Human interactions are at the core of spread of infectious diseases in families, in communities, and around the world. However, most methods used to ascertain the determinants and impact of the spread of infectious diseases have traditionally been quantitative or lab based. My work has focused on the qualitative and socio-cultural aspects of the infectious disease spread and the success of the counter measures to reduce the impact of such spread. Using three examples from my projects, I will emphasize that infectious diseases interventions have better outcomes when considered within the context of the cultural and social worlds they inhabit.