



South Africa has joined a global initiative for Family Medicine advocacy

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lected because they are recognised as being truly South African within our borders and around the world – that of our national flag (Figure 1) and the beloved late Nelson Mandela (Figure 2). The design and colours of the flag are a synopsis of principal elements of the country's rich history. Former president Nelson Mandela will be remembered internationally by the values for which he stood, namely "fairness and justice, service to South Africa and its citizens, dignity, non-racialism and the overarching theme of freedom".³

Conclusion

The #1WordforFamilyMedicine initiative has demonstrated the spirit of collaboration across South Africa, linking well with the international movement. Specifically, the #1WorldforFamilyMedicine initiative was promoted by the World Organization of Family Doctors (WONCA) and multiple countries across the globe to help celebrate this year's World Family Doctor Day on 19 May 2015. To date, over 70 images have been created in 50 different countries on six continents.⁴ These images were viewed more than 4 000 times from across more than 80 countries. This initiative highlights the importance of Family Medicine at national, community and individual level in South Africa. The old adage claims that a picture is worth a 1 000 words. In this instance, we argue that they are worth even more as these images represent family physicians' love for their profession and the union between Family Medicine and the community it serves. Furthermore, it is hoped that this

initiative will help to inspire current and future Family Medicine and primary care providers.

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