



**SUPPORT TO THE RUSSIAN PARLIAMENTARY
WORKING GROUP ON AIDS
(SPWG)**

BUSINESS AGAINST AIDS (BAA)

RUSSIAN MEDIA PARTNERSHIP (RMP)

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I. PROJECT DESCRIPTION

Project 1: Support to Parliamentary Working Group on AIDS (SPWG)

The project “Support to the Parliamentary Working Group Project (SPWG)”:

- Provides for the establishment of a high-level coalition of members from the Russian State Duma to assist in the development and strengthening of HIV/AIDS policy formulation in Russia;
- Promotes enactment of necessary laws to enable successful implementation of HIV-related policy at the federal level;
- Supports the removal of legal and regulatory barriers that impede more robust participation of businesses and NGOs in fighting HIV; and,
- Strengthens federal budgetary expenditures for HIV/AIDS prevention and treatment.

The **strategic objective** of the project is to help avert a wide-scale HIV/AIDS epidemic among the population of the Russian Federation through mobilization of high-level officials and initiation of legislative changes related to HIV prevention, treatment, care and support.

To achieve the strategic objective, the following **intermediate results** were identified as key outputs of the project:

- Undertaking of independent policy research and analysis of the current and future state of Russia’s HIV/AIDS epidemic, best practices in prevention, care and surveillance, and the impact of current AIDS-related legislation on service delivery, prevention and treatment, human rights and privacy, stigma and care for PLWHA, and related issues;
- Mobilizing, strengthening and empowering the Russian Parliamentary Working Group on HIV/AIDS with membership across political parties and from several key Duma committees;
- Establishing a broad participation of civil society in the process of policy formulation.

TPAA/GBC research and analysis demonstrates an urgent need for Russian parliamentarians to take decisive action in response to the country’s HIV/AIDS epidemic. The Parliamentary Working Group on AIDS, which meets on a regular basis, is instrumental in initiating relevant policy changes at the highest legislative level and expanding federal government appropriations for HIV/AIDS. Broad participation of civil society in the process of policy formulation enhances and strengthens the process and facilitates policy development. Initiatives proposed by the group – and the group’s interaction with other federal bodies, including the Presidential Administration – build a strong foundation for enacting new or revising existing legislation related to HIV/AIDS prevention and treatment.

Expected Results

During the course of implementation, the project expected to produce the following results:

- *Undertaking of independent policy research and analysis of the current and future state of Russia’s HIV/AIDS epidemic, best practices in prevention, care and surveillance, and the impact of current AIDS-related legislation on service delivery, prevention and treatment,*

human rights and privacy, stigma and care for PLWHA, and related issues.

Research will provide policymakers with rigorous, independent analysis that emphasizes the economic, social, political and national security implications of the epidemic for Russia's future. TPAA/GBC's Policy Resource Center (OPRC) will create a library of best practices legislation, guidelines, and policy-relevant research from other parts of the world that may be pertinent to Russian policymakers.

• ***Mobilizing, strengthening and empowering a Parliamentary Working Group on HIV/AIDS with membership across political parties and from several key Duma and Federation Council committees.***

TPAA/GBC will support the empowerment of this group through research and technical assistance activities, which will include organizing trainings and preparing informational materials, policy briefs, case studies and other relevant tools to help the parliamentarians in the policy formulation process. Benefits of the group include:

- Expanding the number of well-informed advocates for HIV/AIDS within the parliament;
- Building a cross-party consensus;
- Improving capacity and enhancing opportunities for dialogue and coordination with executive branch officials;
- Enhancing the policy dialogue between federal and regional governments on legislative and procedural barriers that impede the access of high-risk groups to prevention services, treatment and support;
- Increasing the ability to help direct and set the political agenda;
- Exchanging views and information with international colleagues, including through inter-parliamentary associations.

• ***Establishing of broad participation of civil society in the process of policy formulation.***

TPAA/GBC will continue establishing a direct link between the Parliamentary Working Group on AIDS and representatives of civil society through regular joint seminars, meetings and public events. The Working Group will provide a high-profile forum for people with HIV, civic activists, representatives from the scientific and medical communities and concerned business leaders to be actively involved in policy formulation.

The above outcomes will build a solid foundation for initiating legislative changes and expanding budgetary allocations at the federal level related to HIV/AIDS prevention, treatment, care and support. Additionally, the project will create a solid framework for HIV/AIDS-related collaboration between the Russian Parliament and other international parliamentary bodies, including the UK All-Party Parliamentary Group on AIDS, the CIS Inter-Parliamentary Assembly, the Council of Europe's Parliamentary Assembly, the European Parliament, the Indian Parliamentary Working Group on AIDS and the U.S. Congress.

Project 2: Business Against AIDS (BAA)

The **strategic objective** of the project is the mobilization and active engagement of Russia's business and labor communities in addressing the country's HIV/AIDS epidemic. To achieve this objective, the following **intermediate results** were identified:

- Improved awareness and understanding of HIV by senior corporate and labor leadership and increased commitment on their part to address the disease with concrete action;
- Development and implementation of an HIV/AIDS workplace program and policy.

Expected Results

During the course of implementation, the project expected to produce the following results:

- ***Improved awareness and understanding of HIV by senior corporate and labor leadership and increased commitment on their part to address the disease with concrete action.***

Increased business and labor leadership awareness and commitment to address the issue of HIV/AIDS and reduce stigma and discrimination in the workplace and in the surrounding community. The successful implementation of this project will establish a forum of senior business and labor leaders in Russia, equipped with the information, methods and instruments to effectively address the HIV/AIDS epidemic at the workplace, and in Russia as a whole. The coalition, although facilitated by TPAA/GBC, will potentially become an independent network of business and labor leaders united in a common purpose.

- ***HIV/AIDS workplace program and policy development and implementation.***

These expanded workplace training and education programs are aimed at building awareness about HIV/AIDS and how to prevent transmission, implementing and enforcing workplace non-discrimination policies and reducing stigma and discrimination of people living with AIDS.

Project 3: Russian Media Partnership

The Russian Media Partnership (RMP) represents an unprecedented collaboration by Russia's leading media and consumer products companies to develop a coordinated, cross-platform public awareness campaign on any single pro-social issue. The Partnership is unique because the media companies themselves drive the development of the campaign, and are supported by a strong team of local and international experts, advertising specialists, and people living with HIV/AIDS. The Partnership also goes beyond a traditional public service advertisement (PSA) campaign by emphasizing the integration of HIV/AIDS messages in regular entertainment, news and analytical programming and publications.

The **strategic objective** of the Russian Media Partnership to Combat HIV/AIDS (RMP) is to mobilize the communication power of mass media and commercial marketing in the Russian Federation. To achieve this objective, the following **intermediate results** were identified:

- Provide a selection of accessible sources of information on HIV/AIDS for campaign target audiences including strengthening of Internet resources and distribution of informational materials;
- Expand outreach of the StopSPID campaign into at least two select Russian regions with high rates of HIV/AIDS infection;
- Increase public participation in the StopSPID campaign by creating more public events highlighting its success including TPAA/GBC's Annual World AIDS Day Concert and an Annual AIDS Memorial Day event;
- Increase exchange of ideas and experiential opportunities including study tours for creative staff of major media companies and journalist briefings and trainings;
- Support the replication of the RMP model in other countries that have expressed interest, including China, India, Ukraine, South Africa, and Brazil.

Expected results

During the course of implementation, the project anticipated producing the following results:

- ***Provide a selection of accessible sources of information on HIV/AIDS for campaign target audiences including strengthening of Internet resources and distribution of informational materials.***

This will contribute to increased awareness and positive changes in knowledge, attitude and practices regarding HIV/AIDS infection and stigma among the Russian population, especially members of vulnerable groups (including youth).

- ***Expand reach of the StopSPID campaign into at least two select Russian regions with high rates of HIV/AIDS infection.***

This would enable an increased number of media and corporate partners to become active in the RMP by engaging local TV, radio and print media outlets to (1) broadcast StopSPID PSAs; (2) develop original content on HIV in regular programming, editorial and news coverage; and, (3)

train local journalists to report more effectively on HIV/AIDS-related issues. In addition, this will create new connections between national and regional media outlets united by the shared goal of harnessing the power of public information in slowing the spread of HIV/AIDS in Russia and decreasing the stigma and discrimination against PLWHA.

- ***Increase public participation in the StopSPID campaign by holding more public events highlighting its success including TPAA's Annual World AIDS Day Concert and an Annual AIDS Memorial Day event.***

In organizing important highly attended events by business leaders, parliamentarians, celebrities, representatives from the NGO community and community of people living with HIV/AIDS, the StopSPID campaign provided press with increased coverage opportunities.

- ***Increase exchange of ideas and experiential opportunities including study tours for creative staff of major media companies and creative journalist briefings and trainings.***

This increase will facilitate the creation of a network of Russian media executives and technical experts on HIV/AIDS who share resources and best practices, as well as develop and support a cadre of trained journalists who report accurately on a variety of HIV/AIDS issues in Russian society.

- ***Support the replication of the RMP model in other countries that have expressed interest, including China, India, Ukraine, South Africa, and Brazil.***

Replication of the RMP model will further facilitate cross-border cooperation on HIV/AIDS related issues. The goal of this collaboration is improving the model by incorporating lessons learned from experiences around the world, ultimately decreasing the spread of HIV.

II. KEY ACTIVITIES AND FINAL RESULTS

PROJECT 1: SUPPORT TO THE PARLIAMENTARY WORKING GROUP ON AIDS

“Everyone recognizes that by taking unprecedented steps such as increasing budget allocations to combat AIDS, expanding partnerships with civil society, and ensuring access to treatment, Russia becomes the leader in Eastern Europe and Central Asia. Not only in Russia, but across the region the situation depends on the success of HIV response in Russia. This places a certain responsibility on our country.”
PWG member MP M. Grishankov¹

“Up until now, our country has lacked systematic and standardized accounting for HIV/AIDS prevention projects and programs. Connection between the results of programs and projects that would ensure exchange of ideas is insufficient.”
PWG member MP G. Safaraliev²

Summary

Today the Parliamentary Working Group on HIV/AIDS (PWG) is increasingly recognized as a key political actor in HIV/AIDS response in Russia. The group was established in 2004 at the State Duma, the lower chamber of Russian Parliament. TPAA provided support to the PWG from the very beginning. In 2004, 15 parliamentarians became members of the PWG. In 2009, after the PWG was reestablished (following the 2007 Duma election), 16 parliamentarians joined the group. They represent different political factions and represent different Duma committees. PWG is chaired at the level of Vice-Chair of the State Duma (MP N. Gerasimova).

TPAA/GBC has played a key role in PWG's analytic work and organization of events facing and guiding the evolution of PWG's role in advocacy arena. The high level of trust between the parliamentarians and TPAA/GBC led to the project serving as an informal “secretariat” to the PWG. In its first years of PWG, TPAA/GBC made capacity-building providing education and raising awareness of MPs on a wide range of issues related to HIV/AIDS. When organizing events, TPAA/GBC not only acted upon request from the parliamentarians, but also frequently recommended specific areas or topics based on international experience. In 2006, when Russia hosted the G8 Summit, the PWG organized the **Conference “HIV/AIDS In Eurasia and the Role of the G8”** which highlighted the regional dimension of HIV/AIDS and the need for international collaboration, and demonstrated partnership between the PWG and the UK All-Party Parliamentary Group on AIDS. Later, PWG paid particular attention to cross-sector partnerships, with focus on the potential of the private sector to drive the response. As a result, the **Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies”** bridged the gap between policymakers, business leaders and civil society. During the last phase of the project, SPWG events explored inter-agency **coordination of strategies to combat HIV/AIDS and other socially significant diseases**, as well as the **HIV/TB Coinfection**. Having initially organized a number of roundtable meetings for the PWG, the project quickly progressed to facilitating complex events, including HIV-related **study tours** and **scenario building workshops**. In addition to PWG's own meetings and cross-sector events, including those of the **Russian Government Commission on AIDS** and the **Duma Expert Working Group to Analyze Effectiveness of Harm Reduction in Russia**, parliamentarians participated in key domestic and international events, including the **Eastern European and Central**

¹ Mikhail Grishankov: Political leadership is a prerequisite for success in the fight against HIV
<http://duma.hivpolicy.ru/news/84>

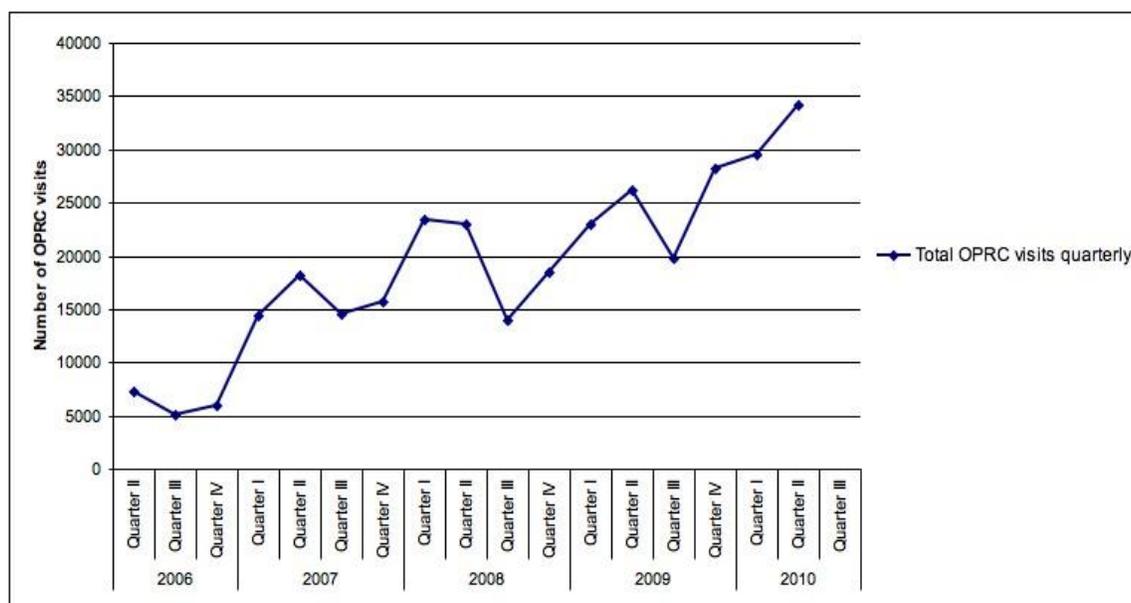
² <http://duma.hivpolicy.ru/>

Asian AIDS Conferences (EECAAC), the International AIDS Conferences and many other events.

