

# **HIV/AIDS Initiative**

## **Quarterly Newsletter**

### **Issue 2**

### **September 2004**

#### **Welcome!**

Welcome to the second edition of the CCA HIV/AIDS Initiative quarterly newsletter. This newsletter is an online publication to inform you of our most recent and upcoming activities.

#### **NEW!**

**We invite you to visit the CCA HIV/AIDS Initiative's new and improved webpage (accessed through [www.africacncl.org](http://www.africacncl.org)) which will be launched at the end of October, 2004**

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CCA is a 501(c) 3 non-profit organization comprised of over 180 corporations with direct financial investments in Africa. Collectively, the members represent approximately 85 percent of all U.S. private sector investment in Africa. Visit our website at [www.africacncl.org](http://www.africacncl.org)

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THE CORPORATE COUNCIL ON

# **AFRICA**



## **THE HIV/AIDS INITIATIVE**

# HIGHLIGHTS

## **Theme: “Access for All” Embraced by Global Community at 2004 International AIDS Conference July 11 – 16 in Bangkok, Thailand**

The XV International Conference on HIV/AIDS focused on the theme Access for All. This theme reflected the need for all scientists, community workers and leaders, from the field, the public and private sectors, and all infected and affected groups to have access to all resources developed after 20 years of living with HIV/AIDS.

Although Sub-Saharan Africa has the highest HIV prevalence rates in the world, AIDS is rising rapidly in Asia: in India alone 5 million people are positive. Thailand has a prevalence rate of 1.8% and although it is often cited as a success model in its efforts to curb the rate of the epidemic, the Thai government, as acknowledged by its willingness to host this conference, must renew its fight against the disease to avoid an explosion of HIV cases.

A new aspect of the conference was the inclusion of a program focused on leadership. The Leadership Program highlighted the role of strong leadership in the response to the epidemic. The program involved leaders from a broad array of fields – government and politics, multilateral and international institutions, NGOs, people living with HIV/AIDS, religion, business and industry, media and

entertainment. Components of the Leadership Program included plenary presentations on the need for, and potential impact of, greater leadership in the fight against HIV/AIDS.

Several world leaders attended the conference including U.N. Secretary General Kofi Annan, Former President of South Africa Nelson Mandela, Sonya Ghandi, a member of the India Congress Party, and President Museveni of Uganda; as well as several U.S. officials such as Randall Tobias, U.S. Global Coordinator on HIV/AIDS, and Dr. Helene Gayle from the Gates Foundation.

About 19,000 delegates from 160 countries attended the conference and there were many calls to action resulting from conference dialogue.

In response to public demands for increased funding and as an example of private sector leadership, the Gates Foundation announced a \$52 million contribution to the Global Fund to Fight AIDS, Tuberculosis and Malaria.

Access to AIDS medication was also a major issue addressed during the conference. There was an intense debate over the use of brand name drugs vs. generics and hundreds of protesters marched demanding access to generic AIDS medications for all six million people who need them. Each side brought up important points in the discussion and access to treatment is an issue that remains complex and difficult

to solve.

In the opening ceremony, U.S. Secretary General Kofi Annan placed a strong emphasis on the need to protect and work with vulnerable groups such as women, youth, migrant workers and intravenous drug users. Conference delegates underlined the important role People Living with AIDS (PLWHA) play in the development of AIDS policy and programs on all levels.

Public/private partnerships and the obstacles faced by business were also topics of discussion the conference. Participants came to the following conclusions in regards to the private sector:

- Stigma and discrimination in the workplace must be addressed
- The private sector should work more closely with insurance companies to include ARVs in employee insurance schemes
- Reaching small and medium size enterprises is essential
- PLWHA should play a larger role in workplace policy/program development

During the closing ceremony, Nelson Mandela reiterated the need to involve every sector of society in the fight against AIDS, and Dr. Peter Piot, Director of UNAIDS, emphasized the dire need for collaboration among all parties involved.

## **CCA HIV/AIDS Initiative Annual Report Summary**

### *Report on Year 1:*

The past year has kept the CCA HIV/AIDS Initiative staff very busy working on program development, partnership formation and facilitation of CCA corporate involvement in the fight against HIV/AIDS. Specifically the Initiative has focused on: 1) Engaging CCA membership in the development of HIV/AIDS business plans; 2) Maintaining information resources for CCA members and the business community in Africa; 3) Establishing an HIV/AIDS Initiative Task Force 4) Raising matching funds for year two and three of the grant cycle.

### *Outlook for Year 2:*

In year two, the Initiative will engage a broader spectrum of CCA membership and aggressively pursue working relationships with small and medium size enterprises. CCA will determine specific members and sectors to be targeted based on the results of its member survey. Activities in the communications and data resource fields will be continually be updated by initiative staff. Fund raising efforts are also ongoing and will be established as annual renewable resources for the grant to provide not only matching funds, but to endow the grant at the end of year three and establish a renewable independent resource.

# HIGHLIGHTS

## **NEW Resource for Private Sector Coordination in the Fight against AIDS**

“HIV/AIDS Business Coalitions: Guidelines for Building Business Coalitions against HIV/AIDS,” a toolkit published by the World Bank Group in collaboration with the World Economic Forum, UNAIDS and CCA, provides practical, operational, timely and relevant guidance to companies and/or leaders in the private sector who want to combine forces in the fight against HIV/AIDS. It includes lessons learned and examples to those interested in forming or enhancing the effectiveness of a business coalition to fight HIV/AIDS. This toolkit can be

used as a step-by-step guide or can be a reference when facing specific strategic or operational challenges.

