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FROM THE AMERICAN PEOPLE

HEALTH POLICY
INITIATIVE

Jamaica, Mexico, Guatemala, and Mozambique Health Policy Initiative- supported Business Councils

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June 26, 2009

Similarities: Three 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 NGOs

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.”

- 13 companies signed the statement within the survey in Jamaica:
 - 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



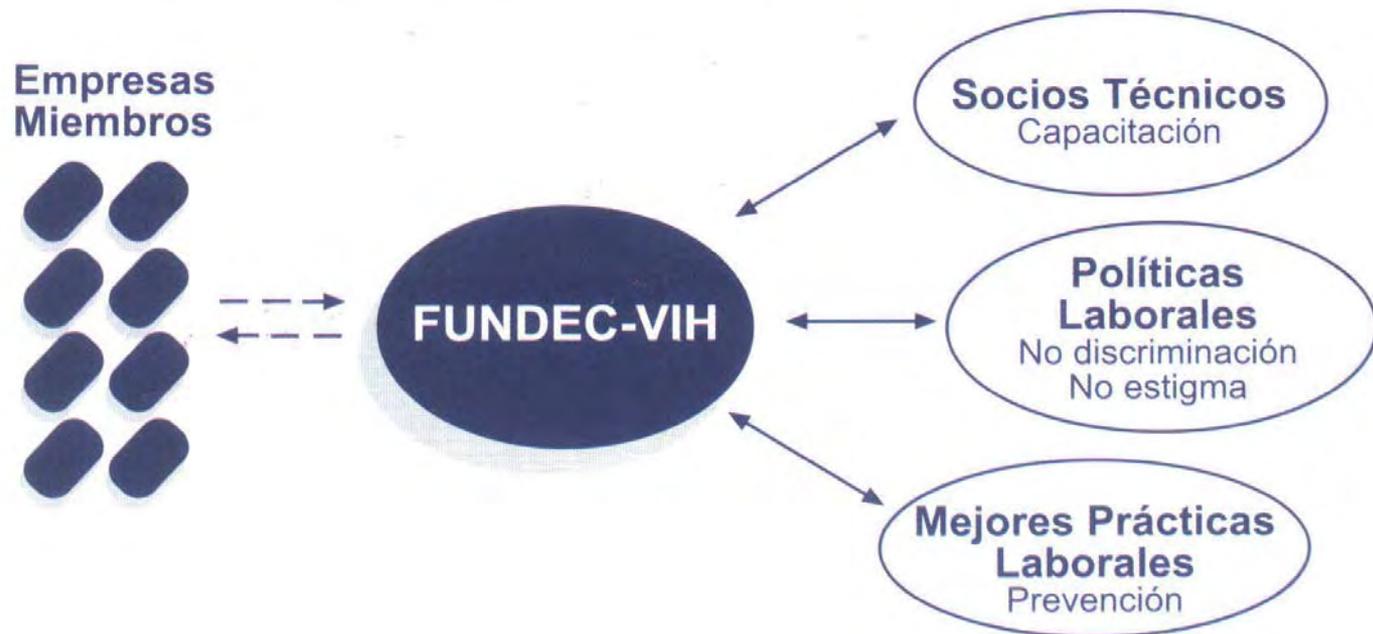
Similarities: Three phases of implementation

Phase 2: Business Council Organization

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

FUNDEC-VIH structure is similar to that of JaBCHA and CONAES

Modelo Operativo de FUNDEC-VIH



Similarities: Three phases of implementation

Phase 3: Skills Building of Technical Assistance Providers and Emphasis on Workplace Policies

- Link to local technical assistance providers
 - Mexico: Impulso network of NGOs
 - Jamaica: Jamaica Employers' Federation (council secretariat), Workplace Program 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.

FUNDEC-VIH launch



- FUNDEC-VIH members stand in front of a banner on December 1, 2007, to announce the launch of their council.

Differences in implementation—tailoring by country

- Mexico: Emphasis on public relations and international collaboration
 - Annual conferences were held to report progress to the public on policies and programs
 - Members of CONAES shared lessons learned with Rahul Gandhi, a member of India’s Parliament in June 2007
 - Satellite was held 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



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: Emphasis on local leadership and dissemination of information
 - JaBCHA executive committee members participated in radio programming on HIV
 - JaBHCA hosted a breakfast at the U.S. 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

Jamaica local leaders



- Cable and Wireless Jamaica employees, including former CEO and JaBCHA Chairman Rodney Davis, after an HIV test on World AIDS Day 2006.

Differences in implementation—tailoring by country

- Guatemala: Emphasis on work planning and incorporating National AIDS Program goals and local outreach
 - FUNDEC-VIH wrote activities to achieve NAP goals within its own workplan
 - Signed a formal cooperation agreement with VESTEX, the Guatemalan apparel and textile association
 - Included local associations in membership, such as the Sugar Association of Guatemala

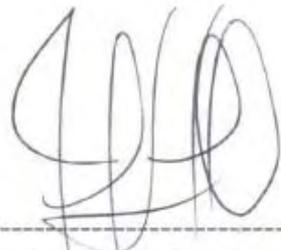
Cooperation agreement between FUNDEC-VIH and VESTEX

ACUERDO MARCO DE COOPERACION

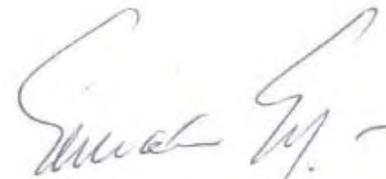
ENTRE

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 provides strengthening in organizational and technical capacity
 - Concentration on workplace policy and program writing and implementation
- Currently implementing a needs and satisfaction survey with 56 member companies
 - Reach of EcoSIDA is about 400 Mozambican companies
- Seconded staff member

