The Healthy Families Foundation

Molepolole Campaign Evaluation Report

November 2025

Prepared by I.C. Research (Pty) Ltd

Executive Summary

The Healthy Family Foundation (HFF) conducted the 10th Family Building Campaign in Molepolole from the 5th to 22nd May 2025. The Molepolole Family Building Campaign trained 543 participants consisting of community and religious leaders, police and army personnel, corporates, organizations and the general public. Those trained cascaded the lessons learnt reaching a total of 5,583 people through the 264 smaller group sessions. ***To date the Family Building Campaigns have cumulatively reached 29,595 people***. An evaluation was conducted through a pre-and-post campaign quantitative survey six months before and after the campaign with about 25% of the 543 participants.

Regarding substance abuse, out of the proportion of respondents that confirmed drinking alcohol and other substances, 67% of them consumed alcohol 1 to 2 times a week while 33% of them consumed alcohol 3 to 7 times in a week prior the campaign. ***Six months after the campaign, 75% of them reported never/rarely consuming alcohol. A decline in consumption frequency was also noted amongst those that consumed alcohol 1-2 times from 67% to just 17% while those that consumed alcohol 3 to 7 times a week dropped from 33% to just 8%.***

Pertaining to gender-based violence, out of the proportion of the participants that have conflicts frequently, 65% confirmed experiencing conflicts 1 to 2 times a week while about 35% have conflicts 3 – 7 times a week. ***Conflict between spouses/ partners was reported to have reduced six months after the campaign. Out of the proportion of participants that had reported experiencing conflict, 88% reported to never/rarely experience conflicts***. Moreover, those that ***reported conflicts 1 to 2 times a week dropped from 65% before to just 12% six months after the campaign while those that reported experiencing conflict 3 to 7 times a week dropped from 35% to just 6%.*** Prior to the campaign only about 38% of the participants disagreed that their home environment adds to their stress levels, this increased to 85% which is indicative of improved home environments. Congruently, reduced frequency of conflict due to money was reported with 36% or participants reporting never having conflicts due to money prior to the campaign to 71% six months after the campaign.

The campaign yielded positive results showing an increase in the proportion of respondents that were very happy in their romantic relationships from 49% before the campaign to 74% six months after the campaign. In addition, an overall increase was noted in daily partner helpfulness from 44% prior to 69% six months after the campaign Regarding daily verbal expression of love between partners, it was noted that an improvement was noted from 48% to 66% as well as ***an increase in partners who reported excellent communication from 54% prior to the campaign to 79% six months after the campaign***. The proportion of participants that reported never or rarely lying to their partner/spouse to avoid conflicts increased from 67% prior to 95%.

Moreover, there was ***an increase in the proportion of respondents that reported never having conflict with in-laws from 40% prior to 89% six months after the campaign***. There was a marked improvement in conflict resolution with ***an increase in the proportion of the participants who expressed that they never avoid discussing issues for the sake of peace from 19% before the campaign to 73% six months after the campaign.***

Overall, the findings of the evaluation show positive transformation in marriages, homes and relationships between children and parents. Improved communication has been a central theme in the relationships described, particularly among families. Several individuals noted significant enhancements in their parenting and partnerships by openly discussing issues and managing emotions better, leading to conflict resolution and emotional healing. Financial management was also tied to communication, highlighting changes in budgeting behavior and reduction of impulsive purchases. Spirituality and cooperation in family dynamics were also emphasized, with many reporting transformations in their relationships with children and partners. The narratives reflect a commitment to better communication practices, reduced anger, and a focus on shared financial goals, contributing to more peace in the homes and reduced conflicts.

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1 Introduction

The Healthy Family Foundation (HFF) conducted the **10th Family Building Campaign** in Molepolole from the 5th to 22nd May 2025. The Molepolole Family Building Campaign trained **543** participants consisting of community and religious leaders, police and army personnel and the general public. Those trained cascaded the lessons learnt reaching a total of **5,583** people through the **264** smaller group sessions. To date the Family Building Campaigns have cumulatively reached **29,595** people. HFF engaged I. C. Research (Pty) Ltd, an independent consulting research firm, to evaluate the impact of the campaign. I. C. Research (Pty) Ltd is a research firm that is registered and incorporated in Botswana. This report was therefore prepared to evaluate the impact of the Molepolole Campaign.

2 Background

The Family Building campaign empowers families with the essential tools, resources, and support they need to lead exemplary lives and make meaningful contributions in their families, community and society at large. The campaign is implemented through initiating community development with a **Family Building Campaign** implemented over 18-days through interactive training sessions. Each campaign targets over 400 community leaders who are trained to train smaller groups. The **Train the trainer** approach is used through two-hour workshops for 12 consecutive days, each covering one chapter of *Talking with the Thabas*, the HFF evidenced-based workbook (the "Workbook"). In addition, group meetings are conducted to reinforce the teachings in the Workbook and facilitate continued personal growth of the community members. The trained participants cascade the lessons learnt to smaller groups that they lead resulting in ultimately reaching 3,000-4,000 community members using the workbook in each campaign.

3 Campaign objectives

The HFF campaign objective is to "Fix the root, to Fix the fruit." It is this rational that HFF targets the family as the foundation (root) of every human being, believing that if we can fix the root, then the fruit (various social ills) can be fixed. The HFF goal is to prevent and stop most social ills which are plaguing Botswana. HFF's intended recipients are entire communities**.** The key objectives of the campaign are:

1. To empower participants with the skills to create and foster positive social, emotional and physical relationships.
2. To equip individuals with resources and materials to foster positive social, emotional and physical relationships.
3. To provide positive role models of healthy families with which to benchmark.
4. To increase awareness of how healthier individuals form healthier families.

3.1 Campaign evaluation measurement

To measure the impact of the campaign well-defined indicators that are aligned with the program objectives were measured prior to the campaign (pre-caution) and 6 months after the implementation (post campaign). The campaign impact evaluation process is articulated in subsection 4.1, 4.2 and 4.3.

4 Campaign evaluation process

The impact of the campaign was tracked using measurement tools designed to:

a) *Capture registration* and monitor attendance throughout the campaign training and group sessions (registration tool)

b) *Obtain data on attitudes, perceptions and habits* before and after the campaign through a structured survey. Prior to the campaign, the survey provided baseline information on participant habits prior to the campaign. Post the campaign another survey was administered 6 months after the campaign to measure the impact of the campaign to track any changes in attitudes, perceptions and habits.

4.1 Impact evaluation indicators

The table below provides an overview of the campaign goals as well as the indicators that were used to measure the impact of the campaign at various stages.

Campaign Objectives	Impact indicators	Tools
To empower participants with the skills to create and foster positive social, emotional and physical relationships.	• Improved romantic relationships. • Improved communication and conflict resolution skills. • Increased intention to change negative behaviours. • Improved parenting relationships to their children.	Pre and post questionnaire tools
To provide positive role models of healthy families with which to benchmark.	• Improved spiritual health • Reduced substance and drug abuse • Increased financial literacy • Decreased gender-based violence.	Pre and Post questionnaire
To increase awareness of how healthier individuals form healthier families.	• Lower levels of stress	Pre and post questionnaire

Table 4.1: Impact evaluation matrix

5 Campaign impact evaluation

This section provides the findings from the pre-and-post survey for the campaign evaluation conducted before and six months after the campaign.

5.1 Participant demographics

About 25% (n=140) of the program trainees were targeted for the program evaluation. These participants were randomly selected and assessed before and six months after the campaign to capture any changes experienced as a result of their participation in the program. A total of n=135 participants were reached for the campaign evaluation denoting a 96% response rate. The same participants were interviewed before and six months after the campaign. The demographic characteristics of the respondents are found in Table 5.1. Most respondents were female (Pre – 78%; Post 78%) while most of them were above 30 years. About half of the respondents were single while about 35% were married.

