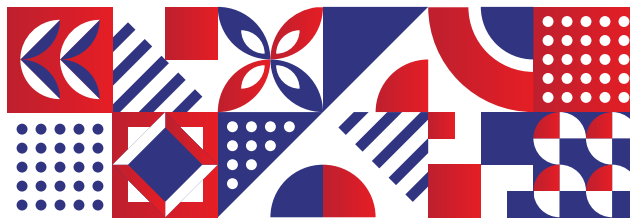


ANNUAL REPORT

2024



"We never lose sight of the women, girls, boys and men for whom we exist, they are the reason we strive everyday with others of like minds"



About Us

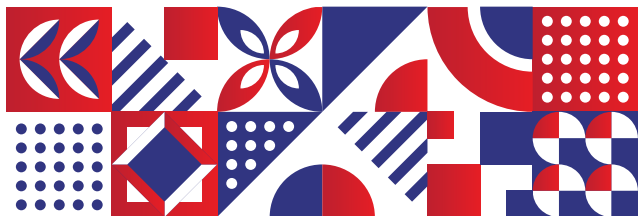
The Society for Family Health (SFH) is a pan-African non-governmental organisation (NGO) working in partnership with communities, government, donors and the private sector for universal health coverage and social justice of all Africans. We deploy health systems strengthening and total market approaches in a bid to unify the private and public health sectors to scale an Essential Package of Health Services (EPHS) offering of good quality to all Africans. We leverage on over forty years of thought leadership in a range of practical community-level interventions and policy engagements to scale population-level impact. SFH connects all Africans in an innovative social business model to expand access to essential health commodities while boosting overall national health financing.

Our Vision

Healthy lives and wellbeing for all.

Our Mission

To improve health outcomes by ensuring communities have access to affordable, quality and gender sensitive health services and commodities.



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Acronyms

AIDS	Acquired Immune Deficiency Syndrome
AI	Artificial Intelligence
ALU	African Leadership University
ART	Antiretroviral Therapy
ASRH	Adolescent Sexual and Reproductive Health
BHCPF	Basic Health Care Provision Fund
CID	Communicable and Infectious Disease
CP	Community Pharmacist
CYP	Couple Years of Protection
CSO	Civil Society Organisation
CBO	Community-Based Organisation
DALYs	Disability-Adjusted Life Years
DHIS2	District Health Information System 2
DMPA SC	Depot Medroxyprogesterone Acetate Subcutaneous
EPHI	Emerging Public Health Initiative
EPHS	Essential Package of Health Services
FCT	Federal Capital Territory
FP	Family Planning
GIS	Geographic Information Systems
GF	Global Fund
HIV	Human Immunodeficiency Virus
HIVST	HIV Self-Testing
HRH	Human Resources for Health
HSSB	Health Sector Strategic Blue-Print
IEC	Information, Education, and Communication
IPs	Implementing Partners
ITN	Insecticide-Treated Net
LGA	Local Government Area
LMHRA	Liberia Medicines and Health Products Regulatory Authority
M&E	Monitoring and Evaluation
MCH	Maternal and Child Health
MERL	Monitoring, Evaluation, Research, and Learning
MNCNH	Maternal, Newborn, Child, and Neonatal Health
MOH	Ministry of Health
NBA	National Bar Association
NCD	Non-Communicable Disease
NHIA	Nigeria Health Insurance Authority
NHIS	National Health Information System
NHSRII	Nigeria Health Sector Renewal Investment Initiative
NPHIL	National Public Health Institute of Liberia
NMCP	National Malaria Control Programme
PACs	Promoting Accreditation for Community Health Services
PBL	Pharmacy Board of Liberia
PEPFAR	President's Emergency Plan for AIDS Relief
PHC	Primary Health Care
PPMVs	Patent and Proprietary Medicine Vendors
QGIS	Quantum Geographic Information System
RH	Reproductive Health
RMNCAEH	Reproductive, Maternal, Newborn, Child, Adolescent, and Elderly Health
RMNCAEH+N	Reproductive, Maternal, Newborn, Child, Adolescent, Elderly Health + Nutrition
SAP ERP	SAP Enterprise Resource Planning
SBCC	Social and Behaviour Change Communication
SFH	Society for Family Health
SHP	School Health Program
SMOH	State Ministry of Health
SPHCDA	State Primary Healthcare Development Agency
SSHIA	State Social Health Insurance/Contributory Agency
SRH	Sexual and Reproductive Health
SWAP	Sector Wide Approach
TB	Tuberculosis
TSTS	Task Shifting Task Sharing
UHC	Universal Health Coverage
UNFPA	United Nations Population Fund
VGf	Vulnerable Group Fund
W4HL	Wash for Healthy Lives
WASH	Water, Sanitation, and Hygiene

Foreword

As we reflect on the first year of our seven-year organisational strategy, I'm pleased to highlight the progress we are making toward our strategic priorities. Our strategy is explicitly aligned with the United Nations 2030 Agenda for Sustainable Development. Over the next years, SFH is committed to driving bold innovations and adapting solutions that enhance the health value chain and leverage data-driven insights to address local health system challenges, ensuring the continued delivery of equitable, high-quality, people-centered health care.

At the heart of our organisation lies 40 years of steadfast dedication and consistency: a strong focus on building deep and respectful local partnerships combined with advanced expertise in strengthening health systems. This strategy is grounded in localisation and value creation, ensuring that decision-making and ownership remain with the communities we serve. The stories shared in this report truly inspire me. They are powerful examples of what can be achieved when passionate, skilled individuals come together from all corners of the world, united by a common mission to save lives and serve others.

