

UNAIDS Case Studies:

Partnership with private sector in the AIDS response

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Collective of 19 Colombian Companies – Case Study

Joint Prevention Campaign – 19 Colombian companies

The newspaper Enlaces y Medios has developed an information booklet on AIDS in collaboration with UNAIDS with the financial support of 19 Colombian companies: Nestlé de Colombia, Almacenes Exito, Mineros S.A, Industrias Landers, Colseguros, Seguros Bolivar, DIRECTV, Industrias HACEB, TCC, Punto Blanco, Familia Sancela, Cooperativa de Profesores de la Universidad Nacional, Suramericana de Seguros, Camara de Comercio de Bogota, Cerrejon, Cerro Matoso, Edatel, Corficolombiana S.A., Instituto IDEA de Medellin.

This booklet was largely distributed among the 19 companies' employees and customers networks.



Key findings:

Companies have different motives to engage in the AIDS response

- Some companies whose mission is to offer health related products feel they have to illustrate to their own employees what they mean by providing a better quality of life.
- Some companies are active because they want to reduce the effects that AIDS could have on their own business operations
- Some others wish to generate goodwill towards their company gaining a reputation for good corporate citizenship.
- Finally some companies hope to retain talented employees who increasingly consider the ethical and social standpoint of their employers.

Testimonial:

“People tend to avoid the AIDS thematic or to be indifferent to it, however as a company responsible to protect lives, we feel we need to bring our efforts to develop prevention messages towards our employees and our customers”
Raul Monrroy, Marketing Director - Colseguros

Photo:



Private Sector's Involvement in the Development of the AIDS National Strategic Plan



Inclusion of the private sector in the elaboration of a country's national strategic plan on AIDS- Algeria

In 2006, Monsieur Brahim Tourki, a Business Champion (CEO) was appointed vice-president of the Country Coordinating Mechanism of the GFATM in Algeria. Following this nomination:

- In June 2007, a meeting was organized locally by Monsieur Brahim Tourki between the UNAIDS Office, the ILO office, the CCM and the Algerian Business Coalition (Forum des Chefs d'Entreprises) to explore which activities could be undertaken at the middle and long term to respond to AIDS in Algeria. Activities will include:
 - Information sharing on the disease (national and international data)
 - Raising awareness on the importance of the CEOs' contribution in this global fight
 - Information sharing on the ILO's work and strategy related to HIV/AIDS and the world of work
 - Identification of immediate prevention actions that could be implemented by the Algerian Business Coalition.
- In July 2007, the Ministry of Health and UNAIDS have set up the first national workshop on the development of a National Strategic Plan to tackle AIDS and other Sexually Transmitted Infections. The Algerian Business Coalition was invited to this workshop. This participation enabled the taking into consideration of key actions involving the private sector in the upcoming 2007-2011 Strategic Plan.

Key findings:

Activities of the National Strategic Plan involving the private sector :

- Advocacy to break social taboos surrounding the disease
- Promotion of social protection for People Living with HIV. (PLHIV)
- Support to decent workplace conditions for PLHIV
- Contribution to the design and broadcasting of prevention messages to employees and employers
- Contribution to the resource mobilization strategy for PLHIV.

Photo:

M. Hamiani In his office with M. Brahim Tourki and Samia Lounnas



Testimonial:

'Le Forum des Chefs d'entreprises (the Algerian Business Coalition) deems that the fight against AIDS is everyone's business. We are fully engaged at the side of UNAIDS, and individual members of the Forum des Chefs d'Entreprises are willing to contribute to all AIDS-related initiatives in Algeria.'

Réda Hamiani, Forum des Chefs d'Entreprises

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MTN Cameroon – Peer Education – Case Study



Yello Réglo Project with UNAIDS, MTN and l'Association Camerounaise de Marketing Social (ACMS)

Formalized in March 2007 by the signing of an MoU between all three parties (UNAIDS, MTN and ACMS) "Y'ello Réglo" is a project of interpersonal communication contributing to HIV prevention among young people aged 15 to 24, attending school or not. The strategy is to strengthen the capacity of young people who are role models in their community and who are grouped within the "Club Réglo".

The project Y'ello Réglo stems from the "100% young" project launched by ACMS in 2000 with the aim to raise awareness about STI/AIDS among young people. The originality of this peers' awareness approach lies in the fact that with little financial means, young people are able to fight stigma and discrimination faced by people living with HIV and to influence the curve of spread of HIV in their immediate environment by using their own communication channels.