Table 5.1:Demographics characteristics of Molepolole Campaign evaluation respondents

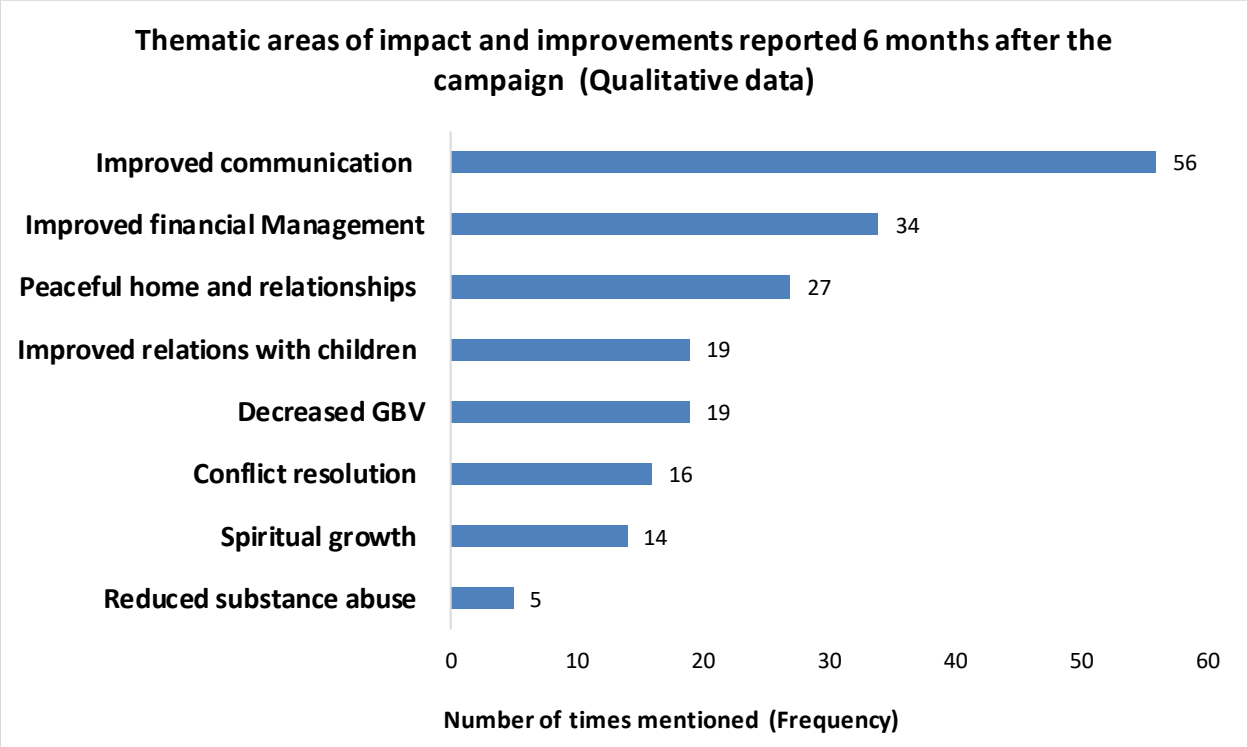
Variable		Pre -Campaign	Post-Campaign
Gender	Male	23%	23%
	Female	78%	78%
Age	18 - 20 years	2%	2%
	21 - 30 years	9%	8%
	31 - 40 years	27%	28%
	41 - 50 years	27%	27%
	51- 60 years	23%	21%
	61 -70 years	8%	10%
	70+ years	3%	4%
Marital Status	Single	51%	50%
	Married	35%	35%
	Widow/widower	7%	7%
	Divorced	3%	3%
	Polygamous	0%	0%
	Cohabiting	4%	3%

Regarding partner attendance, about 8% of the respondents attended the entire campaign with their partners.

5.2 Overall areas of impact

The respondents were probed on the changes they had made and experienced six months after the campaign. Figure 5.1 depicts the frequency of the different themes reported by the respondents. The top three areas of impact reported by the respondents include, improved communication, improved financial management and peaceful homes and relationships.

Figure 5.1: Thematic areas of impact 6 months after the campaign.



The respondents reported the following six months after the campaign;

> *"My child's mother and I used to have misunderstandings even though we are not together anymore so the campaign has helped me to be more appreciative of our differences but making sure that that does not get in the of how we raise our child. It helped me realize that we can co-parent peacefully."* (Male, 45 years)

> *"I used to take communication for granted especially with my children, I always thought because I am an adult I don't have to consult them but at the campaign we were taught that it is important for me as a parent to consult and discuss our family issues with them. I also learnt that I don't need to compete with anyone and to live within my means. I am more content."* (Female, 59 years)

> *"There has been an improvement in controlling my emotions, overreacting and sulking. Before the campaign I would be angry about something my husband did and I would not talk to him unless he spoke to me first. I would be happy at work and when I get home and*

just switch to a foul mood and because he knows I am a jolly person so if I am quiet it means he did not do something right and that hurt him emotionally. Communication has really gotten better." (Female 31 years)

"Discussing our finances, planning and budgeting as husband and wife has helped us manage our money better unlike before the campaign where each one of us used money whichever way they wanted without consultation." (Female 31 years)

Before the campaign I was always angry, insulting the children for no good reason, I was just angry. I don't know what made me angry and they were afraid of me. The campaign helped me to heal, it's peaceful at home. I no longer shout and swear unnecessarily. Even my kids and my husband tell me that I am more approachable these days and they share their daily experiences with me. The best part is that my husband also participated so we remind ourselves about the teachings. (Female, 54 years)

"My behaviour has improved. I used to lie a lot , I could tell my partner that I am not drinking alcohol when I am out hanging with my friends meanwhile I am drinking and wasting a lot of money. This caused conflicts between us so after the campaign I stopped lying and became an honest person and also reduced alcohol intake and the conflicts have reduced." (Male, 45 years)

"I used to drink alcohol everyday but since the campaign I have reduced my drinking to weekends only" (Female, 42 years)

"I try to listen and think smart before I respond. I am applying the "I FEEL" instead of just throwing blames to another person." Male, (23 years)
"*I was a quiet person, when I am hurt I would just keep quiet. I would give him silent treatment. Thank you to the effective communication tips. I do not do the silent treatment anymore because how do I expect my husband to magically know what the problem is*."
(Female, 31 years)

"I no longer shout and get angry unnecessarily" (Female, 54 years)

"I was an angry person to an extent that I would keep quiet and not. I can apologize when I am in the wrong something I used to struggle with a lot" (Female, 53 years)

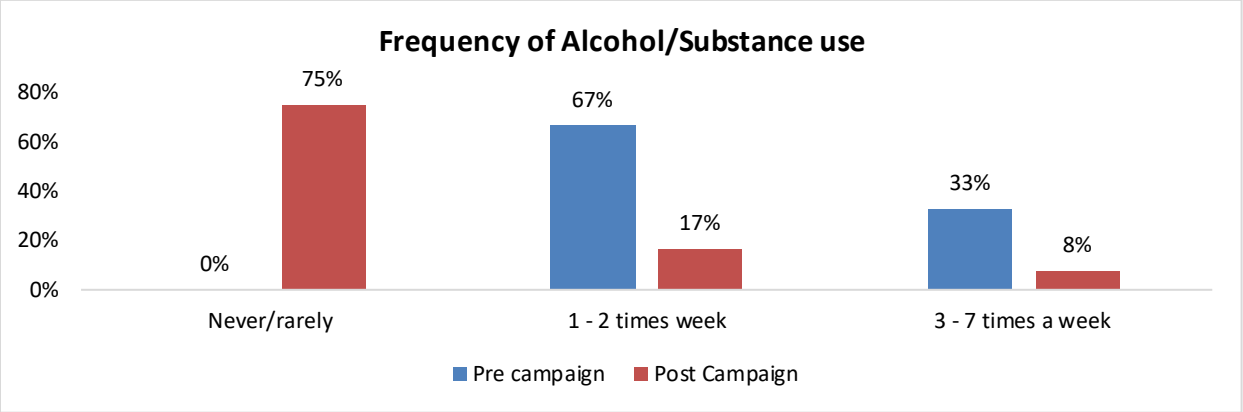
5.3 Reduction of Substance abuse

The evaluation also investigated the intake of alcohol and other substances. About 11% of the respondents confirmed that they drink alcohol frequently. This finding is much lower as compared to the overall prevalence of current drinkers of 35% in Botswana (*Botswana Alcohol Consumer Survey, 2017*). This can be attributed to the fact that the evaluation was mostly based on the trainees of the campaign (543) due to budgetary constraints. The trainees mainly consisted of religious and community leaders who were trained to cascade the program into their communities where alcohol abuse is more prevalent. Some of the reasons cited for drinking alcohol were for leisure and fun often pursued during special occasions such as holidays, parties,

and family gatherings. Additionally, individuals are engaged in drinking alcohol occasionally to unwind, de-stress, and enjoy time with friends and family. Activities were seen to relieve stress and enhance enjoyment, particularly during festive seasons and celebrations. Some acknowledged the potential for substances to lead to overspending or addiction impacting lives negatively.