In addition to national activities, the project organized or supported a number of events in key regions, including St. Petersburg and Orenburg. While TPAA/GBC encountered significant problems in St. Petersburg (related to the city administration's insufficient interest in a comprehensive HIV/AIDS program which prevented it from endorsing a cross-sector HIV/AIDS policy meeting there), authorities in Orenburg Oblast demonstrated their commitment to cross-sector response, which enabled TPAA/GBC to help prepare and to endorse the **Cross-sector meeting “Ensuring national priorities in the fight against AIDS”** that brought together regional and municipal officials, business executives, NGO and media leaders. The **Educational Course on HIV/AIDS Partnerships** that addressed legislative framework, budgeting, inter-agency cooperation, strategic planning and project management became the highlight of SPWG's partnership with Orenburg government. After the Orenburg pilot the course was replicated in 3 regions.

In its research capacity, SPWG performed profound analysis of the HIV epidemic and response. Convinced of the growing importance of the internet, the project launched the innovative **Online Policy Resource Center (OPRC)** dedicated to various aspects of HIV/AIDS response and focusing on collecting news, statistics, information on the national HIV/AIDS program and on other relevant topics. Reflecting the popularity of OPRC, its subscription base grew to include over 1600 organizations and individuals receiving the OPRC **Electronic Policy Newsletters**. *Graph 1 (below) displays the number of visits to the OPRC per quarter.*

Graph 1. Number of visits to the OPRC per quarter, 2006-2010.



In 2010, PWG launched a new Internet resource – Web site of the Parliamentary Working Group (PWG) at State Duma <http://duma.hivpolicy.ru>. It was developed to highlight PWG activities, initiatives proposed by PWG and the group's interaction with other federal bodies, promote PWG members, present public statements and speeches made by PWG members and non-member deputies involved in PWG activities, documents and proposals developed by PWG to improve Russian Federation's policies regarding HIV and

other socially significant diseases as well as analytical materials developed for PWG by Russian leading experts, NGOs and business community. This Web site contributes to PWG institutionalization process, securing transparency of PWG's work, empower effective Russian HIV/AIDS strategy formulation, and serve as an information tool to all State Duma deputies to raise the political profile of the HIV/AIDS epidemic within Russian Parliament.

In addition, SPWG published 25 Policy Briefs, Factsheets and Policy Papers on various topics ranging from international cooperation in HIV/AIDS response and best practices in HIV program financing, to HIV strategy in Russia and key regions (St. Petersburg, Orenburg and Samara Oblasts) and challenges in HIV prevention among vulnerable groups. The publications were distributed among 1500 federal and regional parliamentarians, government officials, AIDS centers, key partners and stakeholders. Finally, the project produced numerous Background materials upon request from the PWG and its individual members, as well as to support domestic and international events.

To support its analytic activities, SPWG partnered with around 100 domestic and international experts representing legislative assembly members and staff, specialists in HIV/AIDS policy, legal scholars, human rights experts, and others. The project also built partnerships with civil society organizations and PLWH communities, including through supporting them as experts or trainers/facilitators and employing them as experts.

The project achieved its expected results – now, in 2010 PWG is a highly respected political advocate which is not guided from aside, but it leads the advocacy efforts, it initiates the discussions on the most critical topics, sends requests to executive bodies and prosecution offices to clarify the position of government bodies and in case it doesn't correlate with measures to be taken to stand HIV epidemic, PWG's members using the full range of advocacy tools, supported by their legislative authority, try to solve the problem, uniting experts, scientists, officials and NGO leaders. TPAA/GBC in this capacity serve as a supportive and administrative mechanism which for several years has provided policymakers and public health specialists with high-quality research and analysis focusing on the drivers and response to the epidemic, identification and dissemination of successful evidence-based policies and practices; mobilized, supported and empowered the Parliamentary Working Group on HIV/AIDS at the State Duma through helping to expand the number of committed policymakers at the federal level and in key regions, organizing high-level events, study tours and working meetings, and facilitating international cooperation; facilitated participation of civil society in policy formulation through establishing a platform for cooperation between affected communities, NGOs and parliamentarians.

We provide below a detailed list of SPWG events and analysis (in chronological order where possible) that enabled it to fully achieve these intended results:

National and International SPWG Activities

- Demonstrating his commitment to HIV/AIDS response, and responding to a request from the PWG, in 2006 President Putin chaired a State Council meeting on HIV/AIDS in Russia. Following the meeting, the **Russian Government Commission on AIDS** was established. MP M. Grishankov took an active part in the Commission. Due to his efforts, the Commission addressed the issues of cross-sector partnerships and mass media by including in its workplan two meetings, “The Role of Public-Private Partnerships in Addressing HIV/AIDS”, and “Public Awareness Campaigns on HIV/AIDS”. Unfortunately, due to insufficient MoH leadership, the meetings did not take place.

- Highlighting the Eurasian regional dimension of HIV/AIDS and the need for international collaboration, the **Conference “HIV/AIDS In Eurasia and the Role of the G8”** was organized in 2006 in partnership with the UK All-Party Parliamentary Group on AIDS. The Conference, held in conjunction with Russia's G8 Presidency, was endorsed by the Presidential Executive Office of the Russian Federation. It became the first high-level event organized by the PWG.
- The importance of Eurasian cooperation on HIV/AIDS, as well as the need for innovative multisectoral partnerships, was highlighted further during the **Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies”**. The Forum, held in 2007 in Moscow, gathered over 150 participants representing public and private sectors, including high-level governmental officials from China and India, as well as PWG members. The event was preceded by two key technical sessions:
 - **Interactive scenario building workshop “Building Scenarios: The Future of Public-Private Partnerships for HIV/AIDS and TB in Emerging Market Economies”** to analyze the role of PPPs in response to HIV/AIDS and TB in Russia, China and India. It gathered 26 participants, seven of whom represented governmental structures, nine, the business sector and ten, regional NGOs and international organizations. As a result of this workshop, the participants developed four scenarios of the HIV/AIDS and TB epidemics in the emerging economies and identified PPP models that would be most effective in the fight against HIV/AIDS and TB epidemics in Russia, India and China. As indicated by the results of a post-event survey, the participants were pleased with the effectiveness of the scenario building technology as an analytical and planning tool.
 - **Interactive workshop “An Underutilized and Effective Response to HIV/AIDS and Tuberculosis”** was organized in partnership with Booz Allen Hamilton and aimed to identify, launch and establish a sustainable framework to guide new PPPs in the fight against HIV/AIDS and TB in Russia, China and India. The event gathered 38 leaders from the private sector, government and NGOs from Russia, China and India.
- A **PWG Study Tour to China** was organized in 2007 to advance policy debates on HIV prevention among IDUs in Russia, including the issue of Medication Assisted Treatment (MAT) recommended by WHO and UNAIDS. Participants included national policymakers and officials representing regional (St. Petersburg, Tatarstan and Krasnoyarsk) Ministries of Health or Drug Control Agencies. The agenda included site visits to MAT clinics and a series of meetings with the government officials and experts from the national Chinese Center for Disease Control, regional and municipal agencies. The study tour participants’ feedback during and after the visit confirmed the importance of such study tours.
- In Russia's UNGASS reports, the PWG is named as one of the key coordinators of HIV/AIDS response in Russia. Among the numerous examples of the parliamentarians' support to international efforts were the **Eastern European and Central Asian AIDS Conferences (EECAAC)** in 2008 and 2009. In 2008, PWG Chair and Vice Speaker of the State Duma MP N. Gerasimova delivered opening remarks, highlighting the Duma's commitment to addressing the HIV/AIDS epidemic in Russia. MP M. Grishankov participated in conference sessions. In 2009, MP V. Zubov co-chaired the session “Substitution Therapy: Towards its International Recognition. A Review of International Legislation and Strategies”, while M. Grishankov publicly supported GFATM work in Russia, calling for increased focus on prevention and international collaboration in the field of HIV/AIDS.
- Several PWG members, including MP M. Grishankov and MP V. Zubov, became important advocates of evidence-based HIV response in Russia. Grishankov is a member of the Advisory

Group on HIV/AIDS of the Interparliamentary Union (IPU). The **International AIDS Conferences in Mexico City and Vienna** (2008 and 2010) provided opportunities for networking, as Zubov, Grishankov and his aide I. Storozhenko took part in conference events and interviews, highlighting the importance of HIV prevention among the most-at-risk populations and combating stigma and discrimination.

- Following the establishment of a new State Duma in 2007, the PWG had to be reestablished with a new chair, MP N. Gerasimova. The group's mandate today includes other socially significant infectious diseases in addition to HIV, such as tuberculosis and hepatitis. The **First meeting of a reestablished PWG** took place in 2009. It was attended by 11 members of the State Duma (including 4 earlier members of the PWG) and representatives of the Ministry of Health, Federal Service for Surveillance for Protection of Consumers Rights and Human Welfare, Ministry of Education and Science, Federal AIDS Center, government officials from the Krasnoyarsk and Orenburg regions, experts from UNAIDS, WHO, USAID, and a number of Russian NGOs. The meeting focused on strategic development and capacity building at the federal and regional levels, necessary for inter-agency coordination of strategies to combat HIV/AIDS and other socially significant diseases.
- The Ministry of Health and Rospotrebnadzor increasingly view the PWG as a partner in coordinating HIV/AIDS response in Russia. Head of Rospotrebnadzor G. Onischenko took part in the first PWG meeting in 2004. In April 2009, a **Joint meeting of the PWG and Rospotrebnadzor** focused on government's current measures to stop the spread of HIV infection in Russia and the role of the National Priority Project "Health" in advancing the national HIV strategy. The meeting gathered senior representatives from the Federal Service for Surveillance of Consumer Rights Protection and Human Welfare, Ministry of Education and Science, Federal Service of the Russian Federation for the Control of Drug Trafficking, Federal AIDS Center, a number of Russia's regions with high HIV burden (St. Petersburg and Tatarstan etc.), and experts from UNAIDS, WHO, USAID, and local NGOs. The participants adopted recommendations for legislative and executive bodies at the federal and regional level to expand existing HIV prevention programs, strengthen cooperation with businesses and NGOs, and develop inter-agency partnerships to combat socially significant diseases.
- The **Expert Working Group** for analysis of the effective prevention measures for MARPs in Russia was organized in regards to the resolution of the regular PWG meeting conducted jointly with Rospotrebnadzor in April 2009. The expert working group conducted analysis of international and Russian experience of HR programs realization, legislative and economical effectiveness analysis on the basis of evidence-based medicine considering the state of epidemic in Russia. The expert working group included representatives from Ministry of home affairs, Ministry of regional development, Federal penitentiary service, Federal drug control service, Rospotrebnadzor, National narcological center, Federal AIDS Center, Sechenov Moscow medical academy, Open Health Institute, Russian Healthcare foundation, ESVERO, Fund supporting priority strategies in public health, Fund "Center of social development and information" and others. The group had been working for more than a year and finalized its work with the report **"Principles of evidence-based medicine and use of harm reduction programs to prevent HIV infection among vulnerable population groups"**, which was presented at PWG meeting in October 2010.
- The PWG was inspired by the All-Party UK Parliamentary Working Group on HIV/AIDS, but it also became an example for other parliaments. Most notably, Central Asian countries created parliamentary mechanisms to monitor AIDS response. Today there is a working relationship between the Russian PWG and Central Asian parliamentary structures addressing HIV/AIDS.

In 2009, a **Fourth Interparliamentary Conference of Central Asian countries and Azerbaijan on HIV and AIDS “Enforcement of HIV-related legislation and priorities for regional cooperation”** was held in Bishkek, Kyrgyz Republic. TPAA representatives delivered a welcome message on behalf of the PWG, and a presentation on HIV prevention among MARPs.

- Following increased recognition of the HIV/TB co-infection as a major threat to Russia's health, PWG played a significant role in advocacy of TB response. A **PWG Working Meeting dedicated to comprehensive approaches to curbing the spread of HIV and TB in Russia** was held in 2010. It was attended by PWG members and representatives from MoH and other state institutions, as well as by international and Russian NGOs working on HIV and TB issues.

National and International SPWG Analysis

- **Online Policy Resource Center (OPRC)** was launched in 2006 in Russian and in 2007, in English. This unique online resource (www.hivpolicy.ru) is dedicated to various aspects of HIV/AIDS response; it focuses on collecting news, statistics, information on the national HIV/AIDS program, national and international HIV/AIDS legislation, regional aspects of the epidemic, human rights issues, best practices in HIV/AIDS program development and implementation and financing, and on other relevant topics. OPRC highlights key topics in HIV/AIDS control, including best practices in budgeting, prevention and treatment. OPRC includes sections and analytic materials addressing Universal Access, VCT, Public-Private Partnerships, HIV prevention among MARPs (including MAT), HIV and TB, and regional HIV statistics, trends and progress of the National Priority Project “Health”, results of the GLOBUS project. The resource was developed in cooperation with leading Russian experts, including the Central Scientific Institute for Healthcare Organization and Information (CNIIOIZ), the Federal AIDS Center, the National Scientific Narcological Center, and others. OPRC was promoted at various partner meetings and seminars; as a result, its subscription base grew to include over 1600 organizations and individuals at the national and regional levels, including PWG members, representatives of federal and regional ministries, AIDS centers, and local and international NGOs. In the OPRC framework, TPAA produced and distributed to subscribers 61 periodic and special issues of the Electronic Policy Newsletters. Following the success of the HIV/AIDS OPRC, in 2008 TPAA launched an online resource focusing on TB policy.
- **Policy Brief “State Council of the Russian Federation: Status of the HIV/AIDS epidemic in the Russian Federation and Measures to Combat the Epidemic”** (2006) was produced in conjunction with the State Council session on HIV/AIDS; it provided the PWG with updated information on strategic issues related to HIV/AIDS and proposed policy recommendations for the State Council session.
- **Factsheet on HIV/AIDS Funding from the State Budget for 2005** (2006) resulted from research done in conjunction with State Duma sessions related to the 2007 State budget. Based on the analysis, PWG member MP V. Zubov introduced legislative amendments that stressed the need for increased funding for HIV/AIDS prevention efforts in Russia to avert new HIV-infection cases and the demand for increased AIDS treatment costs in the future. Regrettably, the proposed amendments were not approved.
- **Analytical paper “Financing of HIV/AIDS Prevention and Counteracting Measures in Russia”** (2006) was prepared in cooperation with the Central Scientific Institute for Healthcare

Organization and Information (CNIIOIZ). This institution is authorized by the MoH to monitor HIV/AIDS expenditures and is highly qualified to perform financial analysis for the healthcare sector. For in-depth analysis of HIV/AIDS funding strategies, TPAA prepared the **Analytic paper “Overview of International Best Practices in HIV/AIDS Financing”** (2006). Further addressing the topic of HIV/AIDS financing, TPAA published the **Policy Brief “On HIV/AIDS Financing and Spending in the Russian Federation”** (2007), also in partnership with CNIIOIZ. The publication was delivered to the Government Commission on HIV/AIDS, and also became the primary source of data for the OPRC section on HIV/AIDS financing in Russia.