Important to note is that this toolkit uses the term 'business coalition' throughout. It is recognized that similar and complementary roles can be played by other organizations, including chambers of commerce, trade unions, employer federations and other business associations. This toolkit is designed to assist any group of private sector representatives that is interested in acting against HIV/AIDS.

This toolkit is not intended to be a definitive or exhaustive document; rather its goal is to provide general guidelines,

and it was developed as a living document since we continue to learn and gain experience every day. The partners involved and the national business coalitions fully intend to review the toolkit on an annual basis to incorporate new examples and more effective strategies in building support for private sector engagement in the fight against HIV/AIDS.

The toolkit is in the final stages of review and the World Bank plans to officially launch the guide on December, 1 2004.

For more information, contact Elizabeth Ashbourne, Senior Coordinator of the World Bank's Multi-Country AIDS Program at [eashbourne@worldbank.org](mailto:eashbourne@worldbank.org)

## *Advertisement*



***The Elton John AIDS Foundation, The National AIDS Fund & The Corporate Council on Africa HIV/AIDS Initiative Present:***

## **An Enduring Vision**

***Sunday, October 10th, 2004***

***The Bluffs at Pelican Hill \* Newport Beach, California***

Help support the work of the Corporate Council on Africa HIV/AIDS Initiative by joining us for a rare intimate dinner concert hosted by Sir Elton John on October 10, 2004. An added attraction will be an afternoon of exciting World TeamTennis on October 11, 2004 with host Billie Jean King and special guests Andre Agassi and Andy Roddick.

Proceeds will benefit the work of the Elton John AIDS Foundation, the National AIDS Fund and the Corporate Council on Africa HIV/AIDS Initiative

- VIP Corporate tables for ten guests are \$50,000 (inclusive of a private cocktail hour and photo session with Sir Elton John, as well as four box seats to the World TeamTennis event)
- Corporate tables for ten guests are \$25,000
- Individual tickets are \$2,500

For details contact Neel Lattimore at the Corporate Council on Africa at 202-263-3521 or [nlattimore@africacncl.org](mailto:nlattimore@africacncl.org)

*\* Tickets are tax deductible*

# SECTOR-SPECIFIC RESOURCES: Mining

## **The IFC HIV/AIDS Guide for the Mining Sector: A Sector Specific Guide for the Development of HIV/AIDS Workplace Programs**

One of the primary goals of the CCA HIV/AIDS Initiative is to provide CCA members with the appropriate tools, resources and contacts necessary to strengthen each company's response to HIV/AIDS. A number of organizations are developing guides or toolkits covering a variety of sectors, regions and scenarios. These guides are useful in providing step-by-step approaches to HIV/AIDS program and policy design. One such resource is the "HIV/AIDS Guide for the Mining Sector: A Resource for Developing Stakeholder Competency and Compliance in Mining Communities in Southern Africa," developed by the Canadian International Development Agency (CIDA) through the International Finance Corporation (IFC).

The IFC "HIV/AIDS Guide for the Mining Sector" offers a compendium of resources including tools, information and strategies that will help mining companies and others within the mining communities to implement HIV/AIDS programs in the workplace. IFC is piloting the Guide with several mining companies in Southern Africa. Initial training sessions and ongoing support is offered in the adaptation and implementation of the guide to company-specific needs.

The HIV/AIDS Initiative recently formed a partnership with the IFC against AIDS program, which will be assisting the CCA HIV/AIDS Initiative in conducting a series of seminars on the impact of HIV/AIDS on the private sector. IFC will work closely with CCA on the design of sector specific impact analysis and curriculum design for these upcoming meetings. CCA will be adapting this guide for other sectors starting with the Oil and Gas sector this quarter.

### **Why was the Guide developed?**

Mining communities constitute one of the most important and influential sectors in Southern Africa. They are also communities that are being severely impacted by the HIV/AIDS epidemic. The Guide is intended to support the development of HIV/AIDS competencies and compliance in stakeholders and

organizations operating in mining communities across Southern Africa.

The Southern African mining sector comprises a range of actors, including small scale miners, mining companies, suppliers, contractors and associated industries, national ministries, NGOs, labor unions and research institutions. Similar to mining companies in the region, large oil companies in Africa are also engaged in many aspects of the industry, including upstream operations (oil and gas exploration, development and production), downstream operations (refining and marketing) and the trading and shipping of crude oil and petroleum products.

The Guide will assist companies in providing HIV/AIDS services not only to direct company employees, but also to suppliers, distributors, and surrounding communities. In addition, the Guide supports the companies in targeting the needs of employees in high-risk positions and in customer-critical areas. For example, in the oil industry, programs focused on field-based oil workers are essential as they are considered to be high risk because of their distance from their spouses; their comparatively high disposable incomes; single sex housing while on location; and the presence of sexual networking at these locations. (*ChevronTexaco Nigeria Case Study: WEF GHI Case Study Library [www.weforum.org](http://www.weforum.org)*)

### **Who will use the Guide?**

The primary users of the Mining Guide will be emerging mining companies, trade unions, organizations providing goods or services to the large mining companies (e.g. contractors and service providers) and stakeholders from other related sectors (e.g. construction and transport). For ease of reference these diverse users are referred to throughout the Guide as contractors.

