BoMRA
MEDICINES REGULATORY AUTHORITY

Promoting access to safe medicines

BoMRA Public Awareness Report

BOMRA PUBLIC PERCEPTION REPORT



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1. INTRODUCTION

Promotion of public awareness by regulatory authorities is highly important for any economy. Arguably, regulatory bodies such as BoMRA regulate medicines, medical devices and cosmetics, to promote human and animal health, which is crucial in an environment where we have experienced incidents of COVID-19 in 2020 and currently Monkey pox (BoMRA,2024). Effective regulation ensures the safety, efficacy, and quality of medicinal products, which is essential in managing public health challenges posed by such pandemics. When viewed through the public lens, they are disadvantaged if they are not aware of the role of BoMRA in regulating Botswana's medicines and health. Some disadvantages that arise could include, Lack of Trust in Medicines, Increased Risk of Counterfeit Medicines, Misinformation and Misuse, Challenges in Public Health Initiatives, and Difficulty in Crisis Management. As such, there is a continuous need to gain a deeper understanding and appreciation of the publics awareness level in Botswana, leading to their perception of BoMRA.

Considering the background above, this study seeks to gather valuable insights from the public regarding their perceptions, knowledge, and expectations related to medical regulatory practices. BoMRA is embarking on a public awareness survey with a focus the citizens of Botswana as there is need to be informed of their level of awareness. This report has thus been prepared in response to the call for Public Awareness Survey by BoMRA. Dullet Ventures is a 100% Botswana based company that provides research consultancy services in Africa specifically in South Africa, Botswana and Namibia. Our organization is highly committed to providing research, marketing intelligence, project management and training solutions of the highest integrity.

1.1 BACKGROUND AND CONTEXTUAL INFORMATION

The opinion and awareness of BOMRA is likely to influence public perception and acceptability of medicines by the general public (Mudyiwenyama,2023). Continuous engagement with the public is of paramount importance for driving the Authority's mandate(BOMRA,2024).As a country regulatory body it is accountable for the medical health of Botswana, this fosters responsible behaviour and safeguards BOMRA's effectiveness in fulfilling its statutory obligations (Maloisane, R.M., 2023).

Being the nations medical regulator , it is of paramount importance for the public to be aware of their services so that they utilise these for the benefit of individuals, organisations and communities. A study on community awareness shows that Community Awareness was at 49% in 2023 (Internal report). Continuous monitoring and evaluation of awareness levels is key for BoMRA.

PREVIOUS COMMUNITY AWARENESS SURVEYS

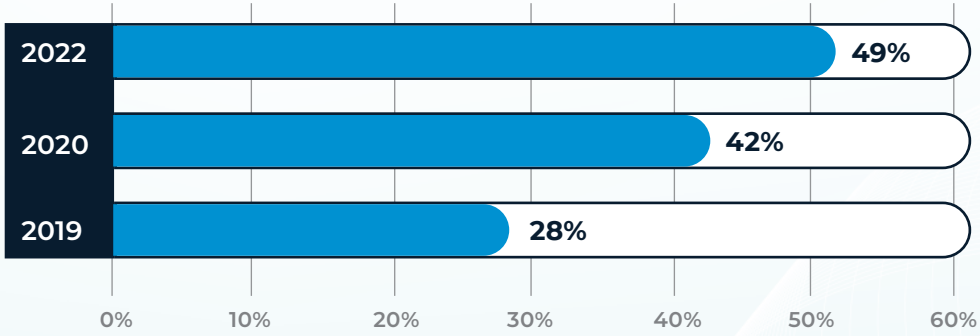


Figure 1.1

1.2 MAIN AIM OF THE STUDY

The aim of this survey is to assess the public's awareness, perceptions and attitudes towards BoMRA, its regulatory functions, and its role in safeguarding public health through the regulation of medicines. Insights drawn from the findings of the study will be instrumental for key stakeholders such as the public, policy-makers, regulators, and health service providers Furthermore, the findings will assist in tailor making group specific interventions that address explicit challenges faced BoMRA if public awareness is limited. A baseline study will be done followed by two subsequent waves of trackers which will serve as dipstick studies to assess whether there have been improvements in the respondents' situation. The dipstick waves will also monitor the progress of these MSMEs.

Problem Statement

Despite BoMRA's pivotal role in safeguarding public health through regulatory oversight, there is a need to comprehensively assess and understand its current brand perception and public awareness.

As a regulatory body, BoMRA's effectiveness is not only contingent upon its regulatory processes but also on how it is perceived by the public and stakeholders. Recent developments(unregulated herbal medicines, pandemics, advancement in health technology) and the dynamic nature of healthcare, warrant an evaluation of BoMRA's brand awareness and perception to identify areas for improvement.

1.3 SPECIFIC STUDY OBJECTIVES

The specific objectives of the study are:

1. To analyse the importance for the need of public awareness of BoMRA in Botswana, for improvement in communication and education about BoMRA's role in regulating the medical sector.
2. To assess level of awareness. To assess the current level of awareness among the public about BoMRA's functions and responsibilities.
3. To evaluate Public Perceptions. To gather insights on public perceptions, knowledge, and expectations related to medical regulatory practices.
4. To propose recommendations for BoMRA. To give recommendations to BOMRA on public awareness and brand perception for impact on regulatory measures on healthcare quality and patient safety.



RESEARCH QUESTIONS

1. **Why does BoMRA need public awareness?** BoMRA organisation, Literature Review from various academic journals, credible sources within relevant discipline.
2. **What level of awareness is there for BoMRA in Botswana?** Surveys and Interviews to the public.
3. **How is BoMRA perceived by the public?** Surveys and Interviews to the public.
4. **What recommendation can be given to BoMRA on public awareness?** Data analysis and reporting.

1.4 SCOPE OF THE WORK

The scope of work for the study is as outlined in the Terms of Reference as listed below:

Client Briefing – Attended a one-day BoMRA briefing session conducted by Dullet Ventures.

Instrument design – This exercise entailed customization and alignment of the research instrument. A pre-test of the of the main questionnaire was be done.

Sample design – There was input in the design of the sample for the survey with review of design with BoMRA.

Training of field teams – The field team was had a day of training at with a pilot being conducted at the end of the briefing (see figure below figure 1.2). A team of 10 researchers and one supervisor to monitor their progress and assist in any challenges where available throughout. The team size was to ensure completion of data collection in 4 weeks for Wave 1 and 1 week for both Wave 2 and 3, but budget allowing more team members is appropriate.

Data collection and validation - Data collection through Doodlo, execution of adequate quality control measures will be ensured so that the survey data is of the highest quality.

DULLET VENTURES RESEARCH TEAM

RESEARCH ASSISTANTS					
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onkelame@71	04/07/2024	12:51:59	onkelame	Moremi	onkelamemoremi@gmail.com
Pako	19/07/2024	08:47:46	Pako	Mojela	pbmojela@gmail.com
thabisomothibedi	04/07/2024	12:56:20	Thabiso	Mothibedi	thabisomothibedi650@gmail.com

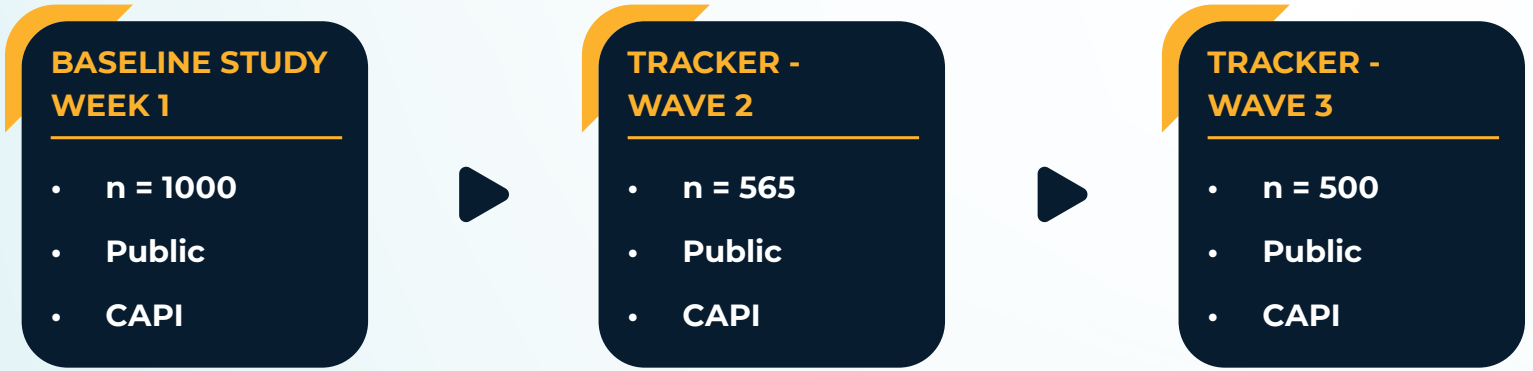

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2. METHODOLOGY

2.1 QUANTITATIVE STUDY

The survey was based on a national sample size of the public covering the whole country. The reseachers will personally interview the participants CAPI (Conmputer assisted personal Interviews).Specifically, the study will be caried out in 3 waves as illustrated in Figure 1 below. The first wave constitutes the baseline study (main wave) which has a sample of n= 1,000 participants week 1 and 2. Wave 2 (tracker) consisting of n = 565 conducted in week 3 Wave 3 with n = 500 in week 4. MSMEs will be conducted 6 weeks after Wave 2. It is useful to highlight that the respondents for Wave 2 and 3 will be recruited from the pool of 1,000 respondents interviewed in the Baseline Wave.

Figure 1: Data Collection flow



2.2 TARGET OF STUDY

For this study, the general public will be the target of the study aged 18 years and older. The general public in Botswana with an current estimated population of 2 346 179.00 as of 2022 (Statistics Botswana, 2022).

Selection of Participants

The participants will be randomly selected from the population.

POPULATION OF BOTSWANA

SN	District Code	Cencus Districts	Area Square Kilometre	Population			Population Density		
				2001 Cencus	2011 Cencus	2022 Cencus	2001 Cencus	2011 Cencus	2022 Cencus
1	01	Gaborone	169	186,007	231,592	244,107	1100,6	1370,4	1444.4
2	02	Francistown	79	83,023	98,961	102,444	1050,6	1252,7	1296.8
3	03	Lobatse	42	29,689	29,007	29,457	706,9	690,6	701.4
4	04	Selebi Phikwe	50	49,849	49,411	41,839	997,0	988,2	836.8
5	05	Orapa	17	9,151	9,531	8,614	538,3	560,6	506.7
6	6	Jwaneng	100	15,179	18,008	18,576	151,8	180,1	185.8
7	07	Sowa Town	159	2,879	3,598	2,901	18,1	22,6	18.2
8	10	Southern	28,470	171,652	197,767	221,968	6,0	6,9	7.8
9	20	South East	1,780	60,623	85,014	111,474	34,1	47,8	62.6
10	30	Kweneng	31,100	230,335	304,549	387,703	7,4	9,8	12.5
11	40	Kgatleng	7,960	73,507	91,660	121,411	9,2	11,5	15.3
12	50	Central Serowe Palapye	31,381	153,035	180,500	201,775	4,9	5,8	6.4
13	51	Central Mahalapye	16,507	109,811	118,875	130,530	6,7	7,2	7.9
14	52	Central Bobonong	14,242	66,964	71,936	76,922	4,7	5,1	5.4
15	53	Central Boteti	33,806	48,057	57,376	74,099	1,4	1,7	2.2
16	54	Central Tutume	46,140	123,514	147,377	164,228	2,7	3,2	3.6
17	60	North East	5,120	49,399	60,264	68,910	9,6	11,8	13.5
18	70	Ngamiland East	86,400	75,070	90,334	123,452	0,9	1,0	1.4
19	71	Ngamiland West	22,730	49,642	59,421	73,122	2,2	2,6	3.2
20	72	Chobe	20,800	18,258	25,876	28,388	0,9	1,2	1.4
21	80	Ghanzi	117,910	33,170	43,355	55,884	0,3	0,4	0.5
22	90	Kgalagadi South	32,800	25,938	30,016	35,160	0,8	0,9	0.1
23	28	Kgalagadi North	72,400	16,111	20,476	23,215	0.2	0.3	0.3

Figure 2.1 Population of Botswana (statistics, Botswana, 2022)

2.3 SAMPLING

2.3.1 Wave 1

The study is aimed to capture a holistic view of the public and their level of awareness of BoMRA. As such, the sampling of the respondents should follow the distribution in Table 1 as per districts, urban/rural and formal/informal classifications. Systematic random sampling technique will be applied within each strata location.

DISTRICT	NUMBER OF PARTICIPANTS
Kgatleng and North East Districts	**511**
Southren District	**250**
Chobe District	**260**
Kweneng District	**181**
Gantsi East district	**254**
South East District & Gaborone	**505**

Table 1: Sample distribution

JUSTIFICATION OF A SAMPLE SIZE OF 2,065 PARTICIPANTS IN A POPULATION OF 2,521,139 FOR THE SURVEY

Justification for selecting a sample size of 2,065 participants from a population of 2,521,139 determining an appropriate sample size is essential for ensuring that the results are statistically reliable and can be generalised to the entire population

1. Margin of Error

For a population of 2,521,139, a sample size of 2,065 typically results in a margin of error of about ±2-3%. This means that the survey results were within 2-3 percentage points of the actual population values. This level of precision is acceptable for this survey research, particularly for Botswana population.

2. Confidence Level

The confidence level for a sample size of 2,065 participants in a population of 2,521,139 is approximately 99.36%. This indicates that the survey results are highly reliable and would fall within the specified margin of error in 99.36% of repeated surveys conducted under the same conditions.

For a large population like 2,521,139, a sample size of 2,065 provides a strong confidence level of 99.36%, ensuring that the findings are reliable and consistent.

2.4 DATA COLLECTION METHODS

2.4.1 Recruitment exercise

The general public will be participants of the study with demographic variables therein, The districts were closely monitored to ensure a representative sample across the identified areas. It is envisaged that within all the districts the samples will be drawn from the public aged 18 years and older and different backgrounds.

2.4.2 Survey

The study shall be executed with through computer assisted personal interviewing (CAPI) with the public. Where a participant refuses to participate in the study, then substitution to allow matching criteria of a substitute with willing participants.

2.5 QUESTIONNAIRE ADMINISTRATION

The questionnaire for the main study will be 10 minutes long. The questionnaire will be administered through CAPI and will be captured using Dooblo Survey to Go, which is a leading mobile data collection platform accessed through android devices. The signed off questionnaire is scripted and loaded on to the Survey to Go. Survey to go has been selected for this study due to the following features outlined below:

- Real time monitoring of interviews done
- Silent voice recording - know how questions were asked
- GPS Location Tracking - know where interviews took place
- Quality Control features - automatic flagging of suspicious Interviews - based on duration, straight-lining or any customised rules set for the study.
- Cost effectiveness through elimination of data entry

2.6 FINAL DELIVERABLES

PROJECT PHASE	OUTPUT
Pre study activities	· Instrument Design · Client Briefing on Instrument · Recruitment of Researchers and Supersivor · Training of Researchers · Allocation of Districts
Data Collection Phase	· SPSS data Files (Wave 1, 2,3) · Data analysis · Progress report · Field Technical report

Table 2.1 Final Deliverables

2.7 QUALITATIVE COMPONENT

A qualitative component for the study was used for question 3 and 7. While the quantitative approach generated quantifiable findings that revealed the level of awareness, the qualitative approach will provide more insights to the findings that emerge from the quantitative study. This will complement the findings of the quantitative study.

2.7.2 Research tool development

A survey that has been approved by BoMRA and was designed in consideration of the research objectives and any other areas that may need exploration where knowledge gaps exist.

2.8 REPORTING

2.8.1 Progress report

Upon commencement of the study a progress report was prepared and submitted to the Public Relations Manager in July 2024. The main aim of the progress report will be to clarify timelines of the study.

2.8.2 Final Technical report

For the purpose track the project progress and monitor key milestones, bi weekly progress reports will be prepared and submitted to the reference group. This will ensure that all any bottlenecks or risks are quickly raised and mitigated to ensure timely delivery of the project

3. DATA PRESENTATION AND ANLYSIS

QUANTITATIVE ANALYSIS

3.1 Overall Statics

Botswana 2024 population is estimated at 2,521,139 people at mid year (WorldOmetre,2024). The sampled participants was 2065 of which 1972 interviews were fully completed and 93 were partially completed.(See figure below) This was due to some participants opting not to answer some questions. For ethical considerations participants are free to answer what they are comfortable with.

OVERALL STATISTICS OF THE STUDY

	COUNT	PERCENT
Incompletes	93	5%
Completes	1972	95%
Over Quota		
Filtered Interviews	0	0%
Canceled Interviews	0	0%
Terminated		
Filtered Interviews	0	0%
Canceled Interviews	0	0%
Total	**2065**	**100%**

Table 3.1 Overall Statistics

PERFORMANCE OF INTERVIEWS

There was good performance of the interviews and the researchers managed to use all the credits for the interviews. See figure 3.2 below. The average time between interviews was 11.58 min and the average distance was 329 meters which was.



Table 1: Sample distribution

GPS MAP COVERAGE

The maps if figure 3.3 and 3.4 show the locations where the data was collected Botswana. Data was collected from all corners of Botswana North, East, South and West.

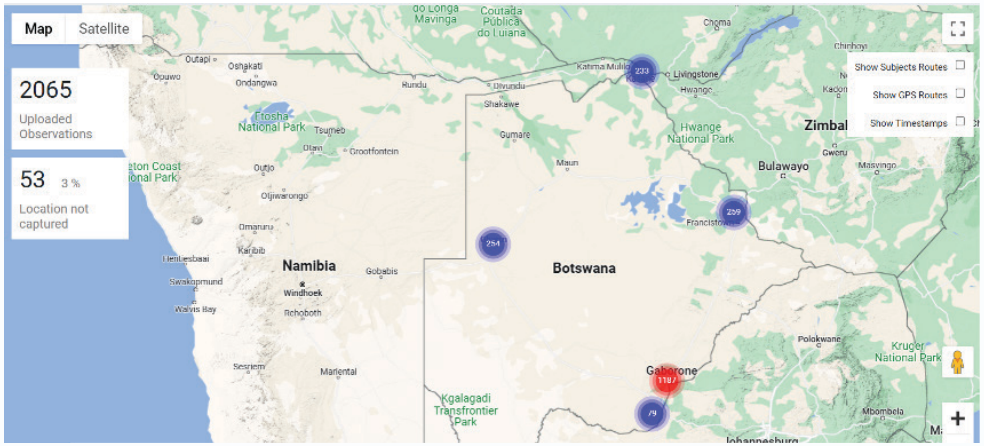


Figure 3.3 GPS Coverage

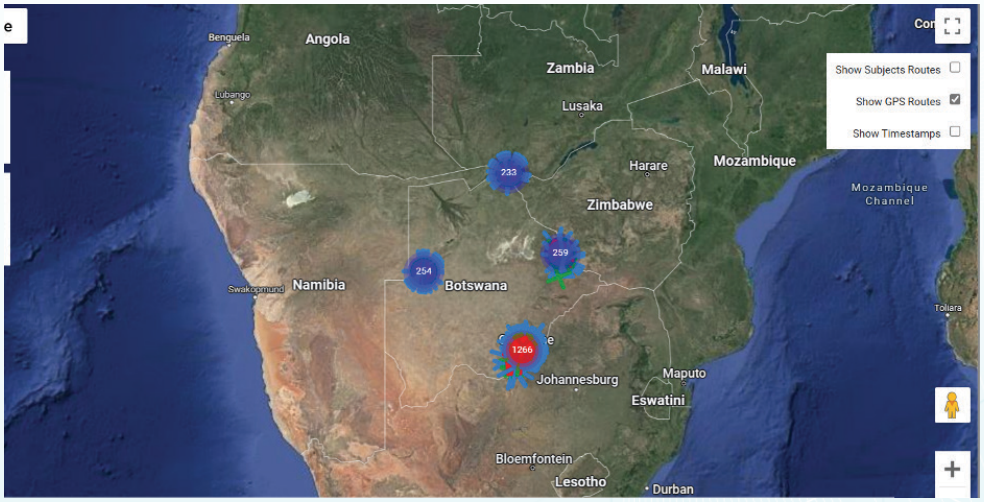


Figure 3.4 GPS Coverage

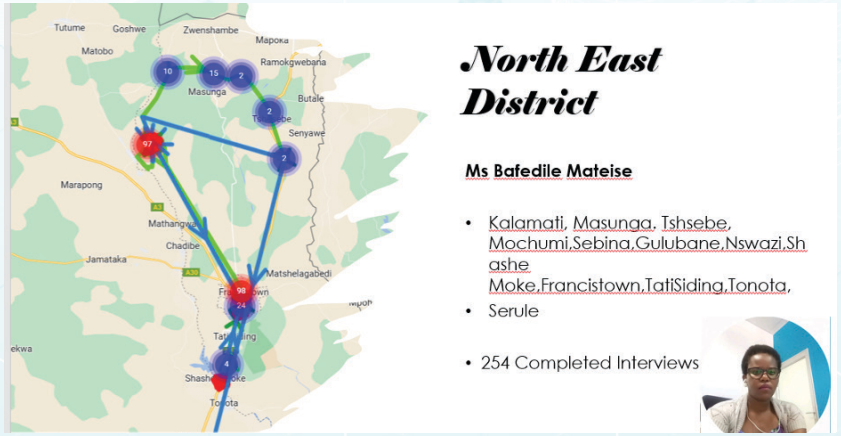
3.1.1.NORTH EAST DISTRICTS

Areas covered in North East District included Makaleng, Matenge, Toteng, Botalaote, Kalakamati, Vukwi, Masunga, Mosojane, Tshesebe, Tsamaya and Francistown covered by Ms Bafedile Matseise .