As you'll see in these pages, the lessons from the past year point to a few areas. We need everyone as equal partners in healthcare, ensuring they are at the center of every decision, from service design to delivery. We are now harnessing the immense potential of our talented staff and partners to drive real value for our communities. By training local health workers, enhancing the skills of pharmacy professionals, supporting laboratory experts, and collaborating with the many communities we serve, we ensure that their voices guide decision-making.

By working together with our partners, we remain at the forefront of innovations that directly address the real needs on the ground. By mobilising both new and existing partnerships with governments, the private sector, and local health leaders, we are tackling some of the world's most persistent health challenges—from infectious diseases to noncommunicable conditions—in innovative and promising ways. We are committed to using data to inform better decision-making and drive innovation while aligning our strategy metrics with the Sustainable Development Goals.

These efforts have brought us to this year's Annual Report, an important way to showcase our impact. I am proud to present this snapshot of our work on behalf of my SFH colleagues. A heartfelt thank you to our Board, Staff, Partners, and Stakeholders who continue to generously share their insights, helping us shape our response. We are confident that what we are striving for is the most meaningful use of our unique skills and experience to advance health for our communities —something both we and others believe will make the greatest difference. We are also deeply grateful to our donors, whose shared vision and support make our work possible. I am confident that this new strategy will enable us to achieve our goals and objectives throughout the remaining years of the Sustainable Development Goals period and beyond.

Omokhudu Idogho
Managing Director





Executive Summary

Our growing technical expertise in strengthening health systems and our strong relationships with the government are at the heart of our approach and strategy. We made significant strides in fostering strategic partnerships and driving policy initiatives to improve healthcare delivery in Nigeria and across the African region. We drive a collaboration with the Nigeria Health Insurance Authority (NHIA), facilitating an actuarial study that integrated HIV, TB, and Family Planning into the Basic Minimum Package of Health Care Services, advancing the country's Universal Health Coverage (UHC) and Family Planning goals for 2030. We also played an active role in shaping health policy, particularly through our involvement in the Nigeria Health Sector Renewal Investment Initiative (NHSRII) and the operationalisation of the Sector Wide Approach (SWAP), contributing to the review of health sector strategies and the Basic Health Care Provision Fund.

Our commitment to localisation and integrated, holistic interventions dramatically impacts the lives and health of the people and communities we serve. Our project teams remain steadfastly engaged with our local partners and governments, ensuring not only that service delivery, training, and mentorship sessions happen but also that essential initiatives including supply chains are managed, and the capacity of the country's health system continues to grow. Further, SFH explored innovative partnerships to expand healthcare access, through financial institutions for micro-credit access, and economic capacity-building initiatives for the vulnerable including young girls, aiming to empower them for better economic opportunities.

SFH community-based work continues to link practice to policy, influencing national frameworks such as the National Task Shifting Task Sharing Policy, which expanded the service delivery capabilities of community pharmacists and patent medicine vendors. At the sub-national level, SFH supported over 24 states in many high-level health activities. For instance, SFH supported Kano and Kaduna state in implementing family planning and self-care guidelines, further strengthening local health systems. SFHx thought leadership was also evident through its active participation in major health conferences, including high-level global summits, and international and local conferences, where SFH shared critical insights, lessons learned and research.

Our subsidiary company, SFH Access, achieved significant milestones, marking a year of strategic growth in line with the organisation. Key achievements included the launch of Access Care, a digital health platform to improve access to healthcare services, and a successful expansion into last-mile service delivery. SFH Access also introduced Water Guard Plus in sachet form, providing accessible clean water solutions, and launched a range of non-communicable disease (NCD) products in Nigeria. Additionally, we retained our ISO certification for warehouse operations, ensuring continued adherence to high-quality standards.

As we continue to build our pan-African presence, we are continuing to establish a local presence in priority countries and ensure that our project design is led by local partners and communities wherever we work. We are also forging innovative country partnerships and developing business models that drive innovation at the local level. Our focus is on strengthening local partner and government capacity across all aspects of health systems. Our international offices continue to provide and strengthen quality healthcare delivery across the African region through strategic partnerships and community-focused initiatives, particularly in maternal and child health, clean water, and sanitation. Our offices in Ghana, Sierra Leone, and Liberia, focused on advancing public health through innovative communication, strategic partnerships, and advocacy efforts. These efforts across the three countries have laid a strong foundation for improving public health outcomes in West Africa and forging innovative business models that drive innovation at the local level.

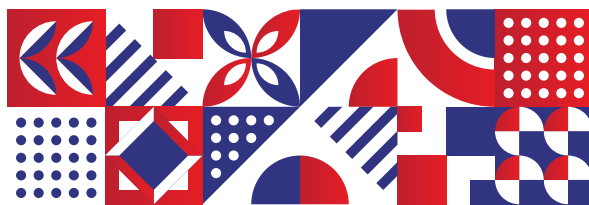


Achievements & Performance Metrics

Society for Family Health (SFH) has made significant strides in advancing reproductive, maternal, newborn, child, adolescent, elderly health, and nutrition (RMNCAEH+N) interventions across Nigeria in 2024. Central to our work are product and service delivery innovations to address underlying drivers of risk and mortality and improved data on MNCNH-specific conditions. Through a blend of integrated services and partnerships, SFH has covered **61%** of Nigeria's states with **12 key RMNCAEH+N projects**. These interventions included child health programmes, family planning initiatives, and maternal health services, all aimed at improving the country's health system responsiveness and expanding access to healthcare. We supported the development and implementation of national and regional policy and financing strategies that expanded the use of proven interventions including innovative digital health services, modern contraceptives methods, and effective nutritional services. This includes facilitating collaborations among governments, professional associations, multilateral organisations, civil society organisations, and the private sector, to enhance services and address the needs of underserved populations, especially women and children.