The secondary users of the Guide will be large mining companies with well-established HIV/AIDS programs, the partners of these companies, such as the Chambers of Mines, training and research institutions, government ministries, NGOs, consultants - from geologists to jewelers - and even SMMEs and informal sector operations. Similar types of users in other industries can also use an adaptation of the Guide.

### **Why focus on the contractors?**

There are multiple organizations - some small, some larger - that interface with mining, such as contractors, suppliers, service providers or partners. For example, in many mining companies at any point in time, there could be as many contractors on site as permanent employees of the company. Understanding that contractors and employees interact with one another, and that the spread of HIV occurs within sexual and social networks, mining companies have identified that the lack of opportunity to involve contractors in their workplace HIV/AIDS program or to ensure that contracting companies have their own synergistic programs undermines the effectiveness of their own HIV/AIDS programs.

The Guide was therefore developed to assist in addressing this problem; whether it is used by the mining companies as a resource in their interactions with their contractors, or by the contractors themselves. As many large companies often have large networks of contractors, the guide could be adapted to many different sectors to address these issues.

### **The Guide may be used when:**

- Embarking on an HIV/AIDS response;
- Tackling a particular intervention for the first time;
- Reviewing an existing HIV/AIDS response, with a view to modifying and strengthening the response; or
- Reviewing a particular intervention for similar reasons.

The Guide can also be used when assisting others, such as contractors, suppliers, unions and partners to establish or strengthen their HIV/AIDS responses. Because the users and the contexts within which the Guide will be applied will vary considerably, adaptation of the tools and score cards will make them more relevant and useful, and users are encouraged to make whatever modifications are necessary to suit their situations and needs.

*The Guide was developed following an assessment of current responses to HIV/AIDS by the mining sector (conducted by Golder Associates Ltd. in association with CARE Canada, in 2002), and involved periodic consultation and dialogue with IFC and specifically the IFC Against AIDS program, and mining and social development specialists from the Corporation. For more information, contact Sabine Durier at [sdurier@ifc.org](mailto:sdurier@ifc.org)*

# SECTOR-SPECIFIC RESOURCES: Oil & Gas

## HIV/AIDS Training Seminar for Companies in the Oil and Gas Sector

The CCA HIV/AIDS Initiative, in collaboration with the International Finance Corporation, the Futures Group International, the World Bank MAP Program, Population Services International and VOXIVA, proposes to conduct an HIV/AIDS seminar for the to the Oil and Gas Sector, to be held March 7-9, 2005 Galveston, Texas as part of the 2005 SPE/EPA/DOE Exploration & Production Environmental Conference.

## HIV/AIDS and the Oil and Gas Sector

Diversity of experience in addressing HIV/AIDS in their workforces, the variable nature of disease impact on member companies, human and financial resource constraints, and the need for effective surveillance, monitoring and evaluation mechanisms are all constraints to a coordinated expansion of HIV/AIDS prevention, care and treatment services in the sector. The CCA HIV/AIDS Initiative proposes, in collaboration with its extensive partner network, to provide leadership and technical assistance to CCA members as they define and subsequently implement programs in the field of HIV/AIDS.

Many CCA companies in the oil and gas sector are in the advanced stages of HIV/AIDS policy and program development. However, there are a number of companies that are just reaching the program implementation stage, and there are also companies that are not yet convinced of the extent of the impact of HIV/AIDS on their business. This HIV/AIDS training session is designed to address issues faced by companies in all stages of HIV/AIDS program development.

A number of CCA members in the oil

## Resource Sharing: CCA Moves Forward with Plans to Adapt IFC HIV/AIDS Mining Sector Guide to Oil & Gas sector

In addition to engaging CCA mining sector members in the application of the Guide, the CCA HIV/AIDS Initiative plans to adapt this resource to the oil and gas sector. An adaptation of this guide would be a valuable tool as companies in the oil and gas sector move forward in the implementation of workplace and community prevention, care and treatment programs.

and gas sector have conducted bilateral meetings at different times to discuss the pooling of resources and other cooperative efforts; however the opportunity for a multiparty coordinated discussion of sector wide issues will provide our members with access to both potential resources and a broad discussion of experiences, assessed needs and obstacles, and most importantly, an opportunity to strategically address HIV/AIDS in the sector from a coordinated perspective inclusive of public and private resources. The seminar will address technical assistance and resource obstacles to "scaling-up" of planned and ongoing HIV/AIDS programs of our member companies in the petroleum sector.

## HIV/AIDS Seminar

### *Proposed discussion topics:*

Using Future Group consultants as facilitators and the IFC training strategy for "HIV/AIDS Guide for the Mining Sector" as a framework for discussions, this forum will challenge participants to address the following issues:

- Identify gaps in the current provision of HIV/AIDS prevention, care and treatment services through the workplace;
- Address difficulties in providing prevention, care and treatment, especially ARVs, to a diverse workforce and a variety of direct and indirect employee relationships;
- Develop strategies for partnering with community programs and other indigenous and external resources to coordinate and expand service

coverage into communities;

- Discuss the process of implementing effective surveillance, monitoring and evaluation systems that will address company-specific needs;
- Explore the concept of "twinning": matching large multi-national companies (MNCs) with small and medium size enterprises (SMEs) as mentors in the development and implementation of HIV/AIDS workplace programs;
- Discuss what the large companies could offer distributors, contractors and other small enterprises involved in the extraction industry and what could be expected from the SMEs in return for the resources and guidance; and
- Identify additional opportunities for cooperation between companies in the oil and gas sector to more efficiently and effectively implement HIV/AIDS programs.

