

Safe Ride

NEWSLETTER

September 2022

Safe Ride Campaign makes condom accessible.

Mopipi International is a locally based Non-Governmental Organisation that has embarked on the resuscitation of the Social Marketing strategy of Comprehensive condom programming in Botswana. This initiative stems from the realization that condom use in Botswana has declined as per BAIS IV findings. As a resolution to address these research findings, Mopipi International, funded by NAHPA developed the Safe Ride Campaign

The campaign promotes the use of both female and male condoms, free and commercial, to cater to the various target groups in our communities. The aim of the campaign is to ensure that everyone is informed about the importance of condoms, equipped with skills on condom use, and has access to their preferred and affordable condoms. The Safe Ride campaign is implemented in 26 districts in Botswana, with a satellite office in each location so as to service our clients adequately.

To reach our intended target audience, Safe Ride uses various platforms to provide our services. We use platforms such as: Taxis, Bars/Shebeens, Hair Salons and Social Soccer Clubs to promote condom accessibility, use and education. The Safe Ride campaign uses trained mobilisers in all these platforms to promote correct and consistent condom use through demonstrations on how to use the male and female condoms.

4 Places you can now get condoms from.

1. Taxis
2. Hair Salons
3. Bars/Shebeens
4. Social Soccer Clubs



From the Executive Director's Desk.

Mopipi International Trust prides itself in high-impact, simple, innovative, and targeted initiatives that are informed by empirical evidence and best practices in promoting demand, and improving access and uptake of health campaigns. Our organisation offers a fresh approach that uses various activities to convey behavioral change messages to our target audience. We remain ever grateful to our well-rounded and professional staff for their dedication and sterling performance in the work that we do. As well as their unwavering commitment to adhering to the highest service standards.

Mr. Moathodi Mahupu
Executive Director



Who is the Safe Ride Campaign Target Audience.

Adolescent young boys and girls between the ages of 15 to 24 years old.

Men & Women 25 years and over who interact with the young boys and girls in various ways.



Free Condoms Available in this Taxi!



The Safe Ride campaign is implemented in 26 districts in Botswana, which fundamentally means we operate in most major towns and village in Botswana. In all these areas we one of the platforms we use to distribute condoms to our clients is through Taxis. All participating taxis have stickers that read **"FREE CONDOMS ARE AVAILABLE IN THIS TAXI"**

Whenever you see a taxi with this sticker know that it is one of the taxis we use to promote condoms to our clients. Feel free to ask for them, they are available at no cost. Our taxi mobilisers are trained to educate clients on how to use condoms correctly and consistently through condom demonstrations of the male and female condoms.

Staff Profile

New Team Member Alert.

It is with great pleasure that we introduce our new Monitoring & Evaluation (M&E) Officer, Miss Gofaone Motlhobogwa. Miss Motlhobogwa joined Mopipi International Trust on the 5th of September 2022. With her vast knowledge and experience with M&E systems, she is poised to be a vital addition to the organisation. Welcome to the team Gofah.



DID YOU KNOW: You can now get free condoms from Safe Ride Campaign partners such as Red Rose Hair Salon in Kanye. Our mobilisers at the salons also provide education on correct & consistent condom use.



Mopipi International partners with Dj Fresh for Roadshow.



Mopipi International has gone into partnership with SA based Dj Fresh's company Big Dawg Productions for the upcoming Department of Broadcasting services Roadshow themed, "Re Mo Tseleng" Facilitating the creative industry. The roadshow was launched on the 17th of September 2022 in Kanye by the Minister of Presidential Affairs, Governance and Public Administration Honourable Kabo Morwaeng.

During the roadshow Mopipi International will be a health partner providing health talks during Artist Workshops in the various towns. The roadshow will also serve as a platform to promote the Safe Ride campaign condom promotion through taxis involved in the campaign in all areas that we work in. The roadshow is expected cover 50 towns & villages and end with a Grand Finale in Molepolole on the 17th of December 2022.

Our Socials



Mopipi International



@Mopipi.Org



mopipiinternational



Mopipi International



72659138



www.mopipi.org.bw

Physical Address: Plot 7851 Maruapula, Gaborone

Telephone: (+267)3975349

Email Address: info@mopipi.org.bw