Our Communicable and Infectious Disease (CID) Programme continues to implement significant achievements and progress across many states in Nigeria. The CID programme supported **10 key projects**, including those focused on prevention, care and control of HIV, TB, Hepatitis, and Harm reduction. Major accomplishments include successfully transitioning HIV treatment services from PEPFAR to GF/SFH support in Gombe and Kwara states, enhancing HIV testing and treatment services for Key populations, and improving TB diagnosis and treatment in several regions. Additionally, the programme has utilised digital tools for data collection and analysis, ensuring more efficient service delivery and enhanced monitoring. The WASH portfolio has focused on improving service access in Edo and Nasarawa States, Nigeria. We have reached **over 5 million individuals** with essential WASH products and services with distribution of **2.3 million sachets of P&G water purifiers**, reaching **over 579,000** individuals with tailored WASH messaging, and establishing over **20 WASH clubs** in schools, impacting **over 320,000 students**. Recommendations for future work include exploring subsidy models for water treatment products and strengthening local infrastructure for lasting impact.

Data are essential for making decisions and are at the heart of our RMNCAEH+N, CID and WASH work. We have continued to leverage our cut-edging data for decision making to address the underlying risk factors for poor health among the vulnerable, mothers and infants, with a prevention-first approach that focuses on early intervention to ensure healthy pregnancies, safe deliveries, and thriving babies. Informed by data on risk and mortality and cutting-edge data modeling, we focus our investments on high-impact, low-cost innovations that target the most dangerous threats. We continue to use what we learn from leading-edge data collection and management techniques to develop innovations and improve our project performance and population health. One of the main achievements of our RMNCAEH+N cone was its success in community engagement and demand generation. By partnering with government bodies and community leaders, SFH was able to reach **over 2.5 million Nigerians** with essential health information, improving awareness on critical topics such as maternal and child health and family planning. In family planning programming, SFH reached **over 1.6 million individuals**, including

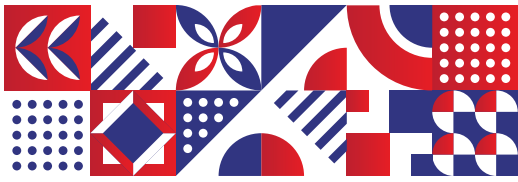


significant participation from adolescent girls. The innovative digital training tools and empathetic counseling models employed in family planning services has led to improved service delivery, while efforts to increase access in underserved areas allowed for a wider reach of family planning and nutritional services.

We have also continued to demonstrate thought leadership, contributing to national health strategies, publishing key research findings, and engaging in global health forums. SFH work in policy advocacy and health system strengthening has led to notable contributions to Nigeria's health strategy, including supporting the revision of family planning guidelines and the development of state-level health policies. Despite continuous global challenges, SFH efforts continue to make a positive impact on the health and well-being of Nigerians, particularly women, children, and adolescents.

Our Emerging Public Health Initiative (EPHI) continue to provide high community impact which have focuses on improving the health and well-being of orphaned and vulnerable children, as well as adolescent girls, by providing them with comprehensive skills programmes, clean water access, and sanitary hygiene practices. Key projects under this initiative include the "Wash for Healthy Lives" (W4HL), which addresses the needs of these groups through empowerment programmes and water, sanitation, and health interventions, and the "Promoting Accreditation for Community Health Services" (PACS), which incentivizes and promote access to finance to medicine vendors, through the Pharmacy Council of Nigeria's accreditation programme. This project implemented across three regions of the country continues to impact thousands of individuals with over **445 providers** reached in improving their access to quality commodity in the states. We also supplied over **2,300,000 units** of Water Purifiers distributed to treat **23,000,000 liters** of water in forty communities through the W4HL Project, which continues to significantly improve social determinant of health by reducing waterborne diseases, which in turn lowers healthcare costs and improves productivity.

The School Health Program (SHP), which aims to provide coordination for school health interventions and ensure accountability among stakeholders have continued to support the successful implementation of life skills programmes for orphaned and vulnerable children, adolescent girls, and students, with the enrollment of **11,102** girls and the establishment of 20 WASH clubs across schools. The programme has continued to empower over 60 school communities with knowledge and skills for adopting healthy behaviors, provide early detection and basic treatment for ailments, assess mental health risks, advocate for safe and health-promoting school environments, strengthen inter-sectoral collaboration, monitor health status, and enhance the programme's capacity for effective service delivery.



Achievements & Performance Metrics

In our inaugural year under the 2024-2030 Strategic Plan, we have made transformative strides toward advancing health outcomes and sustainability. Guided by the six strategic objectives, our achievements demonstrated progress and also highlighted our unwavering commitment to strengthening healthcare delivery in the communities that need it most.

Strategic Objective 1: Support government and partners to accelerate universal healthcare access



28

Impactful projects, funded by National and State Governments, Bilateral and Multilateral institutions across the country, brought our vision for universal healthcare access to life.

Over
42,268,131

Individuals were reached through these projects, providing essential health products and services that improved lives. SFH expanded into **185 new LGAs**, bringing more communities into the fold.

359

existing health facilities and **98** newly supported facilities ensured the continuity and expansion of high-quality health services through strategic partnerships.