The findings showed that out of the proportion of respondents that confirmed drinking alcohol and other substances, 67% of them consumed alcohol 1 to 2 times a week while 33% of them consumed alcohol 3 to 7 times in a week prior the campaign. ***Six months after the campaign, 75% of them reported never/rarely consuming alcohol. A decline in consumption frequency was also noted amongst those that consumed alcohol 1-2 times from 67% to just 17% while those that consumed alcohol 3 to 7 times a week dropped from 33% to just 8%.***

Figure 5.2: Frequency of alcohol/substance use



One of the respondents shared that;

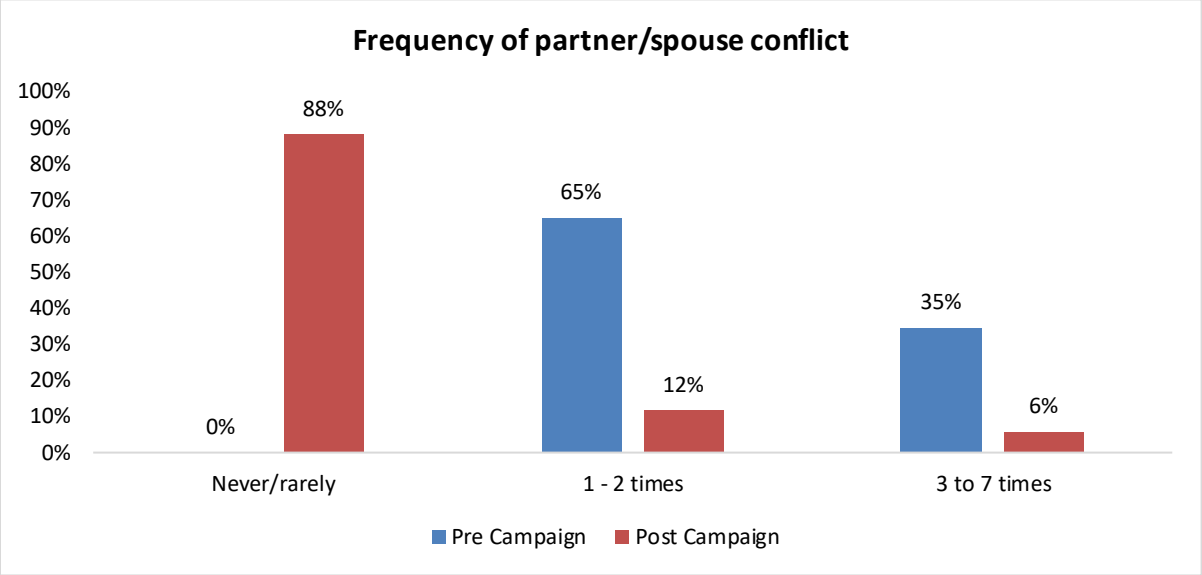
> *"I used to drink a lot of alcohol that even when I started attending and teaching my groups participants were mocking me saying it was alcohol making me say all these things, that I was drunk. After the campaign there is so much that changed in my behaviour including reduced alcohol intake. The campaign just gave me a sense of purpose, that there is more I can achieve if I focus more on working for the community and being a better father for my child. I don't get angry easily like I used to. If I am having a misunderstanding I go away just to cool off unlike in the past where I even got into trouble with the law for losing my temper."* (Male, 42years)

5.4 Decreased gender-based violence

Various variables on gender-based violence were assessed before and six months after the campaign as depicted in Table 5.3. Overall, there is reduced frequency in the different gender-based violence variables measured. For instance, prior to the campaign, about 25% of the participants confirmed that they have conflicts frequently. Out of the proportion of the participants that have conflicts frequently, 65% confirmed experiencing conflicts 1 to 2 times a week while about 35% have conflicts 3 – 7 times a week. Conflict between spouses/ partners was

reported to have reduced six months after the campaign. ***Out of the proportion of participants that had reported experiencing conflict, 88% reported to never/rarely experience conflicts. Moreover, those that reported conflicts 1 to 2 times a week dropped from 65% before to just 12% six months after the campaign while those that reported experiencing conflict 3 to 7 times a week dropped from 35% to just 6% (Figure 5.3).***

Figure 5.3: Frequency of partner/spouse conflict



Similarly, screaming and saying hurtful words reduced from 21% to 10% while physical violence reduced from 6% to just 1%. Resultantly, discussions regarding stopping abuse decreased due to the lower occurrence of abuse.
One of the respondents illustratively shared that;

> *"Before the campaign my husband liked using emotionally hurtful words whenever we were arguing and we were also having financial difficulties because I did not know how he was using the money. We were fortunate enough to attend the campaign together so we now will get there. Even if he uses hurtful words, he is now quick to apologize*. (Female, 42 years)

> *"I was a victim of GBV to the point that I was suicidal I then remembered the teachings, and I ended up breaking up with my ex-partner and going for counselling. Had I not done that he would have killed me, or I would have killed myself, so you saved my life"* (Female, 46 years).

Table 5.2: Gender based violence variables

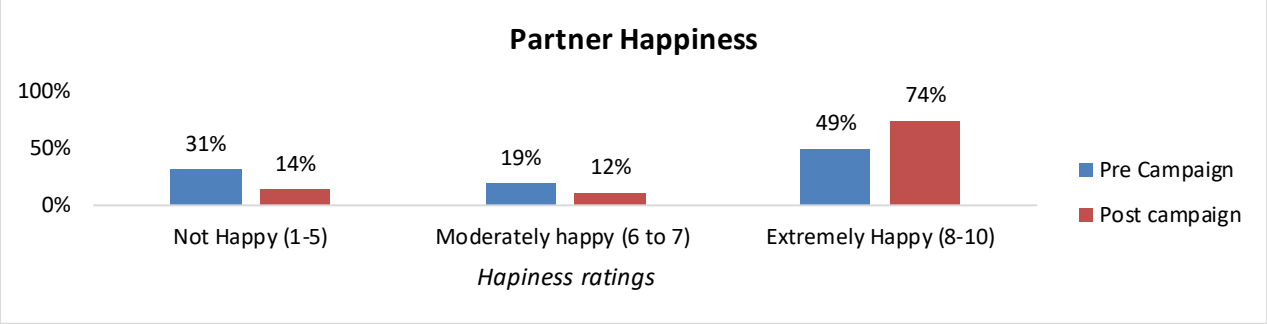
Gender Based Violence variables	Frequency	Pre	Post
Screaming/hurtful words during conflict	Never/rarely	79%	90%
	Moderate (1-4 times a week)	11%	10%
	High (5-7 times a week)	10%	0%
Physical Violence during conflict	Never/rarely	94%	99%
	Moderate (1-4 times a week)	1%	1%
	High (5-7 times a week)	5%	0%

Discussing stopping abuse	Never/rarely	51%	78%
	Moderate (1-4 times a week)	18%	8%
	High (5-7 times a week)	31%	14%

