



# Ethiopian Rural Villages' HIV/AIDS Prevention Campaigns: Knowledge, Attitude, Practice Surveys in Mixed Methods Evaluation

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## Abstract

HIV/AIDS remains a significant public health challenge in Ethiopia's rural regions, necessitating comprehensive prevention campaigns to mitigate its impact. The study employed a mixed-methods approach combining quantitative (Knowledge, Attitudes, Practices Surveys) and qualitative data collection techniques to comprehensively assess campaign outcomes across selected villages. Survey results indicated that while 75% of participants had adequate knowledge about HIV/AIDS prevention measures, only 40% reported practicing these behaviors consistently. The mixed-methods evaluation highlighted the need for sustained community engagement and targeted interventions to enhance adherence to recommended practices. Policy recommendations include integrating education into village curricula, fostering continuous dialogue with communities, and leveraging digital platforms for campaign dissemination. HIV/AIDS prevention campaigns, rural Ethiopia, mixed methods evaluation, knowledge, practice

**Keywords:** *Ethiopia, Geographic, Qualitative, Quantitative, Empirical, Intervention, Community*

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