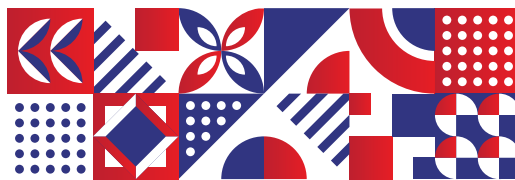
Strategic Objective 2: Develop an efficient and sustainable supply chain for healthcare products



172

new LGAs were integrated into our network, facilitating the distribution of life-saving healthcare products and strengthening a robust and sustainable supply chain central to our mission.

This achievement underscores our role as a trusted partner in the healthcare ecosystem, ensuring essential supplies reach those who need them most.



Strategic Objective 3: Leverage technology and data to optimise processes and health initiatives



Harnessing the power of technology and data, we optimised our operations to maximise efficiency and impact. SFH Digital Innovations Team created a number of digital applications to drive technological advancements.

2

Digital software solutions launched from its Digital Team: **Access Care** and **Supply Chain App**.

Strategic Objective 4: Develop human resource for the health sector



Over
40,000

individuals across the health sector were empowered through our training initiatives, from community health workers to civil society organisations. Our capacity-building efforts laid the groundwork for a more resilient and skilled healthcare workforce.

Over
156

CSOs and CBOs were trained, further strengthening grassroots health interventions and ensuring communities have the support they need to thrive.

Strategic Objective 5: Achieve Organisational Sustainability



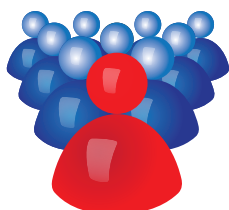
10

new project awards secured during the year highlight our strategic focus on sustainability and growth. These achievements reflect our ability to adapt and innovate, ensuring a steady flow of resources to fund our critical mission.

Similarly, our social marketing arm, SFH Access continued to grow by reaching more communities with life-saving commodities, including antimalarial drugs, water purification, and modern contraceptives.

SFH Launched its groundbreaking Innovation Hub. The Hub will focus on developing solutions in digital health and supply chain management, essential for driving progress toward universal health coverage.

Strategic Objective 6: Become a thought leader in the health space



Over
70

Project reports, conference presentations, policy briefs, and peer-reviewed articles documented our successes and positioned us as a thought leader in the health space.