- **Policy Brief “HIV/AIDS Epidemic in Russia and Measures to Prevent its Spread: Strategic Recommendations on Developing an Effective Government Policy to Tackle HIV/AIDS”** (2006) was developed on the basis of a draft report prepared by an informal working group (UNAIDS, EU Project, OHI, AIDS NGO Forum and TPAA) for the Russian State Council meeting on HIV/AIDS policies, and contains analysis of the national HIV/AIDS response.
- **Factsheet “HIV Prevention and Treatment among Injecting Drug Users (IDUs) in Russia”** (2007) was prepared after the PWG study tour to China; it aimed to inform Russian policymakers about the situation with regard to HIV among IDUs.
- **Article “Prospects for MAT Introduction in Russia”** (2007) was prepared jointly with PWG member MP V. Zubov, Chief Narcologist of St. Petersburg Dr. A. Sofronov and Chief Physician of the Tatarstan AIDS Center Dr. O. Romanenko. Considering the controversy of the topic, no national media outlet was willing to publish the article; it was published by OPRC and in Zubov’s collected articles book.
- **Policy paper “The G8, Russia’s Presidency, and HIV/AIDS in Eurasia”** (2007) was prepared in cooperation with the Center for Strategic and International Studies and the Kaiser Family Foundation for the International Parliamentary Conference “HIV/AIDS In Eurasia and the Role of the G8”.
- **Survey of experts from Russia, China and India** (2007) was undertaken with the goal of producing a comprehensive overview of the region’s HIV and TB epidemics and response in each country. The findings from interviews with 45 experts informed the agenda of the Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies”.
- **Six Factsheets to support the Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies”** (2007): “HIV/AIDS in Russia”, “HIV/AIDS in China”, “HIV/AIDS in India”, “TB in Russia”, “TB in China”, and “TB in India” are based on analysis of statistics and interviews with experts, and provided strategic recommendations. They were distributed among the Forum's participants.
- **Policy Brief “Why should HIV prevention and treatment among IDUs be one of Russia’s national HIV/AIDS priorities?”** (2008) is based on analysis of domestic and international experience of HIV prevention among MARPs. The publication argued that in absence of evidence-based prevention, there is a threat that HIV would spread to non-drug using populations, thus causing a generalized epidemic. Following up on this publication, and on Ambassador Mark Dybul’s 2008 visit to Moscow, TPAA/GBC prepared another brief on the spread of HIV/AIDS among IDUs as a driving factor of the HIV epidemic in Russia.
- The PWG supported GFATM's work in Russia since the establishment of GLOBUS in 2004. Responding to increased MoH criticism of NGOs utilizing evidence-based approaches to HIV prevention, in 2009 the PWG established an **Expert Working Group to Analyze**

Effectiveness of HIV Prevention among MARPs in Russia. Creation of the expert working group followed the recommendations of the joint meeting of the PWG and Rospotrebnadzor. It was decided that the working group would include representatives from MoH, Rospotrebnadzor, the Ministry of Education and Science, the Federal Drug Control Service, and other ministries and Russian NGOs. The working group prepared a parliamentary report outlining domestic and international experience in HIV/AIDS prevention among MARPs; the report will be provided to MoH in the last quarter of 2010.

- Policy Brief “HIV Prevention among Most-At-Risk Populations (MARPs) in Russia” (2009) addressed the state of HIV prevention among injecting users and other vulnerable groups and provided recommendations on strengthening the response. Its electronic version was expanded to include six essays written by experts from the National Research Center for Drug Addiction, Rospotrebnadzor, UNODC/UNAIDS/WHO and GBC.
- Factsheet on HIV dynamics and HIV prevention policies in developed countries (2010) is based on the experience of countries with considerably low incidence rates, such as the United States, Germany, the United Kingdom and Japan; it aimed to analyze HIV statistics and key trends, HIV prevention measures and challenges in those countries. The findings were used for advocacy and support to the PWG.
- Policy Brief to analyze gaps in HIV prevention among MARPs «Implementing effective HIV prevention strategies and policies in the Russian Federation: practice and prospects» (2010) focused on capacity building in HIV prevention, particularly through the use of innovative approaches and national resources (financial, economic, intellectual etc.) to ensure efficient prevention of HIV, summarized relevant international experience and provided a set of recommendations to improve capacity in the development and execution of innovative approaches to prevent further spread of HIV in Russia.
- PWG website (2009) highlighted the group's activities, initiatives and interaction with other federal bodies, and published event reports, documents and proposals prepared by the PWG. The website's address is <http://duma.hivpolicy.ru>.
- Numerous **Background materials** were prepared upon request from the PWG and its individual members. They included, among others:
 - Background materials for the conference “HIV Epidemic in Central Asia and Eastern Europe: Legislative Measures to Combat Spread of HIV and Priorities for Regional Cooperation” (Kyrgyzstan, 2006);
 - Research on legislation regulating public service announcements (2007);
 - Analysis for MP M. Grishankov for the UNGASS Review meeting (2006) and for the Government AIDS Commission's review of the National Strategy to Tackle the Spread of HIV (2007);
 - Analysis for MP V. Zubov for his article “The Need for a Stronger Response in the Fight with the Infection of the Century”, co-authored with Professor T. Barnett from the London School of Economics (published in “The Russian Federation Today,” #15, August 2006), and for the article “Prospects for Introducing Medication Assisted Therapy in Russia” (2007);
 - Analytical survey evaluating the current state of methadone maintenance treatment (MMT) programs in the CIS, based on consultations and interviews with experts from six CIS countries, including Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Uzbekistan and Ukraine, as well as with specialists from China, India and Iran (2009);
 - Overview of best practices in capacity-building and education of public officials and policymakers on HIV and other health-related issues to inform discussions on HIV/AIDS strategy development in Russia (2009);
 - Analysis of existing laws and regulations and proposed priorities related to harm reduction program development and implementation to prevent further spread of HIV in Russia (2009);

- Overview of HIV situation in Russia in 2008–2009 (2010);
- Talking points for PWG members for interviews, speeches, addresses in press, public international and national events.

Regional SPWG Activities

- **Cross-sector meeting “Ensuring national priorities in the fight against AIDS”**, co-organized with the Orenburg regional Ministry of Health, Ministry of Social Development and the Orenburg regional AIDS Center in 2006, brought together regional and municipal officials, business executives, NGO and media leaders. TPAA helped organize the meetings and prepared related background documents.
- **Cross-sector meeting “Effective HIV/AIDS Response in the North-West of Russia”** was planned to be held in St. Petersburg in 2007 in partnership with city government and key NGOs. It was envisioned that in addition to policymakers and specialists from St. Petersburg, the meeting would be attended by representatives from other regions of the North-West. TPAA did all necessary background work to prepare for the meeting, but it was postponed and then canceled by the administration of St. Petersburg.
- **Educational Course on HIV/AIDS Partnerships in Orenburg** was implemented in 2008. It consists of three modules. Module I focuses on legislative framework, budgeting, inter-agency cooperation, and the role of mass media in regional AIDS programs. Module II is entitled “Strategic Planning and Mechanisms of Programs Implementation”. Module III is dedicated to cross-sector cooperation and public-private partnerships in the field of HIV/AIDS. Over 30 government officials participated in related workshops, including representatives from the regional Ministry of Health, regional and municipal AIDS and drug treatment centers, law enforcement agencies, key NGOs and other organizations. Following this successful pilot project, the Federal Service for Surveillance on Consumer Rights Protection and Social Welfare (Rospotrebnadzor), Federal AIDS Centers, and the Russian Healthcare Foundation, as well as administrations in a number of Russian regions expressed their interest in replicating the Course. Several regions proceeded with replication (with support from the Russian Healthcare Foundation). *See more details of the Course in the section below.*

Regional SPWG Analysis

- **Educational course “Regional HIV/AIDS Program Development and Implementation Strategies”**, designed in 2006-2008, addressed the need for improved inter-agency and cross-sector coordination of HIV/AIDS response, capacity-building of policymakers, government officials and healthcare specialists necessary to effectively tackle public health challenges. Preparation of the course involved experts and specialists from the Moscow School of NGO Management, the Higher School of Economics, the State University of Management, the Center for Program and Policy Evaluation, and TSNIIOIZ. The course was piloted in Orenburg. The Organizing Committee in Orenburg Oblast included First Deputy Minister of Health and other representatives of the administration; representatives of the Orenburg Union of Industrialists and Entrepreneurs and the Orenburg Oblast AIDS Center. Experts who conducted the workshop included representatives of the Ministry of Economic Development and Trade, Institute for Policy and Program Evaluation, Orenburg Regional AIDS Center, Moscow State University (MSU), National Association of Charity Organizations, Moscow School of Economics, and others. Overall, 47 stakeholders in Orenburg Oblast participated in the course, including representatives of local

government, medical institutions and NGOs. A significant number of local experts attended all three modules. As a result of this pilot project, the participants developed a list of recommendations to improve the effectiveness of the existing regional AIDS program in Orenburg Oblast, and discussed future priorities.

- Regional analytic publications included the **Policy Brief “HIV/AIDS Epidemic in St. Petersburg”** (2006), the **Factsheet “HIV/AIDS Epidemic in Orenburg Oblast”** (2007), the **Factsheet “HIV/AIDS Epidemics in Samara Oblast”** (2007), and the **Policy Brief “Public-Private Partnership Model as an Effective Approach to Addressing HIV and TB in Orenburg”** (2009). The latter publication was informed by a survey on the prospects for public-private partnerships (PPP) in Orenburg Oblast. Over 50 local companies had participated in the survey. Key survey findings suggested that 33% of companies in the region were interested in joining health-related PPPs, and 57% believed that PPPs can be profitable, while 74% of companies would consider participating in PPPs if supported by the local government. Notably, the majority of companies selected HIV prevention as an area of interest with regard to potential PPPs.

PROJECT 2: BUSINESS AGAINST AIDS

“For business, the problem of AIDS is one of the most important ones, along with other problems affecting Russia's economic development. This issue is becoming important for us, for business developing within the country, as a general humanitarian public issue. And our civic duty is to participate in the response.”

Chair of Delovaya Rossiya business association B. Titov³

“I am the head of a large commercial production, and I see that the human resource issue is becoming more and more important each year; indeed, there is a lack of human resources. Today every staff member is precious, that's why we must win every person back from HIV/AIDS.”

BAA Co-Chair V. Golovnev⁴

Summary

The National Business Against AIDS Coalition (BAA) plays a prominent role in Russia's HIV/AIDS fight. Organized in 2004, it became an important forum for business leaders and other stakeholders to discuss the role of the private sector in AIDS response. TPAA played the role of the BAA secretariat, and TPAA's innovative Health@Work workplace education program is at the core of BAA.

Until 2008, BAA was co-chaired by V. Golovnev, President of Vostok Service Textile Association, and Clyde Tuggle, Regional President of the Coca-Cola Company. Following V. Golovnev's election into the State Duma and C. Tuggle's departure from Russia, new co-chairs were elected: S. Litovchenko, Executive Director of the Russian Managers Association (AMR), and J. Sauer, Executive Director of the Mercedes-Benz Company in Russia. The National Association, which was renamed **“Business for Healthy Society”** to reflect the private sector's broad health agenda, has 41 members, including domestic and international companies working in Russia.

BAA highlights in the past four years included the **Summit “Business Against AIDS”** and the **Leaders**

³ Delovaya Rossiya “Business Against AIDS” <http://archive.deloros.ru/press/news/2501>

⁴ Photo Project “Affects Me. Affects Every One»

Forum on Public-Private Partnerships. These events focused on mobilizing the private sector, government and civil society organizations to establish mechanisms for cross-sector collaboration in response to HIV/AIDS, highlighting the importance of the topic for the Corporate Social Responsibility (CSR) agenda; the discussions influenced the agendas of other high-level meetings, including at the Ministry of Health, State Duma and the Federation Council of Russia, as well as in the Ukrainian business community.

In addition to high-level events, BAA utilized the mechanism of **Semiannual Roundtable Meetings**. As of 2010, 7 such meetings were organized, providing a platform for BAA members to discuss their experience in HIV policy development and program implementation. BAA members represent different sectors; one of the most important ones is the **Oil and Gas Industry – one of important events of this dialog was Oil & Gas Industry Roundtable on HIV/AIDS in April 2009**. Due to the size of that industry, as well as the high numbers of workforce employed in it, BAA paid particular attention to working with such companies as Shell, TNK-BP, Chevron and others. Other prominent companies that are very influential in Russia include Coca-Cola and PepsiCo, Mercedes-Benz and Ford. In addition, TPAA's partnership with business associations including the **Russian Union of Industrialists and Entrepreneurs (RSPP)** and the **Russian Managers Association (AMR)** and **Association of European Business (AEB) in Russia** was instrumental in mobilizing and supporting BAA members.

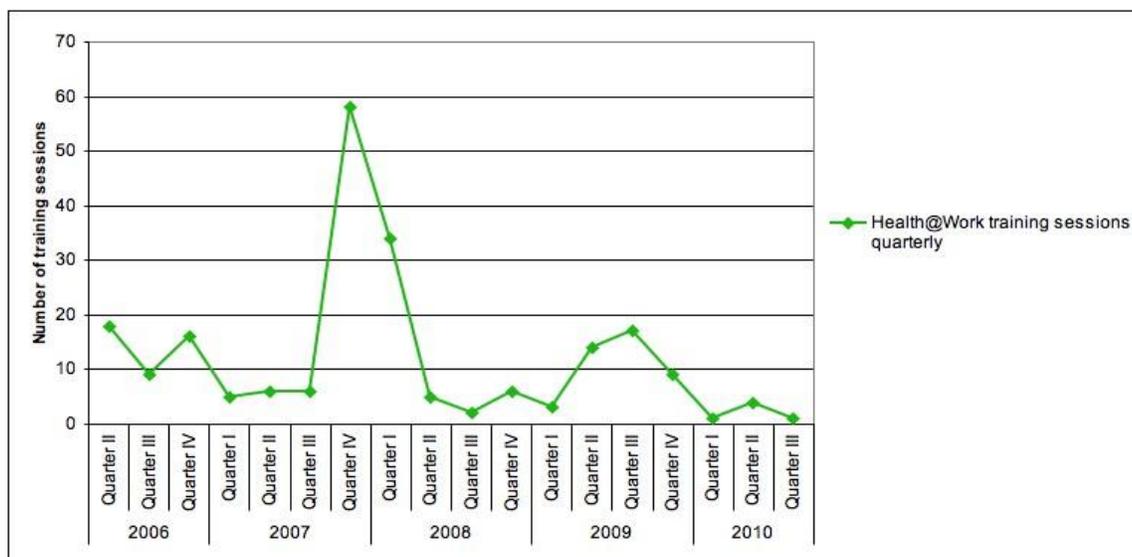
BAA member companies addressed multiple issues related to HIV, including HIV among women and children, VCT, sexual behaviors, and many others. A number of companies established the tradition of **World AIDS Day** events and campaigns. A workshop hosted by SABMiller-RUS featured one of the first attempts at **HIV/AIDS and Business Scenario Development** in Russia. In addition to events, TPAA and BAA conducted surveys and provided BAA members and the general public with analytical products. Prominent examples include the **National report “Impact of HIV, alcohol and drug abuse on the competitiveness of companies and economy in Russia”**, published jointly with the Russian Managers Association (AMR), that generated unprecedented media coverage and drew the attention of the business and expert communities. TPAA/GBC provided **Technical Assistance to develop in-house company policies on HIV/AIDS** to over 25 leading Russian and international companies.