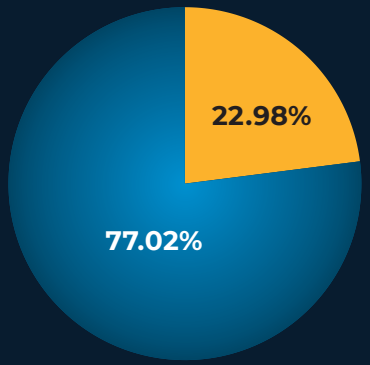
Table 1: Sample distribution

THERE WERE 248 COMPLETED INTERVIEWS IN THE NORTH EAST.



The following quantitative analysis, shows an analysis of the district for each quantitative question that was asked to the participants.

1. Have you ever heard of the Botswana Medicine Regulatory Authority (BoMRA) before?



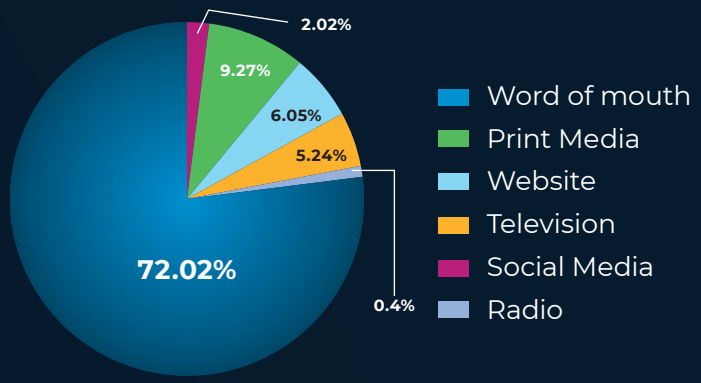
ANSWERS	DATA
No Answer	**0**
Yes	**57**
No	**191**
Unique Interviews	**248**

- **Total Respondents:** 248 (191 No + 57 Yes)
- **Respondents from North East District answering 'No':** 191
- This represents **77.02%** of the respondents.
- **Respondents from North East District answering 'Yes':** 57
- This represents **22.98%** of the respondents.

BRIEF ANALYSIS:

Awareness Level: A significant majority of respondents (77.02%) from the North East District are not aware of BoMRA. This indicates a low level of awareness about the authority among the participants in this region.

2. Which one of the following channels of communications did you hear about BoMRA? Select only one.



ANSWERS	DATA
Radio	**1**
Television	**13**
Website	**15**
Print Media (Newspaper, Brochures & Magazines)	**23**
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	**5**
Word of mouth	**191**
Unique Interviews	**248**

ANALYSIS IN PERCENTAGES:

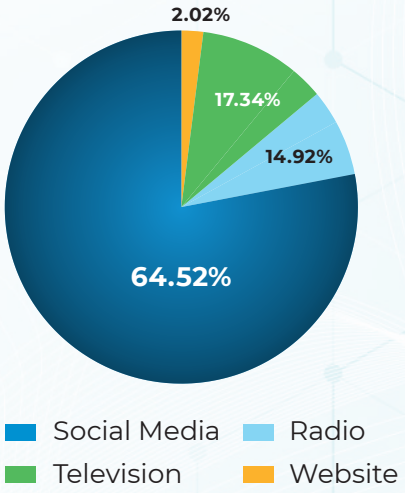
1. **Word of Mouth:** ((191 / 248) \times 100 = 77.02%)
2. **Print Media:** ((23 / 248) \times 100 = 9.27%)
3. **Website:** ((15 / 248) \times 100 = 6.05%)
4. **Television:** ((13 / 248) \times 100 = 5.24%)
5. **Social Media:** ((5 / 248) \times 100 = 2.02%)
6. **Radio:** ((1 / 248) \times 100 = 0.40%)

SUMMARY OF RESULTS:

- **Word of Mouth (77.02%)** is the dominant communication channel through which participants heard about BoMRA, indicating that personal recommendations and discussions are highly influential.
- **Print Media (9.27%)** is the second most effective medium, suggesting that traditional print outlets still hold some sway.
- **Website (6.05%)** and **Television (5.24%**) are somewhat on par with each other, though less effective compared to word of mouth and print media. This could suggest a need for more engaging or widespread digital and TV campaigns.
- **Social Media (2.02%)** and **Radio (0.40%)** are the least effective channels, indicating that these platforms either do not reach the target audience effectively or the content does not resonate as strongly.

3. If you have not heard of BoMRA which channel would be easier to reach you?

ANSWERS	DATA
No Answer	1
Radio	37
Television	43
Email	1
Website	5
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	160
Word of mouth	1
Unique Interviews	248

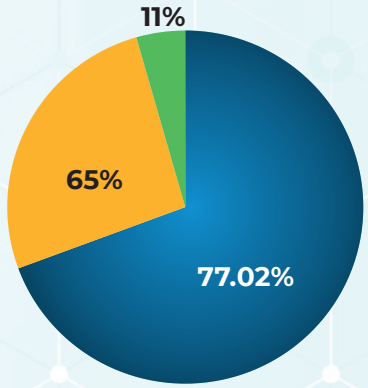


ANALYSIS IN PERCENTAGES:

1. **Social Media (64.78%)** is the most preferred channel for reaching respondents in North East who have not heard of BoMRA. This indicates a strong preference for digital engagement and suggests social media as a powerful tool for outreach.
2. **Television (17.41%)** is the second most preferred channel, showing that traditional media still plays an important role in reaching the audience.
3. **Radio (14.98%)** is also a significant channel, nearly on par with television, indicating its continued relevance in audience outreach.
4. **Website (2.02%), Word of Mouth (0.40%),** and **Email (0.40%)** are the least preferred channels. This suggests that these methods are less effective or convenient for the target audience

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	0
Ensuring the safety and efficiency of medical products	172
Regulating healthcare professionals and facilities	65
Conducting medical research and studies	11
Unique Interviews	248



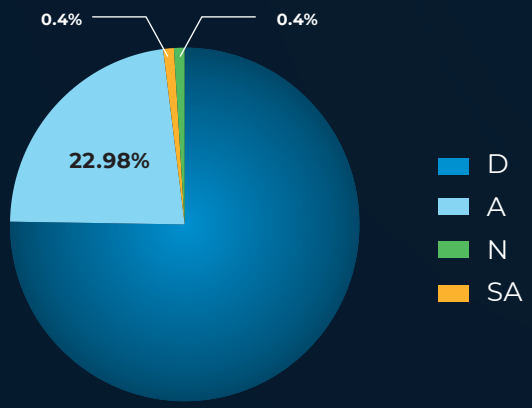
ANALYSIS IN PERCENTAGES:

1. **Ensuring the Safety and Efficacy of Medical Products (69.35%)** is identified as the primary role of BoMRA by the majority of respondents in North East. This indicates a strong recognition of BoMRA's core responsibility in safeguarding medical products.
2. **Regulating Health Professionals and Facilities (26.21%)** is the second most identified role. A significant portion of respondents understand that BoMRA is also involved in the regulation of healthcare providers and facilities.
3. **Conducting Medical Research and Studies (4.44%)** is the least identified role, indicating that a minimal number of respondents associate BoMRA primarily with research activities.

5. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**0**	**0**	**5**	**0**	**5**
D	**189**	**189**	**218**	**183**	**223**
N	**1**	**7**	**23**	**33**	**2**
A	**57**	**52**	**2**	**32**	**57**
SA	**1**	**0**	**0**	**0**	**1**
Unique Interviews	**248**	**248**	**248**	**248**	**248**



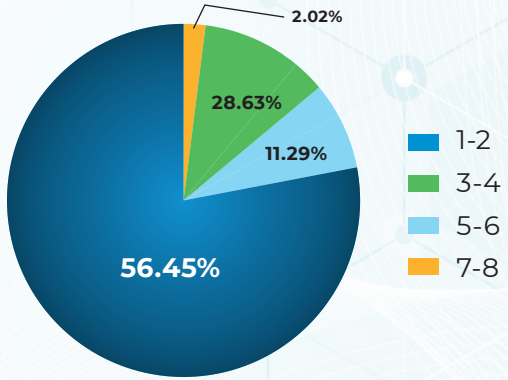
76.21%

SUMMARY OF RESULTS:

- Disagree (89.92%): The vast majority of respondents in the North East indicated low awareness of BoMRA, as they disagree with the statement, meaning they do not feel informed about BoMRA.
- Agree (22.98%): A smaller but significant portion of respondents acknowledge awareness about BoMRA.
- Strongly Disagree (2.02%), Neutral (0.81%), and Strongly Agree (0.40%): These categories have minimal representation, showing that very few respondents are either completely unaware, neutral, or very well-aware of BoMRA.

6. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**140**
3-4	**71**
5-6	**28**
7-8	**8**
9-10	**1**
Unique Interviews	**248**

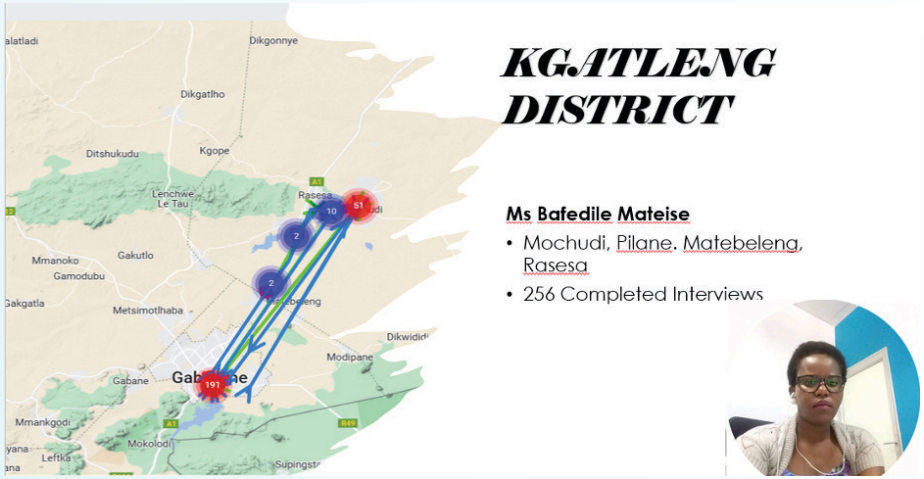


ANALYSIS IN PERCENTAGES:

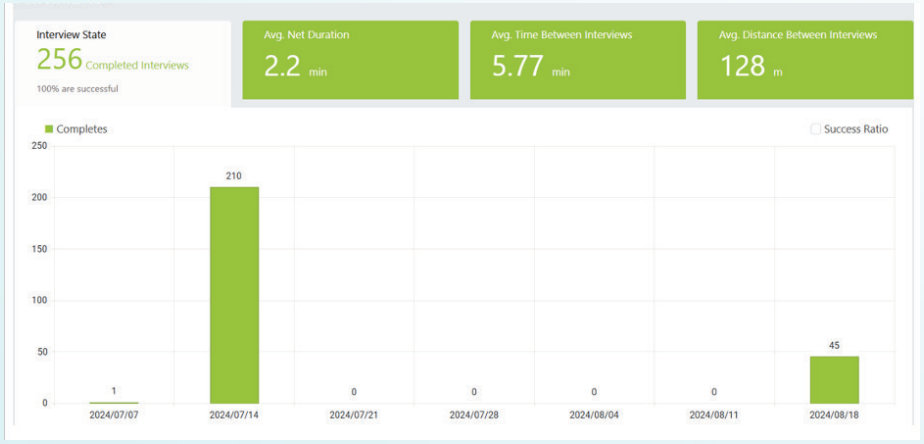
1. **Scores 1-2 (56.45%):** A significant majority of respondents from North East have a very low likelihood of sharing knowledge about BoMRA's mandate, indicating overall low engagement or awareness.
2. **Scores 3-4 (28.63%):** A notable portion of respondents are still reluctant to share information about BoMRA, reflecting similar trends of low engagement.
3. **Scores 5-6 (11.29%):** This segment shows moderate likelihood, indicating some level of awareness but insufficient to actively promote BoMRA's mandate.
4. **Scores 7-8 (3.23%):** A small group is quite likely to share knowledge, showing higher engagement and awareness.
5. **Scores 9-10 (0.40%):** Very few respondents are highly likely to share knowledge about BoMRA, indicating a very limited extremely engaged or well-informed segment

3.1.1.1 KGATLENG DISTRICT

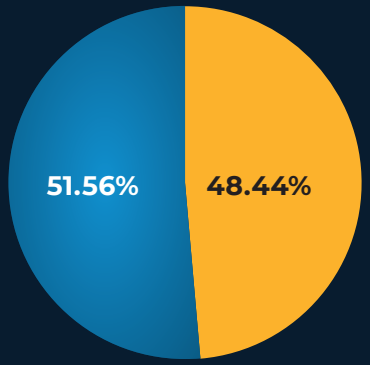
The villages covered in Kgatleng District are Mochudi, Pilane, Bokaa, Morwa, Rasesa, Modipane, Oodi and Dikwididi covered by **Ms Bafedile Matseise**



THERE WERE 256 COMPLETED INTERVIEWS IN THE KGATLENG DISTRICT.



1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



ANSWERS	DATA
No Answer	**0**
Yes	**124**
No	**132**
Unique Interviews	**256**

Total Respondents: 256

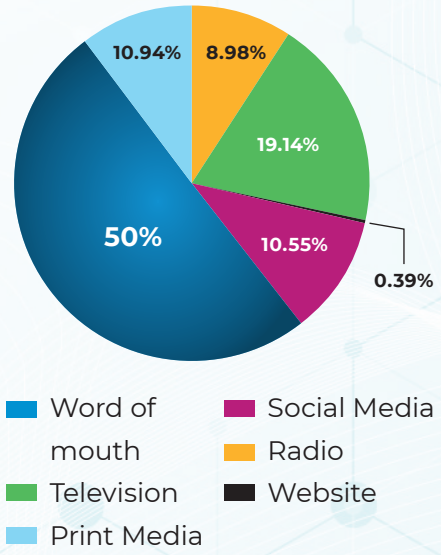
Responses:
- **Yes:** 124
- **No:** 132

Analysis in Percentages:
1. Yes (Heard of BoMRA): ((124 / 256) \times 100 = 48.44%)
2. No (Never Heard of BoMRA): ((132 / 256) \times 100 = 51.56%)

Summary of Results:
- **No (51.56%):** The slight majority of respondents have never heard of BoMRA, indicating a gap in public awareness.
- **Yes (48.44%):** Approximately half of the respondents have heard of BoMRA, indicating that a significant portion of the population is at least aware of the authority.

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.

ANSWERS	DATA
No Answer	0
Radio	23
Television	49
Website	1
Print Media (Newspaper, Brochures & Magazines)	28
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	27
Word of mouth	128
Unique Interviews	256

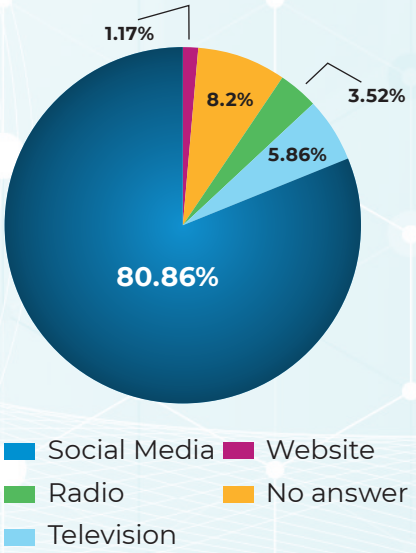


ANALYSIS IN PERCENTAGES:

1. **Word of Mouth (50%):** Half of the respondents in Kgatleng District heard about BoMRA through word of mouth, indicating that personal communication is the most effective channel.
2. **Television (19.14%):** Television is the second most effective channel, but it reaches significantly fewer respondents compared to word of mouth.
3. **Print Media (10.94%) and Social Media (10.55%):** Print media and social media have roughly equal effectiveness but are less impactful compared to word of mouth and television.
4. **Radio (8.98%):** Radio is the least effective channel among the provided options but still serves as a useful medium for reaching certain segments of the population.

3. If you have not heard of Bomra, which channel would be easier to reach you?

ANSWERS	DATA
No Answer	3
Radio	21
Television	15
Billboards	1
Website	9
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	207
Unique Interviews	256

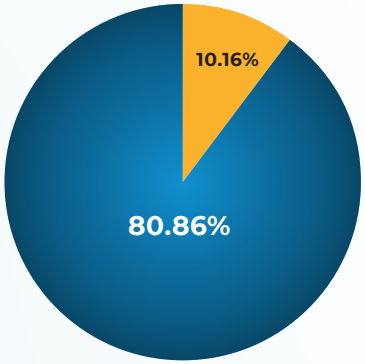


ANALYSIS IN PERCENTAGES:

1. **Social Media (80.86%):** The overwhelming majority of respondents from Kgatleng District prefer to be reached via social media, highlighting its dominance and effectiveness as a communication channel for BoMRA's awareness campaigns.
2. **Radio (8.20%):** A smaller portion prefers radio, indicating it still holds some relevance but is significantly less preferred than social media.
3. **Television (5.86%):** Television is the least preferred among the given options but can still be a part of the broader communication strategy.
4. **No Answer (1.17%):** A very small number of respondents did not specify a preferred channel.