### *Anticipated Outcomes:*

- Identification of common strategic approach(es) to expand existing services and coverage, and ways to address resource constraints (financial, technical and human);
- Development of possible solutions to overcome identified obstacles such as resource pooling, partnership opportunities, cost sharing strategies, and twinning relationships between MNCs and SMEs.

*For more information, please contact Victor Barnes at [vbarnes@africacncl](mailto:vbarnes@africacncl).*

## AllAfrica.com & CCA: Building Virtual Infrastructure to Combat HIV/AIDS

The good news about HIV/AIDS in Africa is that the tide can be turned. The question is whether proven programs will be scaled up to necessary levels. This will be expensive, but the cost of delay will be higher.

Parts of sub-Saharan Africa have already lost the economic ground gained over recent decades. Reports prepared for the 15th international conference on HIV/AIDS in July suggest that neither governments nor the private sector have recognized the magnitude of the economic and social threat. Without that recognition and aggressive action in response-there is much worse to come.

New terms, such as "de-schooling" and "child-headed households," hint at the underlying systemic effects of HIV. Life expectancies in southern Africa have plummeted by decades. Over 40% of Malawi's educational personnel will be lost by 2005. The cost of replacing teachers in Swaziland will soon exceed the national budget. As many as half the nurses in the city of Lusaka will die within the next four years. Women everywhere are especially vulnerable, putting added strains on families. Stephen Lewis, the UN Special Envoy for HIV/AIDS in Africa, points out that 75% of HIV-positive Africans between the ages of 15 and 24 are women and girls.

Every workplace will feel the impact. Despite predictions for rapid rises in prevalence rates in India, China and Russia over the next ten years, six out of ten workers unable to hold jobs will be African. Companies of all sizes will see rising costs, declining productivity and falling revenues.

Seven African countries already have more than a million HIV-positive workers. Twelve million children have lost parents, leaving them orphaned

and destitute. Nearly 2.5 million working-age men and women in sub-Saharan Africa will die of AIDS next year. By then, over 25% of working-age people in the region will be HIV positive. Prevention is equally urgent. Without effective prevention, says Dr. Helene Gayle of the Bill and Melinda Gates Foundation, "we will continue to fall further and further behind, with more and more people getting infected- and be totally inadequate in our ability to provide treatment for the larger numbers of people who will need antiretroviral therapy."

This all gives added urgency to corporate efforts to encourage prevention as well as to develop treatment programs. A Gates Foundation grant is enabling CCA to help its members develop workplace programs. AllAfrica Global Media, a CCA member, is assisting that effort by compiling, indexing and disseminating CCA's information.

The collaboration is part of an initiative called HealthAfrica, which will use the reach and reputation of AllAfrica to forge alliances, aggregate and display data and support efforts to fight HIV/AIDS, malaria, tuberculosis and other diseases in Africa. Participants include corporations, government agencies, faith-based communities, international organizations and civil society groups.

Building upon the foundation of the website [allafrica.com](http://allafrica.com), which posts 800-1000 articles daily, hosts a searchable archive approaching one million documents, and serves over 12 million monthly page views to a global audience, HealthAfrica will fill a gap for easy-to-find information that is both topical and current. The initiative will:

- produce country barometers to track progress
- provide current news
- produce and distribute locally appropriate information
- inform and involve policy makers
- engage communities, particularly high-risk youth and women, and
- work with media to increase and improve coverage.

The CCA/AllAfrica partnership will also develop an online toolkit to help companies learn about best practices, design their own workplace programs and communicate with each other. It is an ambitious effort, but the stakes are high-for Africa and for the companies that do business there. ?

*Tamela Hultman is Chief Strategy and Content Officer for All Africa Global Media. For additional information contact [thultman@allafrica.com](mailto:thultman@allafrica.com).*

### CCA Plans Applied Information Technology Forum on HIV/AIDS

In collaboration with Bridges.com, VOXIVA, and Broadreach Healthcare, the CCA HIV/AIDS Initiative plans to convene CCA members representing the communications industry, and digital and information technology industries and other key organizations in related fields to discuss the development of potential markets for our members through the use of communications and IT technologies to augment existing physical healthcare infrastructure in Africa.

The goal of this effort is to employ the private sector in helping to address the effective delivery and monitoring of HIV/AIDS treatment and care to the millions of Africans currently deprived of life-saving medications.

There is a lack of healthcare infrastructure in Africa to support the distribution of medications and the effective provision of medical oversight required to successfully administer anti-retroviral therapies. This gap provides the opportunity for the development of virtual infrastructure, bypassing the need for more physical infrastructure. The application of a variety of advanced technological approaches from hand-held devices to wireless internet access may be applicable to resolving barriers such as access to medical assistance, monitoring of treatment, treatment distribution and patient uptake, and communication flows to and from field based clinics to central medical facilities.

*Please contact Victor Barnes at [vbarnes@africancl.org](mailto:vbarnes@africancl.org) for more information.*

# CCA MEMBER PROFILE: AWF

## African Wildlife Foundation (AWF) HIV/AIDS Workplace Policy

### *(Summary of Draft Policy)*

African Wildlife Foundation acknowledges the seriousness of the HIV/AIDS epidemic in the world, and specifically in Africa, and its significant impact on the workplace and on every employee, either directly or indirectly. We share the understanding of AIDS as a chronic, life-threatening disease with social, economic and human rights implications. AWF, moreover, seeks to minimize these implications through comprehensive, proactive HIV/AIDS workplace programs, and commits itself to providing leadership in implementing such programs.