UNAIDS, which is the engine of this partnership, contributed to gather all partners motivated and committed to tackle AIDS in Cameroon. UNAIDS, in addition to providing technical support to the project's conception, was heavily involved in mobilizing resources from the commercial sector. MTN provided financial support through its foundation.

Interest for ACMS :

L'ACMS is an organization engaged in promoting the health of low income and vulnerable people to allow them to lead a healthier life. ACMS found in the implementation of this project an opportunity to engage to protect young people from the STI/AIDS and to demonstrate its capabilities to go beyond the product promotion of social marketing.

Interest for MTN :

MTN Cameroon is a global telecommunication company. It houses the MTN Foundation who intends to be an innovative and creative vehicle to improve the lives of Cameroonians. Through this partnership, MTN demonstrates it is a corporate citizen attentive to the welfare and health of Cameroonians.

Photo:

Lycée of Nkol Eton in Yaoundé, members of the Bureau. The elected team has fought to be there.



Key success factors:

- The project Y'ello Réglo uses the resources of the « 100% young » project which include: a bimonthly newspaper (French and English editions), 5 weekly radio shows produced by the young and broadcasted in 5 provincial capitals, as well as a website (www.reglo.org).
- The project currently includes 110 Réglo clubs (school clubs and outside school clubs) with around 3 000 young members who are "role models" in their communities. Young people are more receptive to messages given by their peers.

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MTV Staying Alive – Case Study



MTV Staying Alive Campaign

Launched in 1998, MTV's award winning Staying Alive campaign seeks to help prevent HIV/AIDS by empowering youth to protect themselves, fight stigma and discrimination, and engage businesses, media and organisations to form their own response to HIV/AIDS. The campaign includes long-form programming, such as documentaries, concert events and discussion programmes, public service announcements, sexual behaviour polls, a dedicated, multi-lingual Web site (www.staying-alive.org), and off-air marketing and grassroots promotions. All media produced for the campaign is offered rights free, at no cost to all TV and radio broadcasters to get HIV/AIDS prevention and awareness messages out to the widest possible audience.

Staying Alive campaign partners are UNAIDS, the World Bank, the Kaiser Family Foundation, Family Health International's YouthNet, the National AIDS Trust (UK), and the Nelson Mandela Foundation. Other partners over the years have included the Bill & Melinda Gates Foundation, the Paul G. Allen Charitable Foundation, Population Services International's YouthAIDS, Levi's Jeans, and more. Artists, celebrities and political figures involved in the Staying Alive campaign have included Bill Clinton, Sean 'P Diddy' Combs, Jennifer Lopez, Justin Timberlake, Halle Berry, Alicia Keys, Missy Elliott, Ricky Martin, and Mary J Blige, among others.

Key findings:

- There have been many studies done which show staff appreciation when their company and senior management are involved in social causes.
- Getting involved is good for business and good for employee morale. It helps communities and it shows leadership. Companies working in high-impact countries note improvements in productivity, morale and staff turnover.
- Companies need to play to their strengths: HIV education and prevention information should be part of the DNA of every media company.
- There is a role for every business: workplace programmes, community outreach programmes, local partnerships. The key is not to reinvent the wheel but to seek advice about what you can do.

Testimonial:

"We've been involved in this issue for 25 years, and the reason that we continue to strive to find new ways of getting our message out is because 40 % of new HIV infections are amongst those under 25, which is our core audience."

Bill Roedy, President of MTV Networks International and UNAIDS Special Representative

Photo:

At the 2006 AIDS Conference in Toronto, MTV's Staying Alive team ran a 48 hour film competition "48Fest" themed around HIV/AIDS. Teams of youth delegates were challenged to write, shoot and edit a film in 2 days. The aim was to give passionate, budding filmmakers the opportunity to slam home the HIV/AIDS message in a new, creative and inspiring way.



48Fest judges with the 48Fest Award: (right to left) Henry Hudson, Susanne Boyce, Georgia Arnold, Fefe Dobson, Rachel Ong, Mya and Dr Peter Piot
 Photo credit: MTV Networks Europe

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Nigeria Business Coalition Against AIDS– Case Study



Nigeria Business Coalition Against AIDS

Launched in 2003 by the then President of Nigeria, Olusegun Obasanjo, the Nigeria Business Coalition Against AIDS - NIBUCAA brings together 35 large and medium-sized companies with the common goal of implementing workplace and community-based HIV & AIDS prevention education, care and support programmes.