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	**0**
Ensuring the safety and efficiency of medical products	**230**
Regulating healthcare professionals and facilities	**26**
Conducting medical research and studies	**0**
Other (Please specify)	**0**
Unique Interviews	**256**



ANALYSIS IN PERCENTAGES:

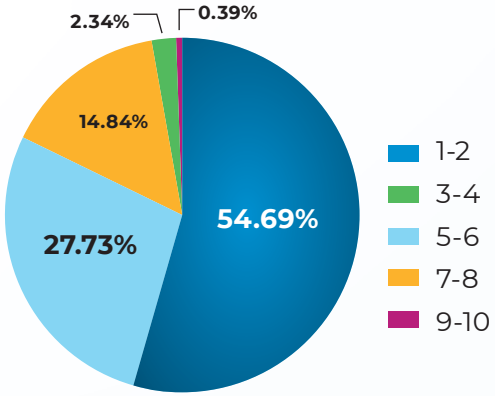
1. **Ensuring the Safety and Efficacy of Medical Products:** ((230 / 256) \times 100 = 89.84%)
2. **Regulating Healthcare Professionals and Facilities:** ((26 / 256) \ times 100 = 10.16%)

SUMMARY OF RESULTS:

- **Ensuring the Safety and Efficacy of Medical Products (89.84%):** The vast majority of respondents correctly understand that the primary role of BoMRA is to ensure the safety and efficacy of medical products.
- **Regulating Healthcare Professionals and Facilities (10.16%):** A smaller portion of respondents incorrectly believes that BoMRA's primary role is to regulate healthcare professionals and facilities.

5. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**140**
3-4	**71**
5-6	**38**
7-8	**6**
9-10	**1**
Unique Interviews	**256**



ANALYSIS IN PERCENTAGES:

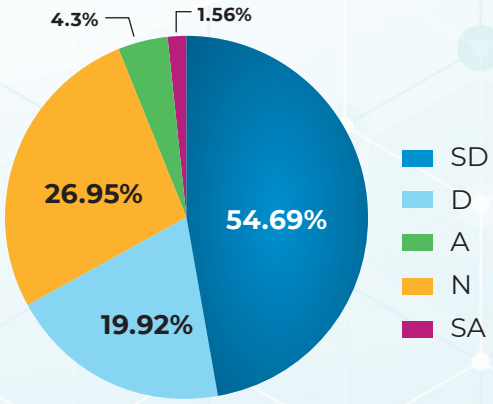
1. **Very Unlikely (1-2) (54.69%):** A majority of respondents are very unlikely to share knowledge about BoMRA's mandate, suggesting a significant gap in willingness to disseminate information.
2. **Unlikely (3-4) (27.73%):** Over a quarter of respondents are still unlikely to share information, reinforcing the overall trend of reluctance.
3. **Neutral (5-6) (14.84%):** A smaller portion remains neutral, indicating neither a strong willingness nor reluctance to share the information.
4. **Likely (7-8) (2.34%) and Very Likely (9-10) (0.39%):** Very few respondents are likely or very likely to share knowledge, showing extremely limited positive advocacy.

The following quantitative analysis, shows an analysis of the district for each quantitative question that was asked to the participants. (Cont.)

6. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**11**	**10**	**10**	**7**	**11**
D	**121**	**120**	**126**	**119**	**128**
N	**51**	**99**	**111**	**76**	**105**
A	**69**	**24**	**7**	**50**	**71**
SA	**4**	**3**	**2**	**4**	**4**
Unique Interviews	**256**	**256**	**256**	**256**	**256**

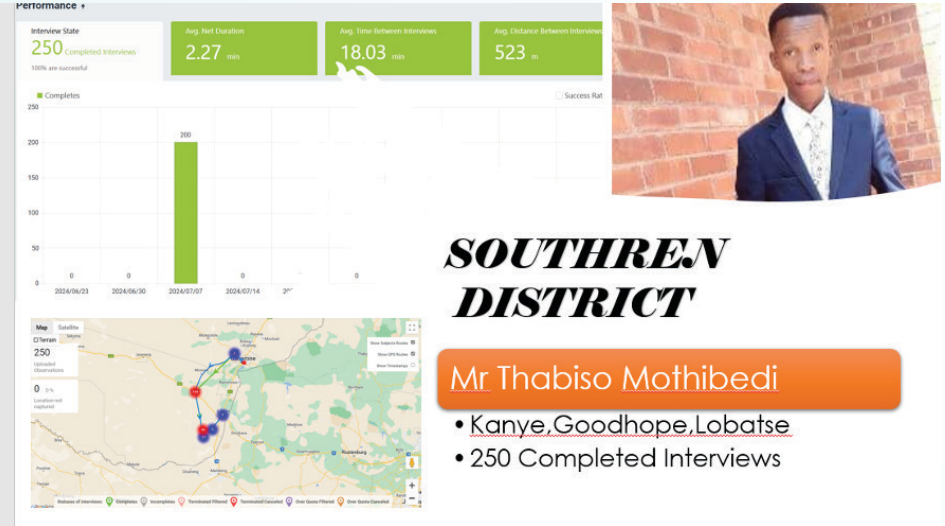


SUMMARY OF RESULTS:

- **Disagree (50%):** Half of the respondents disagreed with having a high level of awareness about BoMRA in Kgatleng District, indicating significant room for improvement.
- **Neutral (41.02%):** A substantial portion of respondents are neutral, neither agreeing nor disagreeing about their awareness level. This suggests a moderate awareness which might be improved with further efforts.
- **Agree (27.73%):** Over a quarter of respondents agreed that they are aware of BoMRA, representing a base of aware individuals that can be leveraged.
- **Strongly Disagree (4.30%):** A small percentage strongly disagrees with having awareness about BoMRA, underscoring the need for outreach.
- **Strongly Agree (0%):** No respondents strongly agree, indicating that no one feels very confident in their awareness of BoMRA

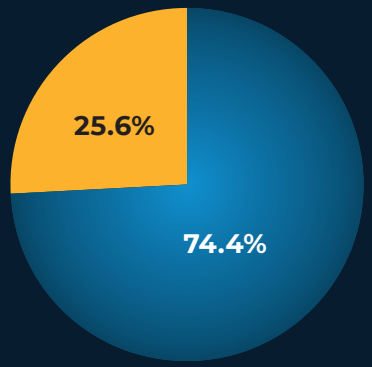
3.1.2. SOUTHERN DISTRICT

The Southren District was done by **Mr Thabiso Mothibedi.** He covered Kanye, Goodhope and Lobatse. He completed 250 interviews.



The following figures show the quantitative analysis of six questions from the survey of the Southren District.

1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



ANSWERS	DATA
No Answer	**0**
Yes	**64**
No	**186**
Unique Interviews	**250**

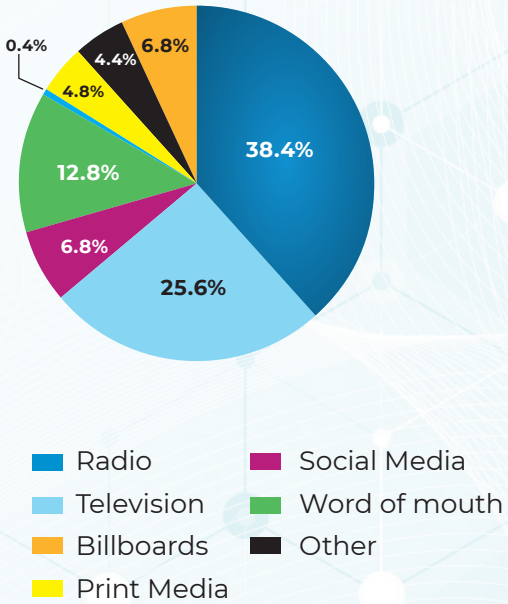
- **74.4% said No:** The majority of respondents in the Southren District have not heard of the Botswana Medicines Regulatory Authority.
- **25.6% said Yes:** A minority of respondents have heard of BoMRA.

Analysis

Low Awareness: The overwhelming majority (74.4%) of respondents have never heard of BoMRA. This indicates a significant gap in BoMRA's outreach and public awareness initiatives. Such low awareness levels suggest that BoMRA's information is not reaching a substantial portion of the population.

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.

ANSWERS	DATA
No Answer	**0**
Radio	**96**
Television	**64**
Billboards	**17**
Email	**1**
Print Media (Newspaper, Brochures & Magazines)	**11**
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	**12**
Word of mouth	**32**
Other (Specify)	**17**
Unique Interviews	**256**



Analyzing the channels through which respondents heard about BoMRA in the Southren Region

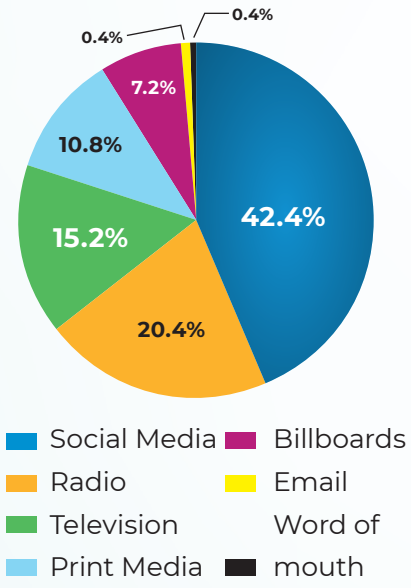
- **38.4% Radio:** The most significant portion of respondents learned about BoMRA through radio.
- **25.6% Television:** The second most common channel is television.
- **12.8% Word of Mouth:** A notable portion heard about BoMRA from others directly.
- **6.8% Others:** Various other unspecified channels.
- **4.8% Social Media:** A smaller group learned about BoMRA through social media platforms.
- **4.4% Print Media:** A similar small percentage received information through printed media like newspapers and magazines.
- **0.4% Email:** A very small fraction discovered BoMRA through email communication.

Analysis

Radio as a Key Channel: Radio emerges as the primary channel of communication, which suggests it is a highly effective medium for spreading information in the southren Region. This could be due to its wide reach, accessibility, and popularity among the population.

3. If you have not heard of BoMRA which channel would be easier to reach you?

ANSWERS	DATA
No Answer	1
Radio	38
Television	27
Billboards	7
Email	2
Print Media (Newspaper, Brochures & Magazines)	18
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	160
Word of mouth	1
Unique Interviews	248



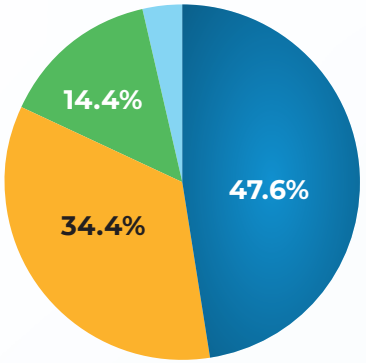
- **42.4% Social Media:** The largest portion prefers social media as the easiest way to reach them.
- **20.4% Word of Mouth:** A significant number would prefer hearing about BoMRA through personal interactions.
- **15.2% Radio:** Radio continues to be a relevant and accessible channel.
- **10.8% Television:** Television remains a preferred but less accessible option compared to others.
- **7.2% Print Media:** A smaller percentage favors print media.
- **2.8% Billboards:** Minimal preference for billboard advertising.
- **0.8% No Answer:** Very few did not specify a preferred channel.

ANALYSIS

Dominance of Social Media: The preference for social media (42.4%) as a communication channel suggests a shift towards digital platforms. This indicates that a significant portion of the population is actively engaged on social media and finds it to be the most accessible and influential medium.

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	0
Ensuring the safety and efficiency of medical products	119
Regulating healthcare professionals and facilities	86
Conducting medical research and studies	36
Other (please specify)	9
Unique Interviews	250



46.7% Ensuring the safety of efficacy of medical products: The majority of respondents understand that BoMRA's primary role is to ensure the safety and efficacy of medical products.

- **34.4% Regulating healthcare professionals and facilities:** A significant portion sees BoMRA's role as regulating healthcare professionals and facilities.
- **14.4% Conducting market research and studies:** A smaller group believes BoMRA's role involves conducting market research and studies.
- **3.6% Others:** A minor portion has varied other understandings of BoMRA's role.

ANALYSIS

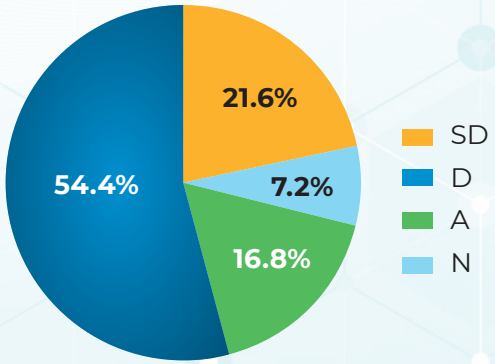
Primary Role Recognition: Almost half of the respondents (46.7%) correctly identify BoMRA's primary role as ensuring the safety and efficacy of medical products. This indicates a relatively good level of awareness about the core function of BoMRA among the surveyed population.

5. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

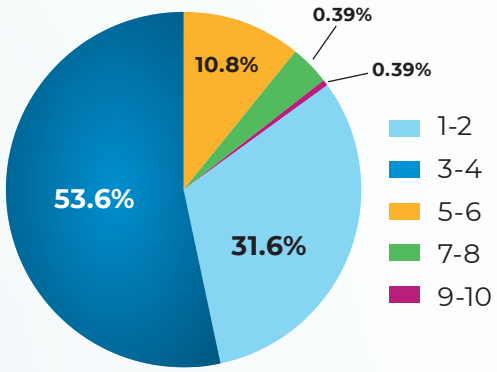
Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**54**	**50**	**43**	**13**	**60**
D	**136**	**133**	**125**	**74**	**174**
N	**42**	**50**	**61**	**101**	**144**
A	**18**	**17**	**21**	**57**	**62**
SA	**0**	**0**	**0**	**5**	**5**
Unique Interviews	**250**	**250**	**250**	**250**	**250**

The level of awareness is low with 69,6% disagreeing and 57,6% remained neutral on the level of awareness of BoMRA. This shows that there is a low level of awareness of BoMRA.



5. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**79**
3-4	**134**
5-6	**27**
7-8	**9**
9-10	**1**
Unique Interviews	**250**



ANALYSIS IN PERCENTAGES:

1. **53.6% chose 3-4:** The majority are somewhat unlikely to share knowledge about BoMRA.
2. **31.6% chose 1-2:** A significant portion is very unlikely to share this knowledge.
3. **10.8% chose 5-7:** A smaller group is somewhat likely to share this knowledge.
4. **3.6% chose 7.8:** Very few are likely to share this knowledge.
5. **0.4% chose 1>:** An extremely small fraction is very likely to share this knowledge.

ANALYSIS

Predominantly Low Likelihood: The majority of respondents (85.2% combined for scores 1-4) are unlikely or somewhat unlikely to share knowledge about BoMRA's mandate. This indicates a general reluctance or lack of motivation to disseminate information about BoMRA.

CONCLUSIONS FOR THE SOUTHREN DISTRICT

Conclusion for the Southren District is as follows, **there is a Low Awareness:** The overwhelming majority (74.4%) of respondents have never heard of BoMRA. This indicates a significant gap in BoMRA's outreach and public awareness initiatives. Such low awareness levels suggest that BoMRA's information is not reaching a substantial portion of the population.

Radio as a Key Channel: Radio emerges as the primary channel of communication, which suggests it is a highly effective medium for spreading information in the southren Region. This could be due to its wide reach, accessibility, and popularity among the population

Dominance of Social Media: The preference for social media (42.4%) as a communication channel suggests a shift towards digital platforms. This indicates that a significant portion of the population is actively engaged on social media and finds it to be the most accessible and influential medium.

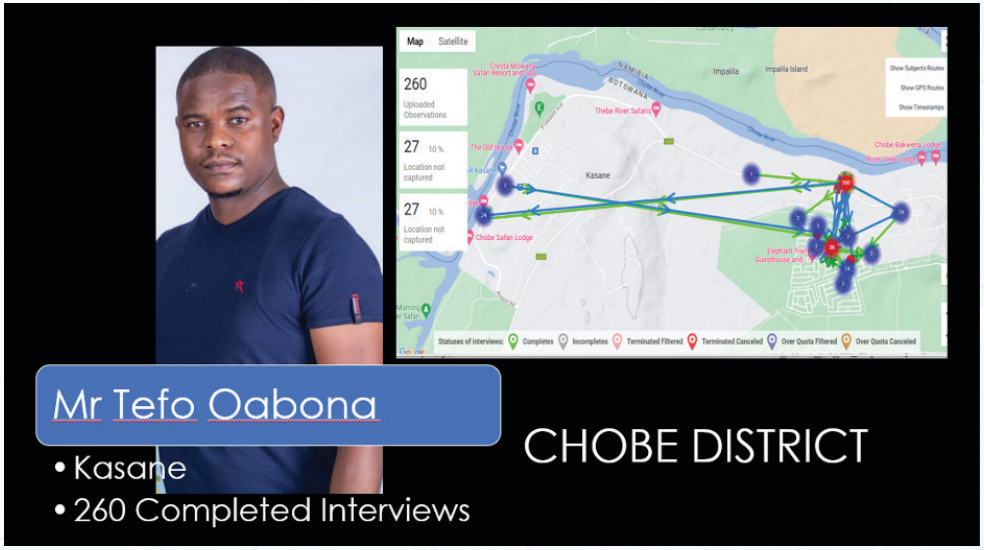
Primary Role Recognition: Almost half of the respondents (46.7%) correctly identify BoMRA's primary role as ensuring the safety and efficacy of medical products. This indicates a relatively good level of awareness about the core function of BoMRA among the surveyed population.

Overall Awareness: The majority (54.4%) of the residents disagree and (16%) strongly disagree with being aware of BoMRA, indicating low levels of awareness. This suggests that most individuals either have little to no knowledge of BoMRA or lack sufficient information to feel confident about their knowledge of BoMRA.

Predominantly Low Likelihood: The majority of respondents (85.2% combined for scores 1-4) are unlikely or somewhat unlikely to share knowledge about BoMRA's mandate. This indicates a general reluctance or lack of motivation to disseminate information about BoMRA.

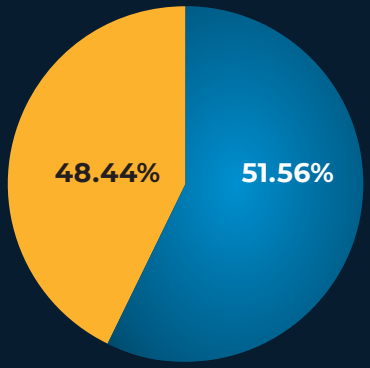
3.1.3. CHOBE DISTRICT (KAZUNGULA,KASANE)

Chobe District was done by **Mr Tefo Oabona**



The Chobe District was done by Mr Tefo Oabona. He covered Kasane and Kazungula. He completed 260 interviews. The following figures represents the findings of six questions from the survey and their respective analysis.

1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



ANSWERS	DATA
No Answer	**0**
Yes	**88**
No	**119**
Unique Interviews	**207**

Analyzing awareness of BoMRA:

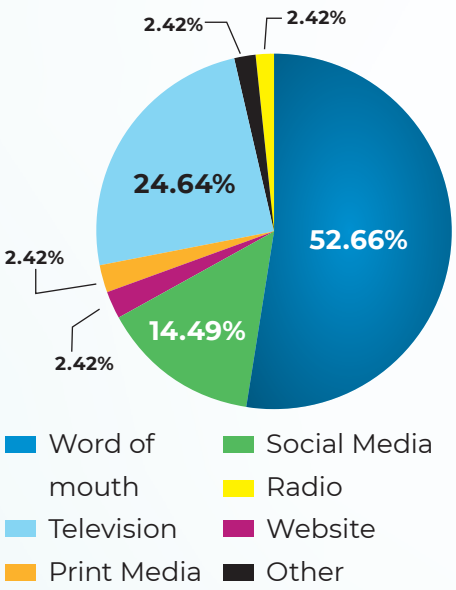
- **57.9% No:** The majority of respondents in Chobe Region have not heard of the Botswana Medicines Regulatory Authority (BoMRA).
- **42.51% Yes:** A significant minority are aware of BoMRA.