5.5 Improved romantic relationships

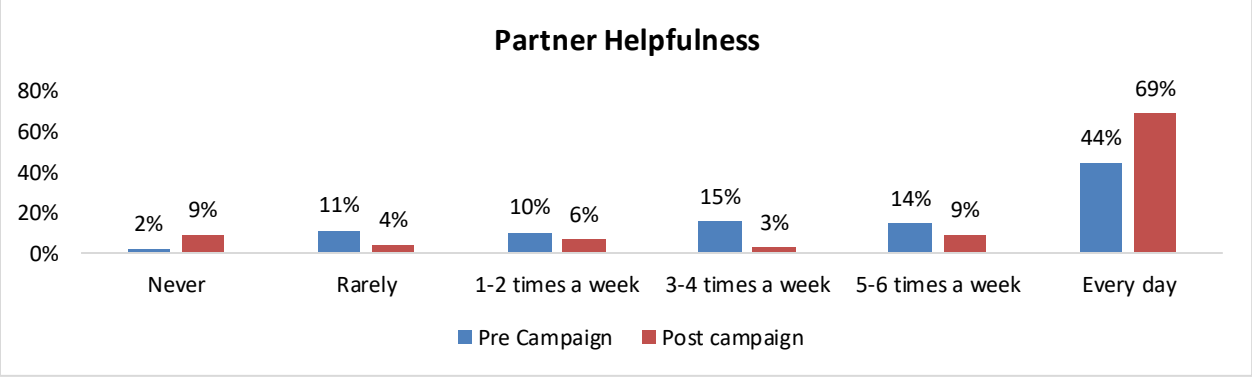
The Pre- and Post surveys assessed the status of romantic relationships. The first variable to be assessed was *happiness in romantic relationships* using a scale of 1 to 10 where 1 means Not happy at all and 10 means Extremely happy. An increase in the average rating for happiness in romantic relationships from 7.0 during the Pre survey to 7.9 during the post survey was observed. The findings are indicative of improved romantic relationships with a reduction in the proportion of respondents that were unhappy from 31% to 14%. ***An increase in the proportion of respondents that were very happy in their romantic relationships was also observed from 49% before the campaign to 74% post the campaign*** as depicted in Figure 5.4.

Figure 5.4: Improved romantic relationships – happiness



Moreover, the *frequency of couples helping one another* with tasks was assessed before and after the campaign. An overall increase is noted in daily partner helpfulness from 44% prior to 69% six months after the campaign (Figure 5.5).

Figure 5.5: Improved romantic relationships - couples helpfulness



5.6 Improved communication and conflict resolution skills

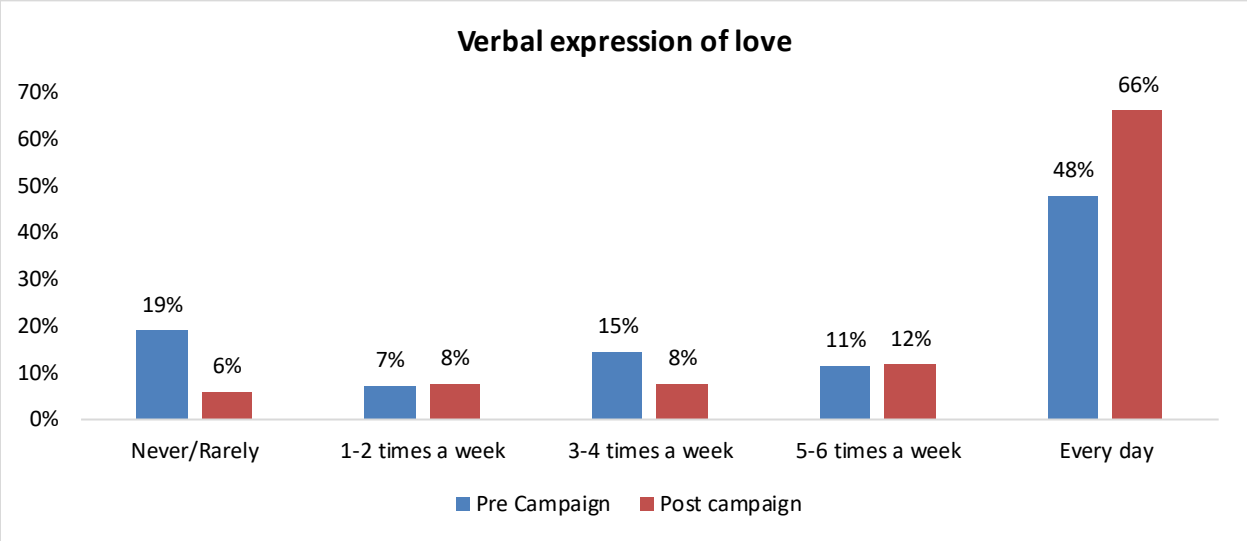
Prior to the campaign the respondents were probed on their expectations and the majority expressed that they desired to improve their communication skills with their spouses/partners and children as well as to improve their conflict resolution skills. The evaluation conducted six months after the campaign shows a marked improvement in communication and conflict resolution skills as articulated below.

Table 5.3: Communication expectations vs outcomes

Communication Expectations prior to campaign	***Outcomes six months after the campaign***
Participants shared their desire for better communication in managing their finances and raising their children	Improvements in communication skills with emphasis on the importance of expressing feelings without shouting.
Desire for respectful listening between partners and creating a supportive environment for children.	Recognition of the value of listening, they have become more patient and open to discussing issues with family members, leading to stronger relationships.
Polite communication to enhance understanding and reduce conflict.	Recognition of the value of listening, they have become more patient and open to discussing issues with family members, leading to stronger relationships.
Recognition that effective communication requires patience and kindness, even during provocation.	Improvement from bottling up emotions to now addressing conflicts calmly, using techniques like the **"sandwich method**" to communicate constructively.
Desire to express worries openly rather than keeping silent.	Personal development in patience and active listening has contributed to better family dynamics and reduced anger issues.
Desire for daily conversations and active listening to each other's opinions.	The campaign has encouraged participants to have open dialogues with their children, resulting in more caring interactions and improved emotional connections.
Desire to enhance public speaking and communication skills.	Significant progress in overcoming anger issues and establishing healthier communication practices.
Longing to calmly address misunderstandings and resolve issues through discussion.	The participants have improved communication skills by openly expressing feelings, apologizing when wrong, and complimenting others
Goal to communicate effectively with children without raising voices and creating a loving atmosphere.	Participants have learnt to listen before reacting, leading to better conflict resolution and discussions on finances with their spouses.
Desire to involve family in decision-making through discussions and household meetings	The campaign led to improved relationships at work, with more openness and support among colleagues.
Desire to avoid negative communication behaviors, such as anger and harsh words	Transitioned from being strict to calm parenting, creating a safe space for children to communicate.