18

high quality Papers published

89

Abstracts accepted

12

Oral/Poster presentations

34

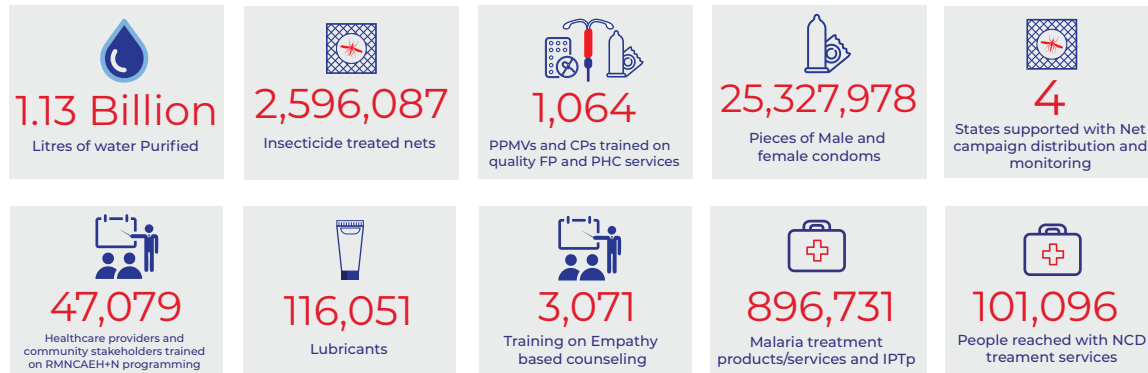
Panel discussions

23

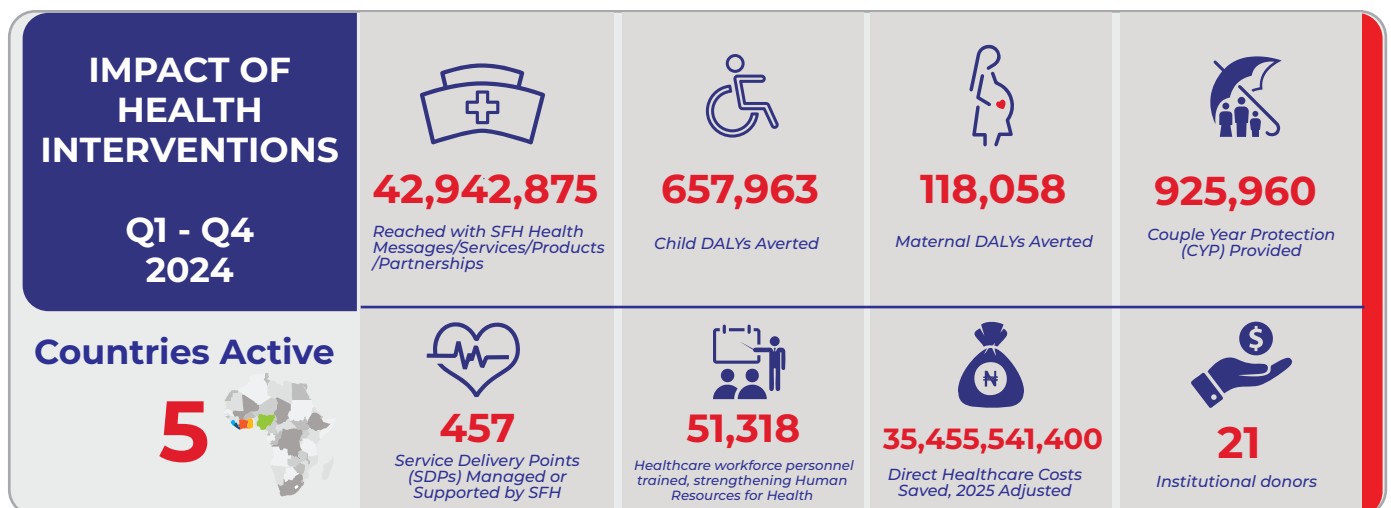
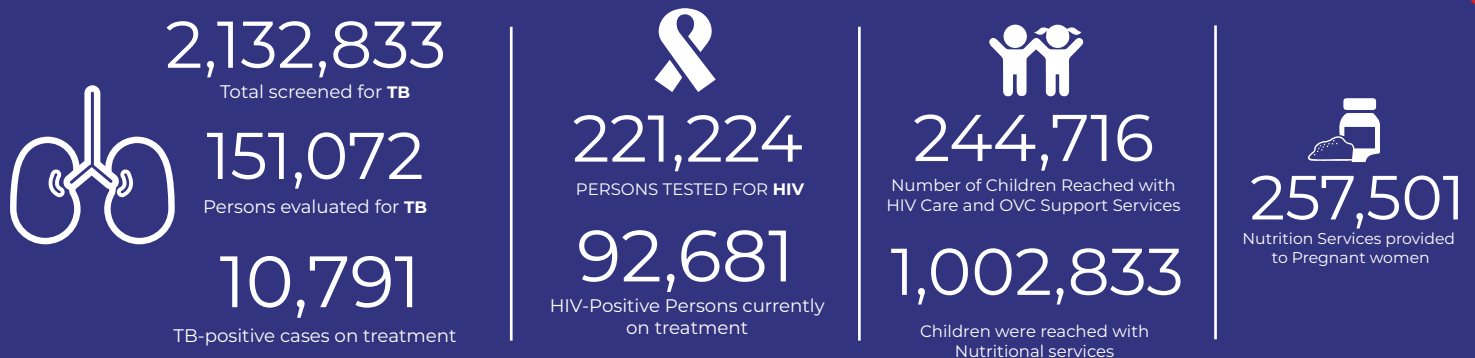
Conferences attended

Achievements & Performance Metrics

In 2024, we had the following



Services offered





Technology Innovations

SFH innovations in digital health are transforming the delivery and management of healthcare across Nigeria and West Africa. By leveraging advanced technologies such as data analytics, mobile applications, and digital platforms, SFH is enhancing health outcomes, optimising supply chains, and driving impactful public health campaigns. These innovations empower health providers with real-time data for better decision-making and improve access to essential health services, showcasing SFH commitment to pioneering scalable and sustainable solutions in the digital health landscape. **In 2024, SFH launched 2 digital software solutions from its Digital Team: Access Care and Supply Chain App.**

AccessCare

In June 2024, SFH proudly launched the AccessCare platform, offering telemedicine services, medication delivery, and healthcare management tools to thousands of users across Nigeria. This pivotal step marked the beginning of a journey to revolutionise healthcare accessibility and convenience.

Conference Engagements and Thought Leadership

AccessCare actively participated in several high-profile conferences, strengthening its position as a key player in digital health innovation. These included:

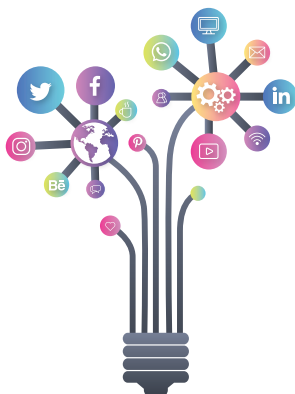
- The Africa Digital Health Summit in Lagos, where AccessCare showcased solutions to address healthcare challenges in Africa.

- The National Bar Association (NBA) Conference, where discussions explored legal and ethical dimensions of digital healthcare.
- The National Family Planning (FP) Conference, where a promocode-based wallet credit initiative was launched, boosting user engagement and acquisition.
- The National Health Conference (NHC), contributing to discussions on healthcare accessibility and equity.
- The National Tuberculosis (TB) Conference, where the platform highlighted the role of technology in combating TB and supporting patient care.

User Growth and Impact

AccessCare experienced significant user growth in 2024, driven by innovative features, targeted campaigns, and its presence at major conferences. The promocode-based wallet credit initiative introduced during the FP Conference played a pivotal role in attracting first-time users and enhancing onboarding experiences.

The platform forged partnerships with key stakeholders in healthcare and technology, expanding its reach and deepening its impact. These collaborations were central to AccessCare's mission of providing affordable and accessible healthcare to all. AccessCare dedicated team worked tirelessly to ensure the platform remained at the forefront of digital healthcare in Nigeria. By delivering reliable, user-friendly solutions that address critical healthcare needs, AccessCare demonstrated an unwavering commitment to excellence and innovation.



SFH Digital Innovations

In 2024, SFH embraced a wide range of digital health interventions and technological advancements to improve health outcomes, enhance data-driven decision-making, and optimise resource management. These innovations not only strengthened the organisation's capacity to deliver effective health interventions but also positioned SFH as a leader in the use of technology for public health. Moving forward, SFH will continue to explore and integrate emerging technologies to further its mission of improving health and well-being across Nigeria.



Enhanced Data Collection and Management

Several projects utilised KoboCollect and DHIS2 for efficient data collection, and Advanced visualisation software's Power Bi and Tableau to enable real-time data capture, improved reporting, monitoring and analytics.