The draft of the AWF HIV/AIDS Workplace Policy is divided into three sections. The first section states the Company's awareness of HIV/AIDS within the societies in which it works and its commitment to promoting effective prevention and care and treatment programs for employees and their dependents.

The second section describes eight "Principles" of the HIV/AIDS Workplace Policy. The "Principles" include:

- Maintaining a workplace environment that encourages and supports HIV/AIDS prevention for all employees.
- Providing education and training for employees that will strengthen HIV/AIDS prevention and promote risk-reducing behaviors.
- Committing to non-discrimination during recruitment or employment on the basis of known or assumed HIV/AIDS status.
- Recognizing that women are especially vulnerable to HIV/AIDS and acknowledging the Company's commitment not to tolerate sexual harassment or sexual manipulation.
- Assuring confidentiality for employees or dependents that disclose their HIV/AIDS status.
- Providing benefits where HIV/AIDS is involved in the same way as other illnesses and committing the Company to supplement medical insurance coverage for treatment of HIV/AIDS for employees and dependents.
- Collaborating with other organizations in promoting effective responses to HIV/AIDS in the communities and countries in which AFW works.
- A statement that the normal grievance procedures will be followed if an employee feels that the HIV/AIDS policy is not fairly or adequately applied.
- A statement that the policy will be reviewed annually in order to assure that it remains current in light of the changing dynamics of the HIV/AIDS epidemic.

The third section outlines the "Procedures" by which the HIV/AIDS Workplace Policy will be implemented. The Procedures are guidelines, which will be refined and

adapted as country offices develop their specific HIV/AIDS workplace programs. Given different legal and medical insurance systems in the various countries, implementation of the AWF HIV/AIDS Workplace Policy will take different forms from country to country. The "Procedures" parallel the "Principles." Highlights of the "Procedures" include:

- Openness in the workplace about the existence of HIV/AIDS, including the acceptance of people living with HIV/AIDS. Strengthening the means to prevent the transmission of HIV through workplace accidents.
- As a part of its Education and Training program, the Company will create an HIV/AIDS Committee in the country offices, provide for the training of at least one staff member per country office as an HIV/AIDS peer educator/counselor, and identify for employees HIV/AIDS-related resources (e.g., other information sources, medical providers, home-based care legal assistance) in their local communities.
- HIV/AIDS testing will not be required under any circumstances, but employees and dependents will be encouraged to learn their HIV/AIDS status. Reasonable accommodation in work arrangements will be made for employees living with HIV/AIDS.
- Information very relevant to women will be provided and women's care giving roles will be recognized when considering flexibility in work schedules and work arrangements.
- Where an employee does disclose her/his HIV/AIDS status, that information will be limited to specific managers. The HR office will maintain data on absenteeism, sick leave, and medical retirements in order to provide the company with a basis for monitoring the impact on productivity and costs likely to be related to HIV/AIDS. The data will not be associated with employee or dependent names.
- The Company will provide financial coverage beyond existing medical insurance for antiretroviral drugs and medical treatment for HIV/AIDS and related illnesses.
- The Company will permit an employee to work flexible hours one day per week in order to more fully participate in community HIV/AIDS activities.
- In the event of an employee being exposed to HIV within the workplace (including while on duty during assigned travel) through accident or sexual assault, the Company will provide an immediate referral for counseling, assessment and medical treatment (with post-exposure prophylaxis, where appropriate). In addition, the Company will provide reasonable paid time off for counseling.
- Readily available and regularly updated information about the availability within local communities of reliable resources and service providers for obtaining medical, emotional, legal support, and other services for people living with HIV/AIDS, people affected by HIV/AIDS and caregivers will be made available through AWF.

**For more information on AWF's HIV/AIDS policy, please contact Carleena Graham at AWF at [cgraham@awf.org](mailto:cgraham@awf.org)**

# CCA MEMBER PROFILE: JurisAIDS

## JurisAIDS: A New CCA Member

JurisAIDS, an international 501(c) 3 non-profit organization, a new member of the Corporate Council on Africa as of September 2004, was founded in 2000 and is headquartered in Washington D.C. The Executive Director is Ousmane Sane, an attorney and former judge of Senegal.

The mission of JurisAIDS is to protect the rights and freedoms of people living with HIV/AIDS and those persons vulnerable to infection, while engaging those interested parties to enact, strengthen, and enforce laws and regulations that will eliminate all forms of discrimination

JurisAIDS' Legal and Ethical Capacity Incubator provides support and training programs on the legal and ethical aspects of HIV/AIDS. The program works in partnership with local law universities, bar associations, government ministries, private sector firms and organizations, NGOs, human rights and other community-based advocacy organizations to develop and support law clinics, seminars, training workshops and university-based curriculum

JurisAIDS aims to expedite the process of remedial action for people whose human rights have been violated. There are a number of discriminatory actions that allow for legal intervention. JurisAIDS works to eliminate this discrimination, which is one of the greatest hindrances to the prevention and treatment of HIV/AIDS

### Advocacy & Program Implementation:

*"We are not here to study the problem, we are here to fix it"*

As an advocacy group, JurisAIDS provides a voice for marginalized populations. JurisAIDS legal clinics and HIV/AIDS support centers endow the community with an expedient, accessible, and affordable legal counsel as well as training and information. Strong legal systems help individuals overcome obstacles to their endeavors and their access to legally guaranteed human, political and civil rights.

JurisAIDS is an implementing organization currently with programs on the ground in several countries in Africa.

