



Fighting HIV/AIDS in the Workplace

The HIV/AIDS epidemic is increasingly affecting businesses that operate in developing countries. Companies are experiencing reduced productivity, decreased profits, increased training costs, declining employee morale, and higher health care and insurance costs. To fight the epidemic and reduce its impact, many companies are launching HIV/AIDS prevention programs. Population Services International (PSI), a nonprofit organization with a core competency in HIV prevention, has created a comprehensive Corporate AIDS Prevention (CAP) Program for companies seeking to fight HIV/AIDS in the workplace.

Protecting multiple stakeholders from HIV/AIDS

The Cap Program aims to reduce the incidence of HIV/AIDS among company employees, their families, and the communities in which they work. The program has several objectives:

- *Improve knowledge and awareness about HIV/AIDS severity, modes of transmission, and prevention techniques.*
- *Increase personal risk perception.*

- *Empower individuals to develop an appropriate personal prevention strategy, including fidelity, partner reduction, and consistent condom use.*
- *Promote the use of voluntary counseling and testing services for HIV/AIDS and sexually-transmitted infections (STIs).*
- *Increase the availability of condoms in the workplace and improve personal efficacy, such as the ability to use condoms correctly.*
- *Fight discrimination and destigmatize HIV/AIDS by communicating the importance of family and social support for those infected in order to help people live positively with HIV/AIDS.*

Offering a world class, comprehensive HIV/AIDS program

PSI's CAP Program is a one-stop shop that incorporates prevention education, peer education training, and monitoring and evaluation components tailored to meet the needs of companies operating in a developing economy environment. PSI has on-the-ground presence in 70 countries worldwide, including 30 in Africa, enabling us to offer programs tailored to local customs and languages in many locations. PSI's CAP Program is based on best practices recognized by World Health Organization, UNAIDS, and others.

Shaping the program through management participation

From program inception, PSI works with company management to design a customized program that leverages a company's strengths to address its local needs. Through regular meetings with PSI and continued participation in the program, management contributes greatly to the success of the workplace program.





Reducing the Impact of HIV/AIDS Through a Multi-Disciplinary Approach

Creating the backbone through peer education

Because employees are more likely to openly discuss HIV/AIDS with peers, PSI's CAP Program develops a cadre of peer educators that forms the backbone of the workplace program. The program trains peer educators on a variety of HIV topics, enabling them to run educational sessions and counsel employees.



Peer educators pose for a group photograph next to a branded condom machine that is part of the workplace program.

Incorporating the community

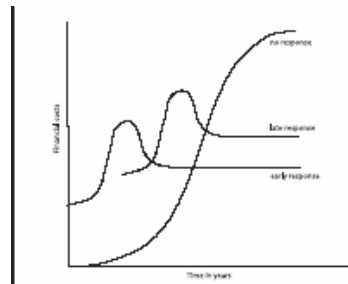
Employees' lives take place largely outside of the workplace. Therefore, their individual ideas about HIV/AIDS are affected by the education and awareness levels and the attitudes of the larger community. Companies conduct community outreach activities through the CAP Program to expose employees to consistent HIV prevention messaging, which translates into healthier, more productive employees.

Assessing the impact of the program

PSI collaborates with the client and program stakeholders to determine the best tools to measure the effectiveness of the company's workplace program, and to adapt the program to ensure that it continues to meet employees' needs. This also enables companies to track the program's achievements and value.

About PSI: dedicated to improving health

PSI, a non-profit organization incorporated in 1970, markets attractive, affordable health products and disseminates information and motivational messages that are effective, and culturally relevant. In 2004, PSI sold more than 650 million condoms, served more than 123,000 clients at its HIV voluntary counseling and testing centers, reached thousands of workers with HIV prevention messages, and averted more than 808,000 AIDS cases.



A UNESCO study shows that companies responding quickly to HIV/AIDS among their employees will incur reduced costs associated with the disease over time in comparison to companies that delay their response or do not respond at all.

“Since we started working with PSI, there has been a marked change. I would like to urge other companies to invest in this program. We cannot claim to know everything, and if they ignore the HIV/AIDS alarm, they will end up losing all of their productive staff. In fact they should make time and invite experts like PSI to see how best we can deal with this problem in the workplace.” - Morris Chipiro, United Bottlers