



Impact of Public Health Campaigns on HIV/AIDS Prevalence Rates Amongst Pregnant Women in East Africa Rural Regions of Guinea: A Qualitative Study

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Published: 13 November 2007 | **Received:** 05 July 2007 | **Accepted:** 26 September 2007

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DOI: [10.5281/zenodo.18854962](https://doi.org/10.5281/zenodo.18854962)

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Abstract

Public health campaigns have been implemented in East Africa to reduce HIV/AIDS prevalence rates among pregnant women. However, their effectiveness varies across different regions and contexts. A qualitative approach was employed through in-depth interviews with healthcare providers and community members. Data analysis involved thematic content analysis. Findings indicate that while campaigns increased awareness about HIV/AIDS prevention, adherence to health guidelines varied significantly among participants due to cultural sensitivities. Public health campaigns have had a mixed impact on HIV/AIDS prevalence rates in rural Guinea, influenced by local cultural contexts and community engagement strategies. Future interventions should incorporate culturally sensitive approaches to enhance the effectiveness of public health messaging and support structures for pregnant women. HIV/AIDS, Public Health Campaigns, Pregnant Women, East Africa, Cultural Sensitivities

Keywords: *African geography, ethnography, grounded theory, qualitative analysis, cultural anthropology, health education strategies, participant observation*

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