

# Business & HIV/AIDS: Who Me?

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## Objectives

- To establish a global, regional, and national baseline of business awareness, understanding, and action in response to the threat of HIV/AIDS.
- To compare a best practice model for workplace action with successful corporate programmes in high and low prevalence countries.

## A review of current levels of business activity

### Global Business Survey<sup>1</sup>

The GHI Global Business Survey provides a global snapshot of 7,789 top executive opinions across 103 countries. This was done by adding HIV/AIDS questions to the World Economic Forum's Executive Opinion Survey as part of its annual Global Competitiveness Report.

### Case Study Library<sup>2</sup>

The GHI has profiled over 40 workplace programmes tackling HIV/AIDS. These cases are based on in-person, telephone and email interactions with potential respondents and cover a range of industries and geographies.

### Best Practice Survey<sup>3</sup>

The GHI Best Practice Survey gathered anonymous responses from 69 successful workplace programmes in Indonesia, India, Thailand, and South Africa. Local business organizations in each country worked with the GHI identify and solicit internet responses from these companies.

## A model of 'best practice'

### Start in the workplace

Companies in affected areas should start with workplace activities, then look to the community and business environment.

### Develop an HIV/AIDS policy

Use policy development to achieve broad-based stakeholder buy-in, reduce stigma and enshrine non-discrimination and confidentiality.

### Increase awareness and prevention

Activities should include include awareness campaigns, communicating through training or peer counsellors; promoting condom use; and access to treatment of sexually transmitted infections.

### Encourage employees to know their HIV status

Companies ensure access to VCT, not only as an education tool, but also as an entry point for treatment and care programmes.

### Ensure access to treatment, care and support

Companies should ensure access to affordable treatments for opportunistic infections and anti-retroviral therapy as well as provide a supportive work environment for HIV-positive employees.

### Monitor and evaluate progress

Programme uptake and impact should be reviewed to improve effectiveness.

## Are businesses concerned?

- Globally, 50% of business leaders think that HIV/AIDS has had or will have some impact on their business
- Only 10% identified a current and specific impact of HIV/AIDS on their revenues or costs.
- 6% have written policies to combat HIV/AIDS.
- Most companies think their current activities are sufficient.

## How are businesses responding?

- Companies in higher prevalence countries are more likely to conduct a wider range of prevention, testing and treatment activities.
- Few companies in low prevalence countries have programmes, but those that do have programmes are more likely to focus on awareness and prevention activities.

## How far do these efforts reach?

- Activities reach a greater proportion of employees in high prevalence countries.
- Training efforts in leading programmes frequently reach a substantial proportion of workers in high and low prevalence countries.
- VCT uptake in leading programmes has yet to reach a substantial proportion of workers in lower prevalence countries.

## What works?

- Conduct a situation analysis including an employee needs assessment.
- Secure top management's emotional and rational engagement.
- Allocate resources and assign responsibility.

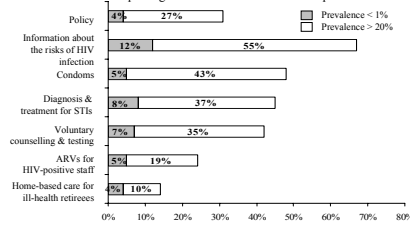
### BUSINESS ATTITUDES TOWARDS HIV/AIDS VARY BY REGION

Region	Awareness	Understanding	Policy	Unmet Need
Africa	89%	28%	12%	47%
Asia	49	8	8	23
Central America & Caribbean	52	8	4	43
Europe	28	4	3	19
Middle East & North Africa	33	8	3	18
North America	50	1	7	6
Oceania	20	0	0	8
South America	37	6	4	32

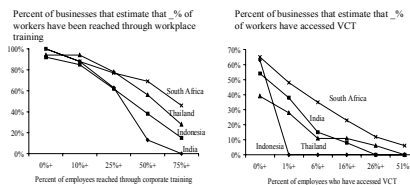
**Awareness:** Executives who believe that HIV/AIDS has or will have some impact on their business (%)  
**Understanding:** Executives who believe that HIV/AIDS has some current and specific impact(s) on their revenues or costs (%)  
**Policy:** Companies that have written HIV/AIDS-specific policies (%)  
**Unmet need:** Executives who lacked confidence in their company's current response (%)

### BUSINESS RESPONSES INCREASE WITH PREVALENCE

Percent of businesses reporting affordable & accessible workplace activities



### TRAINING AND VCT REACH FURTHER IN HIGHER PREVALENCE COUNTRIES



### ENGAGE TOP MANAGEMENT

Country	Top three motivations for initiating workplace activities (percent of companies ranked as "very important")		
Indonesia	Company's moral or ethical obligation to its employees (88%)	Economic cost benefit of action versus inaction (88%)	Top person's personal commitment to the cause (75%)
India	Company's moral or ethical obligation to its employees (77%)	Top person's personal commitment to the cause (62%)	Image and external relations (54%)
Thailand	Company's moral or ethical obligation to its employees (89%)	Top person's personal commitment to the cause (67%)	Image and external relations (56%)
South Africa	Company's moral or ethical obligation to its employees (81%)	Top person's personal commitment to the cause (65%)	Employee morale (54%)

## Implications

**Researchers** should look further into creating impact models that are immediately relevant to business as well as defining and prioritizing effective interventions.

**Policy makers** at international organizations and national governments should create an enabling environment for businesses to develop workplace prevention and treatment activities.

**Advocacy groups** should partner with government to ensure that they offer and enforce protections against workplace discrimination based on HIV status as well as engage business as a capable implementation partner and distribution channel for their behaviour change or treatment services.

### Notes and References

- GHI Global Business Survey is available at [www.weforum.org/globalhealth/whome](http://www.weforum.org/globalhealth/whome)
- GHI Case Studies are available at [www.weforum.org/globalhealth/cases](http://www.weforum.org/globalhealth/cases)
- GHI "Business and HIV/AIDS: A Global Snapshot" is available at [www.weforum.org/globalhealth](http://www.weforum.org/globalhealth)

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