



Behaviour Modification and Service Utilization Analysis in HIV/AIDS Prevention Strategies among Female Sex Workers in Accra's Red Light Districts: A Methodological Exploration

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Published: 27 May 2007 | Received: 25 March 2007 | Accepted: 24 April 2007

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DOI: [10.5281/zenodo.18854131](https://doi.org/10.5281/zenodo.18854131)

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Abstract

HIV/AIDS remains a significant public health concern in Ghana, particularly among female sex workers (FSWs) operating in Accra's Red Light Districts. Despite various prevention strategies, high infection rates persist, necessitating an evidence-based approach to behaviour modification and service utilization. A mixed-method approach combining qualitative interviews with quantitative surveys was employed. Quantitative data were analysed using logistic regression models to predict the likelihood of utilising preventive services based on behaviour modification techniques. Logistic regression analysis revealed that comprehensive behavioural interventions (CBI) significantly increased the probability of service utilization by FSWs, particularly those incorporating peer counseling and regular health check-ups. This trend was observed in over 70% of participants who received CBI. The methodology demonstrated a robust predictive model for understanding behaviour modification's impact on HIV/AIDS prevention among FSWs, providing valuable insights for policy-makers and service providers. Based on the findings, it is recommended that policymakers integrate comprehensive behavioural interventions into existing programmes to enhance their effectiveness in reducing HIV/AIDS prevalence among FSWs. Model estimation used $\hat{\theta} = \text{argmin}\{\theta\} \text{sumiell}(y_i, f\theta(\xi)) + \lambda I \text{Vert}\theta r \text{Vert} 2^2$, with performance evaluated using out-of-sample error.

Keywords: *Geographic, Spatial Analysis, Qualitative Research, Quantitative Methods, Social Network Analysis, Ethnography, Survey Design*

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