BAA's work in Russian regions focused on creating mechanisms for multisectoral partnerships in St. Petersburg and Orenburg Oblast. Upon entering the regions, BAA organized **Cross-Sector Meetings “Ensuring national priorities: Business Against AIDS”** for companies and other stakeholders there. As a result of a productive partnership between TPAA/GBC and the Orenburg branch of the Russian Union of Industrialists and Entrepreneurs (OSPP), the **Public-Private Partnership between TNK-BP, Government of Orenburg Oblast and BAA/TPAA/GBC** helped advance cross-sector collaboration on HIV/AIDS in the region and increased the company's capacity to address HIV/AIDS in the workplace. At the end of the project the PPP was handed over to the regional stakeholders to ensure its sustainability. Also in Orenburg, BAA conducted the survey **“Impact of HIV/AIDS, alcohol and drug abuse on the competitiveness of companies in Orenburg region”**; the resulting report was widely disseminated. This survey was followed up by a **KAPB Survey** reaching over 460 respondents; its results were presented at a government-organized **Annual Conference on Labor Safety**. Similarly to Orenburg, BAA's St. Petersburg agenda featured in-depth support to key companies working there. Partnership with **Ford** facilitated a three-year prevention program on HIV, including special events, training sessions and dissemination of information. Through a partnership with **Chevron**, BAA provided support to the company's HIV project targeting over 300 at-risk and HIV-positive women and helping them to keep their infants. Finally, TPAA/GBC organized **Study Tours for Russian and foreign companies** to facilitate

exchange of ideas and increase business participation in HIV/AIDS response in Russia.

During 2006-2010, TPAA/GBC conducted 205 **Health@Work training sessions and presentations**. Health@Work Program helps companies to raise awareness among employees, safeguard their health, and reduce the economic losses caused by HIV/AIDS and other preventable diseases. The program builds on internationally accepted workplace standards for health education, non-discrimination and prevention. Overall, 4304 persons were trained during workshops, master-classes and directly in 36 companies. In addition to Health@Work implementation at the national level, the project facilitated 34 training sessions and presentations in St. Petersburg (15) and Orenburg Oblast (19) , as well as a number of **Training of Trainers sessions** to enable companies to work with their employees and communities using the capacity of their own educators. This work included 23 presentations and sessions for business associations. *Graph 2 (below) displays the number of Health@Work training sessions per quarter.*

Graph 2. Number of Health@Work training sessions per quarter (2006-2010)



As a result, RSPP endorsed Health@Work by placing related information on its website and recommending the program to its member companies. The program was also endorsed by the Ministry of Health in the framework of the National Project “Health”, with whose support sessions were organized for **Companies from five Russian regions**, with the scope of training a total of 10,000 employees; French Foreign Advisory Group organized trainings for employees and peer educators from 9 French companies in Ukraine co-sponsored by GBC and companies, and by the Red Cross that used the program's expertise to conduct **Workplace Training in Belarus**, sponsored by **GTZ**. In addition, a Health@Work module for university students was piloted at the **Moscow State University on Psychology and Education**, and conducted in 2 other Universities on their request. To facilitate Health@Work introduction in companies, TPAA produced **HIV/AIDS Prevention in Companies: A Manual for Managers** with guidelines to assist companies working in Russia in addressing HIV/AIDS, as well as **Manual for Managers’ on Workplace Alcohol and Drug Abuse Prevention**. **Evaluation of the effectiveness of the Health@Work program** revealed positive outcomes of the program, including knowledge and attitudes change among the program's recipients. This positive experience was summarized

in a collection of **Case studies of Russian and international companies that implemented the Health@Work Employee Education Program**, including AutoVAZ, SUAL, PepsiCo, DaimlerChrysler, Unilever, and Shell.

The project was successful and achieved all expected results. TPAA/GBC helped to improve HIV awareness by companies' senior leadership and their commitment to participate in HIV response. BAA became a key forum for businesses to exchange information and experience, adopt relevant policies and conduct joint events. The Health@Work program provided high-quality analytic and practical tools for workplace training and education both within companies and in the broader community. It helped to focus companies' attention on human rights and on reduction of stigma and discrimination of people living with AIDS. Below we provide a detailed inventory of BAA activities in the course of the project:

BAA National and International Activities

- To highlight the role of the private sector in HIV/AIDS response, in 2004 TPAA/GBC mobilized a group of business leaders to establish the National Association Business Against AIDS. To consolidate its members and stakeholders, and to find supporters, the Association organized several high-level events. These events proved crucial for the Coalition's visibility. One of the first such events was the **Summit “Business Against AIDS”**. The Summit, organized in 2006 in partnership with the national public organization “Delovaya Rossia”, gathered over 100 representatives of Russian and multinational companies, together with high-level federal officials and leaders from the non-governmental sector, in order to discuss business participation in public health programs, particularly with regard to protecting employees and addressing HIV/AIDS within the communities. Keynote speakers included B. Titov, Chairman of Delovaya Rossia; W. Burns, U.S. Ambassador to the Russian Federation; W. Blenk, Director of ILO's Office for Eastern Europe and Central Asia, and others.
- Having identified Public-Private Partnerships (PPP) as a key issue in the response to HIV/AIDS, TPAA/GBC organized the **Leaders Forum on Public-Private Partnerships** in 2007. This high-level event aimed to discuss, develop and initiate PPPs in the area of public health in Russia, India and China. Distinguished speakers and participants included Ambassador R. Holbrooke, President and CEO of GBC; P. J. Robertson, Vice-Chairman of the Board of Chevron; V. Pozner, President of the Academy of Russian TV; C. Tuggle, President of the Russia, Belarus and Ukraine Division of The Coca-Cola Company; V. Golovnev, President of Vostok Service Group of Companies; J. Watters, Vice President External Medical Affairs, International, Pfizer, Inc.; and J. Sampaio, UN Secretary-General's Special Envoy to Stop Tuberculosis, among others. Best practice PPP examples discussed at the Forum included the Russia Media Partnership to Combat AIDS; the Sakhalin Energy Investment Company Project, the Merck & Co./Government of China's Comprehensive HIV/AIDS Prevention and Control Cooperative Project; and the Indian Public-Private Partnership on TB. The Leaders Forum was preceded by a **BAA-USRBC Networking Reception**. Organized in cooperation with the U.S.–Russia Business Council, the reception provided an opportunity for over 150 global business leaders, government officials and representatives of international NGOs to initiate dialogue about PPPs.
- In 2008-2009, the project's strategy with regard to high-level events focused on supporting and participating in domestic and international events organized by partners and stakeholders. During these two years BAA presented its work at 11 high-level forums with government and

private sector leaders. These events provided an excellent platform for sharing BAA experience in the private sector mobilization. The list includes:

- **All-Russian Congress “Occupation and Health”**, held in 2008; BAA provided an abstract for the sessions and used the opportunity to exchange information and experience with congress participants;
- **Working session of the Federation Council of Russia**, organized with support from TPAA and URALSIB in 2008 to discuss social investment of businesses operating in Russia and to identify recommendations for improving effectiveness of corporate response to socially significant diseases as part of their CSR agenda;
- **Fifth Tver Economic Forum**, organized in 2008 by the Tver Region Administration and the Russian Managers’ Association; TPAA/GBC delivered a presentation summarizing the findings of the 2007 national survey on the influence of alcohol & drug abuse and HIV/AIDS on the competitiveness of Russian companies;
- **National Forum “Corporate social responsibility: challenges and perspectives”**, organized in 2008, gathered participants representing major businesses operating in Russia, as well as Business Associations. TPAA/GBC and URALSIB representatives delivered the presentation “Health of Employees as a Priority for CSR”;
- **Forum “People Investor: companies investing in their staff”**, organized in 2008 by the Russian Managers Association, addressed a wide range of issues, including investment in people during the global economic crisis, social reputation, and personnel efficiency as factors for successful business development. TPAA/GBC representatives participated and presented BAA experience;
- **First International Summit on Corporate Social Responsibility in Ukraine**, held in 2009, featured a BAA Presentation. The event was organized by the Russian Managers Association, Kommersant Ukraine, Graduate School of Management at St. Petersburg State University and UNDP, and was attended by over 500 participants from Russia, Europe and Asia, including senior executives from large corporations, representatives from multinational organizations, government bodies, NGO experts, and the media;
- **Meeting of French Foreign Trade Advisors (FFTA) in Ukraine**, held in 2009, featured a BAA presentation. Over 20 top and mid-level managers from international companies, such as Auchan, Lafarge, Société Générale, Nestlé, BNP Paribas, Sanofi-Aventis, as well as representative of the Association of French Businesses in Ukraine, attended the presentation. Company representatives expressed strong interest in learning about joining the fight against HIV in the region;
- **First All-Russia Congress “Healthy Lifestyle and Sustainable Development”**, held in 2009 by the Russian President’s Academy of Public Service and the League of Nations, was supported by TPAA/BAA. In addition to advising on topics for discussion, BAA staff delivered several presentations on PPPs and health education programs to promote a healthy lifestyle and disease prevention;
- **Meeting of the Petroleum Advisory Forum’s Committee on Health, Safety and Environment (HSE) in 2009** included a BAA presentation “HIV/AIDS prevention programs at oil & gas companies: international and Russian experiences”. The meeting was attended by HSE and HR managers from BP Trading, ConocoPhillips, Shell and Wintershall (BASF Group). The presentation provided an overview of HIV/AIDS and TB, as well as of the situation with alcohol and drug abuse in Russia, making the case for prevention programs;
- **Annual Convention of the Russian Railroad Trade Union** in 2009 included a BAA presentation covering HIV/AIDS fundamentals and response in Russia, and focusing on the role of employers. The event targeted the union’s young activists and leaders and focused on promoting a healthy lifestyle;
- **Joint Technical Roundtable on HIV/AIDS and other social diseases in the oil & gas industry**, organized in 2009 in collaboration with BAA and the National Society of Industrial Medicine, featured a BAA presentation. Health and safety personnel from large oil and gas companies operating in Russia, including Shell, LUKOIL, Gazprom Extraction Orenburg, Schlumberger, and Stroytransgaz, attended the

event to discuss best practices and find solutions to common challenges. Among the speakers were MoH and ILO representatives;

- **Third Eastern Europe and Central Asia AIDS Conference (EECAAC-2009)** featured a presentation highlighting BAA accomplishments; it was followed by BAA members' presentations addressing workplace education, including the Sakhalin Energy Investment Company, Coca-Cola Hellenic, Mercedes-Benz RUS, Shell Exploration and Production Services, and Chevron Neftegaz Inc.

- BAA established the routine of organizing semiannual meetings to discuss its members' joint and individual projects, as well as overarching issues. **Roundtable meetings of the BAA Coalition** were held since 2007; overall, 7 meetings were organized. The meetings provided a platform for BAA member companies to share best practices on how to safeguard their employees, the communities where they work, and their economic interests from the risks associated with HIV/AIDS and other preventable diseases. Some of the companies that attended and/or presented their projects at these meetings include Gazprom, Lukoil, RUSAL, Severstal, Uralsib, Mercedes-Benz, Johnson & Johnson, Renault, SABMiller, Schlumberger, TNK-BP.
- In addition to semiannual roundtable meetings, in 2009-2009 BAA organized 4 special workshops dedicated to specific topics that included:

- **Joint BAA Roundtable with the Delegation of the European Commission to Russia and the Association of European Businesses in Russia**, held in 2008 to urge European companies to join HIV/AIDS response efforts in Russia. The meeting was co-chaired by Paul Vandoren, Deputy Head of the Delegation of the European Commission, and Dr. Frank Schauff, CEO of the Association of European Businesses.

- **Workshop on HIV prevention in Russia**, organized in 2008 jointly with SABMiller Rus to determine key challenges related to the growing HIV/AIDS epidemic and to propose effective and feasible solutions engaging the private sector and companies' employees. Participants included managers of local and international companies operating in Russia, labor union representatives, experts from unions of industrialists and entrepreneurs, and NGO leaders active in the fight against HIV/AIDS in Russia. The participants developed three potential scenarios of how the HIV epidemic might develop in Russia and the impact it will have on the private sector. Most importantly, they identified entry points for companies to play a key role in curbing the spread of HIV by leveraging their core competencies.

- **BAA Roundtable on CSR**, organized in 2009, that specifically addressed projects targeting children and families. Over 40 participants from the private and public sectors attended the roundtable. BAA partners, Rosbank, Severstal and Lenta, delivered presentations on the private sector's role in addressing problems that affect vulnerable groups;

- **Workshop on HIV/AIDS and Vulnerable Children at Shell**, organized in 2009 in the framework of the company's public health project to provide support to HIV-positive children;

- In addition to high-level events and round table meetings, BAA mobilized the private sector around significant dates. Most notably, a **World AIDS Day Campaign** was held in 2008. During the campaign, **SABMiller Russia** raised HIV awareness among the company's employees and customers. The company produced and displayed 20 large-scale informational posters on key issues related to HIV transmission and prevention. The initiative also included intranet communication to employees, an article in the company's magazine, and publication of 1,000 calendars with messages on HIV distributed at SAB Miller's factories in Moscow, Kaluga, Ulyanovsk and Vladivostok. **Mercedes-Benz Russia** also drew the attention of its employees and the public to the HIV epidemic in Russia. The company's WAD event gathered representatives from government agencies, business associations and NGOs. As part of this educational event, Mercedes-Benz employees received informational handouts on HIV/AIDS,

and attended TPAA's moving photo exhibit "Affects Me. Affects Everyone" displayed at the company headquarters. Finally, a **Workshop on HIV/AIDS for Shell Group of Companies** gathered over 80 top and mid-level managers, marking the launch of Shell's corporate HIV program.