Digital Communication and Behavioural Change Interventions

Social media and messaging platforms were utilised by projects to facilitate widespread outreach and engagement with target audiences. Interactive Voice Response (IVR) and Chatbot technologies provided health information and support to beneficiaries, enhancing accessibility and user engagement.



Training and Capacity Building

eLearning platforms and tools were deployed for training healthcare workers and project staff, providing flexible, scalable, and cost-effective training solutions, and ensuring continuous professional development.



Geographic Information Systems (GIS) and Mapping

Projects employed the use of Geospatial Mapping tools including QGIS and Google maps to identify and target areas for interventions, enhancing the planning and implementation of health programmes.



mHealth, Telemedicine and Virtual Health Tools

Development and deployment of mHealth apps for end-users to provide health advisories, appointment scheduling and fitness tracking, empowering individuals to take control of their health and wellness.

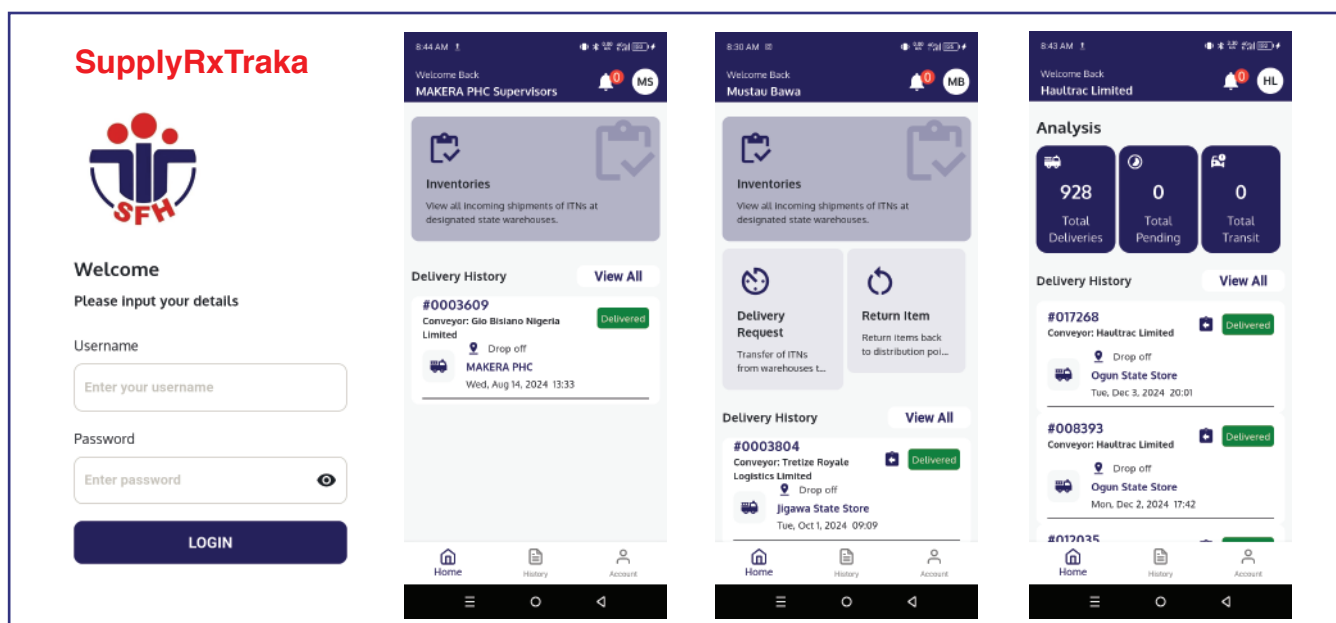


Decision Support Tools

The A360 project implemented decision support tools to guide healthcare providers in diagnosing and treating health conditions, improving the quality of care and ensuring adherence to clinical guidelines.



Supply Chain



The Supply RxTraka is SFH Logistics and supply chain app developed by the SFH Digital Innovations team. It is a digital solution designed to enhance the tracking and monitoring of Insecticide-Treated Nets (ITNs) distribution, ensuring transparency, accountability, and efficiency in large-scale campaigns across Nigeria and can be scaled up to other PHC products. Developed through a collaborative effort by SFH innovation and technology teams in response to the operational challenges identified in public health campaigns, the app integrates cutting-edge technology to provide real-time tracking, centralised dashboards, and advanced data analytics. This robust development process involved extensive user feedback and field testing to ensure that it met the complex demands of large-scale ITN distribution. By streamlining supply chain operations, optimising resource allocation, and reducing delays, the app supports large-scale public health initiatives and plays a critical role in combating malaria. Its success demonstrates how tailored technological solutions can drive impactful and sustainable public health interventions.





Strategic Partnerships and Policy Initiatives

SFH is in a bold and ambitious era for health development and our strategy mandates us to actively support government and seek partnership as we innovate towards saving many more lives and ensuring better health outcomes for our people. We made significant strides in building strategic partnerships and driving policy initiatives in living up to this mandate and responsibility to all West Africans.

