



# Makerere University, We Build for the Future

## Enhancing Behavioural Change of Boda-Boda Riders in Uganda Using Mobile Learning (EBoML)

A RIF Project

Funded by Government of Uganda

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# EBoML Fact File

- Goal
  - To professionalise the boda-boda industry in Uganda using mLearning for positive behavioural change of boda-boda riders.
- Partner
  - Mak, MoW&T, MoLGSD, Boda-Boda Riders
- Sponsor-GoU
- Duration – 3 years; Initially Funding 1 year
- Impact
  - A professionalised boda-boda industry responsive to smart-city transport dynamics with reduced mortality of riders.



# Research Sites

- Namayingo District
- Wakiso District





# Background

- The boda-boda industry budging
- Employing more than 50% of Youth
- Industry is disorderly
- Limited or no savings
- Riders face a myriad of health risks



# Solution (1)

- Organise and bring order to the industry
- Make it a safe and gainful industry
- Provide continuous professional training aimed at bringing positive behavioural change



## Solution (2)

- Can we bring boda-boda to class – NO
  - Can we train all of them in the class – NO
  - Is a one off training enough – NO
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- **Take learning in the hands of beneficiaries wherever they are**



## Solution (3)

- Use mobile learning (mLearning) since the target learners (boda-boda riders) are ‘nomadic’ in nature



## Solution (4)

- Develop a multimedia-based positive behavioural change virtual mLearning environment (PBC-mLE) for self-paced and/or assisted lifelong learning in
  - Safe-driving principles,
  - Health-living and
  - Entrepreneurship





# PBC-mLE (1)

- We undertook a scoping research to establish the needs of riders along the focus areas
- We developed a mobile learning system
- We then engaged subject matter experts to develop curricula for the areas of focus based on the needs identified in the scoping research
- We onlineised the curricula to obtain the PBC-mLE





# PBC-mLE (2)

- Details of the PBC-mLE will be presented in this dissemination workshop





# Where we are

- PBC-mLE is in the field
- The riders are busy learning
- We have piloted the PBC-mLE
- We have evaluated the pilot
- Results of the pilot will be presented today





# Primary Beneficiaries

- GoU –Descent work for citizens and organised traffic system
- Boda-boda riders – Descent and gainful work
- Boda-boda passengers –Safe, secure, organised, fast and flexible transport system operated by customer responsive riders
- Other road users–Road transport system where each road user's rights are respected



# Other beneficiaries

- Business community – Fast transportation of goods and services can result in high-turnover. High disposable income increases effective demand for goods and services.
- Health sector– Reduced road accidents and incidences of disease hence less strain on scarce resources.
- Community –Boda-boda riders serving communities where they live.



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