Ms Lebogang Ramafoko is the current CEO of the Soul City Health and Development Communications Institute. Soul City is a leading social and behaviour change organisation in South Africa and a globally recognised leader in the field of social and behaviour change communication.

With 19 years of experience in the field, Ms Ramafoko has worked in different capacities in the organisation, on the development of a range of social and behaviour change tools, media channels and interventions. She pioneered a world first show that highlighted the role of communities in creating an enabling environment for individual behaviour change. In her management of the show, she demonstrated how one could work with local communities to communicate about complex development issues.

Ms Ramafoko also pioneered a web-based help service for youth that was popularised by a youth drama series. In the series, Ms Ramafoko played the role of an aunt whom young people came to for advice about youth sexuality matters. At the end of the show, she continued the role through a youth magazine programme called Take 5. With the penetration of the internet in South Africa, she soon offered the advice service on the net. She received 5 000 emails a week from youth all over the country needing confidential advice. This earned her a public profile as an “Agony Aunt” and from 2007 to 2010 she offered the service through Madiba’s 46664 campaign website. Ms Ramafoko continues to play a role in various television programmes about development issues.

Ms Ramafoko is currently the chairperson of the communications technical task team on the South African National AIDS Council. She was awarded a Harvard South Africa fellowship to study towards a Masters in Public Administration, which she completed in 2010. She holds the title of Mason Fellow at Harvard - a fellowship that recognises the leadership potential of individuals from developing countries. She also holds a postgraduate diploma in Ethics and a Bachelors Degree in Education from Wits University.

Ladies and Gentlemen it gives me great pleasure to invite Ms Lebogang Ramafoko to address you today.