

## **Qualitative research and AIDS prevention in Senegalese rural area**

### **Context**

Within the framework of its operational research component, the STI/AIDS prevention project in rural areas resorted to a research approach aiming to better understand the sociocultural realities of the communities. This process, based on a socio-anthropological approach, is deemed more appropriate to provide the needed information for the elaboration of relevant intervention strategies.

### **Methods**

The methodology used by this research combines quantitative with qualitative approaches. The quantitative component gives preference to targeted participatory methodologies and includes:

- An institutional analysis based on a participatory diagnostic of CBOs,
- A participative observation having led to a monograph of communities and a better knowledge of ongoing sexual practices,
- A Behavioural survey using life narratives? Focus-groups and in-depth individual interviews.

### **Results**

The results got from these studies have made possible the design and elaboration of **IEC/Advocacy and PLWAs support** strategic plans that are all articulated around the specific reality of the study zone.

As an example, the institutional assessment carried out made it possible to know the areas of intervention of each CBO and their potentialities and constraints, what make possible the selection of partner organisations likely to execute interventions.

The behavioural survey and participative observation were instrumental in the elaboration of communication and support plans, as they made it possible to better put discourse into context and led to better ownership by the populations.

### **Conclusions**

Quantitative researches are a powerful means to better understand situations and make possible a good focusing of programmes which, to be efficient, must respond, in an effective and targeted manner, to the needs expressed by the populations. This is all the more true as the rural areas are rootly marked by traditions and specific forms of organisation that it is necessary to study.

**IEC: Information – Education – Communication**

**CBO: Community -Based Organisation**

**PLWA: People Living With AIDS**