=reference group.