NIBUCAA's vision is to help develop a private sector which is informed and committed to addressing the growing challenges of HIV & AIDS in the workplace and in the broader community. Member companies ensure that employees living with HIV are given the same rights, benefits and opportunities as their colleagues.

Activities include the conduct of a baseline assessment of HIV/AIDS policies and programs in private companies, the hosting of business meetings to introduce new activities and share good practices, awareness-raising events such as the World AIDS Day Float, and the Nigeria private sector GIPA programme.

NIBUCAA is co-chaired by Chief Executive Officers of leading companies and has a Secretariat with 6 technical staff. The Secretariat is hosted by one of its member companies in Lagos and is managing the website at www.nibucaa.org.

The Coalition is part of the larger Public Private Partnership Forum, which brings together employers, labour unions, the Federal Ministry of Labour and Productivity and the National Agency for the Control of AIDS, and development partners.

UNAIDS and ILO have supported NIBUCAA in the development of their business plan, the capacity-building of staff and the development and implementation of the GIPA programme, which is currently running in Small and Medium Enterprises through the Global Fund support.

Key findings:

- Addressing HIV and AIDS in the workplace is beneficial for the companies which are doing it. It boosts staff trust and productivity and improves the company image.
- The Nigeria Business Coalition Against AIDS adds value to the AIDS response as a platform for advocacy and the sharing of knowledge and good practices.
- The larger Public Private Partnership Forum is an essential instrument to help NIBUCAA foster the private sector response.
- The GIPA programme has demonstrated that the private sector is willing to self-fund innovative HIV prevention and support initiatives. Over 40 experts PLHIV have been trained as GIPA officers and more than 10 have been recruited so far into organizations and companies.

Testimonial:

"HIV or AIDS is not a moral issue; it is a sound business decision we all have to make in our workplaces, if we have not done so. (...) The earlier we mainstream our resources to turn the tide against it, the better it will be for tomorrow's business."

Olusina Falana, Executive Secretary of the Nigeria Business Coalition Against AIDS

Photo:

Prof. Babatunde Osotimehin, the Director-General of the National Agency for the Control of AIDS, is addressing the participants at an advocacy meeting organized by MTN, one of the NIBUCAA member companies. He is accompanied by the Executive Committee members of the MTN Foundation.



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Radio Oriono – Case Study

MTV Staying Alive Campaign

In the framework of UN Joint HIV Advocacy project on HIV, in 2006 UNAIDS Tajikistan initiated a half-year mass media campaign including newsletters, TV, and radio.

One of the biggest challenges to AIDS in Tajikistan is that general population, specially the young people, don't pay attention to HIV problems and even ignore them. They feel that they are not concerned and that it is only the problem of marginalized groups.

This campaign therefore aimed to increase the awareness of the general population on HIV, and to promote healthy life styles as well as safe sexual behaviors.

One of the most active and enthusiastic actors involved in the campaign was a local Radio, Radio ORIONO.

With technical support from the UNAIDS office, the radio developed a series of 8 spots on thematic subjects such as:

- Testing for HIV and promotion of VCT
- HIV prevention- safe sex behavior
- Drug addiction and HIV
- The ways of HIV transmission and measures to prevent it
- Stigma and discrimination

Real Life Stories from Tajikistan:

- The spots were building on real life stories in Tajikistan touching on some cultural specificities: wedding traditions, hospitableness, respect to the elders, Islamic traditions, etc.
- The spots also reflect upon some modern issues such as the return of migrants from other countries.
- A special effort was done on the music:
 - very popular music songs were used in the beginning and in the end of spots,
 - various lively sounds were also used (sounds of train, street, dancing, etc.) .

Weaknesses of the project:

- The limited Coverage: only in the capital of the country
- The cost of broadcasting the radio spots. Even if prices were lower than usual, broadcasting was not free of charge, and had to be financed by the UN Joint HIV Advocacy Project.
- The non participation of the country's representatives. The initiative was totally that of an international organization.

Key Achievements:

- Good feedback on the spots – specially from the young crowds
- First UNAIDS experience to work with a private company
- First ever example of HIV related radio spots broadcasted in Tajikistan
- Others media, including the State Radio, have also broadcasted the series of spots or have developed new spots.

For more information, please contact [Maria Boltaeva](#)