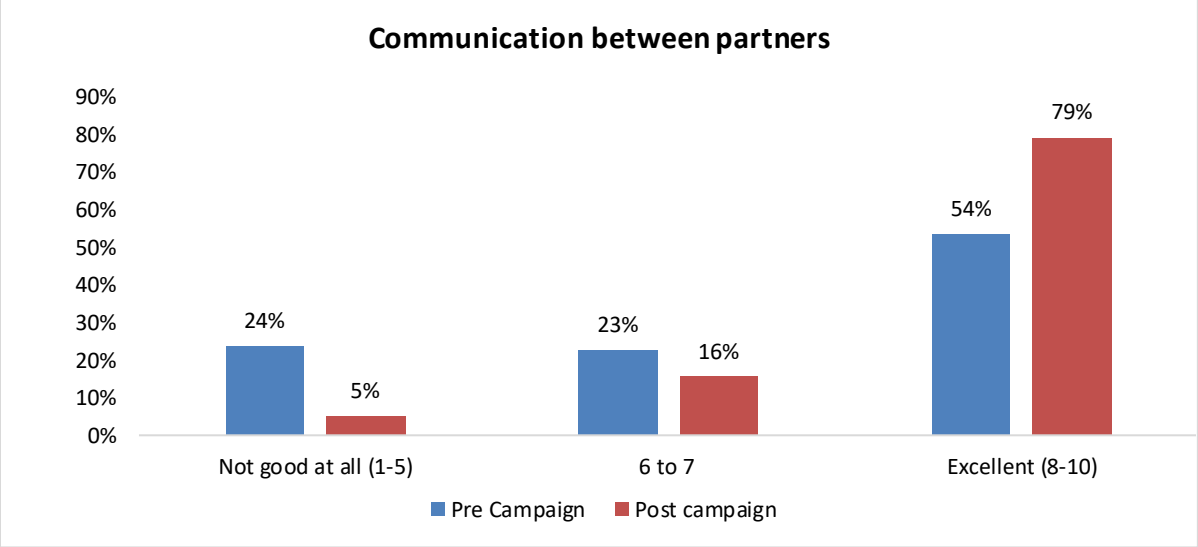
Verbal expression of love between couples was assessed. The findings of the evaluation revealed a reduction in the proportion of partners that stated that they never/rarely express their love to their partner from 19% to just 6% six months post the campaign. Additionally, an increase in daily verbal expression of love between partners was noted from 48% to 66% (Figure 5.6).

Figure 5.6: Verbal expression of love to partners



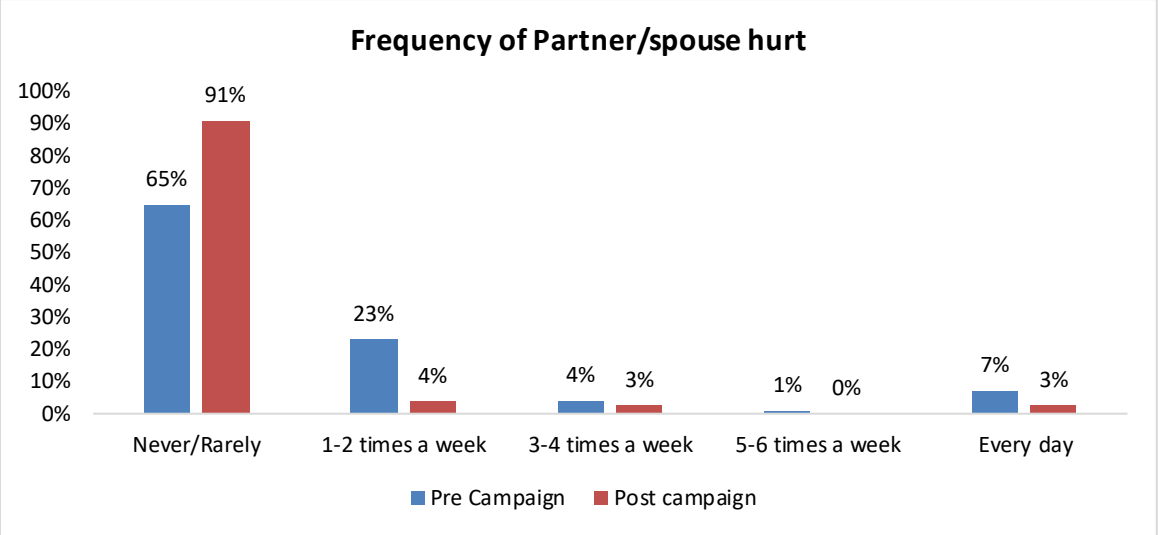
Further to verbal expression of love, *communication between partners* was assessed. A scale of 1 to 10 where 1 means not good at all and 10 means excellent was used to measure communication between partners. The average rating of communication between partners increased from 7.2 before to 8.4 six months after the campaign. ***The findings of the evaluation show a reduction in couples that are not happy from 24% to 5%***. In addition, there was ***an increase in partners with excellent communication from 54% prior to the campaign to 79% six months after the campaign*** (Figure 5.7).

Figure 5.7: Communication between partners



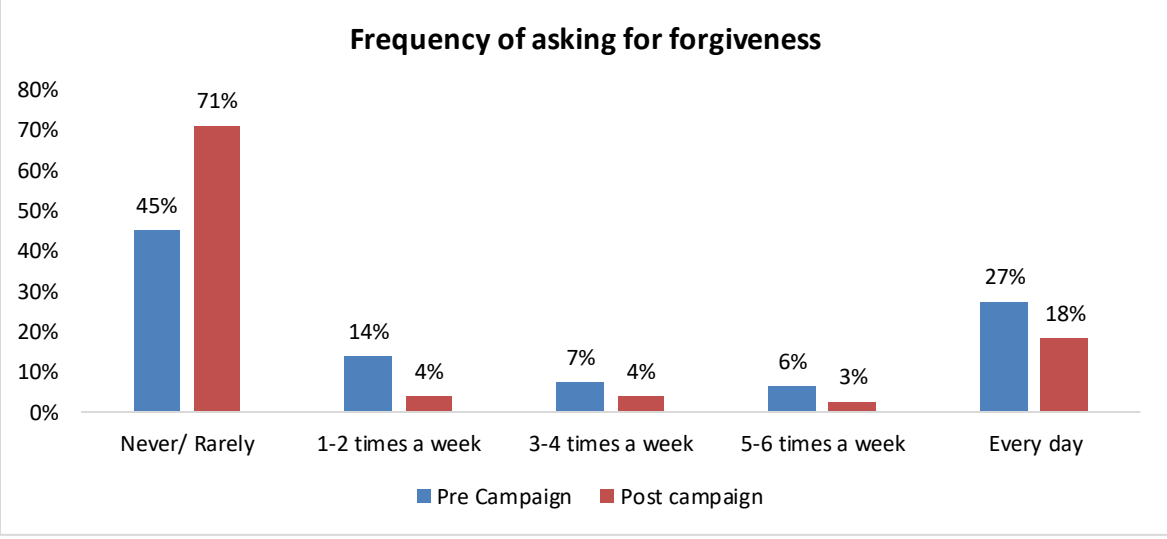
The evaluation also measured the frequency of being hurt by a partner or spouse. Overall, the evaluation revealed ***an increase in the proportion of participants that reported that their partners never/rarely hurt them from 65% prior to 91% six months after the campaign*** (Figure 5.8).

Figure 5.8: Frequency of partner/spouse hurt



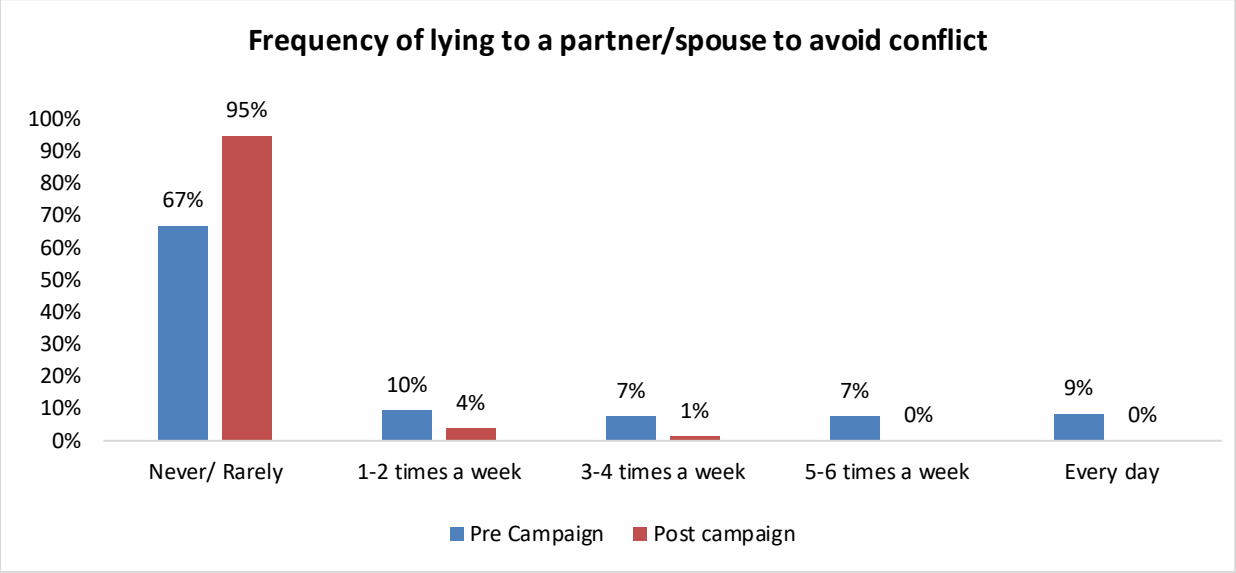
The participants were further probed on the frequency in which their partners/spouses ask for forgiveness. ***The findings revealed an increase from 45% to 71% in the proportion of the participants that report that their partners never/rarely ask for forgiveness*** as shown in Figure 5.9. This finding can be attributed to the marked decline in conflicts and improved communication between partners/spouses.

