

Makerere University, We Build for the Future

<u>Enhancing</u> <u>B</u>ehavioural Change of B<u>o</u>da-Boda Riders in Uganda Using <u>M</u>obile <u>L</u>earning (EBoML)

A RIF Project Funded by Government of Uganda

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EBoML Dissemination 28th May 2021, AVU Conf. Room, Mak¹



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.

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• Namayingo District

Wakiso District



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- 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

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

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- 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

• Take learning in the hands of beneficiaries wherever they are

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

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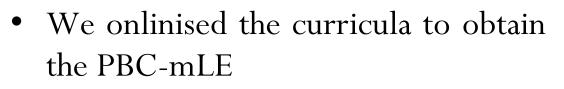


- Develop a multimedia-based positive behavioural change virtual mLearning environment (PBC-mLE) for self-paced and/or assisted lifelong learning in
 - Safe-driving principles,
 - Health-living and
 - Entrepreneurship

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- We under took 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







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





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- **PBC-mLE** is in the field
- The riders are busy learnin
- We have piloted the PBCmLE
- 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



- 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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