

LoveLife is excellent

Marketingweb
29 October 2009

LoveLife, South Africa's largest youth HIV prevention programme was recognised as one of the top five campaigns at the prestigious annual *Sunday Times* Public Sector Excellence Awards held at the Sandton Sun Hotel recently.

Although not a government initiative, loveLife is often perceived as part of the government's HIV/Aids efforts due to its extensive reach in rural and peri-urban areas. "We are thrilled to have received this award and it is proof that we are reaching the public with our awareness messaging. It reinforces that we are leaders in our business," says loveLife CEO Grace Matlhape.

Contributing to the achievement are the various loveLife delivery channels which together make the programme such an huge success. They include the organisation's groundBREAKER programmes - the face-to-face peer educator programme - as well as sports and recreational programmes, Youth Centre initiatives across the country, and an extensive broad media campaign.

The Public Sector Excellence Awards are entirely citizen-centred and the winners are chosen based on the public's vote on who they think delivers excellent service.

The Public Sector Excellence Reputation Index was developed by the Brand Leadership academy in partnership with TNS Research Survey and the index measures 13 service delivery characteristics including awareness, communication, leadership and public engagement.

Other winners in this category included they Arrive Alive and Abuse against Women and Children campaigns.