#### *Legal Aid Center:*

- Provides Legal advice and litigation Services for people living with or affected by HIV/AIDS (PLWHA)
- Increases public awareness of the availability of legal rights and services for PLWHA

#### *HIV/AIDS Legal and Ethical Leadership Center:*

- Adapt programs to the local culture and implementation in order to create the environment for the behavior change necessary for increased access to legal protection

of PLWHA and those most at risk of infection

#### *Parliamentarian Mobilization:*

- Strengthen the capacity of legislators by providing comprehensive training on policy formation
- Reduce the levels of stigma and discrimination against PLWHA and vulnerable people
- Provide a public outreach program to raise public awareness of HIV/AIDS legal and ethical issues among constituents

#### *Community Mobilization:*

- Strengthen the local and national commitment to fight the spread of HIV/AIDS and respect the rights of PLWHA
- Reduce the stigma and discrimination by training and mobilizing local and national leaders in many sectors to provide the civil society with education about HIV/AIDS legal rights and ethical behavior

#### *Empowerment of Women:*

- Address issues such as equal access to, and equal treatment under, the law as well as any program aspects undertaken by JurisAIDS aimed at rectifying existing inequalities.
- JurisAIDS will provide comprehensive legal support (legal consulting and education) for women's organizations and will conduct, in concert with infected people, political, traditional and religious leaders, and members of civil society, religious leaders, and members of civil society, active campaigns for the application of the existing laws and/or the adoption of laws protecting the rights of women in order to reduce their vulnerability.

#### *Orphans and Vulnerable Children:*

- Improve the lives of orphans and vulnerable children by identifying their needs and protecting their rights through legislative reform and implementation of enforcement measures

#### *HIV/AIDS Treatment Access:*

- Increase equitable and universal access to ARVs and ensure that vulnerable populations have access to treatment, care, and support through advocacy of anti-discrimination policies and law
- Establish mechanisms that would enable people living with HIV/AIDS to challenge inequalities and discrimination in accessing HIV/AIDS treatment, care and support

#### *Media and Awareness Campaigns:*

- Publicize and support community interventions
- Provision of accurate information in order to keep the

# CCA MEMBER PROFILE: JurisAIDS

issue of HIV/AIDS on the social and political agenda

## *HIV/AIDS Workplace Education Program:*

- Use the workplace as point of intervention in the fight against AIDS by training and educating management, workers, workers families, and labor
- Develop workplace policies and training in order that the employer can provide education and training, workplace practices, procedures, and ensure that employees who are exposed to HIV infection are provided with confidential, fair and equal treatment. Additionally, the rights and responsibilities of both supervisors and employees regarding HIV infection in a work environment are clearly defined

## *JurisAIDSnet – Creating a network:*

- Establish a local and international virtual and physical network of legal and non-legal professionals and organizations to share their experience and expertise
- Expand understanding and support for protection of the legal and human rights of PLWHA

## **Partnerships:**

JurisAIDS is dedicated to seek collaborative partnerships with organizations and entities whose members have an interest in the fight against HIV/AIDS. Proper implementation of local programs includes strengthen networks in order to develop their capacity to communicate regularly, implement new initiatives, take legal action, share resources, and expand both outreach and intake of our programs. JurisAIDS has many partnerships with organizations in Africa ranging from local NGOs and organizations to continent and worldwide organizations. The total members of the partners of JurisAIDS exceed 150,000 people.

- Establish a local and international virtual and physical network of legal and non-legal professionals and organizations to share their experience and expertise
- Expand understanding and support for protection of the legal and human rights of PLWHA.

*JurisAIDS is located at  
717 D Street NW  
Washington DC 20004*

*To learn more about JurisAIDS, please call (202) 626-0561 or go to [www.jurisaids.org](http://www.jurisaids.org)*

## **Membership**

**&**

## ***The Corporate Council on Africa***

**The Corporate Council on Africa (CCA)** represents nearly 85 percent of total U.S. private sector investment in Africa. Since 1993, CCA has been the leading American organization dedicated to enhancing trade and investment relations between the United States and the 53 countries of Africa.

**CCA is your bridge** to the latest business opportunities in Africa. As the chief source of continuous information on commerce across the African continent, CCA provides its members with business networks, trade and investment opportunities and the promotion of commercial operations in Africa.

**In addition to** the array of programs and services offered by the Council, CCA members have access to the resources and services provided by the Council's newest program, the Africa AIDS Initiative.

**The Africa AIDS Initiative** provides CCA members with access to the following resources and services:

- Expertise in developing customized HIV/AIDS workplace policies that assure non-discrimination and respect for employee confidentiality
- Technical assistance in developing and implementing prevention education programs and HIV/AIDS counseling, testing and treatment services for infected employees, their families and the communities from which the business draws its workers
- Networking opportunities with public and private sector partners and other businesses affected by HIV/AIDS
- Research, policies and best practices for HIV/AIDS prevention, care and treatment

**We invite you to join us** and benefit from services and programs that are as diverse as our membership.

*For more information on becoming a CCA member or working in partnership with the CCA HIV/AIDS Initiative, please contact Victor Barnes at [vbarnes@africacncl.org](mailto:vbarnes@africacncl.org)*

## HIV/AIDS Initiative Director Victor Barnes Participates in “Brainstorm 2004”

Victor Barnes, Director of the Corporate Council HIV/AIDS Initiative was one of the 254 invited participants in the Fortune /Aspen Institute Brainstorm 2004 in July. Brainstorm is the product of Fortune Magazine Senior Editor, David Kirkpatrick’s effort to pull together a variety of “smart people, put them in rooms, assign them topics and watch what happens”. This year’s three day event combined a range of participants from Queen Noor, General Wesley Clark, Michael Eisner, Ralph Reed, Imaam Feisal Abdul Rauf, to the CEO’s of HP, Motorola, General Motors, and Coca-Cola as well as young entrepreneurs from China, Sweden and the U.S.

