



# Adherence to HIV Treatment in Kenyan Communities: An Ethnographic Inquiry into Health Psychology Approaches

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## Abstract

Adherence to antiretroviral therapy (ART) is critical for managing HIV effectively in Kenya's diverse communities. Despite significant advances in ART delivery and knowledge dissemination, adherence rates remain suboptimal, highlighting a need for culturally tailored interventions. An ethnographic study was conducted in four urban and rural communities across Kenya. Data were collected through semi-structured interviews, focus group discussions, and participant observation over a period of six months. Participants reported varied reasons for adherence challenges, including stigma, lack of social support, and misconceptions about ART efficacy. Notably, 45% of respondents mentioned inadequate financial resources as a barrier to treatment continuity. Findings underscore the need for integrated health psychology approaches that address both psychosocial factors and practical barriers to ART adherence in Kenyan communities. Healthcare providers should prioritise culturally sensitive interventions, strengthen social support networks, and implement targeted financial assistance programmes to enhance ART adherence.

**Keywords:** *African, Anthropology, Cultural, Ethnography, Health Psychology, Participant Observation, Qualitative*

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