Boosting Universal Health Coverage for all Nigerians

Our drive for further inclusion in health insurance benefits to Nigerians, saw our strategic relationship with the Nigeria Health Insurance Authority further explored with the actuarial study facilitated by SFH in partnership with the NHIA informing the integration of Family Planning into the Basic Minimum Package of Health Care Services for Health Insurance in the country. The partnership with the NHIA is serving to close the gap in access to health care services for Nigerians, reduce cases of unplanned pregnancy and contribute significantly to helping the country achieve the country's Family Planning and Universal Health Coverage 2030 commitment as well as the government plans to expand health insurance coverage to 40% of Nigerians by 2030

Shaping the Health Policy Landscape towards Actualizing the Nigeria Health Sector Renewal Investment Programme

SFH is placing at the disposal of the government its resources, community connected and health

service delivery expertise towards actualizing the Nigeria Health Sector Renewal Investment Initiative (NHSRII) and the operationalisation of the Sector Wide Approach (SWAP). SFH is supporting and actively engaging the thought process and delivery of the initiatives driving the actualization of these goals. From the Technical Review of the Health Sector Strategic Blue-Print (HSSB) 2023-2027, Review of the Basic Health Care Provision Fund (BHCPF) 2, the Annual Operational Planning and costing at the sub-national level to align with the HSSB, the National Joint Annual Review, among others. SFH is demonstrating its value through its strategic partnership with government and its active involvement in shaping the outcome of these critical health sector defining policies and processes.

Practice to Policy – Supporting Frameworks to Achieve Strategic Health Outcomes for Nigerians

Our work in the communities and the years of service offerings affords us the opportunity to effectively link practice to policy including its development and implementation. Our partnerships are designed to add value to government's initiatives and influence the direction of policies to the benefit of the communities we serve. Supporting government in institutionalising good practices and scalable models of health service delivery.

Key policies and strategies were launched at the 65th National Council on Health. The development of these policies was actively



supported by SFH and other partners and bears the hallmark of models and approaches we have pioneered over the years.

- The National Task Shifting Task Sharing (TSTS) Policy which recognises the 3 Tier Accreditation System and now allows CPs and Tier 2 PPMVs to provide Injectables and Implant Contraceptive services to clients.
- National Strategy on Reproductive, Maternal, Newborn, Child, Adolescent, and Elderly Health (RMNCAEH)
- DMPA SC and Self-Injection Expansion and Sustainability Strategy
- National FP and PHC Service Protocol for Community Pharmacists and PPMVs
- National Supervisory Checklist for FP and PHC Service Provision by Community Pharmacists and PPMVs

Strengthening Health Systems at Sub-national level for Responsive Health Service Delivery

We are focused on strengthening the health system to deliver on the health aspirations of Nigerians especially for underserved communities. At the sub-national level, we are supporting the provision of the right tools, strategies and policies to address gaps that undermine the delivery of critical health needs.

- Kano State Domesticated Guidelines for Procurement of state-funded Family Planning Commodities
- Kaduna state domestication of the National self-care guidelines and Costed implementation plan
- Adoption of the Counselling for Choice Strategy for FP Counselling in Kano, Jigawa, Nasarawa and Kaduna States
- Kano state review and launch of its 2025-2030 Family Planning Strategic Plan, a comprehensive initiative aimed at significantly boosting the adoption of modern contraceptive methods in the state.

SFH contributed to global and national conversations on public health, health systems strengthening, and innovative healthcare solutions. Our staff participated in 28 conferences, serving as speakers in plenary sessions, panel discussions, exhibitions, and workshops bringing thought leadership, technical expertise, and impactful solutions to the forefront.

International Conferences:

1. Conference of Public Health in Africa Lusaka, Zambia
2. 5th Federation of African Nutrition Societies (FANUS) Conference in Dakar, Senegal
3. 5th Annual International Public Health Conference, Kigali
4. The Global Health Campus Workshop, Switzerland
5. Aidsfonds Paediatric HIV Annual Partners Meeting in Kampala, Uganda
6. 2024 Global Digital Health Forum (GDHF) Kenya
7. Union World Conference on Lung Health in Bali, Indonesia
8. National Youth and Adolescent Family Planning Conference 2024, Sierra Leone
9. HIVR4P Conference, Lima Peru
10. United Nations General Assembly, New York
11. World Water Congress & Exhibition 2024, Toronto Canada
12. 25th International AIDS Conference, Germany
13. Africa Focus on AI Research at Google AI Lab, Accra

National Conferences:

1. Healthcare Federation of Nigeria, HFN, Conference 2024
2. National TB Conference 2024
3. 8th Nigeria Family Planning Conference 2024 Abuja
4. PSN 97th Annual National Conference, Akwa Ibom
5. Social Norms Conference 2024, Abuja
6. Future of Health Youth Pre-Conference, Abuja
7. Chartered Institute of Personnel Management (CIPM) International Conference & Exhibition (ICE) 2024
8. Suicide Decriminalisation Conference, Abuja
9. HIV Self-Testing Innovation at HIV Continuum of Care Summit
10. Association of Pharmaceutical Product Marketers of Nigeria (APPMAN) Conference
11. NESG Gender & Inclusion Summit 2024
12. Annual Nutrition Results Conference, Abuja
13. Nigeria HIV Prevention Conference, Abuja
14. Youth and Adolescent Health, Wellbeing and Development Conference, Abuja
15. Sales Conference 2024



SFH International



Sierra Leone

In 2024, SFH Sierra Leone maintained its commitment to advancing healthcare delivery through social marketing initiatives while seeking partnerships and projects to enhance community-level health systems. The organisation initiated a social business partnership model to strengthen Universal Health Coverage (UHC), focusing on maternal and child health, clean water and sanitation, and empowering informal private health providers.

SFH Sierra Leone engaged in several strategic partnerships, including courtesy visits to the Ministry of Health, UNFPA, and other stakeholders to explore collaborations on condom distribution, family planning, and reproductive health programming. The organisation also participated in strategic dialogues, such as International Condom Day, spearheaded with UNFPA and NAS, to promote safer sex practices.