Case Study: Jamaica

Workplan 2009–2010

Focus by Sector

- Insurance
- Food & Food Handling
- Tourism & Hospitality
- Entertainment
- Sports

JAMAICA BUSINESS COUNCIL ON HIV/AIDS

Workplan 2009–2010

Sectoral Approach

- Identify the sector in focus
- Identify the stakeholders
- Identify the issues
- Determine who can address
- Determine who can support
- Use all tools & resources

Workplan 2009–2010

Sectoral Objectives

- Identify & address issues
- Grow JaBCHA membership
- Attract new funding
- Gain commitment from business leaders
- Engage sector in response

Insurance industry: Key issues

- Screening required for life insurance applications
- Availability of life insurance coverage for PLHIV
- Access to health insurance coverage
- Access to ARVs and medical treatment through group health
- Lack of VC in VCT
- No referral to services for HIV+ result

Insurance industry: Key issues

- Mortality tables related to HIV outdated
- Life expectancy considered low based on available data
- Actuaries cannot price the risk
- Reinsurers will not carry the risk

Approach and response by JaBCHA and the insurance industry

- Convene roundtable with counterparts
- Identify issues & propose solutions
- Engage other stakeholders
- Share through the media
- Broaden response to the region

Convene roundtable with counterparts within the insurance industry



JAN

IDS

... Lobby group seeks insurance for persons living with the disease

•Share through the media

Published: Sunday | June 7, 2009



Moore, Allen, and Johnson

As insurance companies continue to insist that individuals be tested for HIV before they qualify for certain policies, the JABCHA is urging the providers to offer special coverage for persons living with the disease.

JAMAICA BUSINESS COUN





Key commitments

- Insurance Association of the Caribbean to donate free office space to the Secretariat of the Pan Caribbean Business Coalition



JAMAICA BUSINESS COUNCIL ON HIV/AIDS

Key commitments

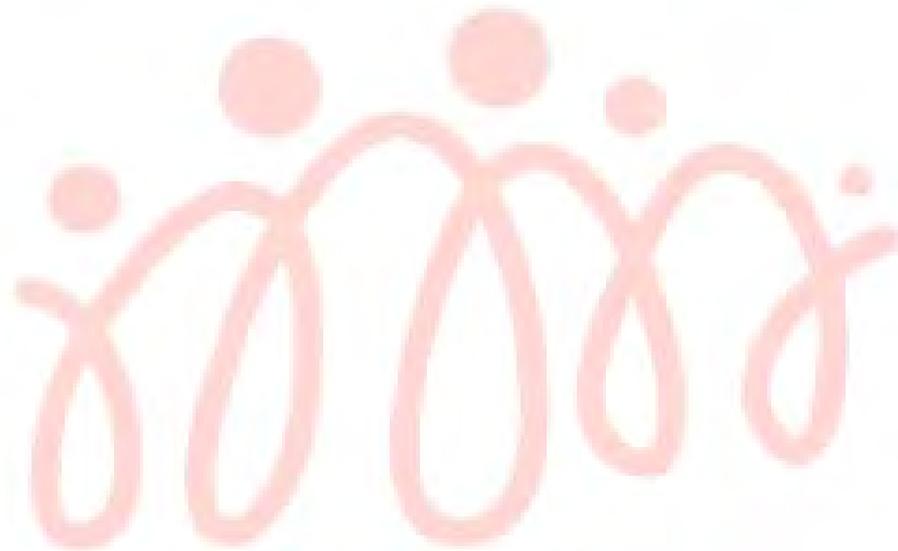
- Life insurance sales personnel to be trained to provide education/awareness and counseling to clients and potential clients
- UN Special Envoy on HIV Sir George Alleyne commits training resources to insurance industry for sales teams

JAMAICA BUSINESS COUNCIL ON HIV/AIDS

Key commitments

- Insurance companies design a product and capitalize a fund to provide term life insurance to PLHIV
- Provide data for industry, including reinsurers, to change the standards
- Provide term life coverage to PLHIV

Next Steps



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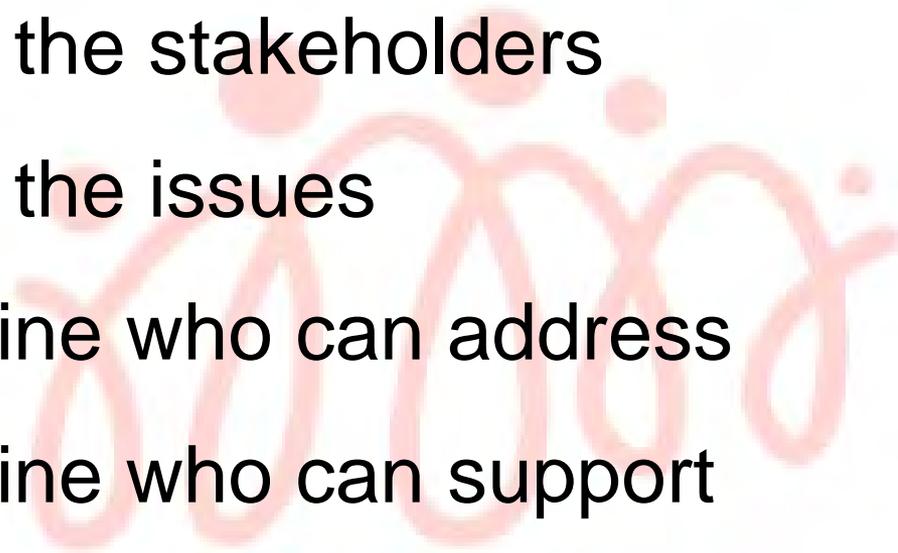
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SS COUNCIL ON HIV/AIDS

WORLD AIDS DAY 2008

A TOUCH OF RED GALA DINNER