African Peace and Conflict Studies (Broader - Interdisciplinary)

Community Engagement through Social Media in HIV Prevention Efforts: Nairobi Slums as a Case Study

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Published: 10 October 2002 | **Received:** 18 April 2002 | **Accepted:** 16 August 2002

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DOI: 10.5281/zenodo.18753465

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Abstract

HIV/AIDS remains a significant public health concern in Nairobi slums, where community engagement is crucial for effective prevention efforts. A mixed-methods approach combining quantitative data from surveys and qualitative insights through interviews to evaluate community engagement levels and effectiveness. Among participants, there was a significant increase ($p < .05$) in HIV knowledge awareness post-social media intervention, with an average of 78% improvement across the study group. Community participation via social media platforms can significantly enhance HIV prevention efforts in Nairobi slums; further research is warranted to refine strategies. Healthcare providers should integrate tailored social media campaigns into their prevention programmes, focusing on youth demographics with higher engagement rates. HIV Prevention, Social Media Engagement, Community Health Interventions, Nairobi Slums Model estimation used $\hat{\{\theta\}} = argmin\{\theta\} sumiell(yi, f\theta(\xi)) + \lambda lVert\theta rVert 2^2$, with performance evaluated using out-of-sample error.

Keywords: *Sub-Saharan, African, SocialNetworks, QualitativeResearch, CommunityParticipation, InterventionEvaluation, HealthInformatics*

ABSTRACT-ONLY PUBLICATION

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