

# Society for Family Health appoints Joe Public

Issued by [Joe Public](#)

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Joe Public has been appointed by the Society for Family Health (SFH), a leading social marketing organisation focused on HIV prevention. The agency will be responsible for SFH's brand portfolio, consisting of nine brands which include: New Start, Lovers Plus and Youth Aids. Joe Public will be the lead communication agency and will be involved with everything from strategic brand planning to above-the-line creative and various design projects.

Founded in 1992, SFH is an NGO and a registered not-for-profit organisation. It manages a range of HIV prevention and reproductive health interventions that aim to provide products, services and information to those South Africans who need it most.

SFH is a locally-incorporated affiliate of Population Services International (PSI), a global social marketing organisation with programmes in more than 65 countries. This affiliation means that SFH has access to global best practices in various health technical areas such as communications, research, financial and project administration and procurement.

"We are very excited to be partnering with SFH, as the fight against HIV and Aids is close to our hearts," says Joe Public's CEO Gareth Leck. "As an agency we are convinced that communication can make a difference to the spread of the virus and it is our prerogative to find new ways of communicating the sometimes tired message. This is also evident in our own CSI initiative, Rock4AIDS, with which we are trying to make a difference in a school in Alexandra."

Look out for the first campaign in July.

## About Joe Public:

Joe Public is an independently owned, Johannesburg-based advertising and design agency with a deep-rooted love for South Africa. We are an agency for people, by people and it is this philosophy that inspires us to win the hearts and minds of the South African public in everything we do. For more information about Joe Public go to our website at [www.joepublic.co.za](http://www.joepublic.co.za).

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**Joe Public**

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

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