



# Health Psychology Approaches to Enhancing Adherence to HIV Treatment in Rural Kenya, 2009

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## Abstract

This study examines health psychology approaches to enhancing adherence to HIV treatment among rural Kenyan populations. Participants were recruited from two rural districts in Kenya, receiving either cognitive-behavioural therapy or motivational interviewing sessions integrated into routine health care visits for ART adherence support. Cognitive-behavioural therapy showed a 20% higher adherence rate compared to motivational interviewing ( $p=0.045$ ), with themes of self-efficacy and goal setting emerging as key mechanisms. Motivational interviewing was found ineffective in this context, while cognitive-behavioural therapy demonstrated significant promise for enhancing ART adherence among rural Kenyan populations. Future research should explore the long-term effects of these interventions and consider their scalability to broader healthcare settings. HIV treatment adherence, cognitive-behavioural therapy, motivational interviewing, rural Kenya

**Keywords:** *African geography, adherence theory, health psychology, intervention studies, qualitative methods, rural populations, stigma reduction campaigns*

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