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INICIATIVA DE POLÍTICAS
EN SALUD

AIDS and the Private Sector: Business councils and the national HIV/AIDS response

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July 16, 2010

Why business councils...

- USAID leadership interested in public-private partnerships – in Mexico and Washington
- Leveraging Dollars: Government needed private sector help to stretch prevention dollars
- Distrust between NGOs and corporate sector – build a bridge, help both sides

Why business councils...

- HIV discrimination in the workplace identified as # 1 problem by People Living with HIV in Mexico
- With strength in numbers companies can address HIV related stigma and discrimination in the workplace
- Companies wanted access to public health leaders, but saw them as distant, difficult to reach

Similarities: 3 phases of implementation

Phase 1: Situation Analysis

- **Focus group discussion** with People Living with HIV in Mexico City
- **Survey**
 - Mexico: 20 large multinationals
 - Jamaica: 23 Jamaican and American firms
 - Guatemala: Small businesses and multinationals in Guatemala
- **Review** of global surveys on CSR trends
- **Stakeholder interviews:** chambers of commerce, National AIDS Program, local civil society organizations

The following U.S. companies in Mexico participated in the survey:

3M Servicios Mexico
Banco Nacional de Mexico, S.A.
Cadbury Adams Mexico, S. de R.L. de C.V.
Eli Lilly de Mexico, S.A. de C.V.
Fedex Express
Ford Motor Company
GE International de Mexico, S. de R.L. de C.V.
General Motors de Mexico, S. de R.L. de C.V.
IBM de Mexico, S.A.
Intel Tecnologia de Mexico
Productos Kraft, S. de R.L. de C.V.
Merck Sharp & Dohme, S. de R.L. de C.V. [Mexico]
Pepsico de Mexico, S.A. de C.V.
Pfizer S.A. de C.V.
PricewaterhouseCoopers, S.C.
Compañia Procter & Gamble de Mexico
Schering-Plough, S.A. de C.V.
Tyco Electronics de Mexico, S.A.
Wal-Mart de Mexico SA
Xerox Mexicana, S.A. de C.V.

Signing of the Corporate Values Statement

“Our company is committed to eradicating HIV/AIDS-related stigma and discrimination in our workplace.”

- *The 13 companies who signed the statement within the survey in Jamaica were:*
 - American Airlines
 - Bank of Nova Scotia
 - Cable & Wireless
 - Carreras Group Ltd.
 - Grace Kennedy & Co. Ltd.
 - Guardian Life
 - Island Grill
 - Jamaica Money Market Brokers
 - Jamaica Shipping Association
 - Pan Jamaican Investment Trust
 - Radio Jamaica
 - Red Stripe Diageo
 - Terra Nova All Suites Hotel



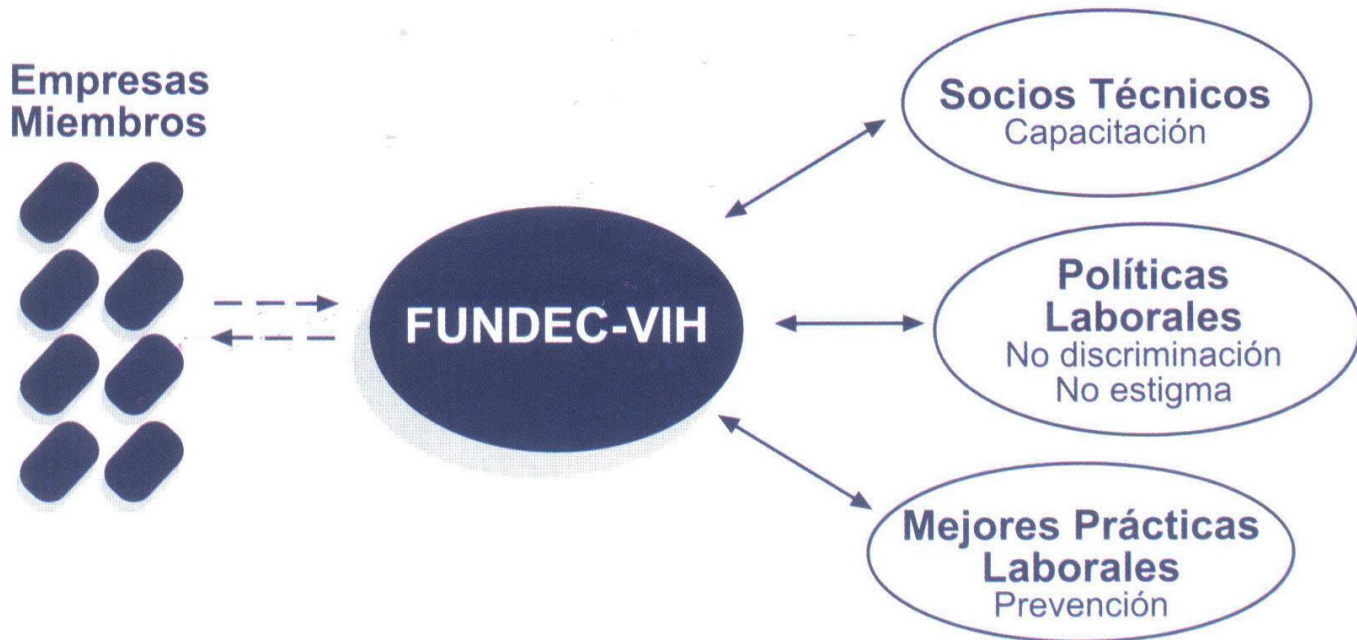
Similarities: 3 phases of implementation

