

TABLE 5. Odds ratios (and 95% confidence intervals) from logistic regression analysis assessing the association between campaign exposure and recall of at least one correct message about abortion

Exposure and number of formats	Odds ratio
Not exposed (ref)	1.0
Exposed to any	1.5 (0.7–3.3)
Exposed to 1	0.8 (0.3–1.8)
Exposed to 2	5.0 (1.7–14.8)**
Exposed to 3	17.6 (2.1–147.8)**

** $p < .01$. Notes: Odds ratios are adjusted for women's age, education, caste, family type and wealth. ref=reference group.