Figure 5.9: Frequency of partner/spouse asking for forgiveness



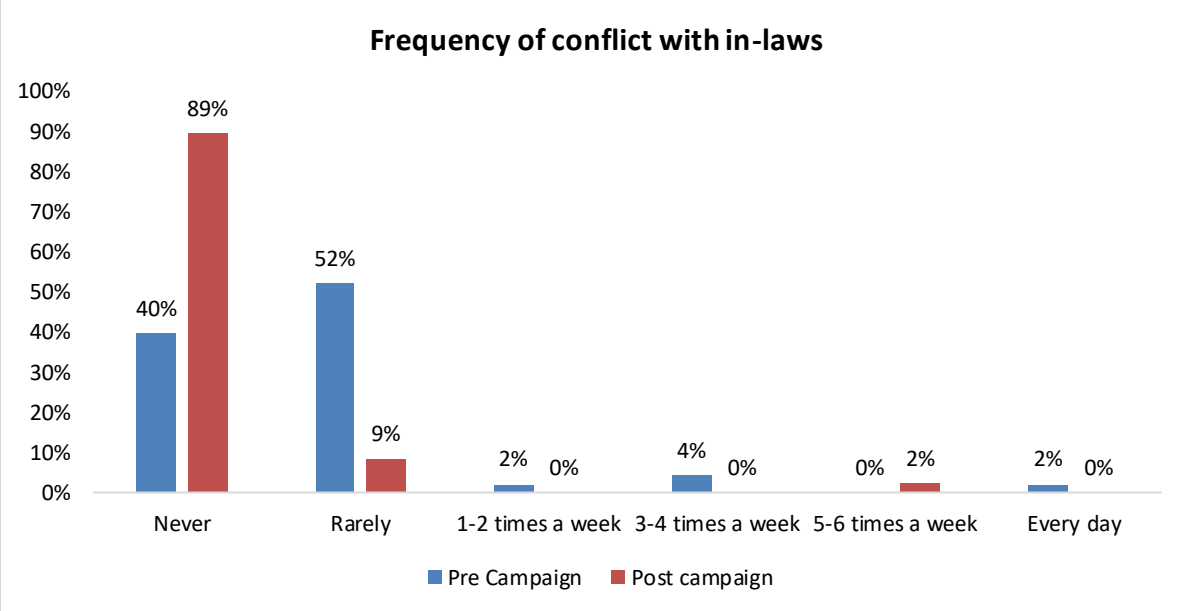
Pertaining to the frequency of lying to a partner or spouse to avoid conflict, there was an overall decline in lying to partners/spouses. ***The proportion of participants that reported never or rarely lying to their partner/spouse to avoid conflicts increased from 67% prior to 95%*** (Figure 5.10).

Figure 5.10: Frequency of lying to a partner/spouse to avoid conflict



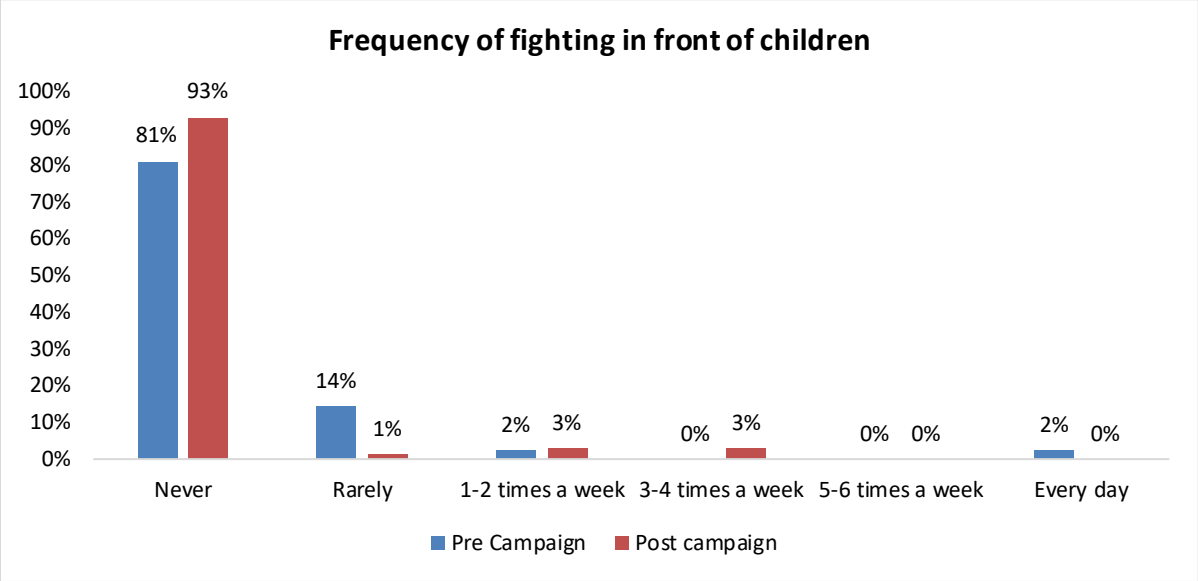
Pertaining to the frequency of conflicts with in-laws (Figure 5.11), a reduction in the conflict with in-laws was observed. ***There was an increase in the proportion of respondents that reported never having conflict with in-laws from 40% prior to 89% six months after the campaign***.

Figure 5.11: Frequency of conflict with in-laws



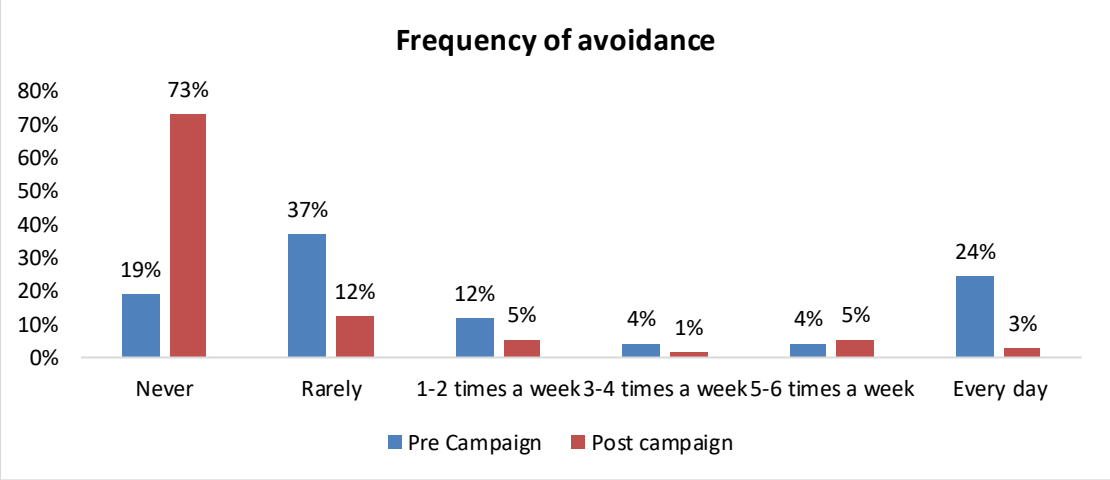
Regarding fighting in front of the children, a reduction in this occurrence was noted six months after campaign. About 93% of the participants reported that they never fight in front of their children as compared to 81% prior to the campaign (Figure 5.12).