- BAA's analytic activities were just as important as the coalition's events. After an increase in BAA's visibility, the scope of work of the coalition expanded to include alcohol and drug abuse, as well as other public health issues. One of the highlights of the project's analytic activities is the **National report "Impact of HIV, alcohol and drug abuse on the competitiveness of companies and economy in Russia"**, published in 2008 jointly with the Russian Managers Association (AMR). The report is based on a 2007 research project implemented in partnership with AMR. The scope of the project was to evaluate awareness of alcohol and drug abuse, HIV, and TB issues in the workplace and to determine what action steps had to be taken to implement prevention programs in the Russian companies. Research focused on HR managers and top managers from over 150 companies. The report generated unprecedented media coverage and drew the attention of the business and expert communities. To present and discuss the survey's findings, TPAA/GBC organized an **Expert meeting to discuss findings of the survey "Impact of HIV, alcohol and drug abuse on the competitiveness of companies and economy in Russia"**. The meeting was attended by 22 managers from businesses and non-governmental organizations.
- Following up on the National Report, in 2009 BAA established an **Expert Working Group on the Role of the Private Sector in Addressing Alcohol and Drug Abuse in Russia**. The expert group was joined by prominent Russian and international companies, including the Caspian Pipeline Consortium, Ilim Group, Integra, Janssen-Cilag, Lafarge Cement, Lukoil, Moscow Metro, Rusal, Wintershall, Shell, Schlumberger, and Uralsib, to discuss labor legislation and proposed amendments aiming to motivate companies' leadership to introduce alcohol and drug abuse prevention programs for their employees.
- In addition to events and analytic activities, TPAA/GBC provided **Technical Assistance for development of company policies on HIV/AIDS** to over 30 leading Russian and international companies, including BP Russia, Coca-Cola CIS, DaimlerChrysler Russia, SUAL Holding, Chevron Neftegaz, Shell Exploration and Production Russia, Colgate, Vostok Service, RusAl, Corbina-Telecom, Vneshtorgbank, TNK-BP, Frito-Lay, SABMiller, White&Case, Mercedes-Benz, MAC Cosmetics, Nike, Aeroflot, DuPont, Pfizer, L'Oreal, BMS, Uralsib, Renault and others. Technical assistance included briefings for senior and mid-level managers, training of HR and HSE personnel and the publication of in-house literature on HIV/AIDS prevention for company employees and their families. To provide technical assistance to BAA members, TPAA/GBC partnered with a number of business associations, including the Russian Union of Industrialists and Entrepreneurs (RSPP), the Association Delovaya Rossiya, the Association of European Business in Russia (AEB), the EC Delegation to Russia, the US-Russia Business Council (USRBC), the American Chamber of Commerce (ACC) and the International Business Leaders Forum (IBLF).

Health@Work National and International Activities

- At the core of BAA and TPAA/GBC's business program is TPAA's innovative Health@Work program. In 2006-2009 TPAA/GBC updated the program, developed new modules for the training curriculum, and organized workplace training sessions. **Health@Work Trainings and workplace seminars**, as well as **Health@Work Program Presentations** were organized in 36 companies,

including Mercedes-Benz, RusAl, PepsiCo, SABMiller Rus, Aeroflot, TNT, Coca-Cola and others. A significant number of sessions focused on the Training of Trainers; the training enabled companies to work with their employees and communities using the capacity of their own educators. In addition, TPAA/GBC regularly organized **Advanced training sessions for Health@Work instructors**. These sessions provided instructors with tools for strategic planning and organization of workplace HIV prevention programs. Overall, the project organized 203 training sessions and presentations in the course of the project.

- In addition to focusing on specific companies, Health@Work held special training sessions and workshops. The recipients included:
 - **Russian Managers Association**, where Health@Work training was held in 2007 for the association's employees. TPAA/GBC provided employees, managers and specialists with key information concerning HIV/AIDS and helped them to assess their attitudes and beliefs;
 - **Moscow State University on Psychology and Education Training**, where the course for University Students "What should everyone know about HIV/AIDS?" was piloted in 2007;
 - **Companies from five Russian regions in the framework of the National Project "Health"**, where sessions were organized in 2009. This was the National Project's first effort to introduce training on HIV prevention in the workplace with the scope of training at least 2,000 employees per company (a total of 10,000 in five companies);
 - **Companies in the Oil&Gas Industry**, where a Health@Work skill-building workshop was organized in 2009 in collaboration with the National Society of Industrial Medicine. The participants included health and safety personnel from large oil and gas companies operating in Russia, including Shell, LUKOIL, Gazprom Extraction Orenburg, Schlumberger, and Stroytransgaz;
 - **Association of European Businesses (AEB)**, where a Health@Work Presentation was organized in 2009. The presentation was hosted by the Association's Safety, Health, Environment and Security Committee and focused on health and safety educational programs in the workplace, as well as on related challenges and solutions to common problems;
 - **Companies in Belarus**, where the Red Cross initiated Health@Work Replication in 2009. TPAA/GBC and OSPP representatives provided expert support for the replication process.
- In addition to organizing training sessions and updating the training modules, the project team focused on knowledge transfer. In 2006, TPAA produced the publication **HIV/AIDS Prevention in Companies: A Manual for Managers**. The manual contains guidelines to assist companies working in Russia in addressing HIV/AIDS; it is based on global experience in HIV/AIDS prevention and care and offers practical tools for development of workplace prevention programs. The manual is geared towards company managers, HR personnel, health care experts and representatives of trade unions. Besides the Manual, the project produced an **Information brochure about Health@Work** to distribute among companies.
- In 2008-2010, Health@Work was presented at 21 **High-Level Forums with government and private sector leaders**. These events took place at the domestic level (for example, at the AMR in Moscow or at TNK-BP in Orenburg) and in other countries (for example, at ILO in Geneva or at the Estonian Business Coalition). These forums provided an excellent platform for sharing Health@Work experience in workplace programs.
- In the framework of TPAA's partnership with **the Russian Union of Industrialists and Entrepreneurs (RSPP)**, in 2008 RSPP endorsed Health@Work by placing related information on its website and recommending the program to its member companies.
- Benefits of Health@Work were further revealed through an **Evaluation of the effectiveness of the Health@Work program**, conducted in 2007. In 2004-2006, the Core Module of

Health@Work had been delivered to 1,221 trainees. Its early evaluation demonstrated short-term outcomes of the program, including knowledge and attitude changes among its recipients; the Core Module was effective in raising awareness among participants, significantly increasing their knowledge of basic facts about HIV/AIDS and related legislation, dispelling misconceptions and fears about the paths of HIV transmission, and positively affecting attitudes towards people living with HIV. A **Report on the Evaluation of the Health@Work Program** was published in 2008.

- To summarize the experience of Health@Work implementation, **Case studies of Russian and international companies that implemented the Health@Work Employee Education Program** were compiled in 2007. The list included AutoVAZ, SUAL, PepsiCo, DaimlerChrysler, Unilever, and Shell.

BAA Regional Activities

- In the course of the project, BAA organized a number of high-level events and working meetings for its members and other companies in a number of Russian regions, primarily focusing on St. Petersburg and Orenburg Oblast, including:
 - **Regional Business Against AIDS meeting “Ensuring national priorities: Business Against AIDS” in St. Petersburg** (2006), held in partnership with the St. Petersburg Council of Entrepreneurs; the meeting was attended by approximately 70 business leaders, HR-managers, medical specialists, trade union representatives, NGOs and local government authorities;
 - **Cross-sector meeting of Orenburg regional authorities, business community, NGOs and media “Ensuring national priorities in the fight against AIDS” in Orenburg** (2006), organized in partnership with the Regional Ministry of Health, the Ministry of Social Development of the Orenburg region and the Regional AIDS Center; the meeting gathered regional authorities, business executives, NGO leaders, leading health experts and the media.
 - **World AIDS Day Forum for Orenburg Business Leaders and City Officials** (2006), including a cross-sector roundtable meeting that gathered 44 regional business executives and city administration officials to raise awareness about HIV/AIDS and initiate new responses from the Orenburg business community.
 - The highlight of BAA's activities in Russian regions is the **Public-Private Partnership between Orenburgneft (TNK-BP's Regional Business Unit), Government of Orenburg Oblast and BAA/TPAA**, initiated in 2007 and announced in 2009. The partnership advanced cross-sector collaboration on HIV/AIDS in the region, increased the company's capacity to address HIV/AIDS in the workplace, and created incentives for TNK-BP staff to get tested. The PPP was organized in the framework of the Orenburg Regional Prevention Program on Social Diseases, with support from the Orenburg Union of Industrialists and Entrepreneurs (OSPP); through this partnership TNK-BP, the largest employer in the region, pioneered implementation of HIV policies and workplace programs for its employees.
 - Similarly to the national level, in the regions BAA implemented a number of analytic activities. In Orenburg Oblast, these included:
 - **Report “Impact of HIV/AIDS, alcohol and drug abuse on the competitiveness of companies in Orenburg region”**, published in 2007 and disseminated among regional companies and other stakeholders. Published in collaboration with the Orenburg branch of the Russian Union of Industrialists and Entrepreneurs, the report summarized a survey of 100 regional companies to assess their awareness of HIV/AIDS, alcohol and drug abuse issues. Its results were presented at the Orenburg Social Investment Conference;

- **Knowledge, Attitude, Practices and Behaviors (KAPB) Survey in Orenburg Oblast**, conducted in 2009 in partnership with the OSPP. 463 employees of two Orenburg companies, Unichel and Strela, were asked to evaluate their HIV awareness. The survey revealed that even though a relatively high number of employees had taken HIV tests before, their knowledge about ways of HIV transmission and rights of PLWH was limited. This could be partially explained by insufficient pre- and post-test counseling. Also, although most of respondents agreed that HIV is important for Russia and Orenburg Oblast, they underestimated the impact of HIV for their company. Results of the survey were presented at the Annual Conference on Labor Safety.

- BAA's agenda in St. Petersburg included focus on providing in-depth support to a number of companies willing to design and implement workplace prevention programs and specific thematic projects:

- **Partnership with Ford in St. Petersburg**, initiated in 2008 in order to develop and implement a three-year prevention program providing HIV knowledge to all Ford employees at the St. Petersburg plant through a training program, information leaflets and other materials. The partnership included a **Special project in conjunction with WAD-2008 at the Ford Motor company in St. Petersburg** to produce and distribute 3,000 booklets and 20 posters covering key facts on HIV/AIDS, as well as to broadcast RMP PSA and the video "The Epidemic" created by TNT TV channel, through the company's internal media. Ford's Chief Medical Doctor arranged HIV counseling sessions.

- **HIV Project sponsored by Chevron Inc. in St. Petersburg**, launched in 2009 and implemented by the NGO Doctors for Children. It aimed to encourage at-risk and HIV-positive women to keep their infants. Over 300 women participated in the project and received expert consultations, information, gifts and other services in an effort to empower them to overcome the difficult economic and social issues they face because of their HIV status, including but not limited to stigma and discrimination and insufficient family support;

- **Shell Exploration and Production Services and its joint-venture Shell Neft sponsored project for HIV-positive children in the Federal Infectious Disease Clinic in Ust-Izhora including retreat during summer and winter vacations for HIV-positive children in retreat center in Leningradsky oblast and visit for Shell Employees**, organized in 2009. The company's representatives met with HIV-positive children residing in the clinic, attended a concert prepared by the children, and met with the clinic's Chief Doctor Evgeny Voronin.

- In addition to in-depth work in the two regions, TPAA/GBC encouraged and supported exchange of information and experience between these and other Russian regions, as well as between foreign companies and those operating in Russia. These activities included the **Study tour for Russian regional business leaders on HIV/AIDS** from St. Petersburg, Pskov and Nizhny Novgorod to Moscow in conjunction with the Summit "Business Against AIDS" (2006), and the **Global Business Coalition on AIDS, TB and Malaria (GBC) Member Trip to St. Petersburg**, organized in 2007. This trip provided senior executives of GBC member companies with a unique opportunity to witness Russia's HIV response and to learn about programs implemented by/with support from the private sector.

Health@Work Regional Activities

- In addition to Health@Work implementation at the national level, the project conducted training sessions in specific regions, including:
 - **St. Petersburg**: in 2006, for HR managers and medical specialists representing the local business community, trade union organizations and business associations; in 2008, for the Sea Port; in 2008, for

technical inspectors at the Russian Sailors Labor Union; in 2008, for the Ford Motor Company, including the company's Chief Physician and nurses; in 2008, for managers and specialists from Izhora Pipe Mill (a Severstal Group plant); in 2008, for Health@Work instructors; and in 2009, for medical doctors and psychologists at the St. Petersburg Medical Academy for Postgraduate Education (as a result, the Academy incorporated Health@Work into its curriculum). Overall, 15 Health@Work training sessions were held in St. Petersburg in the course of the project;

- **Orenburg Oblast:** in 2006, for the local business community; in 2007, a program presentation for 60 members of the regional Chamber of Commerce and Industry; in 2008, presentation for over 80 participants of the annual conference “Social Investments in the XXI Century”; in 2008, for Health@Work instructors; in 2008 and 2009, workshops on alcohol abuse prevention for about 50 managers of Orenburgneft (TNK-BP); in 2009, two workshops at the Annual Conference on Labor Safety; in 2009, a workshop for Orenburg companies (organized by city government); in 2009, capacity building workshops at Orenburgneft (including a VCT initiative); in 2009, training sessions at Strela, Unichel and the Electric Company Orenburgenergo; in 2009, a capacity building training for healthcare providers at Strela, OrenburgEnergo and Orenburgneft; and in 2009, a workshop for trainers at leading regional companies, including TNK-BP, Orsknefteorgsyntez, Orenburg-Gazprom, OrenburgEnergo and Yunicel (organized in partnership with OSPP). Overall, 19 Health@Work training sessions were held in Orenburg Oblast in the course of the project

- **North-West:** in 2007, HR managers and medical specialists from the Ford Motor Company, Kalinin Machine-Building Plant, Kirovsky Plant, Russia Airlines, Severstal, St. Petersburg Subway, St. Petersburg Vodokanal/City Water Supply Company were trained.

- **Sverdlovsk Oblast:** in 2007, the regional Ministry of Health recognized Health@Work as a best practice model. In the framework of this partnership, and with the Ministry's support, TPAA had organized HIV/AIDS workplace prevention programs for companies working in the Zapadny and Gorznozavodskoi regions. The project focused on reducing stigma and discrimination and promotion of a tolerant attitude towards PLWH, as well as on building awareness and local capacity to fight the epidemic. The regional AIDS center selected participating companies and cities, including DINUR, Severskiy Pipe Mill, SUMZ, KZTS and Uralelectromed, based on the epidemiological situation in Sverdlovsk Oblast.

- Analytic activities included development and production of the **Guidelines on Implementation of Prevention Programs in Orenburg Oblast** in 2009, in the framework of the Expert Group on HIV/AIDS, Drugs and Alcohol Prevention in the Workplace in Orenburg. The group is a multisectoral think tank that includes representatives from the regional Ministry of Health and Social Development and other ministries, trade unions and company representatives. The guidelines, co-produced by TPAA, OSPP, Orenburg companies and government institutions, offered practical strategies for development, implementation and monitoring of HIV and alcohol/drug abuse prevention programs.