Phase 2: Business Council Organization

- Companies who signed pledge against stigma and discrimination in the workplace started CONAES, JaBCHA and FUNDEC-VIH
- All hosted Launch Events

FUNDEC-VIH Structure that is similar in structure to JaBCHA and CONAES

Modelo Operativo de FUNDEC-VIH



Similarities: 3 phases of implementation

Phase 3: Skills Building of Technical Assistance Providers and stress of workplace policies

- Link to local technical assistance providers
 - Mexico: Impulso network and other civil society organizations
 - Jamaica: Jamaica Employers' Federation (Council secretariat), Workplace Programme Officers and NGOs
 - Guatemala: Guatemala Social Security Institute and MOH
- Provision of Workplace Policy Builder and necessary training

CONAES Launch



- Ambassador Antonio O. Garza, former Minister of Health Julio Frenk, former USAID Assistant Administrator Adolfo Franco, Mexico's National AIDS Program Director Jorge Saavedra and AIDS Responsibility Project Executive Director Abner Mason recognize Belen Espino of Merck Sharp & Dohme for its membership in CONAES on February 15, 2005.

Differences in implementation – tailoring by country

- Mexico: Stress on Public Relations and International Collaboration
 - Annual conferences to report progress to public on policies and programs
 - Members of CONAES shared lessons learned with Rahul Gandhi, a member of India’s Parliament in June 2007
 - Satellite at the International AIDS Conference titled “**Good for People, Good for Business: the Private Sector Response to HIV/AIDS in Latin America and the Caribbean**” with representatives from the Guyana and Brazilian business councils, the CDC’s Business and Labor Responds to AIDS Partners Board, the Global Business Coalition and the World Economic Forum.
 - CONAES is currently a member of the National AIDS Council and the CCM for the Global Fund



Public Events with the Ministry of Health



On July 27, 2007 in an event where Mexican Minister of Health José Ángel Córdova Villalobos was a guest of honor, 28 CONAES members signed their commitment to end workplace discrimination related to HIV in front of a notary public.

Differences in implementation – tailoring by country

- Jamaica: Stress on local leadership and dissemination of information
 - JaBCHA executive committee members participated in radio programming on HIV
 - JaBHCA hosted a breakfast at the US Chiefs of Mission annual conference in 2007
 - JaBCHA Chair publicly tested for HIV
 - Prime Minister and Wife publicly tested for HIV
 - Quarterly Newsletter disseminated to members and partners

Differences in implementation – tailoring by country

- Guatemala: Stress on work-planning and incorporating National AIDS Program goals and local outreach
 - FUNDEC-VIH wrote activities to achieve NAP goals within their own workplan
 - Signed a formal cooperation agreement with VESTEX, the Guatemalan Apparel and Textile Association
 - Include local Associations in Membership, including the Sugar Association of Guatemala

Cooperation Agreement between FUNDEC-VIH and VESTEX

ACUERDO MARCO DE COOPERACION

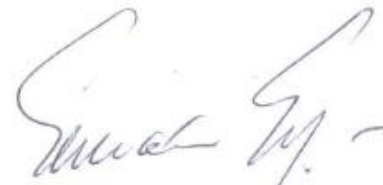
ENTRE

La Comisión de Vestuario y Textiles, VESTEX y La Fundación de Empresas
Comprometidas con el VIH, FUNDEC-VIH

Guatemala, 24 de julio de 2008



Luis Oscar Estrada



Felipe Neri Morán

How Mozambique has been different...

- EcoSIDA provided with much broader financial support from Dutch government
- Health Policy Initiative provided strengthening in organizational and technical capacity
 - Concentration on workplace policy and program writing and implementation
- Implemented a needs and satisfaction survey with 56 member companies
 - Reach of EcoSIDA is 400 companies

More on Mozambique

- HPI built organizational capacity by training two full-time staff members about the development, implementation and evaluation of workplace policies.
- HPI supported the development and revitalization of a Private Sector Task Force, which most recently developed a sub-M&E plan that feeds into the National AIDS Council's M&E plan. EcoSIDA is “giving back” through an institutional partnership with Government
- HPI supported EcoSIDA with TA to revise its strategy and communications plan. The plan includes a tiered-membership system, which EcoSIDA is currently implementing (and adapting as needed to the local realities and business incentives).

How to insure the Business Councils contribute to the National Response

- They have to be sustainable
- They have to be involved in the policymaking and decision making structures in the country
- They have an identity beyond each company as force in the response
- President or ED within the Council willing to take the lead to make sure all of this happens.