

WHAT IS SFH?

Society for Family Health (SFH) is one of South Africa's leading non-profit, non-governmental provider of health products, services and communications and South Africa's leading social marketing organization. Social marketing is the non-profit use of commercial marketing techniques to address public health issues. SFH was founded in 1993 as a condom social marketing organization and since then has greatly expanded the portfolio of products and services it provides to include male condoms, female condoms, lubricant, HIV counselling and testing, CD4 counts, TB diagnosis, health communications and medical male circumcision.



All of these programmes are supported by SFH behaviour change communications, marketing and training. SFH is the South African affiliate of Population Services International (PSI), the world's leading network of social marketing organizations, with affiliates in 69 countries around the world.

WHAT IS PSI?



PSI is a global health organization dedicated to improving the health of people in the developing world by focusing on serious challenges like a lack of family planning, HIV and AIDS, barriers to maternal health, and the greatest threats to children under five, including malaria, diarrhea, pneumonia and malnutrition.

VISION & MISSION

SFH

envisions a South Africa where the



vulnerable & low income.....



are empowered to lead healthier lives.

SFH'S MISSION

is to serve the health needs of vulnerable and low-income people THROUGH



SFH implements programs that are:



evidence-based



innovative



collaborative



culturally appropriate

to achieve measurable health impact

iMATCH CORE VALUES

iNNOVATION

We believe in creating positive change through innovation.

M EASURABLE RESULTS

We believe in producing measurable results.

A CCOUNTABILITY

We believe in being accountable to the people we serve, our donors and to ourselves at all times.

T EAMS

We believe in building strong and cohesive teams.

C OLLABORATION

We believe in the power of collaboration with Government and other key partners.

H IGH QUALITY

We believe delivering high quality outputs is central to everything we do.



SFH'S PROGRAMMES

- Distribution of male condoms, female condoms and lubricant.
- Combination prevention services including HIV counselling and testing, CD4 counts and TB diagnosis.
- Medical male circumcision.
- Health communications and marketing.
- Training.
- Research, monitoring and evaluation.

To date, SFH has achieved:

1 BILLION condoms distributed

1 MILLION people counseled & tested

100 000 men circumcised

DISABILITY ADJUSTED LIFE YEAR (DALY)

A DALY is used to measure the health of a population, country and region. SFH measures its health impact using DALYs. To calculate the DALYs of a population, you would add up:

$$\text{Years of life lost due to DEATH} + \text{Years lived with a DISABILITY} = \text{DALYs}$$

Essentially, it's **A YEAR OF HEALTHY LIFE LOST**. People can lose a healthy year of life because of death or being sick (disability).

In 2014, SFH averted 2.7M DALYs, in other words, added 2.7M years of healthy life to people in South Africa.

2012 - 2014 DALYS

DALYs 2012 - 2014	2012	2013	2014
Anniversary BCC (HIV)			
Lovers+ and Trust Male Condoms	1,007,854	986,139	1,017,679
Lovers+ Female Condom		2,743	3,861
Free Male Condom	1,037,417	1,178,782	1,477,754
Free Female Condom	5,794	13,679	13,443
Lubricant			
Male Circumcision	86,336	123,671	132,271
HIV Testing and Counselling	68,529	46,130	67,758
Total South Africa DALYs Averted	2,205,931	2,351,143	2,712,767
% change from the prior year	9%	7%	15%

DONORS



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SFH

Partners for
a healthier nation

Society for Family Health