ANALYSIS

- **Low Overall Awareness:** More than half of the respondents (57.9%) are not aware of BoMRA, which indicates a substantial gap in public awareness. This is a critical issue as public awareness is fundamental for the effectiveness of a regulatory body in ensuring compliance and public trust

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.

ANSWERS	DATA
No Answer	0
Radio	4
Television	51
Website	5
Print Media (Newspaper, Brochures & Magazines)	5
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	30
Word of mouth	109
Other (specify)	3
Unique Interviews	207



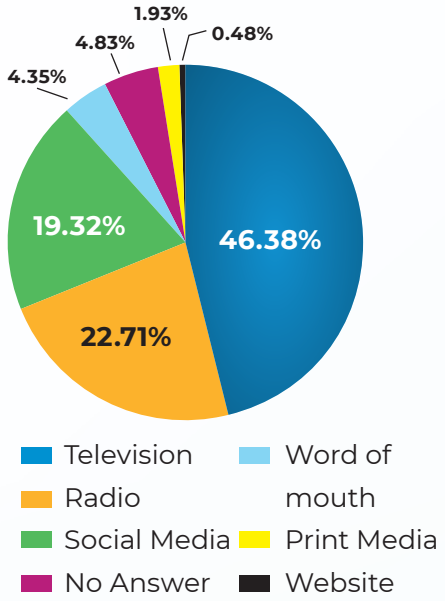
1. **52.66% Word of Mouth:** The majority of respondents learned about BoMRA through word of mouth in Kasane.
2. **24.6% Television:** The second most common channel is television.
3. **14.49% Social Media:** A sizeable portion heard about BoMRA through social media.
4. **5% Website:** A smaller group visited BOMRA's website for information.
5. **5% Print Media:** Similar to the website, a small percentage used print media.
6. **1.45% Radio:** Very few learned about BoMRA through radio.
7. **3% Other:** Various other unspecified channels.

ANALYSIS

Dominance of Word of Mouth: The fact that over half of the respondents (52.66%) heard about BoMRA through word of mouth highlights the importance of interpersonal communication and networks. This indicates that personal recommendations and community discussions are highly effective in disseminating information about BoMRA

3. If you have not heard of BoMRA which channel would be easier to reach you?

ANSWERS	DATA
No Answer	10
Radio	47
Television	96
Website	1
Print Media (Newspaper, Brochures & Magazines)	4
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	40
Word of mouth	9
Other (Specify)	0
Unique Interviews	207



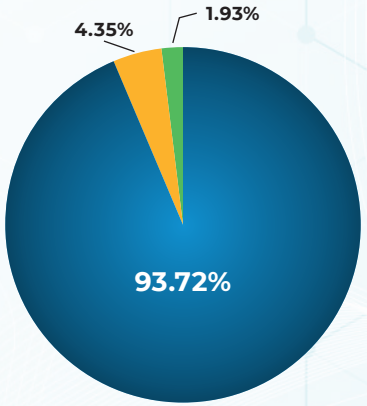
- **46.38% Television:** The largest group prefers in television in Chobe District
- **22.71% Radio:** Radio is the second most preferred channel.
- **19.32% Social Media:** Social media is also a significant channel.
- **4.83% No Answer:** A small portion did not provide an answer.
- **4.35% Word of Mouth:** Some respondents prefer word of mouth.
- **1.35% Print Media:** A few respondents prefer print media.
- **0.48% Website:** Very few consider the website as the easiest channel.

ANALYSIS

Television's Dominance: Television is seen as the most effective channel, with 46.38% indicating it as the easiest way to reach them. This underscores the broad, influential reach of TV broadcasts.

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	**0**
Ensuring the safety and efficiency of medical products	**194**
Regulating healthcare professionals and facilities	**9**
Conducting medical research and studies	**4**
Other (please specify)	**0**
Unique Interviews	**207**



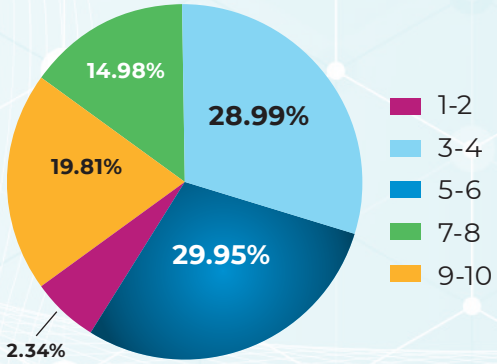
- **93.72% Ensuring the Safety and efficacy of medical products:** The vast majority of respondents correctly identified this as the primary role of BoMRA.
- **4.35% (Unspecified):** This reflects a small group that might be confused or uncertain about BoMRA's primary role, potentially due to missing or unclear options.
- **1.93% Conducting medical research and studies:** A very small percentage incorrectly believes that conducting medical research and studies is the primary role of BoMRA.

ANALYSIS

High Level of Correct Understanding: The overwhelming majority (93.72%) accurately understand that BoMRA's primary role is ensuring the safety and efficacy of medical products. This high percentage indicates effective communication and public awareness about BoMRA's core mandate.

5. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**13**
3-4	**60**
5-6	**62**
7-8	**31**
9-10	**41**
Unique Interviews	**207**



Analysis in Percentages:

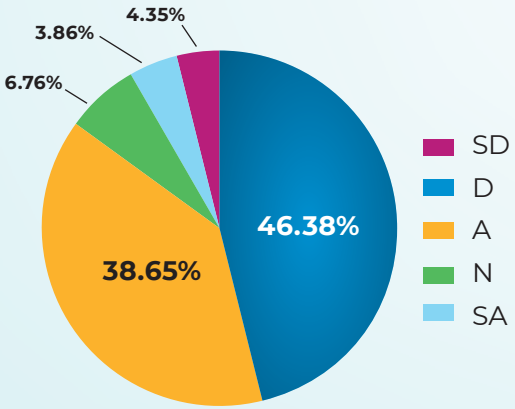
- **29.95% chose 5-6:** Indicates a moderate likelihood of sharing
- **28.99% chose 3-4:** Indicates a lower likelihood of sharing.
- **19.81% chose 9-10:** Indicates a high likelihood of sharing.
- **14.98% chose 7-8:** Indicates a somewhat high likelihood of sharing
- **6.8% chose 1-2:** Indicates a very low likelihood of sharing.
- **Moderate Likelihood:** The largest group, 29.95%, chose 5-6, suggesting they are moderately likely to share information about BoMRA's mandate.

6. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**8**	**1**	**12**	**0**	**10**
D	**96**	**51**	**90**	**8**	**118**
N	**14**	**46**	**46**	**43**	**84**
A	**80**	**97**	**55**	**97**	**150**
SA	**9**	**12**	**4**	**59**	**61**
Unique Interviews	**207**	**207**	**207**	**207**	**207**

The level of awareness is low with 69,6% disagreeing and 57,6% remained neutral on the level of awareness of BoMRA. This shows that there is a low level of awareness of BoMRA.



CONCLUSIONS FOR CHOBE DISTRICT

The conclusion for the Chobe district shows that there is, **Low Overall Awareness:** More than half of the respondents (57.9%) are not aware of BoMRA, which indicates a substantial gap in public awareness. This is a critical issue as public awareness is fundamental for the effectiveness of a regulatory body in ensuring compliance and public trust.

Dominance of Word of Mouth: The fact that over half of the respondents (52.66%) heard about BoMRA through word of mouth highlights the importance of interpersonal communication and networks. This indicates that personal recommendations and community discussions are highly effective in disseminating information about BoMRA.

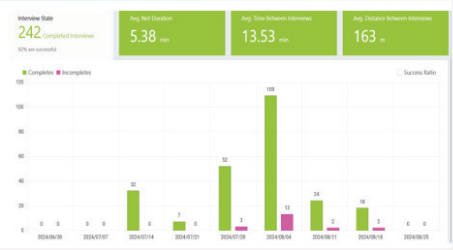
Television's Dominance: Television is seen as the most effective channel, with 46.38% indicating it as the easiest way to reach them. This underscores the broad, influential reach of TV broadcasts.

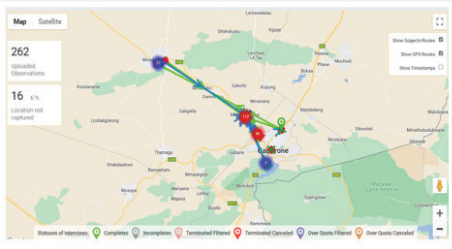
High Level of Correct Understanding: The overwhelming majority (93.72%) accurately understand that BoMRA's primary role is ensuring the safety and efficacy of medical products. This high percentage indicates effective communication and public awareness about BoMRA's core mandate.
Moderate Overall Awareness: With 46.38% agreeing and 4.35% strongly agreeing, just over half of the respondents indicate some level of awareness about BoMRA. This suggests a moderate level of overall awareness

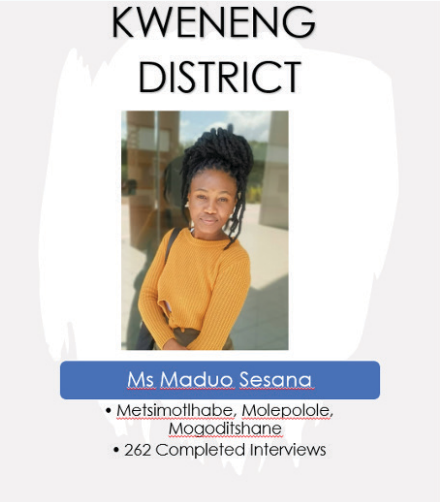
Moderate Likelihood: The largest group, 29.95%, chose 5-6, suggesting they are moderately likely to share information about BoMRA's mandate.

3.1.4 KWENENG DISTRICT

The Kweneng District was done by **Ms.Maduo Sesana.** She covered Molepolole Metsimotlhabe and Mogoditshane She completed 242 interviews.

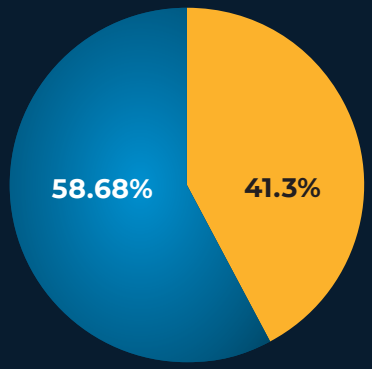






The following figures represents the findings of six questions from the survey and their respective analysis this will be followed by a conclusion of the district.

1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



ANSWERS	DATA
No Answer	**0**
Yes	**100**
No	**42**
Unique Interviews	**142**

Analysis of Awareness of BoMRA in Kweneng District:

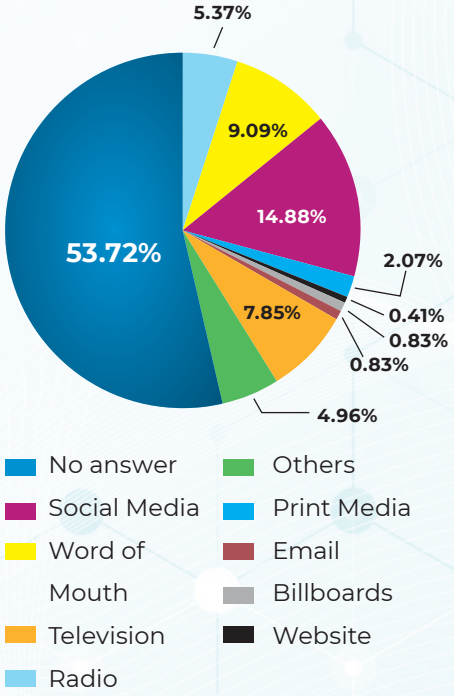
Survey Results:
- **No:** 58.68%
- **Yes:** 41.32%

ANALYSIS

- **Lack of Awareness:** A majority (58.68%) of the respondents in Kweneng District have not heard of the Botswana Medicines Regulatory Authority (BoMRA). This indicates a significant gap in awareness about the authority and its functions within this region. On the positive side, 41.32% of respondents have heard of BoMRA, signifying that close to half of the population in Kweneng District is at least aware of the organization.

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.

ANSWERS	DATA
No Answer	130
Radio	13
Television	19
Billboards	2
Email	2
Website	1
Print Media (Newspaper, Brochures & Magazines)	5
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	36
Word of mouth	22
Other (specify)	12
Unique Interviews	242

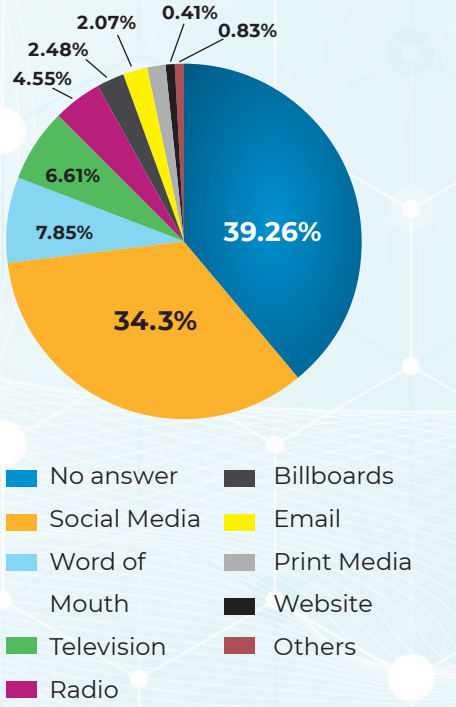


ANALYSIS

No Answer (53.72%): A substantial majority of respondents did not specify a communication channel. This could indicate either a lack of awareness or recall or a gap in BoMRA's communication strategies. Addressing this gap is crucial for improving awareness and information dissemination

3. If you have not heard of BoMRA which channel would be easier to reach you?

ANSWERS	DATA (%)
No Answer	39.26
Social Media	34.3
Word of Mouth	7.85
Television	6.61
Radio	4.55
Billboards	2.48
Email	2.07
Print Media	1.65
Website	0.83
Others	0.83



ANALYSIS

No Answer (39.26%):

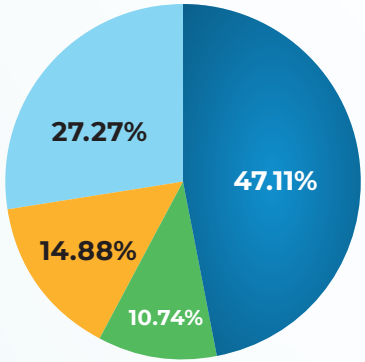
- A large proportion of respondents did not specify which channel would be easier to reach them. This suggests a gap in understanding how best to communicate with these individuals or a lack of clear preferences.
- It is crucial to understand this segment better through follow-up research or exploratory conversations to tailor communication strategies effectively.

Social Media (34.3%):

- Social media is the most preferred channel among those who provided an answer. This aligns with the increasing usage and influence of social media platforms in modern communication.

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	**0**
Ensuring the safety and efficiency of medical products	**66**
Regulating healthcare professionals and facilities	**36**
Conducting medical research and studies	**26**
Other (please specify)	**114**
Unique Interviews	**242**



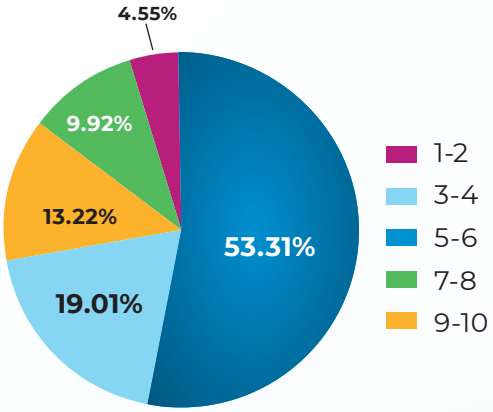
ANALYSIS

Others (47.11%): Nearly half of the respondents selected "Others," indicating a diverse range of understandings or misconceptions about BoMRA's primary role.This high percentage suggests that BoMRA may need to clarify its primary functions more effectively to the public. Follow-up research could help identify the specific roles or activities people attribute to "Others."

- **Others:** 47.11%
- **Ensuring Safety and Efficacy of Medical Products:** 27.27%
- **Conducting Medical Research:** 10.74%
- **No Answer / Other roles:** 0%

5. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**13**
3-4	**60**
5-6	**62**
7-8	**31**
9-10	**41**
Unique Interviews	**207**



ANALYSIS IN PERCENTAGES:

- **Low Willingness to Share Information (1-4):** With 72.32% of respondents choosing between 1-4, there is a significant reluctance to communicate about BoMRA's mandate. This could be due to a lack of sufficient knowledge, confidence in the information, or perceived relevance.

- **Moderate Willingness (5-6):** The middle segment (13.22%) indicates some neutrality or indecision. These respondents might share information if they are provided with more convincing or accessible details about BoMRA's importance.

- **Higher Willingness (7-10):** The combined percentage of 14.47% who are likely or very likely to share information highlights a small, but influential group. Leveraging this group could help improve overall outreach and advocacy.

CONCLUSIONS FOR THE KWENENG DISTRICT

The conclusions of the district are that , there is **Lack of Awareness:** A majority (58.68%) of the respondents in Kweneng District have not heard of the Botswana Medicines Regulatory Authority (BoMRA). This indicates a significant gap in awareness about the authority and its functions within this region. On the positive side, 41.32% of respondents have heard of BoMRA, signifying that close to half of the population in Kweneng District is at least aware of the organization.

No Answer (53.72%) for a substantial majority of respondents did not specify a communication channel. This could indicate either a lack of awareness or recall or a gap in BoMRA's communication strategies. Addressing this gap is crucial for improving awareness and information dissemination.

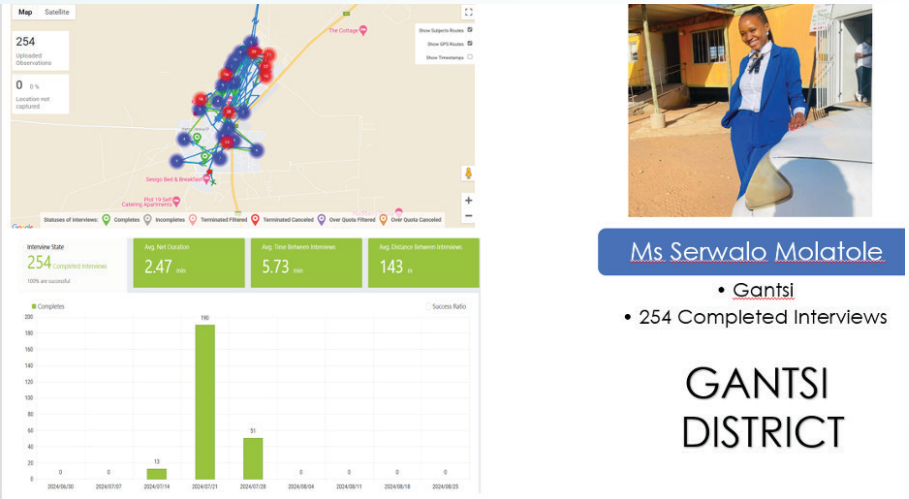
A large proportion of respondents **No Answer (39.26%)** did not specify which channel would be easier to reach them. This suggests a gap in understanding how best to communicate with these individuals or a lack of clear preferences. It is crucial to understand this segment better through follow-up research or exploratory conversations to tailor communication strategies effectively. **Social media (34.3%)** is the most preferred channel among those who provided an answer. This aligns with the increasing usage and influence of social media platforms in modern communication. Nearly half of the respondents selected **"Others," (47.11%)**indicating a diverse range of understandings or misconceptions about BoMRA's primary role. This high percentage suggests that BoMRA may need to clarify its primary functions more effectively to the public. Follow-up research could help identify the specific roles or activities people attribute to "Others."

