

Two decades of *First Ladies* advocating for health.

OAFSLAD CAMPAIGN BRIEF

Across Africa, First Ladies are using their unique platform to advance sexual & reproductive health and rights — turning advocacy into real change for women, girls and communities.

One Continent. One shared goal.

ABOUT THIS CAMPAIGN

Running through December, the #HerJourneyHerHealth campaign tells the story of OAFSLAD’s sexual and reproductive health and rights work through the journey of a woman’s life cycle and the First Ladies’ leadership that drives change. It is a story two decades in the making.

THE JOURNEY SO FAR

From one fight to a continental movement

2002 Thirty-seven First Ladies unite


At the height of the AIDS crisis, 37 African First Ladies came together to form the Organization of African First Ladies against HIV/AIDS (OAFSLA) — a united voice for women and children living with and affected by HIV.

2002–2018 A trusted advocacy platform was established

Over sixteen years, the organization became a continent-wide platform for policy advocacy, resource and mobilization, expanding from HIV into maternal and child health issues and strengthening responses across the continent.

WORK ACROSS TWO DECADES


The issues she has carried




HIV/AIDS & ending mother-to-child transmission




Maternal & child health



Family planning & contraception




Adolescent health & SRHR



GBV & ending child marriage



Girls' education



Women's economic empowerment



NCDs & mental health

THE CAMPAIGN FAMILY

That legacy now drives a family of continental banners — with #HerJourneyHerHealth telling the SRHR chapter.



An African Union and OAFSLAD initiative against complacency on childhood HIV — now driving Triple Elimination of HIV, syphilis and hepatitis B by 2030.



OAFSLAD’s signature unifying campaign, launched in 2023, calling for urgent action to close the gender gap across women’s health, girls’ education, economic empowerment and GBV.



OAFSLAD’s 2025–2027 continental campaign placing women and girls at the centre of responses to climate shocks, conflict and growing fragility.



A new campaign telling the story of OAFSLAD’s sexual & reproductive health work across OAFSLAD member states, running through December 2026.

About #HerJourneyHerHealth campaign

Why this story matters now. For two decades, OAFSLAD has been building something rare: a trusted, continent-wide platform that converts political voice and advocacy into health outcomes. #HerJourneyHerHealth honours that legacy by showing where OAFSLAD work lands today — in clinics, classrooms and communities across OAFSLAD member states — and invites partners, policymakers and the public to follow the journey through December.

THE STRATEGIC FRAME

OAFSLAD's Strategic Framework 2025–2030 is built on four pillars, with climate change and peace & security woven through as cross-cutting themes. #HerJourneyHerHealth lives inside the health pillar — where priorities span maternal and child health, SRHR, cancer prevention, mental health, nutrition and pandemic preparedness.

Education

Equitable access, skills and enabling policies for girls and youth.

Health

Maternal & child health, SRHR, cancer, mental health, nutrition, pandemic preparedness.

Gender-Based Violence

Transforming harmful norms and strengthening prevention and response.

Economic Empowerment

Expanding women's opportunity, resilience and financial independence.

SRH CAMPAIGN FOCUS AREAS

The work by country

Adolescent Pregnancy & Maternal Health



Keeping girls in school, supporting young mothers with mentorship and care, and bringing maternal health services to the communities that need them most.

• Angola • Botswana • Burundi • Ghana • Kenya • Rwanda • Tanzania • Uganda • Zimbabwe

Family Planning & Contraceptive Access



Expanding access to modern contraception and dismantling the myths and barriers around it — championed at the highest political level.

• Central African Republic (CAR) • Democratic Republic Congo • Liberia • Malawi • Senegal

Adolescent Pregnancy & Maternal Health



Upgrading clinics, training frontline health workers, and building the systems that sustain quality care.

• Democratic Republic of Congo • Ethiopia • Gabon • Mozambique • Namibia • Sierra Leone • Zambia