

# loveLife extends Foxy Chix to Bitstrips

Always game to push the boundaries of traditional youth messaging, loveLife has just launched a Bitstrips version of its popular radio soapie, Foxy Chix, on a popular social media platform.

The radio intervention has enjoyed two seasons over 30 radio stations across the country since its launch.



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## Perfect social media platform

"We have come full circle; Foxy Chix was always intended to be in cartoon form at some point. Bitstrips provided the perfect opportunity to realise this dream - especially because of the social network's growing popularity," says Fikile Ntanzu, who heads the Media Wise citizen journalism programme at loveLife and was part of the team behind the radio soapie.

The initial Foxy Chix Bitstrips storyline will act as a precursor to youth 'Dual Protection' campaign that loveLife and the national Department of Health are collaborating on this year, which promotes the use of condoms with other contraceptives as the most effective measure against unexpected pregnancy.

Picking up from the last episode broadcast on radio, the girls return to school - along with millions of others in the country - but before they even make to their first period for the year, they find themselves in a tricky situation.

## Other media channels

"Extending Foxy Chix into other media channels is a great opportunity to use a concept that connected to people to continue telling stories that are relevant to youth South Africans," says Conrad Mörs, executive manager: brand and communications at loveLife.

In addition to the Foxy Chix Bitstrips, the organisation plans to upload the first season of the radio soapie for download on its Mxit application called loveLifeMX for young people who missed the radio broadcasts. New uploads will take place on a weekly basis and will start in mid-February.

For more information, go to [www.facebook.com/loveLifeNGO](http://www.facebook.com/loveLifeNGO).

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