



GENDER LINKS
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SADC PROTOCOL@WORK SUMMITS 2024

Title "Beitbridge Border Post Upgrade: Empowering Nursing Mothers"

Zimbabwe, Harare, 11-13 November 2025,

Presenter: Thupeyo Muleya-Senior Reporter

The Herald (Mat South-Beitbridge)



SYNOPSIS

Type of Media: Print

Brief description of the story: This story highlights the following points;

- Zimbabwe's efforts to provide gender-sensitive services at the Beitbridge Border Post.
- Refurbishment done through a public-private partnership.
- Inclusion of facilities for nursing mothers, supporting female travellers and promoting gender equality.
- New infrastructure that empowers and dignifies the experience of women travelling with infants.

BACKGROUND

Why write the story? What problem or context is it responding to?

- Observations made on challenges and stigma faced by breastfeeding mothers at the border post as they travelled.
- Lack of gender-sensitive facilities forcing women to use of unsuitable places.
- Government's recognition of maternal health challenges and its commitment to address them.



Key Objectives

What I hope to achieve with this coverage?

- To share information on the progressive changes done at the border post.
- To provide an update on the precedent established for extending gender-sensitive services at border crossings and to challenge authorities to implement similar initiatives at other border crossings.
- To contribute to societal shift in attitudes towards public breastfeeding.
- To empower and dignify the experiences of women traveling with infants.

Target Audience

- Government, border authorities, travellers, migrants, public institutions, CSOs, healthcare workers and the general public.
- Story published in the widely-read national newspaper – The Herald, with strong social media reach and access by the public.
- Positive feedback and commentary suggests target audience was reached.

PROCESS/METHODOLOGY

- Interviews with diverse sources, both male and female.
- Key sources provided institutional, policy, on-the-ground, and community perspectives.



IMPACT

Strategic social media sharing expanded visibility and accessibility.



FEEDBACK

- Feedback received indicates the story raised awareness and has inspired action.
- Positive response evidenced with high engagement on social media.



FOLLOW UP

- Plan for a follow-up story during the peak travel season.
- Aim to capture real-world experiences and assess infrastructure's ability to meet demand.
- To explore emerging challenges to inform ongoing improvements.

