

PLANNED PARENTHOOD ASSOCIATION OF GHAHA (PPAG) WINS CIMG “NOT FOR PROFIT ORGANIZATION OF THE YEAR”, THE SECOND YEAR RUNNING



At the 34th CIMG Awards, the Planned Parenthood Association of Ghana (PPAG), was awarded for the second year running as the “Not For Profit Organization of the year”. This award was in recognition of PPAG’s innovations in providing Sexual Reproductive Health and Rights (SRHR) information and services for improved quality of Life.

Portions of a citation that accompanied the recognition read, “ **Patrons have been blown away by your insightful service offers that are tailor-made to address peculiar solutions. Your Adolescent girls’ empowerment project, Leading from Behind and the Yenka Contact Center (available toll free 0800 202010) are highly resonating with your audience. Your CSR drives are still touching lives and putting endless smiles on the faces of your patrons, for which you are being lauded “**

About PPAG

Growing population and health concerns in Ghana during between the 1950s and 1960s birthed the PPAG with a VISION is to see a Ghana where all people, especially the young and vulnerable groups have unhindered access to Sexual and Reproductive Health and Rights information and services and a MISSION to provide same. Guided by the values of **team-spirit** and **volunteerism**, PPAG continues to be **results-oriented**, offering **youth-friendly** SRHR services to address the needs of young people while upholding high standards of **accountability** and **confidentiality** with our clients and partners, whilst ensuring **gender-sensitive programming**.

The Chartered Institute of Marketing, Ghana (CIMG) Awards is the benchmark of marketing excellence in Corporate Ghana professional standards and to encourage excellence, improved quality of products and services.