PROJECT 3: RUSSIAN MEDIA PARTNERSHIP TO COMBAT HIV/AIDS

“Through combined efforts we achieved high level of recognition of the StopSPID campaign; it has reached 62 percent of Russians. Also, one in every seven persons familiar with the campaign have undertaken an effort to learn more about HIV.”
RMP Chair A. Rodnyansky⁵

“I have an excellent opportunity to influence my audience with regard to the HIV/AIDS problem, and to help stem the spread of HIV in Russia. I will try to do all I can to motivate my audience not only to learn more about HIV/AIDS and to revise their attitudes and behaviors, but also to join the StopSPID movement and become activists too.”
RMP activist V. Topalov⁶

Summary

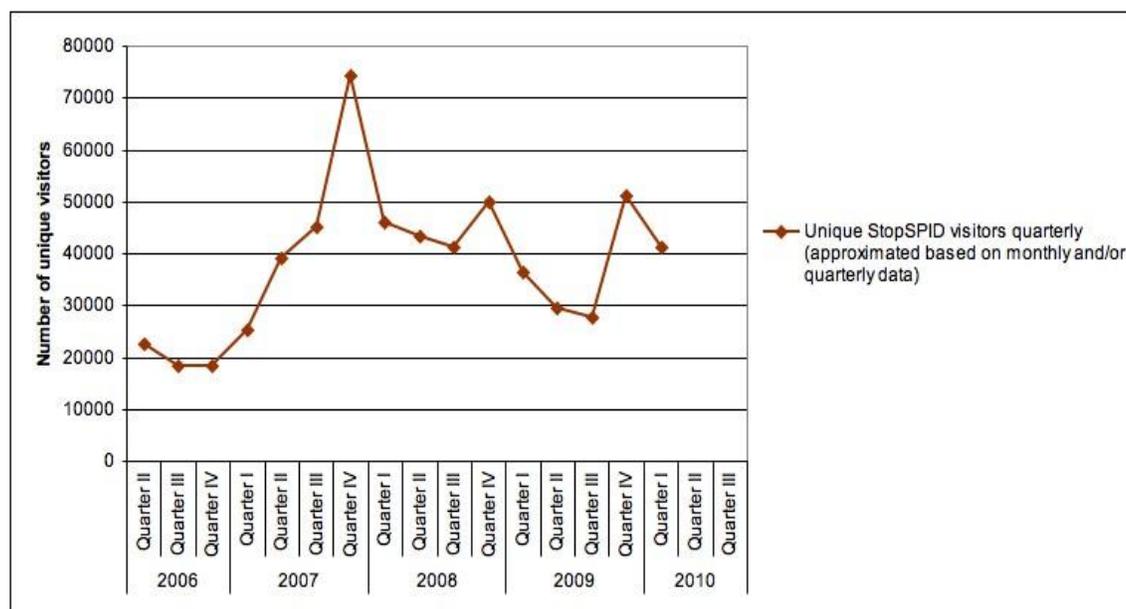
Since its foundation, the Russian Media Partnership to Combat HIV/AIDS (RMP) achieved impressive results, creating a link between mass media companies, government and NGOs. The RMP is chaired by Alexander Rodnyansky, former President of CTC Media. Well-known TV journalist Vladimir Pozner also plays a crucial role in the partnership. TPAA serves as the secretariat to the RMP. Over 40 media companies across Russia participate in the partnership, including among others TV channels CTC, REN TV, TNT and MTV Russia; radio stations Ekho Moskvyy, the Russian Media Group and Europa +; cinema networks Cinemapark and 5 Stars; outdoor companies News Outdoor and Gallery; as well as print media such as YES! and Afisha. To mobilize these and other companies, the RMP organized several high-level events, including the 2006 **RMP Summit** and the 2007 **Leaders Forum on Public -Private Partnerships**.

In the period from 2006 till 2009, the RMP **launched 5 waves of the StopSPID awareness campaign**, including through national and regional TV channels, radio and internet media, street billboards and magazines. The campaign focused on Russian youth and other vulnerable groups, and included clear and practical messages to support HIV prevention and non-discrimination. The latest wave, Wave 9, was produced in the framework of the **National Project “Health”** with support from Russian government. The RMP launched the **StopSPID website** (www.stopspid.ru) — a popular resource that was nominated for several domestic and international awards. *Graph 3 (below) displays the number of unique visitors of StopSPID website per quarter.*

⁵ Russian newspapers and TV channels spend millions fighting AIDS. <http://www.advertology.ru/print57902.htm>

⁶ Vlad Topalov joins the fight against HIV/AIDS. http://www.starstory.ru/novosti_-_polnoe_opisanie/NewsCategory/Zvezdnye_novosti/News/Vlad_Topalov_prisoedinyaetsya_k_borbe_so_SPIDom/

Graph 3. Number of unique visitors of StopSPID website per quarter (2006-2010).



The partnership launched over 20 distinct and popular projects, including the **Photography Project "Affects me. Affects everyone"** featuring an exhibition of portraits and personal statements from policy leaders, prominent public figures, artists, performers, journalists, people with HIV and others, that traveled to many regions across Russia; **Russian Designers Against AIDS** that united prominent representatives of the Russian fashion industry in the framework of the Russian Fashion Week (RFW) who created specific HIV/AIDS awareness messages; numerous projects **engaging celebrities** such as the popular singer Vlad Topalov, Miss Universe and others; **WAD and AIDS Memory Day initiatives** with media companies; **SMS campaigns** including quizzes and contests; **partnership with the National Performing Arts Festival 'Golden Mask'** that included distribution of campaign messages to over 12,000 people; and other projects.

The RMP was active in almost 60 Russian regions through MoUs signed with regional AIDS Centers. Specifically in St. Petersburg this partnership included several high-profile projects, such as the **WAD Concert "Time Out StopSPID: Affects Every One – Every One Participates!"** attended by over 9,000 people.

As a part of the RMP, the **Journalism Program** managed to mobilize and support journalists across Russia covering HIV/AIDS and other public health issues, and to facilitate their communication with AIDS service organizations and relevant experts. This was achieved through **All-Russia Training for journalists and representatives of AIDS-service organizations "On the Frontline of the Epidemic: Reporting on HIV/AIDS"**, organized for three consecutive years: in 2006, 2007 and 2008 (overall, 200 journalists and AIDS-service organizations from Russia, Ukraine and Central Asia took part in these training sessions); **Creative briefings and study tours for regional and national journalists**; development of a **Manual for Journalists on HIV/AIDS coverage** and creation of an **Online Resource for Journalists Covering Public Health** (www.infosmi.org). In St. Petersburg the program organized **Regional Training for Journalists "On the Frontline of the Epidemic: Reporting on**

HIV/AIDS in Russia” that gathered leading media in these regions; and provided in-depth support to journalists through the **Media Fellowship Program**.

RMP members placed PSAs and other materials free of charge; thus, their non-monetary input in 2006 was estimated at USD 8 million, while in 2007-2008 it reached almost USD 25 million. According to independent research, **RMP messages in 2008 were recognized by 85 percent of Russians and 40 percent of those took steps to learn more about HIV** including taking a test, using condoms and avoid stigmatizing HIV positive people. RMP experience **was replicated in Ukraine and China**, and has been studied in other countries as well. RMP was also recognized by the **Global Media AIDS Initiative (GMAI)**.

RMP placed great emphasis on anti-discrimination messages, partnering with civil society organizations including PLWH communities. For the first time in Russia, StopSPID PSAs featured HIV activists who talked to the audience about their life experiences. As a result, campaign audience displayed higher degrees of tolerance toward people living with HIV than those unfamiliar with the campaign.

StopSPID audience significantly differs from respondents unfamiliar with the campaign: they more frequently express conviction that an individual can take action to prevent HIV infection (93% vs. 83%); more frequently take action to prevent HIV transmission (65% vs. 52%); more interested in receiving additional information about HIV (48% vs. 32%); more frequently report planning to take an HIV test (24% vs. 15%).

The project achieved all expected results. RMP provided its audiences with high-quality campaign materials, including through internet media, thus contributing to increased awareness of HIV and documented changes in attitudes. Many of these materials were developed in partnership with communities of people living with HIV. Media companies and individual journalists at the national level and in the two key regions were mobilized to join the campaign and begin broadcasting campaign PSAs; they also took part in study tours and other activities to boost information exchange. The broader public was reached through concerts and other public events. The RMP model was replicated in other countries of the former USSR, as well as in other parts of the world. Below we provide a detailed description of RMP activities in the framework of this project:

StopSPID National and International Activities

- The Russian Media Partnership to Combat HIV/AIDS (RMP) was launched in 2004. After two years, in 2006, TPAAs organized the **RMP Summit** to discuss the effectiveness of the campaign and plan future activities. Organized in partnership with CTC Media and chaired by Alexander Rodnyansky, General Director of CTC Media, and Vladimir Pozner, President of the Russian Television Academy Foundation, the Summit was attended by over 50 representatives of the leading Russian media companies, state and private sector organizations. Discussions focused on strengthening HIV prevention measures in the framework of the national “Health” project.
- RMP was highlighted as a best practice example at the **Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies”**, held in 2007. The event gathered over 150 participants representing public and private sectors, including high-level governmental officials from China and India, as well as PWG members.
- Following the decisions and plans made at the RMP Summit and the Leaders Forum, in the course

of the project TPAA implemented five waves of the **StopSPID: Affects Every One Campaign**, ensuring placement of campaign PSAs across television, print, radio, outdoor (billboard, plasma screens) and internet platforms:

- **Wave 5** (2007) encouraged the public to learn more about the virus through trustworthy sources, including the campaign's website (www.stopspid.ru) and the national hotline on HIV/AIDS;
- **Wave 6** (2007) provided specific recommendations on protecting oneself from HIV and on finding a way to speak to one's child about HIV;
- **Wave 7** (2008) featured humorous spots produced with PARK Production and JWT Russia Creative Director Ivan Bogdanov, focusing on excuses for not getting tested for HIV, with the take-away message that it is better to know one's HIV status;
- **Wave 8** (2008), developed by the advertising agency Ogilvy & Mather on a pro-bono basis, featured one video PSA (30 second and 20 second cuts) – a lyrical video spot that positioned knowing one's HIV status as something natural;
- **Wave 9** (2009) was produced in the framework of the National Project "Health". With the campaign slogan "Down with myths!", it dispelled HIV-related misconceptions through three video PSAs.
 - The campaign referred viewers to the **StopSPID website** (www.stopspid.ru). Continuous development of the website resulted in a dramatic increase in the number of unique visitors (from 7,500 per month in 2006 to almost 14,000 per month in 2010), especially following introduction of a blog and an events page. The website launched a personal blog of Svetlana Izambaeva, a well-known Russian HIV activist. In 2007, the website was nominated for the **World Summit Awards for e-health** (it was the only nominee from Russia in this category); in 2008, it was nominated for the **World Summit Award (WSA) for best e-Content in the area of health** in Russia, and shortlisted for the 2008 **Runet Award** (launched in 2004 by the Federal Agency of Press and Mass Media) in the 'Health and Recreation' category.
 - Almost 20 distinct projects were implemented in four years; they facilitated participation of new stakeholders in the campaign, attracted public attention, helped to disseminate HIV/AIDS information and promote the rights of people affected by the epidemic:
- **Photography Project "Affects me. Affects every one"** was launched in 2006, during the International Parliamentary Conference "HIV/AIDS in Eurasia and the Role of G8". Organized in partnership with the Community of People Living with HIV/AIDS (PLWHA) and the Objective Reality Foundation, the project challenges social attitudes regarding HIV/AIDS and intolerance towards people living with HIV/AIDS through portraits and personal statements from policy leaders, prominent public figures, artists, performers, journalists, people with HIV, mid and top-level managers, and activists united by the common goal of demonstrating that HIV/AIDS affects everyone irrespective of social status, occupation and HIV-status. The participants included President of the Russian Academy of Television Vladimir Pozner; Miss Universe 2005 Natalie Glebova; State Duma Deputies Mikhail Grishankov, Valery Zubov, Vladimir Ryzhkov, Alexander Chukhraev; actors Renata Litvinova, and others. Following the Moscow and St. Petersburg openings, the exhibition was displayed in several regions. In 2007, Coca-Cola supported the display of the exhibition at its factory in Yekaterinburg. In 2008 the exhibition traveled to Krasnoyarsk (the Krasnoyarsk Museum Center) where it was seen by 10,000 people, then to Altai (the Public Art Museum of Altai), where it was seen by over 15,000 people, and later to other regions. The exhibition's regional outreach was supported by BAA member companies;
- **Russian Designers Against AIDS** united prominent representatives of the Russian fashion industry in 2006 and 2007, in the framework of the Russian Fashion Week (RFW). The participants (well-known Russian designers: Max Chernitsov, Kusso, and others) created unique awareness messages to reflect the realities of the growing HIV epidemic in Russia. Highlights included special T-shirts developed for Russian

pop culture icons, and fashion shows accompanied by HIV/AIDS PSAs;

- **Celebrities' engagement in the campaign** featured StopSPID ads featuring popular writer Evgeni Grishkovets and actor Oskar Kuchera, TV anchors Anfisa Chekhova and Tatyana Gevorkyan, and the pop singer Vlad Topalov. The ads reinforced the message that HIV affects each and every one of us. Also, **partnership with pop singer Vlad Topalov** featured an AIDS Memorial Day event in 2006, organized with Vlad's fan club, public HIV testing and other events organized by the RMP. Vlad's tour billboards in Moscow featured the StopSPID: Affects Every One logo as his partner on the project. In 2007, the popular Russian band "Dinamit" also joined the StopSPID campaign. In 2009, an article on celebrities' engagement in the StopSPID public awareness campaign was published in the magazine Money and Charity;

- **AIDS Memory Day initiative "Let Every Heart Say"** was launched in 2007 through a special website that invited people to share their opinions and feelings about HIV/AIDS and sought to build solidarity in the fight against the disease;

- **Partnership with L'Oreal in Russia** was launched in 2008 in the framework of the company's program Hairdressers of the World Against AIDS;

- **SMS campaign** was piloted in 2007 in partnership with YES! Magazine; the project included a reproductive health quiz and a contest. In 2008, the magazine published the results of this project;

- **Story contest: In Your Own Words (user-generated content)** was launched in 2007 in collaboration with LiveJournal, with support from RMP member-companies. The contest gave its audience (primarily young people) the opportunity to express their own HIV/AIDS-related thoughts;

- **Cosmo Against AIDS readers' survey on HIV/AIDS** was conducted in 2007; it received over 1,300 responses from readers. The results were published in one of the issues of the magazine;

