



PRESS RELEASE

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SFH RWANDA LAUNCHES PRUDENCE CONDOMS REBRANDING CAMPAIGN

PROTECT YOUR PASSION-RINDA INZOZI ZAWE

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Kigali – This week, the Society for Family Health (SFH) Rwanda, with funding support from the American People through the United States Agency for International Development (USAID) through its Rwanda Social Marketing Program, launches a rebranding campaign of popular local condom brand Prudence.

For the second time, ten years after its facelift in 2006, Prudence condoms are being rebranded to suit the interests and standards of its users. The Prudence condom brand was first launched in Rwanda in 1995 as “PRUDENCE PLUS” and later in 2006 changed to be called Prudence.



In this latest campaign, the brand name Prudence will be maintained and will gain a new brand logo the new look and the associated campaign seek to appeal to more young people and at-risk populations – with the ultimate goal of scaling up efforts to prevent the spread of HIV/AIDS and other sexually transmitted diseases in Rwanda.

The Prudence rebranding campaign supports the goal of the USAID Rwanda Social Marketing Program to sustainably improve the health and nutrition status of all Rwandans by making essential health commodities available to the Rwandan public through awareness campaigns on the benefits of products like condoms and bed nets, the correct use of these products, and making them more widely available across the country. The health sector remains USAID’s largest sector of support in Rwanda, with approximately \$76 million invested each year in areas from HIV prevention and treatment to health systems strengthening.

The campaign will last for 12 months, and will include outreach in various forms including radio, television, and popular local events such as football matches. All of these events are part of SFH’s larger efforts, as Rwanda’s leading social marketing organization, to fight HIV/AIDS and ensure all Rwandans have access to the information and products they need to make healthy decisions and live healthy lives.

The United States Agency for International Development (USAID) is the foreign assistance agency of the United States Government. USAID supports \$150 million of development assistance annually to Rwanda, with programs in health, economic development, education, and democracy and governance.