The question on **level of awareness, 28.51%** of respondents agree that they are aware of BoMRA, indicating a considerable level of awareness among some of the population. **26.45%** strongly disagree, suggesting a substantial segment of the population has little to no awareness about BoMRA. **26.03%** disagree, further highlighting that over half of the respondents (combining Strongly Disagree and Disagree) feel they are not aware of BoMRA.

The combined percentage of 14.47% who are likely or very likely to **share information** highlights a small, but influential group. Leveraging this group could help improve overall outreach and advocacy.

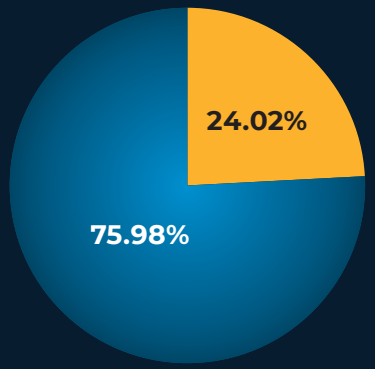
3.1.5. GANTSI EAST DISTRICT

The Gantsi District was done by **Ms Serwalo Molatole.** She completed 254 districts.



The following figures represents the findings of six questions from the survey and their respective analysis this will be followed by a conclusion of the district.

1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



ANSWERS	DATA
No Answer	**0**
Yes	**61**
No	**193**
Unique Interviews	**254**

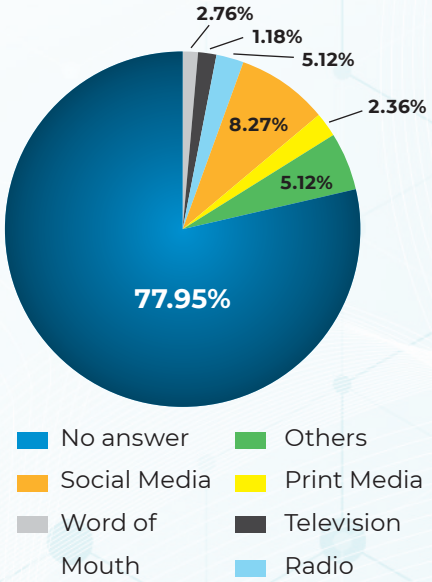
ANALYSIS

- The data presented indicates that a significant majority of respondents in Gantsi, **75.98%,** have not heard of the Botswana Medicines Regulatory Authority (BoMRA), while a smaller portion, **24.02%,** have. This suggests that BoMRA has relatively low awareness among the surveyed population.

- Increasing awareness about BoMRA could be critical for ensuring that the public understands the regulatory body's role in supervising medicines and health products in Botswana. Efforts such as public awareness campaigns, educational programs, and strategic partnerships with health organizations could help improve the recognition and knowledge of BoMRA's functions and importance.

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.

ANSWERS	DATA
No Answer	**198**
Radio	**7**
Television	**3**
Print Media (Newspaper, Brochures & Magazines)	**6**
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	**21**
Word of mouth	**6**
Other (specify)	**13**
Unique Interviews	**254**



ANALYSIS

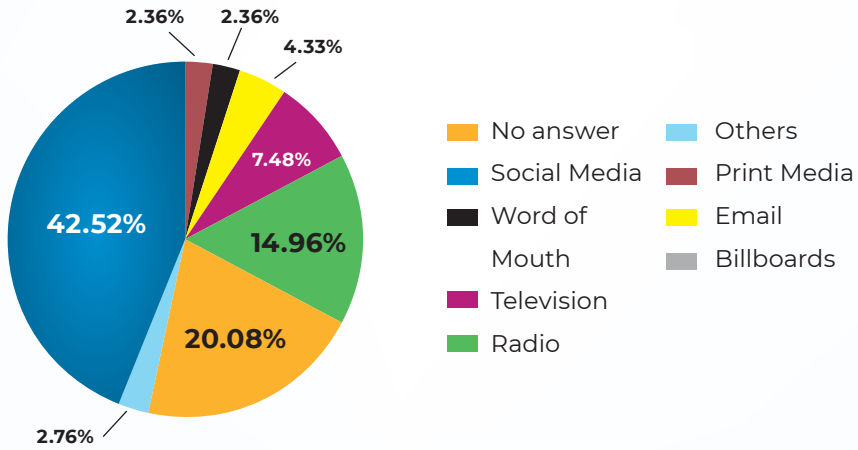
- The high percentage of non-responses in Gantsi District (77.95%) underscores a potential gap in effective communication or awareness measurement.
- Social media emerges as the most prominent specific channel, indicating it could be a more effective platform for BoMRA's awareness campaigns.
- Traditional media and word of mouth have a relatively low impact, suggesting either limited reach or lower engagement through these channels.

ANALYSIS IN PERCENTAGES:

- **77.95% No Answer:** A significant majority of respondents in Gantsi did not provide an answer, suggesting either a lack of awareness or recall about how they came to know about BoMRA.
- **8.27% Social Media:** Social media appears to be the most effective channel with 8.27% of respondents reporting they heard about BoMRA through it.
- **5.12% Others:** Various unspecified channels account for 5.12%.
- **2.76% Radio, 2.36% Print Media, and 2.36% Word of Mouth:** Traditional media such as radio and print, as well as word of mouth, seem to have a minor impact.
- **1.18% Radio:** There seems to be a redundancy here; radio is mentioned twice, which might be an error, but if combined, radio totals to around 3.94%.

3. If you have not heard of BoMRA which channel would be easier to reach you?

ANSWERS	DATA
No Answer	**51**
Radio	**38**
Television	**19**
Billboards	**11**
Email	**6**
Print Media (Newspaper, Brochures & Magazines)	**6**
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	**108**
Word of mouth	**7**
Other (specify)	**8**
Unique Interviews	**254**



ANALYSIS IN PERCENTAGES:

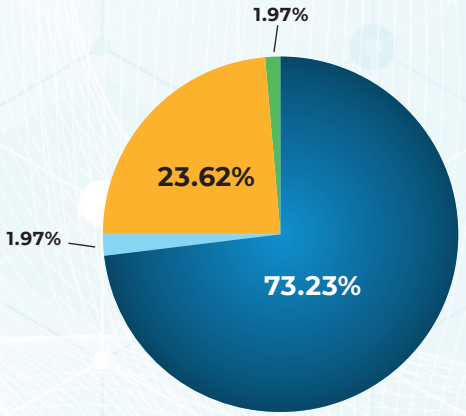
- The data indicates the preferred channels through which respondents in Gantsi District, who have not heard of BoMRA, would find it easier to be reached:
- **42.52% Social Media:** A significant proportion of respondents prefer social media as the channel through which BoMRA can easily reach them.
- **20.08% No Answer:** A considerable number of respondents did not specify their preferred channel.
- **14.96% Radio:** Radio is the second most preferred medium after social media.
- **7.48% Television:** Some respondents prefer television as a means of communication.
- **4.33% Billboards:** A smaller percentage prefer billboards.
- **2.76% Others:** Various other unspecified channels are preferred by a minor segment.

ANALYSIS:

- **Social Media Dominance:** Social media stands out as the most effective channel, covering nearly half of the respondents. This reflects the increasing digital engagement and how social media is a vital tool for communication.

4. What do you understand to be the primary role of BoMRA? (Select one)

ANSWERS	DATA
No Answer	**0**
Ensuring the safety and efficiency of medical products	**186**
Regulating healthcare professionals and facilities	**5**
Conducting medical research and studies	**60**
Other (please specify)	**3**
Unique Interviews	**254**



ANALYSIS IN PERCENTAGES:

- **73.23% Ensuring the safety and efficacy of Medical Products:** The majority of respondents correctly identify BoMRA's primary role as ensuring the safety and efficacy of medical products.
- **23.62% Conduct Medical Research:** A significant portion of respondents mistakenly believe that BoMRA's primary role is conducting medical research
- **1.97% Regulating Health Professionals:** A small fraction of respondents think BoMRA is primarily responsible for regulating health professionals.
- **1.18% Others:** A minimal number of respondents have other interpretations of BoMRA's primary role.
- **Correct Understanding:** It is encouraging that a large majority accurately understand BoMRA's primary function in the Gantsi District. This signifies that efforts to communicate BoMRA's core mandate

5. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

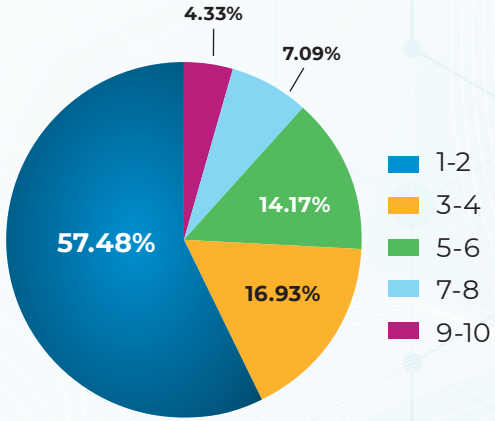
Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**48**	**51**	**52**	**24**	**59**
D	**151**	**158**	**160**	**19**	**176**
N	**5**	**26**	**32**	**165**	**142**
A	**47**	**18**	**9**	**34**	**64**
SA	**3**	**1**	**1**	**12**	**5**
Unique Interviews	**254**	**254**	**254**	**254**	**254**

The level of awareness is low, 69% disagree that they have a level of awareness and 55,9% are neutral.

6. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?

ANSWERS	DATA
No Answer	**0**
1-2	**146**
3-4	**43**
5-6	**36**
7-8	**18**
9-10	**11**
Unique Interviews	**254**



ANALYSIS IN PERCENTAGES:

- **57.48% chose 1-2:** A majority of respondents in Gantsi District are highly unlikely to share knowledge about BoMRA's mandate. This indicates a significant hesitation or lack of motivation to spread information.
- **16.93% chose 3-4:** A smaller but still notable portion of respondents are somewhat unlikely to share this knowledge.
- **14.17% chose 5-6:** These respondents are neutral, neither likely nor unlikely to share information. They represent a middle ground where more effort could pivot them towards likely.
- **7.09% chose 7-8:** A minor segment is fairly likely to share knowledge about BoMRA, showing a positive inclination.
- **4.33% chose 9-10:** Only a small fraction of respondents are very likely to share information, indicating strong advocacy and understanding.

ANALYSIS:

- **Low Sharing Propensity:** The overwhelming majority (approximately 74.41%) of respondents fall in the 1-4 range, suggesting reluctance or lack of sufficient knowledge and awareness about BoMRA to share with others.
- **Neutral Ground:** The 5-6 range indicates a neutral stance in about 14.17% of respondents, showing that they could be influenced positively with the right strategies.
- **Higher Advocacy:** Around 11.42% of respondents (those who chose 7-10) demonstrate a tendency to actively share information, albeit a small percentage

CONCLUSIONS FOR GANTSI DISTRICT

The data presented indicates that a significant majority of respondents in Gantsi, **75.98%,** have not heard of the Botswana Medicines Regulatory Authority (BoMRA), while a smaller portion, **24.02%,** have. This suggests that BoMRA has relatively low awareness among the surveyed population. Increasing awareness about BoMRA could be critical for ensuring that the public understands the regulatory body's role in supervising medicines and health products in Botswana. Efforts such as public awareness campaigns, educational programs, and strategic partnerships with health organizations could help improve the recognition and knowledge of BoMRA's functions and importance.

The high percentage of non-responses in Gantsi District (77.95%) underscores a **potential gap in effective communication** or awareness measurement. **Social media** emerges as the most prominent specific channel, indicating it could be a more effective platform for BoMRA's awareness campaigns.Traditional media and word of mouth have a relatively low impact, suggesting either limited reach or lower engagement through these channels.

Social Media Dominance: Social media stands out as the most effective channel, covering nearly half of the respondents. This reflects the increasing digital engagement and how social media is a vital tool for communication.

Correct Understanding: It is encouraging that a large majority accurately understand BoMRA's primary function in the Gantsi District. This signifies that efforts to communicate BoMRA's core mandate.

The level of awareness is low , 69% disagree that they have a level of awareness and 55,9% are neutral.

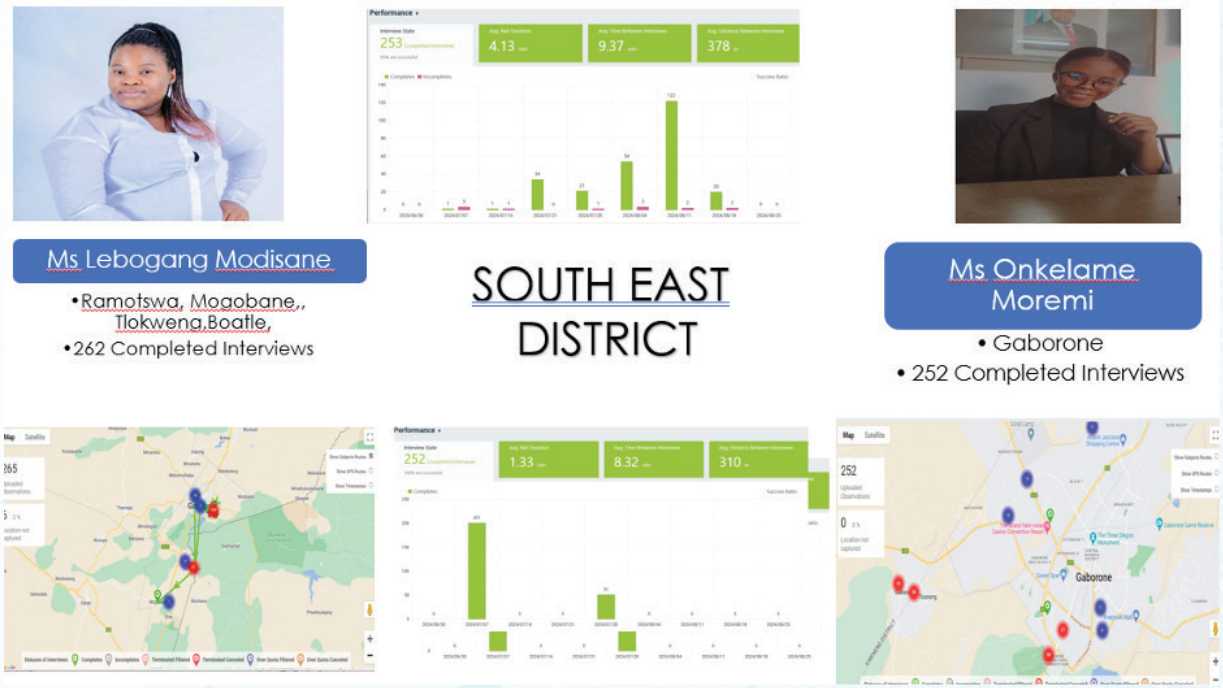
Low Sharing Propensity: The overwhelming majority **(approximately 74.41%)** of respondents fall in the 1-4 range, suggesting reluctance or lack of sufficient knowledge and awareness about BoMRA to share with others.

Neutral Ground: The 5-6 range indicates a neutral stance in about **14.17%** of respondents, showing that they could be influenced positively with the right strategies.

Higher Advocacy: Around **11.42%** of respondents (those who chose 7-10) demonstrate a tendency to actively share information, albeit a small percentage

3.1.6 SOUTH EAST DISTRICT

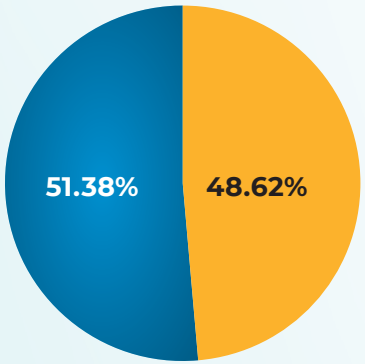
The South East District was done by two ladies **Ms Lebogang Modisane** who completed 262 interviews and **Ms Onkalame Moremi** who completed 252 interviews.



The following figures represents the findings of six questions from the survey and their respective analysis this will be followed by a conclusion of the district.

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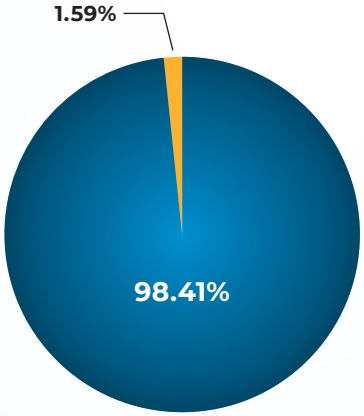
1. Have you ever heard of Botswana Medicines Regulatory Authority (BoMRA) before?



Respondents from Ramotswa, Mogobane, Tlokweng, and Boatle:

1. **51.38% answered NO:** This indicates that slightly more than half of the respondents from these regions are not aware of BoMRA. This could suggest a lack of outreach or insufficient communication regarding BoMRA's role and presence in these areas.

2. **48.62% answered YES:** Nearly half of the respondents are aware of BoMRA, indicating that BoMRA has some level of presence or recognition in these regions.



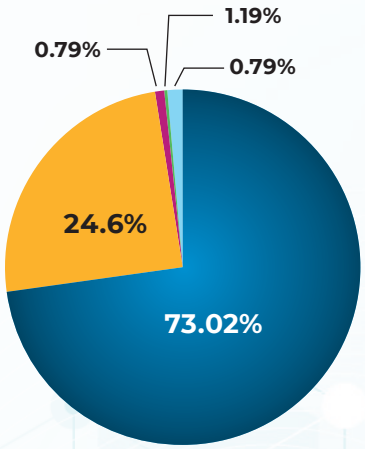
Respondents from Gaborone:

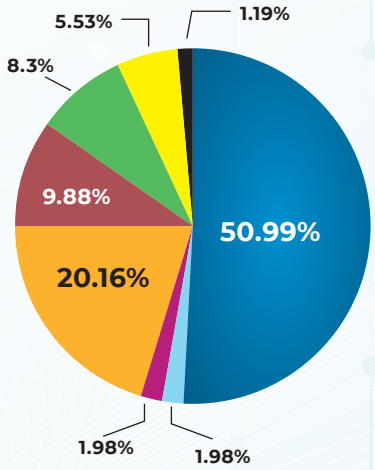
1. **98.41% answered YES:** This overwhelming majority indicates a high level of awareness about BoMRA within the capital city of Botswana. This suggests effective communication, marketing, and presence of BoMRA in Gaborone.
2. **1.59% answered NO:** This is a very small fraction and suggests that almost everyone in Gaborone is aware of BoMRA.

ANALAYSIS

In summary, BoMRA has achieved high awareness in urban areas like Gaborone but needs to increase its efforts in rural and peri-urban areas to ensure more uniform awareness across different regions.

