



# Promoting Adherence to HIV Treatment from a Health Psychology Lens in Kenya: A Qualitative Study

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## Abstract

HIV/AIDS remains a significant public health challenge in Kenya, with adherence to antiretroviral therapy (ART) being critical for effective treatment and prevention of HIV transmission. A qualitative study employing semi-structured interviews with 30 participants drawn from urban and rural settings in Kenya, focusing on experiences, perceptions, and challenges related to ART adherence. Participants reported significant barriers such as side effects, stigma, and lack of support, which varied by socio-economic status and geographic location. Themes emerged around the need for accessible healthcare facilities and community-based interventions. The qualitative data highlights the multifaceted nature of ART adherence issues in Kenya, emphasising the importance of addressing both individual and structural factors to improve treatment outcomes. Healthcare providers should integrate psychosocial support services into routine care, while policymakers need to enhance access to ART and address systemic barriers such as financial constraints and stigma.

**Keywords:** Kenya, Adherence, Health Psychology, Qualitative Research, HIV/AIDS, Cultural Factors, Social Support

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