

Amref launches new brand identity

By Gadosa Lamtey

The Africa Medical and Research Foundation Tanzania (AMREF) yesterday launched a new brand identity known as Amref Health Africa in Dar es Salaam.

The launch is significant because it marks new beginning for an organisation whose legacy and history are closely linked to those of Africa and particularly Tanzania, Minister for Health and Social Welfare Dr Seif Rashid said.

Speaking after the launch, Dr Rashid said Amref has grown from a small organisation operating in East Africa to its current status as the continent's leading development non-government organisation.

"Amref has played a big role in reducing maternal death and engaged in various programmes which intend to help the community especially youth in health reproduction," Dr Rashid said. On his part Amref Country Director Festus Ilako said: "We are rebranding to ensure our name more accurately reflects the

nature and scope of our work which has grown beyond research and the provision of basic medical service."

He stressed the need for strengthening the health system, capacity building and strategic programming in maternal and child health; HIV water and sanitation, TB, malaria and clinical as well as diagnostic services.

While Amref health Africa has been rebranding to new identity, its focus and commitment remains the same - targeting the most vulnerable communities as the primary

beneficiaries of its work.

Dr Ilako said Amref health Africa introduced stronger brand identity to communicate its integrated focus and vision for lasting health change in Africa.

"We believe the new brand identity and logo reflects Amref health Africa global presence and further strengthens the organisation on its mission to improve the health of people in Africa by partnering with and empowering communities and strengthening health systems," he said.