In advocacy and public health events, SFH Sierra Leone conducted awareness campaigns at the 2024 AFCON matches, showcasing Gold Circle Condoms. The organisation also participated in commemorative events like World Malaria Day, where Sierra Leone launched its malaria vaccine, and World AIDS Day, which included testing, condom distribution, and stigma-fighting skits. World Contraceptive Day was also marked by highlighting family planning products and services.

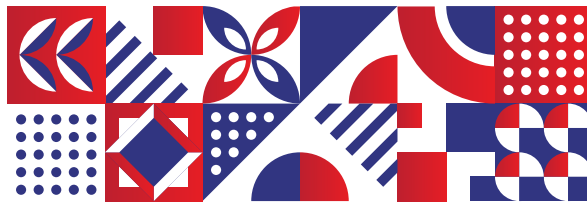
Capacity building and global engagement were essential activities in 2024. SFH Sierra Leone engaged in the National Youth and Adolescent

Family Planning Conference 2024, where family planning products were presented, and reproductive health initiatives were discussed. The office also hosted visits from SFH leadership to reinforce support for the Sierra Leone and Liberia offices.

To enhance healthcare services, SFH Sierra Leone strengthened its sales and distribution unit with essential products such as Water Guard Plus, Watertank Disinfectant, and Lubrica. In 2025, the organisation will align further product offerings with Sierra Leone's healthcare needs, conduct market surveys, and strengthen marketing efforts to enhance brand visibility and accessibility.

Ghana

Society for Family Health International Ghana continues to advance public health outcomes through innovative strategies, strategic partnerships, and impactful community engagement. In 2024, SFH Ghana remained steadfast in addressing key health challenges, promoting sustainable solutions, and empowering communities to take control of their health. By leveraging expertise in communication, monitoring, evaluation, and learning (MERL), as well as social business, SFH Ghana implemented initiatives that align with its mission to improve the quality of life for individuals and families across the country.



Communication and Advocacy

In recognition of the vital role communication plays in public health, SFH Ghana executed several impactful campaigns and advocacy efforts in 2024. These included leading targeted social media strategies to promote health programmes and foster increased community engagement. SFH Ghana also supported state knowledge management and monitoring and evaluation (M&E) teams to produce high-quality reports and documentation, driving data-informed decision-making. Furthermore, the organisation engaged policymakers to advocate for sustainable health solutions and secure funding opportunities to bolster public health initiatives.

Collaboration and Partnerships

Collaboration remained a cornerstone of SFH Ghana's success in 2024. Key highlights included participation in the Africa Focus on AI Research event at the Google AI Lab in Accra, organised by ALU and SAND Technologies. Discussions focused on AI policies, governance, and development across Sub-Saharan Africa, exploring how AI can support public health initiatives. SFH Ghana collaborated with the Ghana Health Service for stakeholder engagement meetings and the launch of various projects, including the Propel Health Project.

Liberia

In 2024, Society for Family Health Liberia made progress in advancing public health through strategic partnerships and regional collaboration. Efforts were focused on strengthening healthcare systems, expanding access to essential health products, and fostering sustainable solutions for improved health outcomes.

Collaborating closely with SFH Sierra Leone, SFH Liberia leveraged SFH Sierra Leone's established regional presence to optimise its route-to-market framework, ensuring greater availability of essential health commodities across Liberia. Key engagements included discussions with the Ministry of Health (MOH) Liberia, the Liberia Medicines and Health Products Regulatory Authority (LMHRA), and the Pharmacy Board of Liberia (PBL), which focused on regulatory frameworks and healthcare delivery systems.

The team also visited the National Malaria Control Programme (NMCP) and the National Public Health Institute of Liberia (NPHIL) to strengthen partnerships. These collaborations enabled SFH Liberia to align its strategies with national health goals while reinforcing its commitment to delivering impactful health solutions.

Through these efforts, SFH Liberia demonstrated its dedication to fostering regional synergies and driving sustainable health interventions, setting a strong foundation for future advancements in public health across West Africa.



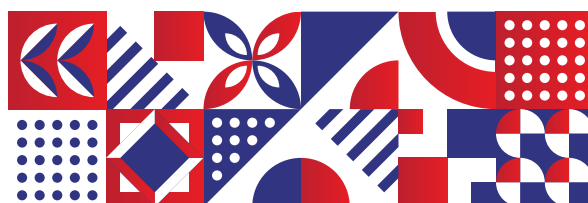


In 2024, SFH Access marked a year of remarkable achievements and strategic growth, aligning with the organisation's theme of the "Year of the Great Leap." Through innovation, collaboration, and a commitment to addressing critical healthcare needs, we made significant strides in expanding our impact and enhancing our operations.

Key Achievements

- **Launch of AccessCare:** We introduced our digital health platform, AccessCare, designed to provide seamless access to healthcare services and resources, enhancing the delivery of care.
- **Expansion into Logistics:** SFH Access successfully ventured into the logistics sector, demonstrating our commitment to diversified and efficient service delivery.
- **Introduction of WaterGuard Plus in Sachet form:** This new, accessible format for clean water solutions was rolled out, reinforcing our dedication to public health and safe water access.
- **Launch of NCD Products:** A range of non-communicable disease (NCD) products was introduced into the Nigerian market, addressing vital health needs and expanding our product portfolio.
- **ISO Certification Retained:** Our warehouse operations maintained their ISO certification, reflecting our adherence to quality standards and operational excellence.

These achievements underscore our collective efforts and commitment to advancing healthcare solutions that make a tangible difference in the communities we serve.





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