



Behaviour Change Strategies in Cairo's Red Light District: An HIV/AIDS Prevention Perspective for Sex Workers in Egypt

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Abstract

The Cairo Red Light District is a focal point for sex work in Egypt, where HIV/AIDS prevalence among sex workers remains high despite various prevention interventions. The analysis draws upon existing literature and programme evaluations, emphasising qualitative insights from interviews with sex workers, service providers, and policymakers. While overall progress is evident, inconsistent implementation and lack of culturally sensitive approaches pose challenges in achieving sustained behaviour change among sex workers in Cairo's Red Light District. Programmes should prioritise community engagement, cultural sensitivity, and evidence-based strategies to enhance their impact on HIV/AIDS prevention efforts for sex workers.

Keywords: *Cairo, Egypt, Red Light District, Sex Work, HIV/AIDS Prevention, Behaviour Change Strategies, Quantitative Research, Qualitative Analysis*

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