2. Which one of the following channels of communication did you hear about BoMRA? Select one only.





ANALYSIS IN PERCENTAGES:

- **73.02% Social Media:** The overwhelming majority of respondents who are aware of BoMRA learned about it through social media in Gaborone
- **24.6% Word of Mouth:** A significant portion found out via personal interactions.
- **1.19% Print Media:** Very few respondents become aware through print media.
- **0.79% No Answer:** Only a small number did not specify their source of information.
- **0.4% Television:** The least number of respondents heard about BoMRA via television in Gaborone

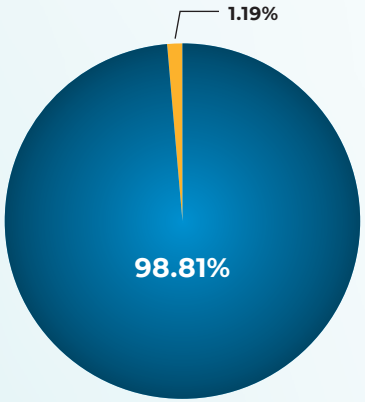
Awareness Channels in Specific Locations (Ramotswa, Boatle, Mogibane, Tlokweng)

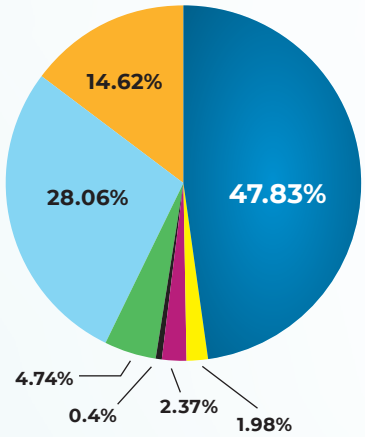
- **50.99% No Answer:** More than half of respondents in these areas did not specify their source of awareness, which indicates a lack of data or engagement in these regions.
- **20.16% Billboards:** Billboards are a significant source of information in these locations, second only to those who provided no answer.
- **9.88% Print Media:** Some awareness is generated through print media.
- **8.3% Social Media:** Less dominance of social media here compared to the overall data.
- **5.53% Word of Mouth:** Personal interactions still play a notable role.
- **1.98% Television:** This is higher than the overall statistic for television awareness, but still quite low.
- **1.98% Radio:** A minor part of respondents are informed via radio.
- **1.19% Others:** A small percentage fall into various other categories not specified.

DETAILED ANALYSIS

Dominance of Social Media: Overall, social media is the most effective channel. This suggests the importance of continuing and expanding engagement efforts on social platforms.

3. If you have not heard of BoMRA which channel would be easier to reach you?





In Gaborone

- **98.81% No Answer:** Nearly all respondents did not specify which channel would be easier to reach them.
- **1.19% Social Media:** A very small percentage mentioned social media as a preferred channel for being reached.

In Ramotswa, Tlokweng, Boatle, and Mogoditshane

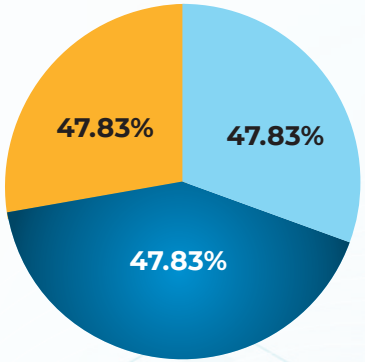
- **47.83% No Answer:** A significant portion did not specify their preferred channel.
- **28.06% Social Media:** A substantial number indicated social media as their preferred channel.
- **14.67% Word of Mouth:** A notable group prefers receiving information through personal interactions.
- **4.74% Television:** Some prefer TV as a medium.
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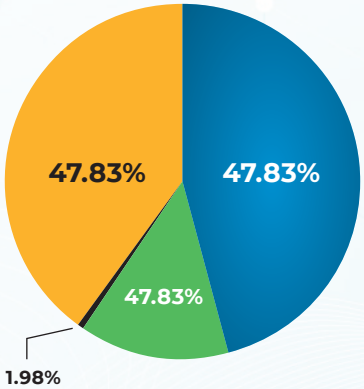
DETAILED ANALYSIS

High Non-Response Rate in Gaborone:
The overwhelming majority of respondents in Gaborone did not specify their preferred communication channel. This could suggest either a lack of interest, uncertainty, or insufficient engagement with the survey.

Significant Preference for Social Media in Specific Regions:
In Ramotswa, Tlokweng, Boatle, and Mogoditshane, a large portion (28.06%) favors social media. This underscores the importance of leveraging digital platforms to reach residents of these areas.

4. What do you understand to be the primary role of BoMRA? (Select one)





ANALYSIS IN PERCENTAGES:

In Gaborone

- **51.67%** believe BoMRA's role includes conducting medical research and studies, and regulating health professionals and facilities.
- **70%** recognize BoMRA's role as ensuring the safety and efficacy of medical products.

In Ramotswa, Boatle, and Tlokweng

- **45.85%** selected "Others", indicating a variety of other perceived roles.
- **39.92%** understand BoMRA's primary role to be ensuring the safety and efficacy of medical products.
- **13.83%** think BoMRA's role is conducting medical research and studies.

REPHRASED SUMMARY OF RESPONSES

In Gaborone:

- **51.67%** of respondents equate BoMRA's role with activities such as conducting medical research, studies, and the regulation of health professionals and facilities.
- **70%** correctly identify BoMRA's primary function as ensuring the safety and efficacy of medical products.

In Ramotswa, Boatle, and Tlokweng:

- **45.85%** of respondents selected various other roles for BoMRA.
- **39.92%** correctly recognize that ensuring the safety and efficacy of medical products is BoMRA's primary role.
- **13.83%** believe BoMRA is mainly involved in conducting medical research and studies.

DETAILED ANALYSIS

Misconceptions in Gaborone:

A significant portion (51.67%) of responses in Gaborone indicates a misconception regarding BoMRA's role, confusing it with medical research and the regulation of health professionals and facilities.

5. The following questions are based on your awareness level of BoMRA on a scale of 1-5.

Using a 5-point scale wher 1 means Strongly disagree, 2 means Disagree, 3 means Neutral, 4 means Agree and 5 means Strongly Disagree how you would rate your awareness scale.

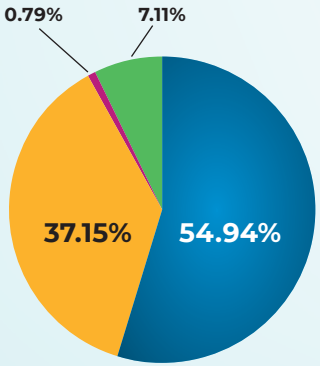
Answers	I am familiar with BoMRA	I am aware of the mandate of BoMRA	I am fully aware of the activities and initiatives of BoMRA	I have a good perception of BoMRA's delivery on ensuring the safety and quality of medical products in Botswana	Unique Interviews
No Answer	**0**	**0**	**0**	**0**	**0**
SD	**1**	**1**	**1**	**1**	**1**
D	**8**	**6**	**6**	**6**	**8**
N	**204**	**239**	**240**	**243**	**243**
A	**37**	**6**	**5**	**2**	**40**
SA	**2**	**0**	**0**	**0**	**2**
Unique Interviews	**252**	**252**	**252**	**252**	**252**

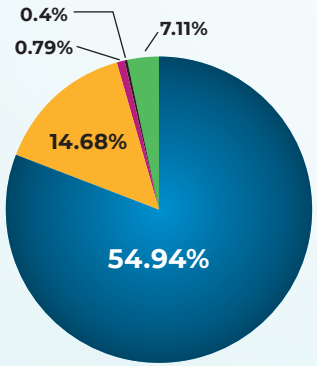
In Gaborone

Neutral (3): 80.95%
Agree (4): 14.68%
Disagree (2): 3.17%
Strongly Disagree (1): 0.4%

Awareness Levels in Specific Areas (Ramotswa, Boatle, Tlokweng, Mogobane):

Neutral (3): 54.94%
Agree (4): 37.15%
Disagree (2): 7.11%
Strongly Disagree (1): 0.79%

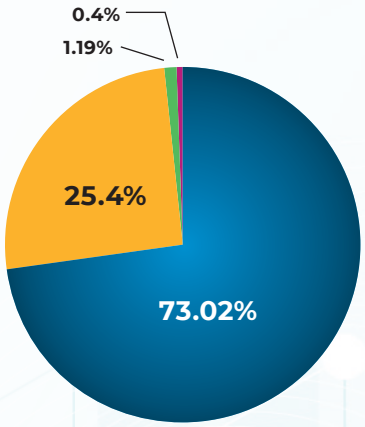


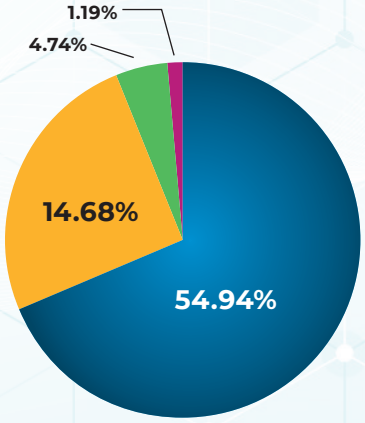


ANALYSIS

A significant majority (80.95%) of respondents are neutral, indicating that most individuals do not have a strong opinion about their awareness of BoMRA. This suggests a general lack of strong familiarity or engagement with the organization among the overall population.

6. On a scale of 1 to 10, how likely are you to share knowledge about the mandate of BoMRA as a medicines regulator to a friend or family member?





SHARE KNOWLEDGE

A significant majority (80.95%) of respondents are neutral, indicating that most individuals do not have a strong opinion about their awareness of BoMRA. This suggests a general lack of strong familiarity or engagement with the organization among the overall population.

The following show statistics of likelihood of sharing knowledge about BoMRA's mandate.

Gaborone:
- 5-6: 73.02%
- 3-4: 25.4%
- 7-8: 1.19%
- 1-2: 0.4%

Ramotswa, Boatle, Mogobane, and Tlokweng
- 1-2: 66.77%
- 3-4: 25.3%
- 5-6: 4.74%
- 7-8: 1.19%

The data indicates a stark contrast between Gaborone and the other regions (Ramotswa, Boatle, Mogobane, and Tlokweng) regarding the likelihood of sharing knowledge about BoMRA's mandate. In Gaborone, a moderate level of sharing likelihood is prevalent, suggesting some level of engagement or satisfaction. In contrast, the other regions show a strong reluctance to share information, reflecting possible disengagement or negative perception about BoMRA. This disparity highlights the need for targeted communications and outreach initiatives by BoMRA to improve information dissemination and perception in these areas.

CONCLUSIONS FOR THE SOUTH EAST DISTRICT

Respondents from Ramotswa, Mogobane, Tlokweng, and Boatle:

51.38% answered NO: This indicates that slightly more than half of the respondents from these regions are not aware of BoMRA. This could suggest a lack of outreach or insufficient communication regarding BoMRA's role and presence in these areas.

48.62% answered YES: Nearly half of the respondents are aware of BoMRA, indicating that BoMRA has some level of presence or recognition in these regions.

Respondents from Gaborone:

98.41% answered YES: This overwhelming majority indicates a high level of awareness about BoMRA within the capital city of Botswana. This suggests effective communication, marketing, and presence of BoMRA in Gaborone.

1.59% answered NO: This is a very small fraction and suggests that almost everyone in Gaborone is aware of BoMRA.

In summary, BoMRA has achieved high awareness in urban areas like Gaborone but needs to increase its efforts in rural and peri-urban areas to ensure more uniform awareness across different regions.

Awareness Channels in Gaborone

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AWARENESS CHANNELS IN SPECIFIC LOCATIONS (RAMOTSWA, BOATLE, MOGIBANE, TLOKWENG)

50.99% No Answer: More than half of respondents in these areas did not specify their source of awareness, which indicates a lack of data or engagement in these regions.

20.16% Billboards: Billboards are a significant source of information in these locations, second only to those who provided no answer.

9.88% Print Media: Some awareness is generated through print media.

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DETAILED ANALYSIS

Dominance of Social Media:Overall, social media is the most effective channel. This suggests the importance of continuing and expanding engagement efforts on social platforms.

In Gaborone

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SIGNIFICANT PREFERENCE FOR SOCIAL MEDIA IN SPECIFIC REGIONS:

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DETAILED ANALYSIS

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Level of Awareness scale

A significant majority (80.95%) of respondents are neutral, indicating that most individuals do not have a strong opinion about their awareness of BoMRA. This suggests a general lack of strong familiarity or engagement with the organization among the overall population.

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DISTRICT WITH HIGHEST LEVEL OF AWARENESS

South-East Gaborone

98.41% answered YES: This overwhelming majority indicates a high level of awareness about BoMRA within the capital city of Botswana

DISTRICTS WITH LOWEST LEVEL OF AWARENESS

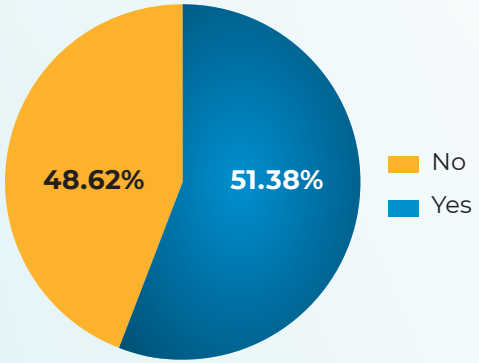
North East , Gantsi , and Southren District

The data presented indicates that a significant majority of respondents in North East (89.92%) The vast majority of respondents in the North East indicated low awareness of BoMRA, as they disagree with the statement, meaning they do not feel informed about BoMRA. Gantsi, 75.98%, have not heard of the Botswana Medicines Regulatory Authority (BoMRA), while a smaller portion, 24.02%, have. Followed by Southeren District with 74.4% said No: The majority of respondents in the Southren District have not heard of the Botswana Medicines Regulatory Authority.

OVERALL STATISTICS OF BOTSWANA ON THE LEVEL OF AWARNESS OF BOMRA

LEVEL OF AWARNESS

There is a need of improvement: The overall awareness level is moderate **43.97%** of respondents answered to being aware of BoMRA,but needs significant improvement. With over half of the population surveyed unaware of BoMRA, there is a clear need for increased visibility and communication efforts.

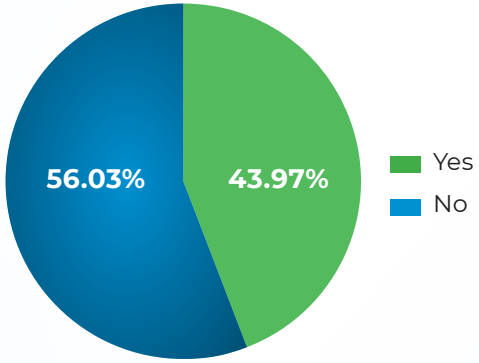


The overall Survey Results survey results for Botswana show that 56.03% of respondents answered NO, they have not heard of BoMRA.43.97% of respondents answered YES they have heard of BoMRA. This data is from a total of 1972 interviews conducted across 8 districts.

ANALYSIS:

- **Majority Unawareness:** The majority of respondents (56.03%) had not heard of BoMRA, indicating a substantial gap in public awareness and recognition of the authority across the surveyed districts.
- **Significant Awareness:** A considerable percentage (43.97%) reported being aware of BoMRA. This suggests that although there is a notable level of recognition, it is not predominant.
- **Geographical Spread:** The data is derived from a wide geographic sample, encompassing 8 different districts, providing a broad perspective on the level of awareness. See figure below,

QUANTITATIVE ANALYSIS SUMMARY



WHICH ONE OF THE FOLLOWING CHANNELS OF COMMUNICATION DID YOU HEAR ABOUT BOMRA?

The primary effective channels through which people hear about BoMRA are Word of Mouth and Social Media. This suggests that BoMRA should leverage these modes of communication more strategically.

1. **Word of Mouth:** 28.96%
2. **No Answer:** 23.33%
3. **Social Media:** 17.41%
4. **Television:** 10.4%
5. **Radio:** 7.56%
6. **Print Media:** 5.38%
7. **Billboards:** 3.55%
8. **Others:** 2.43%
9. **Website:** 1.12%
10. **Email:** 0.15%
11. **Word of Mouth:**

A summary of the above indicate that,

Proportion: 572 out of 1972 respondents

1. Implication: This is the most significant channel through which people hear about BoMRA. Personal communication remains a powerful tool, indicating the importance of community and interpersonal networks in spreading information.

2. Social Media:

1. **Proportion:** 343 out of 1972 respondents
2. **Implication:** Given its reach and engagement potential, social media is the third most effective channel. This medium is crucial for disseminating information quickly and broadly, especially among younger demographics.

3. No Answer:

1. **Proportion:** 460 out of 1972 respondents
2. **Implication:** A notable percentage didn't provide an answer, which could indicate a lack of awareness or recall regarding the communication channel. This highlights an area where data collection methodologies and respondent clarity could be improved.

The following figure below shows the statistics of the data above

ANSWERS	DATA
No Answer	**460**
Radio	**149**
Television	**205**
Billboards	**70**
Email	**3**
Website	**22**
Print Media (Newspaper, Brochures & Magazines)	**106**
Social Media: Facebook, Instagram, Twitter, LinkedIn	**338**
Word of mouth	**571**
Other (specify)	**48**
Unique Interviews	**1972**

3. If you have not heard of BoMRA which channel would be easier to reach you?

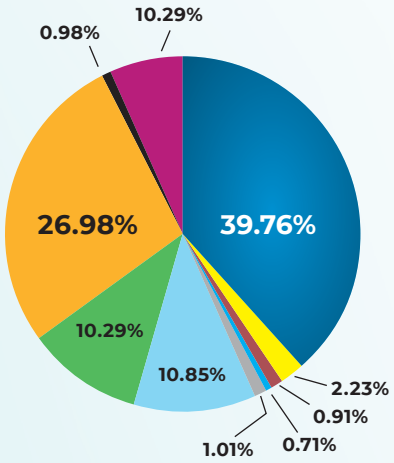
Social Media stands out as the primary channel for reaching individuals who are not aware of BoMRA, making it a crucial part of any outreach or awareness campaign. Based on the analysis of the question regarding the easiest channel to reach people who have not heard of BoMRA, provided below are the percentages from a survey of 1,972 interviews across 8 districts:

Social Media: 39.76% - This is the most effective channel, indicating that a significant portion of the population is active on social media platforms and is likely to be reachable through them.
No Answer: 26.96% - A considerable portion of respondents did not provide an answer, which might suggest a need for increased awareness or reach.
Television: 10.85% - Television remains a vital channel, though not as dominant as social media.
Radio: 10.29% - Radio is also a relevant medium for reaching people, slightly less effective than television.
Word of mouth: 6.29% - Personal recommendations and discussions are still a notable way of spreading information.
Print Media: 2.23% - Print media such as newspapers and magazines are less effective but still have a presence.

Others (combined categories):
1.01% Others - Aggregated category for less specified channels.
0.96% Billboards - Outdoor advertising has a minimal impact.
0.91% Others - Another aggregated category for unspecified options.
0.71% Website - Direct website visits by users is the least effective channel.

3. If you have not heard of BoMRA which channel would be easier to reach you?

The figure below shows the level of awarenes.



ANSWERS	DATA
No Answer	532
Radio	203
Television	214
Billboards	20
Email	14
Website	18
Print Media (Newspaper, Brochures & Magazines)	44
Social Media: Facebook, Instagram, Twitter, LinkedIn (Specify)	784
Word of mouth	124
Other (Specify)	19
Unique Interviews	1972

THE PRIMARY ROLE OF BOMRA

The clear majority of respondents (58.16%) associate BoMRA with the vital task of ensuring the safety and efficacy of medical products, reflecting a good level of public awareness regarding its core function.