- **Partnership with Yapp!**, a mobile service provider with a client base over 204,000 people (primarily young males 16-30 years of age), was launched in 2008. As a result, Yapp! clients received campaign messages and obtained access to a mini-portal that the RMP and Yapp! teams had developed jointly;

- **Partnership with Z-card and Men's Health magazine** (circulation 240,000) was launched in 2008. The project included an HIV/AIDS informational insert one of the volumes of the magazine. Developed by Sauce Ad Agency free of charge, the insert featured an interactive test for the readers and important information about the virus, HIV testing, and sources of additional information on the issue on the other. Each pocket-sized insert also offered a real condom provided free-of-charge by Masculan;

- **Video contest with user-generated content** was launched in partnership with RuTube in 2008. The project's objective was to engage RuTube's audience, primarily young people, on the issue of HIV testing. Other partners included the Film Department of the All-Russia State Film Institute and RMP member companies. RuTube users submitted 33 videos that were accessed by over 6,000 people. The best works selected by an expert jury received awards from the contest's organizers and sponsors;

- **Partnership with the Popular Show Dom 2 on TNT** was launched in 2008 for World AIDS Day. The project included two episodes of the show dedicated to HIV/AIDS (one aired during the day and another one at night). Writer and psychologist Natalya Tolstaya, a frequent guest on radio and TV shows, engaged reality-show participants in discussions about HIV, answered their questions and informed them about HIV prevention;

- **StopSPID Campaign at the National Performing Arts Festival 'Golden Mask'** was implemented in 2009. Over 12,000 postcards with HIV/AIDS messages were distributed among the audience, enclosed in playbills for each festival performance. Each postcard included information about the HIV/AIDS epidemic in Russia, the telephone number of the national AIDS hotline and the www.stopspid.ru address. This was the first time that a world-level theater festival and a social information campaign in Russia joined efforts. The portal V Kontakte.ru, one of Russia's most popular social network services, also joined the project;

- **Photo competition on Rambler Photo Service** was organized in 2009 in partnership with the Rambler Internet Holding to engage the company's audience, primarily young people, on the issue of HIV testing. Anyone was welcome to participate in the contest by submitting a photo showing why it is important to appreciate life and protect one's health;
- **Youth rock festival "I Choose Life"** took place in 2009 in Moscow. Over 2,000 people participated in the event. The RMP team prepared an interactive HIV/AIDS quiz that was distributed during the event, and provided print materials and pocket calendars with HIV messages to festival attendees;
- **Interactive Game Educating About HIV Transmission** was created in 2009 in partnership with the Russian Ministry of Health and Social Development. The game took players from common to more complicated HIV questions, combating myths and misconceptions related to disease transmission;
- **Online quiz "What do you know about HIV/AIDS?"** was created in 2009 to raise public awareness about key aspects of HIV transmission and the disease overall. About 200 visitors to the www.stopspid.ru took the quiz;
 - To measure the effectiveness of the StopSPID Campaign, TPAA commissioned leading sociological organizations to conduct **Knowledge, attitude and behavior surveys** across Russia. The surveys were conducted annually in partnership with the Kaiser Family Foundation and the Public Opinion Foundation. Findings revealed increased awareness of HIV/AIDS risk (63% respondents in 2006), but only 17% in 2006 had taken action learn more about HIV/AIDS. Sixty-two percent of respondents were aware of the StopSPID campaign materials in 2006; of them 63% considered the materials convincing and 11% indicated that they had taken actions to learn more about HIV as a result of contact with the campaign.
 - Following RMP recognition at the 2006 UNGASS meeting, the Russian UNGASS Progress Report for 2008 stated that RMP had made "substantive input" into HIV prevention in the general population. RMP's **Partnership with Russian Government** included information sharing between TPAA and the national HIV/AIDS hotline revealed that over 50% of all calls to the hotline in 2007 were driven by the StopSPID campaign audience. Based on its analysis of the effectiveness of the hotline, and suggestions from the Kaiser Family Foundation, the project provided recommendations to MoH in order to strengthen the hotline's performance. Following successful promotion of the National Hotline through the RMP campaign, the partnership was temporarily discontinued in 2008, after close examination of the services provided by the hotline. RMP members decided that RMP could not be linked to the hotline. The hotline operators' frequent rudeness, lack of knowledge, and preference for commercial HIV-testing services led the legal team to discontinue this partnership. In 2009, upon agreement with CTC Media, the section supporting testing advocacy by the hotline returned to the website. In addition, in 2009 **Partnership with the Federal Agency on Press and Mass Communications of Russia** resulted in the launch of a new StopSPID campaign project "The Territory of Life" that included new materials for the website such as interviews with pop stars, HIV and marketing experts.
 - Increased recognition of RMP's achievements in Russia and abroad led to the **Global Media AIDS Initiative (GMAI)** inviting Alexander Rodnyansky, President of CTC Media and RMP Chairman, to become a member of the GMAI Leadership Committee. TPAA facilitated Rodnyansky's participation in the Leadership Committee. Developed by UNAIDS and the Kaiser Family Foundation, the GMAI was formed in 2004 to mobilize the world's media in the battle against AIDS, quickly growing to more than 160 media companies. In 2009, RMP received the **Grand Prix of the Moscow Festival of Social Advertising** for its campaign video PSA "Pool". Produced by Ogilvy&Mather in the fall of 2008 as part of the eighth wave of the StopSPID public awareness campaign, the PSA focuses on the importance of knowing one's HIV status and drives audience to get tested. The PSA was later selected for the **international advertising festival "AD**

STARS 2009” in Korea.

- RMP experience was replicated in other countries. Most notably, in 2006 the **Ukrainian Media Partnership to Combat HIV/AIDS** was established with USAID support. Also, expert advice was provided to the Central Asia AIDS Control Project with the scope of implementing a **Media Partnership Program in Central Asia**. UMP utilized adapted Russian PSAs for Ukraine, bearing in mind the specifics of that country's epidemic. Finally, the **China AIDS Media Partnership** was launched in 2008 with expert support from TPAA.
- Reflecting the partnership's growing sustainability and long-term planning, **RMP Registration as a Mass Media Outlet** was completed in 2009.

Journalism Program National and International Activities

- TPAA's Journalism Program aimed to mobilize journalists to cover HIV/AIDS and other public health issues, and to facilitate their communication with AIDS service organizations and relevant experts. The **All-Russia Training for journalists and representatives of AIDS-service organizations “On the Frontline of the Epidemic: Reporting on HIV/AIDS”** was organized for three consecutive years: in 2006, 2007 and 2008. In the three years the training sessions gathered over 200 journalists and representatives of AIDS-service organizations from Russia, Ukraine and Central Asia. The training presented the state of the HIV/AIDS epidemic in the world and in Eurasia, stressed the important role of mass media in covering HIV, and analyzed stigma and discrimination of people living with HIV/AIDS. Speakers included representatives of the Ministry of Health, WHO, UNAIDS, GlaxoSmithKline Russia, PLWH community Foundation for Independent Radio Broadcasting, and Internews. The training sessions received positive feedback from participants and facilitated development of a national network of journalists committed to accurate and comprehensive HIV/AIDS coverage.
- In addition to annual training sessions, the project organized a special **Journalism Training at the State Duma of the Russian Federation** in 2007, jointly with the State Duma and WHO. The three-day workshop “Biomedical Problems of HIV/AIDS: Vaccines and Microbicides” was attended by over 30 representatives from Russia and other countries, including representatives of leading mass media. Experts outlined their view of the prospects for vaccine development. Another special **Training for Ukrainian and Russian journalists**, as well as a special **Training for Ukrainian journalists “HIV/AIDS Reporting in Ukraine and HIV-related TB”**, organized in 2007, provided the target audience with up-to-date information on HIV/AIDS in Ukraine and Russia.
- To support the first Eastern European and Central Asian AIDS Conference (EECAAC) in 2006, TPAA organized **Creative briefings in Moscow** in the framework of a four-day study tour for journalists from 10 regions of Russia. Jointly with the World Health Communication Associates TPAA held a special journalist workshop on HIV/AIDS reporting that included information about the global HIV/AIDS epidemic, human rights, stigma and discrimination of people living with HIV/AIDS, and specific information about gathering news at AIDS conferences. In the course of the tour the journalists also visited AIDS service organizations. Also in 2006, TPAA invited a representative of a leading news agency RIA-Novosti to join the **Study tour for Russian journalists to attend the workshop «Reporting HIV/AIDS»**, organized by Reuters in London.
- To facilitate journalism training sessions, in 2007 the project created a **Manual for Journalists on HIV/AIDS coverage** that included several modules covering various aspects of the epidemic to create a comprehensive picture. Experts from the Kaiser Family Foundation, WHO and Russian

- NGOs provided their input.
- To facilitate access to accurate information for Russian journalists, in 2008 the project launched an **Online Resource for Journalists Covering Public Health** (www.infosmi.org). A specific HIV/AIDS-focused section was developed to assist journalists reporting on HIV/AIDS-related issues.
- In order to better mobilize and unite journalists committed to public health, in 2007 TPAA and the Russian Union of Journalists facilitated the establishment of a **Journalism Association Covering Public Health Issues**. The Association aims to further improve the quality and frequency of reporting on HIV/AIDS, TB, hepatitis, and other important public health challenges by raising awareness and building the capacity of Russian journalists and editors.

StopSPID Regional Activities

- The project's **Expansion to Russian regions** began with outreach to regional AIDS Centers which resulted in 59 Centers joining the StopSPID campaign. Official MoUs between the RMP and the AIDS Centers were signed; each center promoted and placed StopSPID campaign ads in regional media. An agreement was also reached with the Russian Healthcare Foundation, the implementer of the World Bank HIV project in Russia, to transfer non-exclusive rights to all StopSPID materials for copying and distribution to 83 AIDS centers involved in the project. Regional placement was also ensured through collaboration with Internews in 2007; as a result, over 100 regional TV companies aired StopSPID campaign materials by mid-2007.
- Although the RMP worked in many regions, the project paid particular attention to St. Petersburg:
 - **WAD Concert “Time Out StopSPID: Affects Every One – Every One Participates!”** was organized in 2006 at St. Petersburg's Ice Palace in partnership with Time Out St. Petersburg magazine and NCA promoting company, and with support from the city Administration. Over 9,000 people attended the concert. A **HIV/AIDS brochure** based on www.stopspid.ru materials was developed in partnership with Time Out St. Petersburg in conjunction with the WAD concert, and was distributed among the audience. The show featured popular artists DDT, Okean Elzy, SPLIN, Smyslovye Galluzinazii and Dekabr. The concert provided a unique platform for effective and targeted communication about HIV/AIDS by urging the audience to reevaluate their attitudes towards HIV/AIDS and health. The guests had an opportunity to make a personal contribution to the fight against HIV/AIDS by receiving information about HIV, getting counseled, and donating to the various organizations working on HIV/AIDS. Proceeds from ticket sales for the charity concert, which totaled \$15,000, were donated to St. Petersburg's Botkin Clinic to expand services on HIV diagnostics, treatment, care and support. In 2007, at the annual Time Out International conference, the project was awarded a special prize for the most significant and successful project among the 19 cities that comprise the Time Out Group;
 - **Photography Project "Affects me. Affects everyone"** was launched in 2006 in St. Petersburg (State Museum of the History) in conjunction with the G8 Summit. It was seen by over 3,500 people. Later, in 2007, the project was displayed at the St. Petersburg State University of Economics and Finances in the framework of the educational forum “HIV/AIDS through the eyes of young people”; there it was seen by 13,000 students and 900 instructors;
 - **High-level events to promote RMP** included the presentation of the MTV Russia Staying Alive Award to the pop singer Vlad Topalov, one of the faces of StopSPID (2006), as well as a “talk show” where over 50 participants joined Vlad, NGO experts and representatives of community of PLWHA to discuss HIV prevention issues;
 - **Partnership with ACT Publishing House and the youngest bestselling author in Russia, Maria Sveshnikova to present her book Sky№7 in St. Petersburg** was organized in 2008. One ruble from

each book sold benefited recipients selected by the StopSPID campaign and the author. ACT Publishing committed to support the StopSPID: Affects Every One campaign not only through generating revenue for the campaign via its products, but also through integrating HIV/AIDS into the content of its numerous authors.

- In addition, the RMP conducted **Regional creative briefings for editors, writers, and producers** to incorporate HIV/AIDS story lines into popular programming with the goal of mainstreaming the HIV/AIDS issue at the local, as well as federal level.

Journalism Program Regional Activities

- **Regional Training for Journalists “On the Frontline of the Epidemic: Reporting on HIV/AIDS in Russia”** was organized in 2007 in Orenburg and St. Petersburg. In Orenburg, representatives of 14 mass media outlets attended, including State TV and Radio Company “Orenburg” (two million viewers); newspapers “MK v Orenburge” (circulation 45,000), “Vecherny Orenburg” (circulation 27,000), “Orenburjie”, “Orenburgskaya Gazeta”, “Yuzhny Ural” (each with a circulation of 20,000), among others, as well as Orenburg AIDS-service organizations “Dialog” and “Grazhdanskaya Iniciativa” (Civil initiative). In St. Petersburg, representatives from leading local mass media companies, including the TV/radio company “Peterburg 5 Kanal”, newspaper “St. Petersburgskie Vedomosti” and newspaper “Chas Pik”, attended. The training highlighted the status of HIV/AIDS in the world, in Russia and in the regions, as well as relevant trends and implications for society. Another training in St. Petersburg was organized in 2008. The training gathered journalists, editors and correspondents from 13 different media companies in St. Petersburg and Leningradskaya Oblast.
- **Media Fellowship Program** supported in-depth regional HIV/AIDS reporting projects in Orenburg and St. Petersburg; in both regions, seven journalism projects were supported in 2007 alone. In 2008, two finalists were supported from St. Petersburg and Orenburg; their projects included six materials focusing on the feminization of the HIV epidemic and on HIV-positive children.

III. PROJECT HIGHLIGHTS

Overall, the three projects implemented the workplan successfully and continued to make steady progress throughout the project duration. Through their efforts:

1. **A coalition of members of the Russian State Duma** was able to develop and strengthen HIV/AIDS policy formulation in Russia, advocate for laws and norms facilitating implementation of HIV-related policy at the federal level and protection of human rights, and for increased budgetary expenditures to support HIV/AIDS prevention and treatment;
2. **A coalition of Russian and international businesses** was able to launch employee education programs and public events, develop relevant policies, advocate against stigma and discrimination, provide financial and expert support to HIV programs and vulnerable groups, and work with Russian government to implement public-private partnership (PPP) projects;
3. **A coalition of media companies and journalists** was able to organize a wide-scale public awareness campaign on HIV/AIDS across platforms, partner with Russian government to support voluntary counseling and testing, engage pop stars, designers and other celebrities in AIDS advocacy, increase journalists' commitment to social issues, and improve the quality of media coverage of HIV-related topics.