Figure 5.12: Frequency of fighting in front of children



Moreover, significant improvement was noted in the proportion of participants the avoid discussing issues to keep the peace in the home. ***There was an increase in the proportion of the participants who expressed that they never avoid discussing issues for the sake of peace from 19% before the campaign to 73% six months after the campaign*** (Figure 5.13).

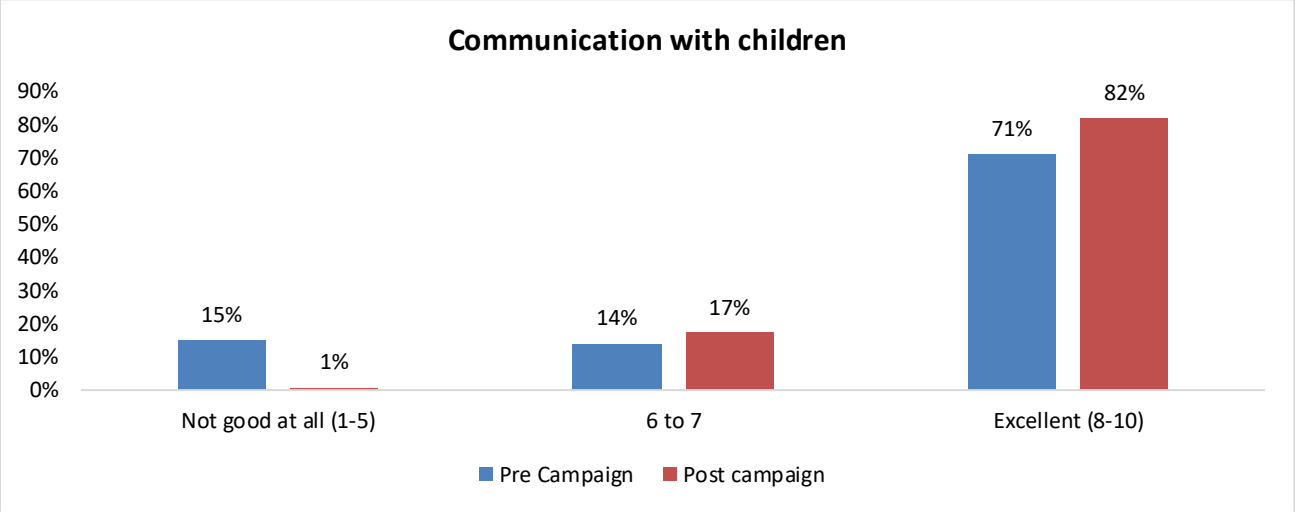
Figure 5.13: Frequency of avoidance of issues for peace



5.7 Improved parenting relationships with their children

Regarding parenting and relationships with children, the campaign was reported to help in improving communication skills of parents allowing them to communicate better with their children. The findings of the evaluation revealed that there was a decrease from 15% to just 1% in the proportion of parents that reported having poor relationships with their children***. Overall, about 82% of the parents confirmed having excellent relationships with their children six months after the campaign*** (Figure 5.14). There was an increase in the average rating for communication from 8.1 before to 8.5 six months after the campaign.

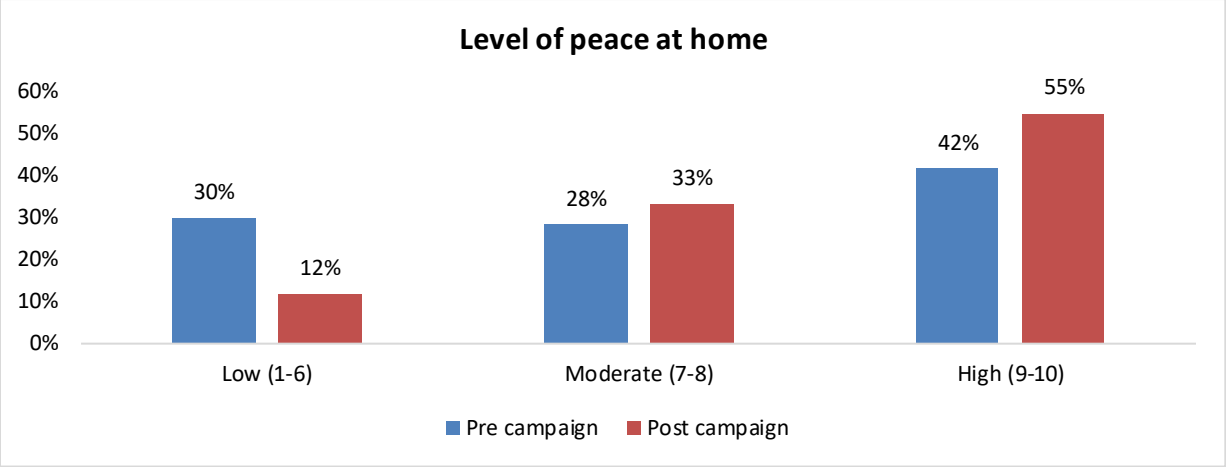
Figure 5.14: Communication of parents with children



6 Lower levels of stress.

Pertaining to stress, the evaluation revealed that there was an increase in the level of peace in participants' homes (Figure 6.1). Prior to the campaign about 70% of participants reported to have moderate to high levels of peace in their homes. This perception increased to 88% six months after the campaign. The average rating for this variable increased from 7.2 before to 8.3 six months after the campaign. A follow-up question was posed regarding their home environment. Prior to the campaign only ***about 38% of the participants disagreed that their home environment adds to their stress levels, this increased to 85% which is indicative of improved home environments.***

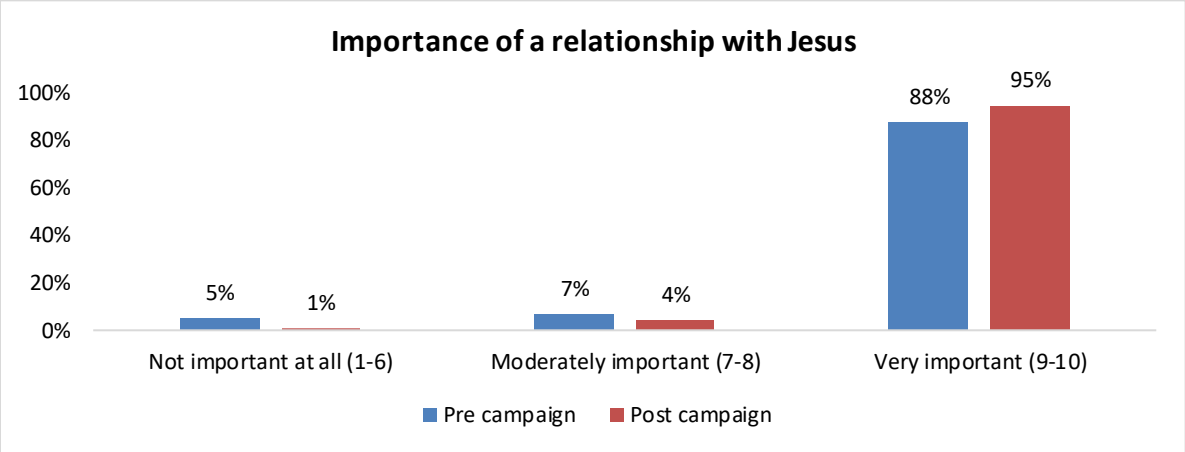
Figure 6.1: Rating on the level of peace in the home



6.1 Improved Spiritual health.

The participants' spiritual health was assessed. There was an increase in the proportion of participants that affirmed the importance of a relationship with Jesus Christ from 88% before to 95% six months after the campaign (Figure 6.2).