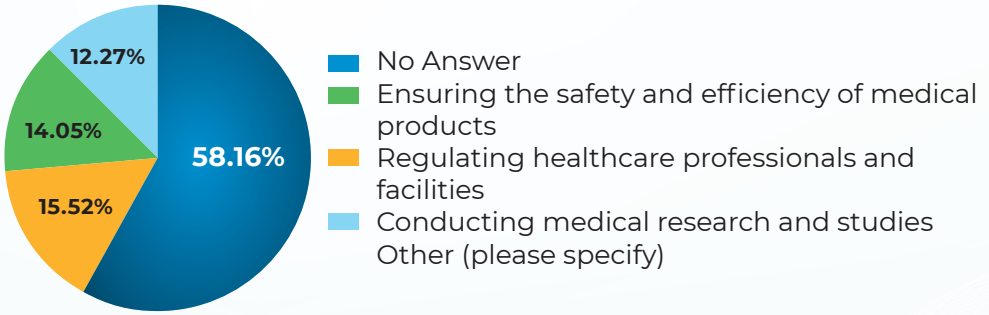
Based on the provided data from the 1972 interviews conducted across 8 districts, the primary role of BoMRA (Botswana Medicines Regulatory Authority) is widely perceived as follows:

Ensuring the Safety and Efficacy of Medical Products (58.16%): This is the most recognized role of BoMRA, indicating that a significant majority of the respondents understand its primary function to be related to the regulation and assurance of safety and effectiveness of medical products. This includes overseeing the authorization, monitoring, and compliance of medicines and medical devices.

Regulating Healthcare Professionals and Facilities (15.52%): A smaller proportion of respondents believe that BoMRA's main role is to regulate healthcare professionals and facilities. This suggests there is some awareness of BoMRA's involvement in broader healthcare system regulation, though it is not seen as their main function by most.

Conducting Medical Research and Studies (14.01%): A similar fraction perceives BoMRA's role as primarily focused on conducting medical research and studies. While BoMRA may be involved in supporting or regulating medical research, this is not its primary function.

Others (12.27%): This represents the portion of respondents who either have a different understanding of BoMRA's role that does not fit into the provided categories, or are unsure.



AWARENESS LEVEL SCALE

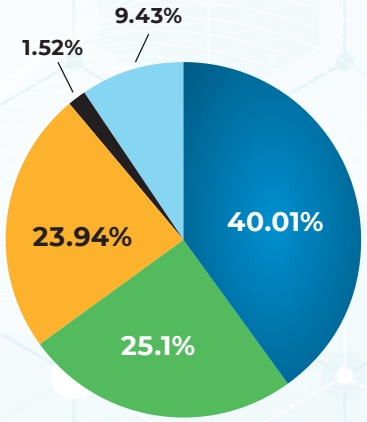
The data indicates that while there is a substantial thou low, segment of the population that is aware of BoMRA, there is also a significant proportion that lacks adequate awareness. The largest group being those who disagree with having high awareness levels highlights an opportunity for BoMRA to enhance its visibility and public education initiatives. By addressing the awareness gap, BoMRA can ensure that more individuals understand its role and the importance of its activities.

ANALYSIS OF OVERALL AWARENESS:

- **Low Awareness (49.43% -** combination of Strongly Disagree and Disagree): Nearly half of the respondents fall into this category, exhibiting a general lack of awareness about BoMRA. This can highlight a key area for BoMRA to focus on in terms of public education and awareness campaigns.

- **Moderate Awareness (25.1% -** Neutral): The neutral responses suggest a moderate level of awareness among about a quarter of the population. These individuals may have some familiarity with BoMRA but lack detailed understanding.

- **High Awareness (25.46% -** combination of Agree and Strongly Agree): Around a quarter of the respondents reflect a high level of awareness, which is promising and shows that a significant segment of the population feels informed about BoMRA.



KNOWLEDGE ABOUT THE MANDATE OF BOMRA

The overall data suggest a generally low propensity among the population to share information about BoMRA's mandate as a medicines regulator. The primary challenge appears to be raising awareness and enhancing the perceived relevance of BoMRA's role so that more individuals feel informed and compelled to discuss it with others

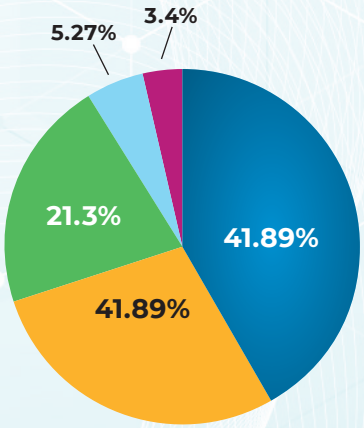
ANALYSIS OF OVERALL WILLINGNESS TO SHARE INFORMATION:

Low Likelihood to Share (70.03% - combination of 1-2 and 3-4): The combined total of respondents who are either very unlikely or unlikely to share information about BoMRA is quite high at 70.03%. This indicates a significant barrier to word-of-mouth dissemination about BoMRA's mandate. These respondents may feel either uninterested or uneducated about BoMRA's role to the extent that they do not see it worth sharing.

Moderate Likelihood to Share (21.3% - chose 5-6): The neutral responses suggest that about one-fifth of the respondents are on the fence. While they are not opposed to sharing information, they are not particularly motivated to do so unless prompted by specific situations or discussions.

High Likelihood to Share (3.4% - chose 9-10): The very small percentage of respondents who are highly enthusiastic about sharing knowledge indicates a need for strategies to amplify this group's voice and potentially leverage them as advocates or ambassadors for BoMRA.

THE FIGURE BELOW SHOWS THE STATISTICS TO SUPPORT THE ABOVE



3.2 QUALITATIVE ANALYSIS

Thematic analysis will be employed to identify common themes and patterns across question 2 and 7 (Braun & Clarke, 2006). This process involves coding the data and organizing it into categories that reflect participants' experiences and perceptions regarding the level of awareness of BoMRA. Thes questions will be used to validate the quantitative analysis above.

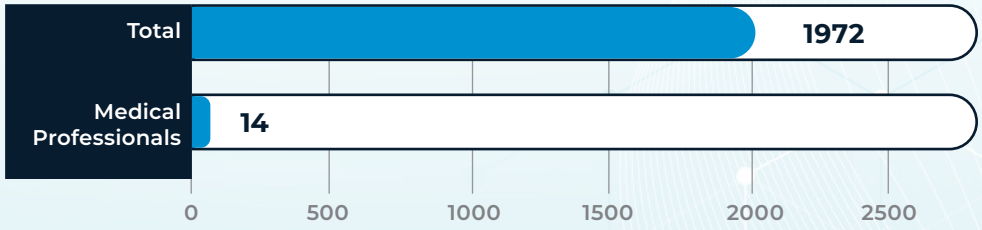
PARTICIPANTS DESIGNATION DETAILS

DISTRICT	NUMBER OF PARTICIPANTS	SAMPLED PROFESSION/DESIGNATION	PSUEDO NAME
Kgatleng and North East Districts	511	Data Entry Clerk, Shop Assistant, Economist, Sales representative, Accountant, Not working, Student, Cashier, House keeping, Driver, Shop assistant, Receptionist, Health care manager, Cashier, Teacher, Dentist, Dump truck driver, Engineer logistics manager, Police officer, Front desk admin, Soldier, Medical director Procurement, Engineer, Bricklayer, Unemployed, Pensioner, Accountant, Admin Officer, Principal Admin Officer, Document Controller, Consultation, Forex trader, Manager- Administration, Pastor	KNED
Southren District	250	Student, Pharmacist, Mechanic, Unemployed, chef, Cooker, taxi man, Self employed, receptionist, medical director ,fuel attendant, Principal Medical Laboratory Technician, guest relations officer, Herbalist, Day care center teacher, Pensioner, Mortuary attendant	SD
Chobe District	260	Tour guard, Bus Operator, Warrant Officer, Chobe Brigade, Street Vendor, Carpentry, Waitress, Unemployed, counselor on internship, marketing, cellphone technician, floor relief supervisor, Marketing officer, Council clerk, Physiotherapist, Contractor, Craftsman, Fork lifter, Event organizer, Disaster management Student, intern, manual worker, Lance corporal	CD
Kweneng District	181	Shop assistant, student, receptionist, security guard, lecturer. Technician, Unemployed, Admin Assistant, House wife, technicianBuilder, Economist, Hawker	KD
Gantsi East district	254	Cashier, tutor, student, Engineer, shelf packer, Street Vendor, self employed, Hairdresser, bricklayer Brigade Student, Professional ,Tour Guide, Sergeant, Typist, Managing Director, Planner, unemployed, Malaria control officer	GED
South East District	252	Student ,Mechanic, Accounts officer, Waitress, Teacher, Cook, Sheriff, Management ,Accountant, Lance Corporal, Cleaner, Sales agent, General Duty Assistant, Tailor, Councilor, Midwife, Aspiring Council Candidate Banker, Pensioner, Credit controller, DJ, Builder, Teacher, Library Officer, Teacher, House wife	SED
Gaborone		Lawyer, Farmer, SHE Officer, Managing Director Photographer, Hawker, Designer, Cabdriver AdminOfficer, Baker Social Worker, Head Of Credit, Mortuary Attendant, Lecturer, Human Resource Officer, Driver, Credit controller, Teacher, Private Chef, Admin Officer, Mining Engineer, Teacher, Sales agent, Director, Hawker, Teacher, Student, Teacher, Registration Officer, SeniorOperations Manager,,Director, Teacher, Soldier, Cook Messenger, Teacher, Farmer Teacher, Aircraft Engineer, IT officer, Teacher, Driver	GABS

PARTICIPANTS DESIGNATION DETAILS

MEDICAL PROFESSONALS	TOTAL	
14	1972	1%

MEDICAL PRACTITIONERS & TOTAL RESPONDENTS



3.2.1. Q2,When you think of BoMRA, what three words come to mind?

INTRODUCTION

This thematic analysis explores the responses to the question concerning the perception of BoMRA (Botswana Medicines Regulatory Authority). The responses provide insights into varying levels of awareness and understanding of BoMRA's role. The data reveals a range of associations, with recurring themes indicating varying levels of awareness and understanding of BoMRA's role and functions.The themes identified include a significant lack of awareness, as well as associations with medicine, regulation, and healthcare. Psuedo names will be used to identify the source of the responses.

THEMES IDENTIFIED

1. Lack of Awareness

Theme Description: The most prominent theme across the responses is a clear lack of awareness or familiarity with BoMRA. Multiple respondents expressed their unfamiliarity with phrases such from,as "I don't know anything about BoMRA," "no idea," "This is my first time to hear about BoMRA," "I do not have words, and some respondents did not say anythig." These were repeated frequently by the participants.

Analysis: This recurring theme indicates that a large portion of the population may not be aware of BoMRA's existence or its functions. This lack of awareness could be due to limited public outreach or insufficient communication. This theme highlights a significant gap in public awareness or education regarding BoMRA. The fact that multiple respondents indicated unfamiliarity with the organization suggests that BoMRA may need to enhance its outreach and public education efforts. This lack of awareness could impact the public's ability to trust and engage with the regulatory authority effectively.

The findings suggest a need for BoMRA to enhance its visibility and public engagement efforts to ensure that more individuals are informed about its role and significance in Botswana.

2. Association with Medicine and Healthcare

Theme Description: Another significant theme is the association of BoMRA with medicine, healthcare, and related activities. Respondents mentioned words such as "Botswana Medicine," "Quality Medicine," "medicines," "health," "clinical," "vaccines," "HIV/AIDS," dipilisi,"' and "Corona." Words such as "quality medicine," and "laboratory" were commonly mentioned.

Analysis: These responses indicate that among those who have some familiarity with BoMRA, there is a strong association with the regulation of medicines and healthcare products. The mention of specific terms like "vaccines," "HIV/AIDS," and "Corona" suggests that respondents may connect BoMRA with public health crises and the management of critical health issues. The mention of "quality" and "laboratory" indicates an understanding of BoMRA's role in ensuring the safety and efficacy of medicines. This association is consistent with BoMRA's mission to ensure the safety, efficacy, and quality of medicines in Botswana.

3. Regulatory Function

Theme Description: Several respondents specifically highlighted the regulatory role of BoMRA by using terms such as “Regulation Authority,” “Botswana Medicine Regulation,” “regulation of pills,” “licencing,” “rules,” “compliance”and “Regulation of Drugs and Medicine.” Although not directly mentioned in the form of a single word, the implicit understanding of BoMRA’s regulatory role can be inferred from the associations with “medicine” and “quality.”

Analysis: This theme reflects an understanding of BoMRA’s primary function as a regulatory authority overseeing the pharmaceutical sector. The regulatory function of BoMRA is a critical aspect of its mission, and the connections drawn between BoMRA and medicine suggest that some respondents recognize its role in the regulation and control of pharmaceutical products. The respondents who mentioned regulation appear to have a more precise understanding of BoMRA’s role in ensuring that medicines and medical products meet established standards before they reach the public. This suggests that BoMRA’s regulatory function is recognized by some, though not all, respondents. . However, the direct mention of regulatory terminology was scarce, indicating that while some are aware of BoMRA’s association with medicine, the regulatory aspect might not be fully understood or front-of-mind.

4. Association with Medical Facilities and Professionals

Theme Description: A less prominent but notable theme is the association of BoMRA with medical facilities and professionals, as seen in responses like “medical facility,” “Pharmacist,” and “Doctors.”

Analysis: This theme indicates that some respondents may perceive BoMRA as being closely linked with the broader healthcare infrastructure, including medical facilities and professionals. While this is not BoMRA’s primary focus, the association suggests that respondents may view BoMRA as an integral part of the healthcare system, ensuring that professionals have access to safe and effective medicines.

5. Confidentiality and Trust

Theme Description: A few responses introduced the concepts of “confidentiality” “melemo”, “diteseletso,” and “trust”, which are essential in the context of health and medicine regulation.

Analysis: Although less frequently mentioned, the theme of confidentiality highlights the importance of trust in BoMRA’s operations, especially regarding the handling of sensitive information related to healthcare products and services. There is belief that there are benefits and compensation that can be derived from BoMRA. This suggests that for some respondents, BoMRA’s role may also encompass aspects of ethical conduct and the protection of public health data.

Conclusion

The thematic analysis reveals that perceptions of BoMRA are largely divided between those who are unaware of the organization and those who associate it with its core functions in medicine regulation and healthcare. The predominant lack of awareness indicates a need for BoMRA to intensify its public education and outreach efforts to ensure that the general population understands its role in safeguarding public health. Among those who are familiar with BoMRA, there is a recognition of its role in medicine regulation and its connection to broader healthcare services, which suggests that targeted communication about BoMRA’s regulatory function could enhance public understanding and trust in the organization.

The thematic analysis reveals two primary areas of perception among respondents: those who associate BoMRA with its core functions related to medicine and healthcare, and those who lack awareness or understanding of BoMRA altogether. A limited number of respondents recognize the connection between BoMRA and the regulation of medicines, a substantial portion of the responses indicates a need for increased visibility and public engagement by BoMRA to ensure broader awareness of its role and importance in Botswana’s healthcare system.
The findings suggest that while BoMRA has a recognized presence in some areas, like SE , thou, there is an opportunity to further educate the public about its regulatory functions and the benefits it provides to public health and safety.

3.2.2 Q7. Please share with us your comments or suggestions on how BoMRA can better improve their service, marketing or communication for public awareness.

Introduction

This thematic analysis explores the responses related to improving the service, marketing, and communication strategies of BoMRA (Botswana Medicines Regulatory Authority) to enhance public awareness. The data reveals several recurring themes, including the need for increased outreach, especially in rural areas, and a stronger presence on social and traditional media. The feedback also includes a diverse range of ideas, from leveraging modern digital marketing strategies to more traditional public outreach methods.

THEMES IDENTIFIED

1. Enhanced Outreach in Rural Areas

Theme Description: A recurring suggestion is that BoMRA should increase its outreach efforts in rural areas, potentially through community meetings like kgotla gatherings, which are traditional public forums in Botswana.
Participants Responses:

"Visit rural areas maybe have kgotla meetings."SED
"It should give its mandate to the public through kgotla meetings."GED

Analysis: This theme reflects the importance of ensuring that BoMRA's message reaches all segments of the population, including those in rural areas who may not have access to digital or traditional media. Kgotla meetings are suggested as an effective means of direct communication, leveraging cultural practices to engage communities and provide important information about BoMRA's mandate and services.

2. Utilizing Social Media and Digital Platforms

Theme Description: Many Participants emphasized the need for BoMRA to leverage social media and other digital platforms to enhance visibility and engage with the public.

Participants Responses:

"The target market should be reached through their most viable source of communication being social media."***SD***

"Strive to share information on social media and television."***GED***

"More visibility of the company should be updated more especially on social media platform."***SED***

"Use social media to dispense information about BoMRA."***KNED***

"Running paid ads on platforms like Facebook, Instagram, Twitter, and LinkedIn to target specific demographics."***GABS***

"Creating and sharing videos to engage with customers and convey messages effectively."***KD***

Analysis: This theme underscores the growing importance of social media in reaching a broad and diverse audience, particularly younger demographics. Participants suggest that BoMRA should actively engage with the public on platforms such as Facebook, Twitter, and Instagram, as well as produce digital content like videos, blog posts, and podcasts to increase engagement and awareness. Participants suggest that BoMRA should actively use these platforms to run targeted ads, share educational content, and engage with the public in real-time. This approach is seen as crucial for reaching younger audiences and those who primarily consume digital media.

3.2.2 Q7. Please share with us your comments or suggestions on how BoMRA can better improve their service, marketing or communication for public awareness. (Cont.)

3. Increased Media Presence (Television, Radio, and Print) and Public Relations

Theme Description: A significant number of Participants recommended that BoMRA improve its visibility through traditional media channels such as television, radio, and billboards.

Participants Responses:

"Do proper public awareness on TV and Radio."***CD***
"BoMRA should engage Botswana media including RADIO and TELEVISION."***GED***
"BoMRA needs to have billboards with informative messages." ***KD***
"Use traditional channels like TV, radio, print, and direct mail to reach a broad audience."***GED***
"Disseminate the mandate of BoMRA on radios and use of billboards."***KNED***
"Do talk shows or appear more on television when there's anything medication-related and linked to them."***SD***

Analysis: Traditional media remains a critical channel for reaching a wide audience in Botswana. Participants suggest that BoMRA should invest in regular advertising and public awareness campaigns on TV, radio, and through billboards to ensure that their mandate and services are widely understood. These channels are particularly important for reaching audiences who may not be active on digital platforms. Traditional media remains a trusted source of information for many, particularly in regions with limited internet access. Participants believe that BoMRA can effectively raise awareness and educate the public by utilizing these channels for regular updates, public service announcements, and informative content related to their mandate.

4. Public Awareness ,Education Campaigns and Outreach Programs

Theme Description: Participants highlighted the need for BoMRA to conduct more public awareness and education campaigns to inform the public about its mandate and services. A significant portion of Participants emphasized the need for BoMRA to focus on educating the public about its mandate through various outreach programs, particularly targeting rural areas and underserved populations.

Participants Responses:

"They should raise awareness where people can be able to see and reach them."***KNED***
"Having more outreach and awareness programmes."***SED***
"I suggest BoMRA should advertise its mandate."***SD***
"Conduct roadshows to teach people about BoMRA."***KD***
"Educating Batswana about the importance of BoMRA through roadshows, mall activations, and school visits."***CD***
"Holding workshops to enrich people about what BoMRA is in rural areas."***SED***

Analysis: This theme indicates a perceived gap in public knowledge about BoMRA's role and responsibilities and suggests that many Participants feel there is a lack of awareness about BoMRA's role, especially in rural areas. . To address this, Participants recommend more comprehensive and visible awareness campaigns that educate the public on what BoMRA does, why it is important, and how it benefits them. Such campaigns could include both traditional and digital media efforts, community engagements, and educational materials. Also roadshows, school visits, and workshops are seen as effective methods to directly engage with communities, provide education, and raise awareness about the organization's importance in ensuring public health.