TPAA/GBC's professional team worked at the national level, as well as in many regions, including the two key regions: Orenburg Oblast and St. Petersburg, developing cross-sector partnerships, producing award-winning PSAs, performing in-depth HIV policy analysis, and creating training opportunities for its stakeholders. The organization helped introduce new topics, such as public-private partnerships, into the work of Russian AIDS service organizations.

Some of the highlights were:

- Five waves of the StopSPID awareness campaign recognized by 85 percent of Russians and replicated in Ukraine, China and other countries;
- Estimated non-financial contribution of Russian Media Partnership member companies in 2006-2010 - 54 mil USD;
- Leaders Forum on Public-Private Partnerships “Healthy Nations, Healthy Economies” that gathered 150 business leaders, policymakers and NGOs from Russia, China and India;
- Training of over 4300 employees and trainers through a comprehensive Health@Work workplace education program;
- Creation of the Online Policy Resource Center (OPRC) www.hivpolicy.ru and the associated periodic Electronic newsletter providing information on HIV/AIDS policy issues to over 1600 policymakers and specialists;
- Establishment of a Public-Private Partnership with TNK-BP and Orenburg Oblast government;
- Organization of a World AIDS Day Concert in St. Petersburg attended by over 9,000 spectators;
- Provision of in-depth support to regional journalists through the Media Fellowship Program;
- Production of 25 high-quality policy briefs and other analytic materials on key topics related to HIV/AIDS;
- Photo Exhibition “Affects me. Affects Every One” viewed by tens of thousands of people in 17 regions of Russia;

- Training of 47 stakeholders in Orenburg Oblast using the Educational Course on HIV/AIDS Partnerships, and replication of the Course in 3 regions across the country (total 95 stakeholders in three regions);
- Establishment, support and on-going mobilization of policy resources through Parliamentary Working Group on HIV/AIDS (PWG) in Russian State Duma;
- Creation and support of PWG's web <http://duma.hivpolicy.ru>;
- Development and support to www.stopspid.ru – one of the most popular information resources for wide population and youth on HIV;
- National Association Business Against AIDS – leading private sector network on public health issues, renamed into Business for Healthy Society, with more than 40 member companies, implementing workplace prevention programs;
- Strengthening national leadership via recruitment and mobilization of key stakeholders: PWG and its Chair - State Duma Vice-Speaker Nadezhda Gerasimova, deputies Valery Zubov and Mikhail Grishankov; BAA and its co-chair – Executive Director of Russian Managers Association Sergey Liutovchenko; RMP and its leaders, TV producer Alexander Rodnyansky and TV anchorman Vladimir Pozner.

IV. ANALYSIS OF METHODS AND APPROACHES UTILIZED

TPAA/GBC strives to achieve synergy between its programmatic pillars. Therefore, SPWG, BAA and RMP worked in close partnership through joint planning of priority areas, events and analysis, and through regular exchange of information. This approach strengthened the response across the three projects and reinforced them. In 2008, TPAA merged with the Global Business Coalition on AIDS, TB and Malaria. This merger enabled the organization to focus specifically on the capacity of the private sector to drive HIV/AIDS response in the framework of cross-sector partnerships, and provided an opportunity for the organization to obtain first-hand international experience in Public-Private Partnerships (PPPs).

1. Project 1: Support to the Parliamentary Working Group

The strategy chosen by TPAA/GBC was to become an informal “secretariat” to the PWG. Mobilization of high-level policymakers and State Duma deputies helped to ensure that HIV/AIDS and other infectious diseases remain on Russia’s domestic and international policy agenda. As a result, the PWG became a prominent force in the national response to HIV/AIDS; its members turned into powerful advocates on behalf of affected populations and public health specialists.

The two main components of the SPWG, high-quality analysis and events, proved equally important in achieving intended objectives. Focus on human rights (particularly the right to health) helped to bring the PWG closer to affected populations. Constant exchange of information between policymakers at the national and regional levels helped to highlight best practices for replication.

Innovative policy analysis tools developed by the SPWG, the OPRC and the Educational Course, enabled the project to turn statistical information into recommendations and practical solutions. These tools are widely recognized as best practices by policymakers and the wider AIDS community in Russia.

One of the risks associated with working with elected policymakers is that some of them might not be re-elected; in 2007 that happened to TPAA/GBC’s partners from the St. Petersburg Duma. To overcome that obstacle, the project sought to mobilize new policymakers to become part of the PWG. At the national level, most of the active PWG members were reelected at the 2007 parliamentary elections. Another issue the project encountered in 2007 was the legal restriction on government officials’ involvement in the international organizations; although that restriction complicated TPAA/GBC’s collaboration with federal and regional level policymakers, it did not significantly challenge PWG operations in the long term. A

Another challenge was related to the Governmental Commission on Prevention, Diagnostics and Treatment of HIV-infection. The Commission initially appeared to provide an opportunity for comprehensive HIV/AIDS strategy development. However, political will within MoH was insufficient, and the Commission did not demonstrate a strategic approach, thus failing to play a significant role in the response. In comparison, PWG reestablishment after the 2007 election, with a broadened agenda including HIV, TB and other social diseases, was a success. Expansion of its mandate strengthened PWG and allowed its members to become more engaged. MP Nadezhda Gerasimova, Vice-Chair of the State Duma, is an effective and energetic Chair of the PWG. The core group of PWG members, including MP Grishankov and MP Zubov, demonstrated support to the Global Fund and its Russian partners, and advocated for a comprehensive national HIV/AIDS strategy and increased funding.

2. Project 2: Business Against AIDS

The project's strategy of involving Russian and international companies in the Business Against AIDS Coalition proved successful. The coalition created an opportunity for business to play an active role in HIV response and to invest human and financial resources in tackling the epidemic. It is important that BAA served as the hub of expert knowledge on HIV/AIDS for companies and encouraged cooperation between business, government and civil society organizations to build public-private partnerships. This allowed for “best practice” cases among Russian companies having adopted HIV policies and conducted related workplace education programs. BAA events, such as the Leaders Forum on Public-Private Partnerships, helped to focus public attention on the potential of cross-sector partnerships in the field of public health. TPAA/GBC's merger with the GBC highlighted the role of the private sector and provided the team and its stakeholders with access to international tools and best practices, thus helping to dramatically increase the commitment of businesses and their capacity to participate in HIV/AIDS response.

The role of the Health@Work Program, developed by TPAA/GBC on the basis of international best practices, was crucial for the success of the project. The program's training sessions and presentations, guidelines and analytic tools provided a foundation for BAA and enabled its members and other interested companies to provide real input in the fight against HIV/AIDS. Importantly, Health@Work allowed to standardize workplace education on HIV/AIDS in Russia.

The strategy of working with business associations, including the Russian Union of Industrialists and Entrepreneurs (RSPP) and the Russian Managers Association (AMR), proved successful. Due to support from the RSPP, TPAA's work in Orenburg Oblast was particularly successful. AMR's input into BAA's analytic publications was invaluable.

The project's activities in the two key regions, St. Petersburg and Orenburg, were highly successful; introduction of Health@Work and cross-sector meetings strengthened the commitment of companies working there and helped to build cross-sector partnerships. The public-private partnership with TNK-BP and government in Orenburg Oblast became a success. The experience of Orenburg was carefully analyzed and summarized for replication in other regions and countries.

Although BAA began as a coalition of companies committed to HIV response, later its focus expanded, allowing it to embrace other health issues, including alcohol and drug abuse, TB, healthy lifestyles and other issues. This should be seen as a positive development that facilitated the process of mainstreaming HIV/AIDS and let the companies “see the big picture”.

Although initially TPAA suggested focusing on the role of unions, in fact their involvement in HIV/AIDS response is modest. Union leaders participated in BAA events and other activities; however, they rarely participate in BAA on a regular basis. One of the reasons is that companies are generally rather independent in their action beyond basic framework agreements. Nevertheless, work with unions should continue because they can play a significant role in replication of positive experience and establishment of standards for workplace programs and policies, as well as in the protection of workers' rights and in fighting stigma and discrimination.

Finally, although the current economic downturn undoubtedly slowed down the progress of BAA, it did

not stop the movement for corporate social responsibility and the private sector's participation in the national AIDS response. The private sector still employs millions of Russians who need information on HIV/AIDS and related topics, as well as require access to quality services.

3. Project 3: Russian Media Partnership

The project's strategy of working with media companies included aggressive outreach coupled with a tailored approach to individual partners and stakeholders. In particular, the practice of transferring the rights of the PSAs to the participating media companies proved to be successful, because it increased the members' ownership of the campaign. The media companies' leadership was a crucial factor of the success of this project. Examples of such leadership include CTC Media and TNT with their unprecedented level of commitment to HIV/AIDS. The Journalism Program was successful as well, particularly by utilizing the formats of training sessions and the Media Fellowship.

Additional focus on the StopSPID website reflected the growing influence of the internet. Moreover, even though PSA placement on TV channels ended in 2009, the number of users accessing www.stopspid.ru was growing steadily in the course of the project. Also, the site built a community of users who actively participated in discussions. Among other things, the discussions on the website demonstrated that women in Russia are increasingly affected by HIV while access to reliable information is lacking.

TPAA positioned RMP as its flagship project in communication with the Ministry of Health and consistently worked with Russian government, striving to build a public-private partnership on the basis of the RMP. Ultimately this strategy proved successful, as the Ministry understood the importance of the private sector's input in the national HIV/AIDS campaign. Nevertheless, the project experienced significant challenges with engagement of state-owned media companies in the StopSPID campaign, mainly due to the sensitive nature of HIV/AIDS and the policy on pro-social advertising placement on the leading State channels. To address that, the project implemented a two-pronged outreach strategy: 1) leveraging relationships with government officials; and 2) reaching agreements with leading commercial advertisers to help secure placement on both Channel One and Rossiya. As a result, it became possible to accomplish limited placement of StopSPID TV spots on the state channel Rossiya.

The project's efforts resulted in increased news coverage of HIV/AIDS-related issues. Several key journalists from the state channels were engaged through the Journalism Program. Finally, TPAA's merger with GBC provided the RMP with an access to potential partners who can support and engage in the partnership and the StopSPID campaign, and allowed RMP to promote its member companies in the international arena, creating additional incentives for participation and commitment. Importantly, the project's work with celebrities and public figures helped to bring HIV/AIDS to public attention and “mainstream” the issue.

V. SUSTAINABILITY OF THE PROJECTS

TPAA/GBC is convinced that all analytical platforms developed in the course of these projects, and all networking groups that were supported (including PWG, BAA and RMP), will continue to be sustainable.

Several factors reinforce that conviction:

- HIV/AIDS is considered a national security threat in Russia;
- PWG and BAA reestablishment with renewed leadership demonstrates that business leaders and parliamentarians are interested in HIV/AIDS. These are high-level networks, and their members are prominent policymakers and businesses;
- RMP was replicated in several countries, including Ukraine and China. Its products were nominated for awards, both domestic and international. This testifies to the high quality of the RMP campaigns and related projects.
- Health@Work, OPRC, the StopSPID website and the Educational Course on HIV/AIDS Partnerships are high-quality tools. The number of OPRC subscribers and StopSPID viewers increased dramatically, and the OPRC structure was replicated (OPRC on TB) with support from international and corporate donors. Similarly, Health@Work was used by TPAA's partners outside the regions where TPAA worked, and even outside Russia. The Educational course was customized to specific needs of several regions, where it was implemented with support from other donors.

By the end of the project all the networks created in the course of its implementation rose to independent, self-driven unions with the agenda, defined by current political and economical challenges and opportunities. Thus, PWG members aim to continue the work and activities on the basis of recommendations, formulated in PWG's Expert Working Group report "Principles of evidence-based medicine and use of harm reduction programs to prevent HIV infection among vulnerable population groups":

- Provision of governmental control over prevention measures;
- Widening partnership between governmental and non-governmental structures;
- Advocating for ensuring of HIV prevention measures among MARPs;
- Creation of legislative framework for HIV prevention among MARPs and IDUs in particular;
- Analysis of effectiveness of all complex measures, including prevention, diagnostics and treatment.

BAA has been transferred to National Association Business for Healthy Society (NABHS) and widened the agenda, for the companies to apply obtained knowledge and experience to another socially significant diseases. Among key topics on the current NABHS agenda are prevention of HIV/AIDS, TB, alcohol and drug abuse, stress and others. Association continues to make regular meetings, where companies provide in-kind support in their organization. Health@Work program has recommended its product as a highly professional and effective one, and is requested by Russian and CIS companies for the implementation for fees. GBC has signed 3-year contract with GTZ for program implementation in Ukraine and 1-year project with Belarus Red Cross.

RMP module is being replicated in TB prevention media campaign thanks to GDA USAID funded project, which will include PSAs production, media content development and special actions and events conduction. New information web resource on TB for general population will be created, based on the module of www.stopspid.ru.

Continued economic downturn and insufficient MoH leadership in HIV/AIDS programming dictate the need for continued international funding of efforts facilitating cross-sector response. TPAA/GBC is proud to be continuously supported by international donors and private sector companies, who value the developments of policy, media and business networks, and hope to secure the support for its future projects implementation to sustain achieved successes and widen national leadership, achieved by key stakeholder groups – PWG, BAA and RMP.

VI. STAFF, INTERNS AND VOLUNTEERS

TPAA/GBC employed highly qualified staff and built their capacity in a number of ways. The team received training in management and communications from Elizabeth Sorensen, Pfizer Global Health Fellow, and participated in various trainings, seminars and events organized by partner organizations (including among others meetings of the CCM and the Partnership Forum on HIV/AIDS). Following the merger with GBC, additional training opportunities appeared through workshops and meetings conducted by GBC staff and experts. In addition to these free-of-charge training opportunities, USAID support of TPAA's core operations also enabled the staff to study management at the Higher School of Management and the Moscow School of NGO Management, to conduct strategic planning sessions. In addition, BAA staff received training from the Health@Work consultant Elizabeth Krushnic, and RMP staff participated in the Catalysts for Change HIV Leadership Initiative (2007) – a program that brought together young leaders active in the field of HIV/AIDS from around the world, and in the World Electronic Media Forum (2007).

In the course of the project, the team presented results of its work at many conferences and events, including State Duma and Federation Council meetings, the All-Russia Congress “Healthy Lifestyles as a Condition for Sustainable Development in the Public and Private Sectors”, the international seminar “Strategies for Sustainable Development and Corporate Social Responsibilities: International Best Practices” organized by ILO, and the International AIDS Conferences in Mexico City and Vienna (2008, 2010).

The project employed several interns and volunteers, including students from Edinburgh University, University of Montreal, Middlebury College, Duke University, Yale University, and the Moscow Institute of Economics, Management and Law. They conducted desk research, helped to prepare background materials and technical documents, and assisted in preparation of events.