



Case study: Jackline Oundo

Motorcycle taxi rider, Kenya

With funding from global road safety philanthropy the FIA Foundation, Transaid has been leading the second phase of a project to establish a National Helmet Wearing Coalition in Kenya, using its extensive experience in motorcycle and motorised three-wheeler safety.

Priorities for this phase are to secure the long-term future of the Coalition and cement Kenyan ownership of this initiative, whilst strengthening the implementation of the existing Kenyan Helmet Standard through improved enforcement capacity.

Jackline has been a *boda boda* (motorcycle taxi) rider by profession since 2013. In Kenya, the government has mandated that all *boda boda* riders be members of a Savings and Credit Cooperative Society (SACCO).

Jackline is a member of the Kenya Riders and Owners (KRO) *Boda Boda* SACCO, which was set up in 2022 to support *boda boda* riders in Kibera sub-county in Kenya, home to the largest informal settlement in East Africa. KRO *Boda Boda* SACCO is also a member organisation of the National Helmet Wearing Coalition in Kenya.

"I have been riding for ten years now, and I can say that riding a motorcycle has improved my life. When I started riding, I was a single mother of two children that I raised on my own. Through my work as a motorcycle taxi rider, I have been able to pay for their education."

According to Jackline, accidents are a norm on the road in Kenya and more widely because there is so much going on.

"I have got into an accident several times. Yes, I have a helmet, a reflector, I have everything. Those who do not wear a helmet have their reasons, but for me as someone who knows the importance of it, I cannot go without it.

"Some say that it suffocates them, others say it presses their face, and some say it makes them uncomfortable on the road and they cannot turn properly. For me and my safety, I cannot go without a helmet."

In the future, Jackline aspires to move away from working as a motorcycle taxi rider and instead sell motorcycles and spare parts.

“This sector continues to enroll and invest in female riders in large numbers. When I first started, I was one of the first. Ten years later, many more women have joined this sector and in another ten years, maybe we will then have a 50/50 split.”

Jackline explains that female riders face a lot of challenges: “some customers will say that because I am a woman, they will not be carried by me, or they come with other motives. They also question why I have left where women should work and joined this industry.

“I do not listen or take this in, what we take in is the money that we earn that has brought us here.

“I attend many training classes that teach us how to be safe on the road and defend ourselves.”

KRO *Boda Boda* SACCO offers several services to its 800 plus members in an attempt to overcome some of the key challenges facing the riders in Kenya. Founder and Chair Elly Kegode proactively encourages inclusivity within the industry by offering free training and support to female riders, and devoting considerable time to campaigning and mobilising riders, with the support of local media groups as champions of an end to gender-based violence in the sector.