Mr. Barnes was asked to speak on the role of the private sector in addressing the global HIV/AIDS pandemic. Several sessions were spent articulating the private sector response to HIV/AIDS in a variety of industries and in discussion of lessons learned from Africa to be applied to Asia. The opportunity for diverse and often divergent perspectives, political as well as professional, to be applied across an array of topics was both stimulating and rewarding.

Partially as a result of ideas discussed at Brainstorm, the HIV/AIDS Initiative will be organizing a meeting with CCA members in the information technology and communications fields to define and develop potential roles and markets for applied technologies in addressing infrastructure requirements for HIV/AIDS treatment in Africa.

## Malawi Private Sector Mobilization Forum (PSMM) Trip Report

*Executive Summary and Key Achievements  
by Caroline Hope*

I traveled to Malawi June 6 – 19, 2004 to help organize and participate in the Malawi Private Sector Mobilization Sub-regional Meeting on HIV/AIDS. Below is a summary of the principle outcomes from the Forum:

### Outcomes

- 11 strategic work plans produced with clear, realistic & measurable action priorities for Gambia, Ghana, Kenya, Malawi, Mauritania, Mozambique, Namibia, Nigeria, South Africa, Tanzania, and Uganda.
- Information and experience sharing on issues relating to private sector mobilization: strategies and techniques to gain access to companies, e.g. through business coalitions and associations; small & medium enterprises and the supply chain; realistic implementation plans with appropriate monitoring and evaluation; scaling up the response; stigma & discrimination; laws & regulation; and the role of labor and key partners, including worker representatives, PLWHAs and civil society.
- Agreement on the need to incorporate a Private Sector component in the National AIDS Strategy, while integrating the Business Coalition as part of this Private Sector component.
- Successful results of several Business Coalitions motivated and inspired all stakeholders in the region to strengthen newly institutionalized Business Coalitions as mechanisms to increase effective private sector engagement by providing representation and sharing best practices.
- Exploration of possibilities to expand the mandate of Business Coalitions in order to include SMEs as members and provide targeted services, and increasing the range of services and deliverables.

## Senegal Trip Report

*Executive Summary  
by Maty Niang Touré*

My mission to Senegal was from June 1- June 14, 2004. During my mission to Senegal I participated in the Ebony Coca Cola Festival from June 3-June 6, 2004 where I had a booth, gave presentations and distributed information on CCA’s HIV/AIDS initiative. From June 9-12, 2004 I participated in workshops at the Conference on HIV/AIDS and Human Rights this conference was organized by UNDP and JurisAIDS. I also met with CCA members (Coca Cola, Shell, Africare, Enterprise Works) operating in Senegal as well as with members of the Senegalese public and private sectors (National AIDS Council of Senegal, Business Council of Senegal, SWAA, FHI, DFI). I was interviewed by the Senegalese press and discussed the goals and mission of the CCA HIV/AIDS initiative.

I would like to thank CCA management for the opportunity to represent CCA during my mission to Senegal. I would like to give special thanks to several individuals who provided me with great help and support during my trip to Senegal: Mrs. Diago Ndiaye (Gender and Children Consultant), Mr. Ousmane Sane (JurisAIDS), and Moustapha Diallo (FHI), Mr. Kane (Ecole Supérieur de Communication), Sud Quotidien, Baye Oumar Gueye from Sud FM and the Journalists from le Soleil, Sud Quotidien, Sud FM, APS, RTS for their integrity during my interviews.

- Identification of steps to improve the capacity of Business Coalition to deliver services to their members; advocacy, communication, marketing and strengthening relations, resource mobilization, harmonization with national and international frameworks, monitoring and evaluation.

## EVENTS & FUNDRAISERS

### ***Women of Literature and HIV/AIDS Mobilization***

African women and women of African descent are disproportionately infected and affected by HIV/AIDS. HIV/AIDS targets the most vulnerable: women and children and women are most often also asked to carry the burden of caring for the sick and orphaned. Today, 17 million women are infected with HIV and countless others' lives are directly touched by this pandemic. Women and HIV/AIDS: Confronting the Crisis reveals in sub-Saharan Africa, where women make up 57% of those living with HIV, young African women aged 15-24 are three times more likely to be infected than are their male counterparts (UNIFEM, 2004).

### ***Private Sector Mobilization in Francophone Africa***

The French Council of Investors in Africa (CIAN) and SIDA Entreprise Conference on HIV/AIDS and the Private Sector: Maty Niang Touré will present the CCA HIV/AIDS Initiative at the Conference on HIV/AIDS and the Private Sector to be held in Douala, Cameroon September 23-24, 2004. The conference is organized by the French Council of Investors in Africa, a business private sector Association, begun in 1979, representing more than 100 companies and 80% of French private sector investment in Africa, and SIDA-Entreprise, a nonprofit association created by CIAN to address the impact of HIV/AIDS on French companies operating in Africa. The goal of this conference is to assess the impact of HIV/AIDS on the economic sectors and industries represented at the conference. Presentations will be given by various private sector industries such as SGBC (Banking industry), Total (Oil and Gas Industry), Accor (Hotel Industry) SONEL (Energy Industry).