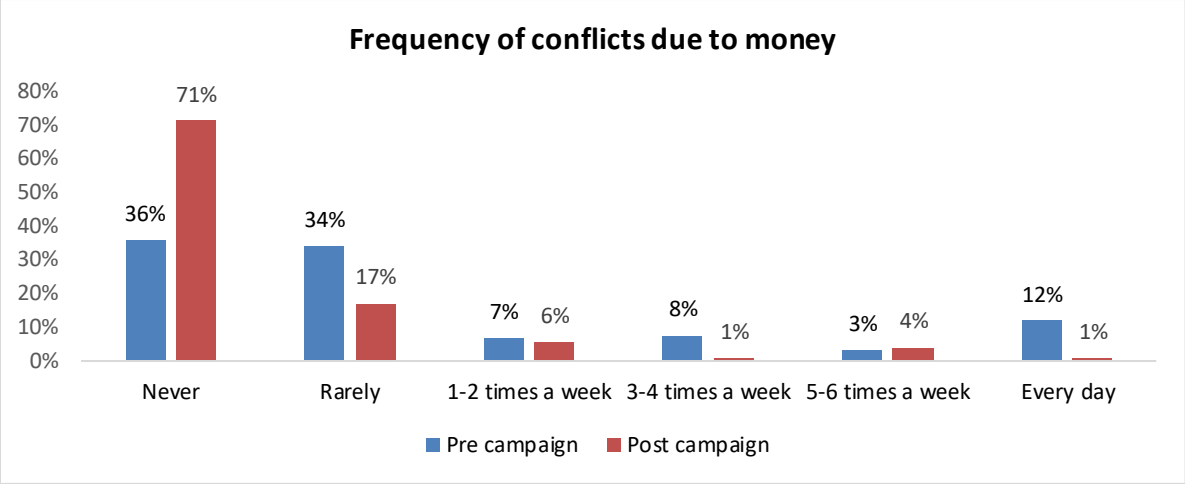
Figure 6.2: Importance of a relationship with Jesus Christ



6.2 Improved financial literacy

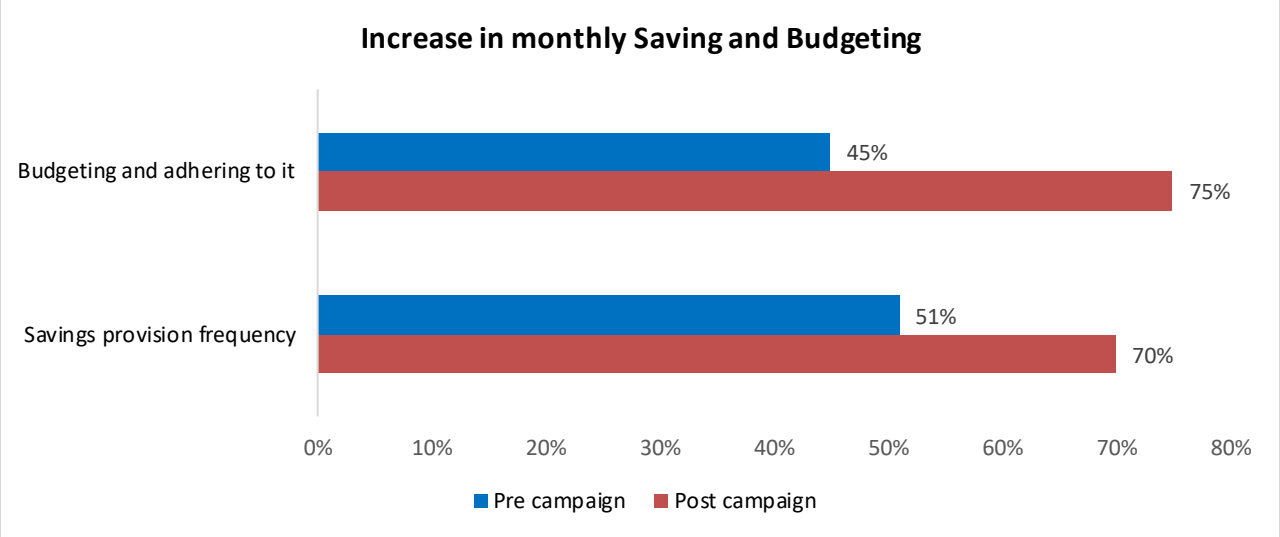
In relation to participants' spending habits, there was a decline in careless spending from 35% before to 27% six months after the campaign. In addition, reduced frequency of conflict due to money was observed. ***The proportion of respondents that reported never having conflicts due to money were 36% prior to the campaign but increased to 71% six months after the campaign*** (Figure 6.3).

Figure 6.3: Frequency of conflicts due to money



Furthermore, an improvement was also noted in the monthly saving and budgeting behavior as illustrated in Figure 6.4. A marked increase in making provisions for savings and budgeting each month. With specific reference to making provision for savings an increase was noted from 51% before to 70% after the campaign. Moreover, ***the participants reported an improvement in their ability to budget and adhere to it as observed by the increase in this habit from 45% before to 75% six months after the campaign.***

Figure 6.4: Increase in monthly saving and budgeting



7 Conclusion and Recommendations

The findings of the evaluation show positive transformation in marriages, homes and relationships between children and parents. Overall, improved communication has been a central theme in the relationships described, particularly among families. Several individuals noted significant enhancements in their parenting and partnerships by openly discussing issues and managing emotions better, leading to conflict resolution and emotional healing.

Pertaining to gender-based violence, out of the proportion of the participants that have conflicts frequently, 65% confirmed experiencing conflicts 1 to 2 times a week while about 35% have conflicts 3 – 7 times a week. ***Conflict between spouses/ partners was reported to have reduced six months after the campaign with 88% of those that had experienced conflict reporting to never/rarely experience conflicts***. Moreover, those that ***reported conflicts 1 to 2 times a week dropped from 65% before to just 12% six months after the campaign while those that reported experiencing conflict 3 to 7 times a week dropped from 35% to just 6%.***

Regarding substance abuse, out of those that had reported high frequency consumption, 75% of them reported never/rarely consuming alcohol six months after. A decline in consumption frequency was also noted amongst those that consumed alcohol 1-2 times from 67% to just 17% while those that consumed alcohol 3 to 7 times a week dropped from 33% to just 8%.

Financial management was also tied to communication, highlighting changes in budgeting behavior and reduction of impulsive purchases. Spirituality and cooperation in family dynamics were also emphasized, with many reporting transformations in their relationships with children and partners. The narratives reflect a commitment to better communication practices, reduced anger, and a focus on shared financial goals, contributing to more peace in the homes and reduced conflicts.

Given the reported findings and effectiveness of the campaign in combating prevalent issues that burden Botswana, it is recommended that more programs such as the Family building campaigns be implemented to curb escalation and ultimately reduce Gender-Based Violence. According to the State of the Nation Address (SONA, 2025), "*Gender-Based Violence remains a hefty challenge to our nation's moral fabric and social stability. In 2024 alone, the Botswana Police Service recorded 14 020 GBV cases, with 4 468 of these crimes committed against children below 18 years."*

In addition, according to the **Youth Development and Gender Mainstreaming in the National Development Plan 12 (NDP 12,** peace-building by engaging youth and women in conflict prevention and reconciliation is an integral part of combating the burden of GBV.) Cognizant of this, the Family building campaign can be effectively used to foster conflict prevention and reconciliation given the positive findings on improved communication and conflict resolution skills resulting in more peaceful home and relationships.

In conclusion, the Healthy Families Foundation (HFF), has proven its evidence-based programs have ability to stop and prevent many social ills plaguing the country on a national level. Recent SONA and NDP speeches make reported references to this same need, making HFF a valuable, yet under-utilized, implementing partner in the national agenda to make Botswana more peaceful, prosperous, and healthy.