5. Collaborating with Influencers and Content Creators

Theme Description: Some Participants suggested that BoMRA collaborate with social media influencers and content creators to reach a broader audience and enhance brand visibility. Several Participants suggested that BoMRA should collaborate with influencers, community representatives, and other organizations to extend its reach and improve communication. Participants frequently mentioned the need for BoMRA to produce high-quality, informative content that educates the public and establishes the organization as a trusted authority.

Participants Responses:

"Collaborating with social media influencers to promote your brand to their followers."***GABS***
"Creating and sharing videos to engage with customers and convey messages effectively."***SED***
"Create advisory boards with community representatives who can provide feedback and help disseminate information within their communities."***CD***
"Engagement of media houses to sensitize the community."***SD***
"Regularly publishing informative and relevant blog posts to showcase expertise and attract an audience."***KNED***
"Producing podcasts to share industry insights and connect with a niche audience."***GABS***
"Creating and sharing videos to engage with customers and convey messages effectively."***KD***

Analysis: This theme reflects a modern approach to marketing, where partnering with influencers and content creators can help BoMRA reach specific target groups in a more personal and engaging way. Content creation is seen as a key strategy for BoMRA to position itself as an expert in the field of medicine regulation. By consistently producing valuable content, BoMRA can educate the public, build trust, and enhance its reputation as a reliable source of information on matters related to medicine and public health. By leveraging the existing audiences of influencers, BoMRA could improve its public image and increase awareness of its services among hard-to-reach or disengaged segments of the population. Collaborations are seen as a strategic way to enhance BoMRA's outreach efforts. By working with influencers and community leaders, BoMRA can tap into existing networks and platforms to spread its message more effectively, ensuring that information reaches diverse and often hard-to-reach populations.

3.2.2 Q7. Please share with us your comments or suggestions on how BoMRA can better improve their service, marketing or communication for public awareness. (Cont.)

6. Interactive and Creative Marketing Strategies

Theme Description: Some Participants suggested using more interactive and creative marketing techniques to capture public interest and create memorable experiences that increase awareness of BoMRA.

Participants Responses:

"Organizing spontaneous, choreographed performances in public spaces to attract attention and promote a brand or cause."***GED***
"Creating eye-catching murals, installations, or graffiti in urban areas to raise awareness or convey a message."***SED***
"Executing attention-grabbing stunts or performances in public places to generate buzz and create a memorable experience."***KD***

Analysis: This theme reflects a desire for BoMRA to adopt unconventional and engaging marketing strategies that can create a lasting impact. These suggestions indicate that beyond traditional and digital media, there is value in experiential marketing that can draw public attention and create a strong association between BoMRA and its mandate.

Conclusion

The thematic analysis reveals that participants believe BoMRA can improve its service, marketing, and communication strategies through a combination of enhanced outreach in rural areas, greater use of social media, increased presence in traditional media, and more robust public awareness campaigns. There is also a strong suggestion that BoMRA should engage with modern marketing strategies, such as collaborating with influencers and creating engaging digital content. Additionally, creative and interactive marketing strategies, consistent content creation, and strategic collaborations are seen as effective ways to enhance public awareness and understanding of BoMRA's role. The suggestions point to a comprehensive, multi-channel approach that combines modern digital tools with traditional outreach methods to ensure broad and effective communication across Botswana. Overall, the recommendations point to a multi-channel approach that ensures BoMRA's message reaches a wide and diverse audience across Botswana

4. DISCUSSION OF MAJOR FINDINGS: BOMRA PUBLIC AWARENESS SURVEY

INTRODUCTION

The primary objective of the BoMRA (Botswana Medicines Regulatory Authority) public awareness survey was to assess the level of public knowledge and understanding of BoMRA's role and mandate. The findings indicate a concerning trend: public awareness of BoMRA is weak, particularly across various demographic groups and regions in Botswana. This discussion will critically analyse these major findings, exploring their implications for BoMRA's effectiveness and suggesting potential strategies for improvement.

1. Low Public Awareness and Its Implications

The survey revealed that a significant portion of the population has limited or no knowledge of BoMRA. Many respondents expressed unfamiliarity with the organization, with several indicating that they had never heard of BoMRA before the survey. This lack of awareness is problematic as it undermines BoMRA's ability to fulfill its mandate effectively. If the public is unaware of the regulatory body responsible for ensuring the safety and efficacy of medicines, they may be less likely to trust or comply with its guidelines and regulations.

The implications of this finding are far-reaching. For BoMRA to be effective, it must be seen as a credible authority by both the public and healthcare providers. Public trust in BoMRA is essential for the successful regulation of medicines, particularly in ensuring that only safe and effective drugs are available in the market. Without sufficient awareness, BoMRA's ability to influence public behavior, enforce regulations, and protect public health is significantly weakened.

2. Geographic and Demographic Disparities

The survey results suggest that public awareness of BoMRA varies significantly by region and demographic group. Urban populations, particularly those in the capital city, tend to have slightly higher awareness levels,for example SED, likely due to better access to information and media. However, rural populations GED, especially in remote areas, demonstrated a striking lack of awareness. This geographic disparity highlights the challenge of reaching all citizens, particularly those in areas with limited access to communication channels.

Demographically, younger respondents and those with higher levels of education were more likely to have some knowledge of BoMRA. In contrast, older populations and those with lower educational attainment showed the least awareness. This suggests that current communication strategies may not be effectively reaching or resonating with all segments of the population.

3. Ineffectiveness of Current Communication Strategies

The weak public awareness identified by the survey points to potential shortcomings in BoMRA's current communication and public engagement strategies. Despite efforts to disseminate information through various channels, the message does not seem to be reaching a broad audience. The reliance on traditional media, such as radio and television, may not be sufficient in an era where digital media consumption is on the rise, particularly among younger populations.

Moreover, the survey indicates that BoMRA's outreach efforts may not be sufficiently targeted. The lack of awareness in rural areas and among specific demographic groups suggests that a more segmented and tailored communication approach is needed. For example, using local languages, engaging community leaders, and leveraging social media platforms could help bridge the awareness gap.

4. Public Perception and Trust

The survey also explored public perceptions of BoMRA among those who were aware of the organization. While some respondents associated BoMRA with medicine regulation, others had misconceptions or incomplete knowledge about its role. This mixed perception indicates that even among those who are aware of BoMRA, there is a lack of clear understanding of its mandate and responsibilities.

Public perception and trust are critical for BoMRA's effectiveness. If the public perceives the organization as distant, ineffective, or untrustworthy, it will struggle to enforce regulations and encourage compliance with its guidelines. Building and maintaining trust requires consistent, transparent communication and visible actions that demonstrate BoMRA's commitment to public health and safety.

5. Recommendations for Improving Public Awareness

Based on the findings, several recommendations can be made to enhance BoMRA's public awareness and engagement:

1. Enhance Digital Engagement: BoMRA should increase its presence on social media and other digital platforms, particularly those popular among younger demographics. Creating engaging content, such as videos, infographics, and interactive posts, can help raise awareness and educate the public about BoMRA's role.

2. Targeted Outreach in Rural Areas: To address geographic disparities, BoMRA should implement targeted outreach programs in rural areas. This could include roadshows, community meetings, and partnerships with local leaders to disseminate information in local languages and culturally appropriate ways.

3. Public Education Campaigns: Comprehensive public education campaigns that use a mix of traditional and digital media can help reach a broader audience. These campaigns should clearly explain BoMRA's mandate and the importance of its work in protecting public health.

4. Collaborations with Stakeholders: Collaborating with healthcare providers, schools, and community organizations can help amplify BoMRA's message. These stakeholders can act as intermediaries, helping to educate the public and promote awareness of BoMRA's work.

5. Regular Monitoring and Evaluation: BoMRA should regularly assess the effectiveness of its communication strategies through surveys and other feedback mechanisms. This will allow for continuous improvement and adaptation of strategies to meet the evolving needs of the population.

Conclusion

The survey's findings reveal that public awareness of BoMRA is currently weak, with significant disparities across different regions and demographic groups. This lack of awareness poses challenges to BoMRA's ability to effectively regulate medicines and protect public health. To address these challenges, BoMRA must enhance its communication strategies, particularly by leveraging digital media, targeting underserved areas, and collaborating with key stakeholders. By taking these steps, BoMRA can build stronger public awareness, trust, and engagement, ultimately improving its effectiveness in fulfilling its mandate.

5. CONCLUSIONS AND RECOMMENDATIONS TO ENHANCE PUBLIC AWARENESS OF BOMRA

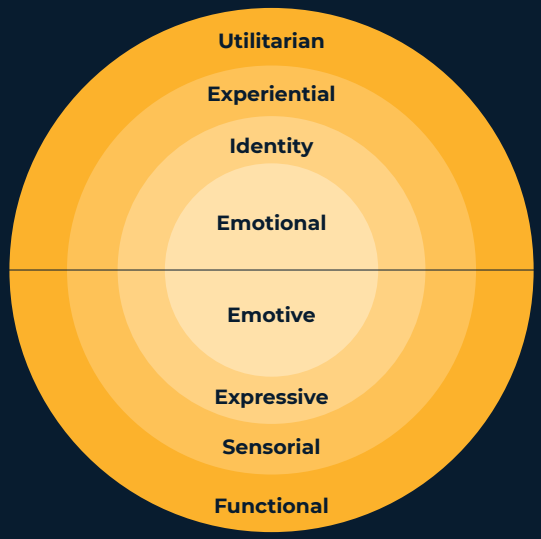
Conclusions

The findings from the survey on public awareness of the Botswana Medicines Regulatory Authority (BoMRA) indicate a significant gap in public knowledge and understanding of the organization's role and mandate. This lack of awareness is widespread across various demographic groups and geographic regions, particularly in rural areas. The current communication strategies employed by BoMRA appear insufficient to effectively inform the public about its critical functions in regulating medicines and safeguarding public health. This gap in awareness undermines BoMRA's ability to effectively carry out its mandate, posing potential risks to public health and safety.

Recommendations

To address the weak public awareness of BoMRA, the following recommendations are proposed:

9.Identify the perceived Benefits of BoMRA as Brand to the Public and enhance these in your marketing campaigns



9 Develop a Comprehensive Public Education Campaign

- These campaigns should aim to enhance perception, learning and attitude
- Influence of Perception, Learning, and Attitudes public awareness.

Perception: Information is processed by public in regards to perception depends on stimuli, experiences and context. Marketing communication is one way in which BoMRA can manage perceptions, by branding, advertising and from product design. They can use them to change perception in a positive way of their services being advertised.

Learning: It is understood that there are experiences, observations or information through which the public learn. That learning can influence the publics,future decisions on using BoMRAs services and being aware of them. BoMRA can facilitate positive learning through late trial, demonstrations, consumer feedback, research such as this study,and positive post purchase activities.

Attitudes: Attitudes reflect a consumer's overall evaluation of a product or brand, either favorable or unfavorable. BoMRA can change or reinforce attitudes through persuasive communication, customer engagement, and consistent service quality. Engaging the public in social causes, health programs, and promotions can help shape positive attitudes.

9.1 Multimedia Approach: Implement a nationwide public education campaign that utilizes a mix of traditional and digital media, including television, radio, newspapers, and online platforms. This campaign should clearly communicate BoMRA's role, its importance in regulating medicines, and how it impacts public health.The awareness of the public is heavily influenced by their perceptions, learning experiences, and attitudes (Peter & Olson, 1990).

9.2 Localized Content: Tailor content to different regions and languages spoken in Botswana, ensuring that the message is accessible and relevant to diverse audiences. This includes producing materials in Setswana and other local languages, particularly for rural areas.

10. Leverage Digital and Social Media Platforms to enhance Brand Identity

'Brand Identity' A company's brand identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers

10.1 Social Media Engagement: Increase BoMRA's presence on popular social media platforms such as Facebook, Twitter, and Instagram. Regularly post informative content, including infographics, short videos, and live Q&A sessions, to engage with younger audiences and raise awareness.

10.2 Targeted Online Advertising: Use targeted online ads to reach specific demographics that are less aware of BoMRA. This can include paid ads on social media and search engines, focusing on regions and groups with lower awareness levels.

11. Strengthen Community Outreach Programs to enhance Brand awarenes

Brand Awareness



~De Chernatony et al,2012

As the public is constantly exposed to the BoMRA brand they start to become familiar with it - the degree of brand awareness, will depend on their ability to recall the messages but also how available the brand is (reinforcement). Once more familiar with the brand the public can take on more and complex meaning form the brand and add to their understanding. If the public is repeatedly exposed to the BoMRA brand this breeds **familiarity** - this is an important psychological concept (Zajonc 1968)

Familiarity brings about an **attitude** change (positively). 'The more you see it the more you like it' (Zajonc). This leads to brand **preference.** The public show preference for brands they are more familiar with -in this study the brand had a low level of awareness meaning it was not familiar with the public especially in the rural areas.

11.1 Rural Outreach Initiatives: Launch dedicated outreach programs in rural and underserved areas, such as roadshows, kgotla meetings, and partnerships with local community leaders. These initiatives should focus on educating the public about BoMRA's mandate and the importance of medicine regulation.

11.2 Collaboration with Healthcare Providers: Partner with clinics, pharmacies, and hospitals to disseminate information about BoMRA directly to patients. Healthcare providers can play a critical role in educating the public and reinforcing BoMRA's messages.

11.3 Assess the impact of these out reach programs for example the August 2024 consumer fair.

12. Enhance Collaboration with Media Outlets especially for areas with limited internet connections.

12.1 Media Partnerships: Forge stronger relationships with local and national media outlets to ensure regular coverage of BoMRA's activities, updates, and public service announcements. This could include regular interviews, press releases, and feature stories in newspapers, radio, and television programs.

12.2 Educational Content on TV and Radio: Develop educational segments on TV and radio that explain BoMRA's role and the importance of medicine regulation. These segments can be aired during peak hours to reach a wider audience. For example, Radio emerges as the primary channel of communication, which suggests it is a highly effective medium for spreading information in the southren Region.

13. Increase Public Visibility Through Events and Campaigns

Health Fairs and Exhibitions: Participate in or organize health fairs, exhibitions, and other public events where BoMRA can interact directly with the public. These events provide an opportunity to distribute educational materials, answer questions, and raise awareness.

BoMRA had an Invitation to a Virtual Stakeholder Engagement on the August 14, 2024.
(What was the outcome?)

Engagement in Schools and Universities: Introduce educational programs about BoMRA in schools and universities, including guest lectures, workshops, and informational materials. Educating students and youth can help spread awareness to families and communities. Engage students from primary school all the way to higher education.

14. Monitor and Evaluate Awareness Initiatives

Regular Surveys and Feedback: Conduct regular surveys and gather feedback to assess the effectiveness of awareness initiatives. Use this data to refine and adjust strategies to better meet the needs of the population.

Continuous Improvement: Establish a continuous improvement process for BoMRA's communication and public awareness strategies. This should include periodic reviews of communication efforts, incorporation of new technologies and platforms, and responsiveness to public concerns.

Conclusion

Enhancing public awareness of BoMRA is critical to ensuring the organization can effectively regulate medicines and protect public health in Botswana. By implementing a multifaceted approach that includes comprehensive public education campaigns, leveraging digital media, strengthening community outreach, collaborating with media outlets, increasing public visibility, and continuously monitoring and evaluating efforts, BoMRA can significantly improve its public profile. This, in turn, will help build public trust, ensure compliance with regulations, and ultimately enhance the health and safety of the nation.

6. TIMELINE

The study was executed in four months as per Table 3.1 found below which details the project activities as well as the corresponding time that was allocated for each activity. There is also allowance for time in between the waves has not been reflected on the timelines.

Activities	May 2025 Pre-Study activities				June 2025 BASELINE – Wave 1				July 2025 Tracker - Wave 2				August 2025 Tracker - Wave 3			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Project Inception briefing	■															
Finalizing of Contract	■															
Questionnaire and sample design, Recruitment of researchers	■	■	■	■												
Training and Pilot study				■												
Data Collection = Wave 1 (n=1,000)					■	■	■	■	■							
Quantitative Data collection					■	■										
Quantitative reporting (Progress)							■	■								
1-day Refresher training									■							
Data Collection = Wave 2 (n= 500)									■	■	■	■				
Data Collection = Wave 3 (n= 500)													■	■	■	■
Technical Field report submission																■

Table 3.1: Project timelines

7. RISK MANAGEMENT

It was critical to consider risk management during the execution of the study. As such, potential risks for the study were identified in cognizance of the scope of the work at hand. Identified risk and the contingency plans that were used to mitigate are outlined in Table 4.1.

RISKS	CONTINGENCY PLAN
Physical Risk Given the prevailing situation of COVID 19 and current MPox that has affected most countries, there is a continuous risk of exposure to the pandemic through daily movement within the countries of the study.	Efforts will be made to ensure that in person meeting or engagement is minimised. Necessary precautions such as social distancing, frequent washing of hands and breaks during in person meetings will be upheld and religiously followed to minimize exposure to the risk of the pandemic.
Financial Capacity Given the low budget for the project , there was need to make necessary adjustments to accommodate the finances available. A national awareness survey requires more financial resources.	Efforts were made to be prudent with the finances, however , The sample selection needed to be all inclusive

8. TECHNICAL CAPACITY

8.1 Organizational Capacity

Dullet Ventures has worked on several projects in Botswana. Collectively our team possesses at least 20 years research experience with diverse capabilities in project scoping, operations management, field management and data management. Moreover, the team that was engaged for the study has experience in conducting marketing and branding studies

8.2 Project team

Project Leader - Dr. Marian Taimu: She holds Doctor of Business Leadership (Project management and Marketing) She is also Trainer ,Assessor and Moderator (BQA Accredited). She has extensive exposure to both quantitative and qualitative methods' with experience with multi country project coordination and extensive stakeholder engagement through the different studies undertaken over the years through championing buy of key stakeholders in the following sectors health, legal, agriculture, finance and other sectors. She has worked on brand tracking studies over the last ten years in numerous private sector settings. She has coordinated new product development studies , Concept testing , feasibility studies, pre and post campaign evaluation studies, re- brandings studies, customer satisfaction.

Project Coordinator – Mr Isaac Tumelo Kgosiyareng: EMBA.(Executive Master in Business Administration,(Business Analytics),BBA (Bachelor of Business Administration (Marketing). He possesses excellent skills in coordination of corporate research projects and stakeholder Engagement. Mr Kgosiyareng is an effective communicator with excellent planning, organizational, and delivery strengths as well as the ability to lead, establish goals, and attain results.

9. FINANCIAL PROPOSAL FOR A NATIONAL STUDY

The project costs have been prepared in accordance with our current understanding of the scope of work that was undertaken.

PROJECT ACTIVITY	Cost in BWP
Project Management & Setup (administration costs)	125 000,00
Database cleaning, validation, and recruitment	35 000,00
Scripting	22 500,00
Data collection costs – Wave 1	355 000,00
Data collection costs – Wave 2	165 000,00
Data collection costs – Wave 3	85 000,00
Quantitative data collection and reporting	76 500,00
Data management and clean SPSS File, NviVo	52 000,00
Grand total	**916 000,00**

TERMS AND CONDITIONS

Any change to the scope of the work may affect the methodology, timelines and financial investment.

10. REFERENCES

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NOTES



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