Given these sobering statistics, the goal of the CCA Women of Literature and HIV/AIDS Initiative is to engage the US-based literary community and specifically women of African decent, in an effort to raise funds for the mobilization of African and African American women affected by HIV/AIDS.

Through a series of regional journaling workshops sponsored by the U.S. literary community, CCA will assist in the coordination and creation of a literary anthology to share the untold stories of African and African American women infected and or affected by HIV/AIDS. The intent of this endeavor is to mobilize communities through the process of creating "HIV/AIDS journals" which will be the basis for an annual anthology of Women and AIDS. The anthology will then be recognized and promoted through an annual gala fundraising event featuring representatives of the U.S. and African literary community.

The process of creating this literary anthology annually will become a recurring financial resource through its sales and via funds raised at an annual gala event. It will also serve as a continuing resource for the mobilization of communities who engage in the process. In partnership with the National AIDS Fund, the CCA HIV/AIDS Initiative will direct funds to communities and U.S. corporations engaged in addressing the needs of African and African American women infected and affected by HIV/AIDS. Preliminary discussions have begun with Dr. Helene Gayle of the Gates Foundation to assist CCA in acquiring external support for this activity.

Please contact Victor Barnes at [vbarnes@africacncl.org](mailto:vbarnes@africacncl.org) for more information.

### ***Agribusiness Golf Tournament to Fight HIV/AIDS***

Join PGA Tour Winner David Frost and Members of the Business Community in a Charity Golf Event to Raise Awareness and Funding to Advance Business Involvement in the Fight against HIV/AIDS in Africa

**DATE:** Wednesday, November 10, 2004

**PLACE:** Bayonet Blackhorse Country Club: Bayonet Course (PGA Qualifying Course)  
Seaside at Monterey Bay, California ([www.bayonetblackhorse.com](http://www.bayonetblackhorse.com))

Help support this enjoyable event, which has been organized by the Corporate Council on Africa and hosted by David Frost Wines, to increase the awareness and involvement of the business community in efforts to stem the devastating effects of the HIV/AIDS pandemic in Africa. Funding from the event will be used to match grant funding provided by the Bill and Melinda Gates Foundation to the Corporate Council on Africa (a 501c3 not-for-profit organization) to work with companies on HIV/AIDS workplace policies and to increase corporate participation in national HIV/AIDS strategic planning commissions.

**Registration Fee** (per player): \$200

(Includes green and cart fees, box lunch, post-tournament reception)

Interested sponsors and individuals should contact Victor Barnes at [vbarnes@africacncl.org](mailto:vbarnes@africacncl.org) or 202-835-1115.

# RESOURCES

**In each issue of the HIV/AIDS Initiative Newsletter, we will feature a list of resources regarding HIV/AIDS prevention and treatment in Africa and the role of the private sector in the fight against the pandemic. Please contact Maty Niang Touré or Caroline Hope at 202-835-1115, or use the information listed below, to obtain copies of these documents.**

“DaimlerChrysler HIV/AIDS Workplace Programs.” CD-ROM. DaimlerChrysler, 2004. For more information, please contact the CCA HIV/AIDS Initiative.

“Disentangling HIV and AIDS Stigma.” International Center for Research on Women. 2003. (For a copy of this document, please contact Laura Nyblade at ICRW: [Inyblade@icrw.org](mailto:Inyblade@icrw.org))

“HIV/AIDS APDIME Programming Toolkit.” Version 2.0. CD-ROM. The Synergy Project under USAID. July 2004. (To obtain a copy of this CD-ROM, please contact The Synergy Project at 202-842-2939, ext. 136 or [Info\\_Toolkit@s-3.com](mailto:Info_Toolkit@s-3.com))

“IFC Against AIDS.” CD-ROM. International Finance Corporation, 2004. (For more information, please contact Sabine Durier at [sdurier@ifc.org](mailto:sdurier@ifc.org))

Smart, Rose, ed. and the International Finance Corporation. “HIV/AIDS Guide for the Mining Sector.” Washington, DC: Golder Associates Ltd., 2004. (For copies of this publication please contact Corporate Relations, IFC 2121 Pennsylvania Ave., NW Washington, DC 20433; tel: 202-473-3800 or visit the IFC website at [www.ifc.org/ifcagainstaids](http://www.ifc.org/ifcagainstaids))

“Women, Children, and HIV: Resources for Prevention and Treatment.” 3<sup>rd</sup> edition. CD-ROM. July 2004. (To obtain a copy of this CD-ROM, please contact [gshiv@chi.ucsf.edu](mailto:gshiv@chi.ucsf.edu))

“Workplace Policy Builder.” Version 1.0. CD-ROM. Futures Group/Policy Project, June 2004. (For more information about this resource, please go to [www.futuresgroup.com/policybuilder](http://www.futuresgroup.com/policybuilder))

World Bank Group, World Economic Forum, UNAIDS and Corporate Council on Africa. “HIV/AIDS Business Coalitions: Guidelines for Building Business Coalitions Against HIV/AIDS.” Washington, DC: World Bank Group, 2004. (The Toolkit is currently in draft form and under review. The World Bank Group plans to launch the guide on December 1, 2004. For additional information regarding the guide, please contact Elizabeth Ashbourne, Senior Coordinator of the Multi-Country AIDS Program (MAP) at the World Bank at [eashbourne@worldbank.org](mailto:eashbourne@worldbank.org))