



SHARING EFFECTIVE APPROACHES: Leveraging Private Sector Resources for HIV/AIDS through Public-Private Partnerships (PPPs)

Background & Context

Many businesses in Zambia have experienced financial setbacks as a result of the HIV/AIDS epidemic through illness-related employee absenteeism, death of skilled workers, high rates of staff turnover, increased training and health care costs, and funeral costs. Additionally, HIV/AIDS reduces the demand for consumer goods and services: When people are ill and unable to work, they do not have resources to spend on consumer goods and services.

Program Description & Activities

Recognizing the negative correlation between HIV/AIDS and productivity and the serious impact the epidemic has on Zambia's economy, the USAID-funded SHARe Project and its local NGO partner CHAMP collaborated with key partners in the Mining and Agriculture sector through the Agribusiness and Mining Global Development Alliances (GDAs), and in the tourism sector through the Tourism HIV/AIDS Public Private Partnership (PPP) to implement workplace HIV/AIDS programs.

The Tourism HIV/AIDS PPP seeks to establish, enhance, and expand HIV/AIDS workplace programs within private sector tourism businesses. In addition, it seeks to increase social mobilization

Figure 1. HIV/AIDS PPPs: Private Sector Partners

Tourism HIV/AIDS PPP Partners	Mining/Agribusiness GDA Partners
1. Bushtracks Africa	1. Copperbelt Energy Corp
2. Jollyboys Backpackers	2. Dunavant
3. Kubu Crafts	3. First Quantum Mining
4. Sun Hotels International	4. Konkola Copper Mines
5. The River Club/ Wilderness Safaris	5. Mkushi Farmers Assoc.
6. Tongabezi Lodge	6. Mopani Copper Mines
7. Wasawange Lodge	7. Zambia Sugar Company/ Ilovo
8. Zambezi Nkuku	

for HIV/AIDS in collaboration with the Ministry of Tourism, Environment and Natural Resources, the Provincial HIV/AIDS Task Force for Southern Province, the Livingstone District HIV/AIDS Task Force, civil society, the USG, and other partners. The Tourism HIV/AIDS PPP programs bring comprehensive HIV/AIDS workplace programs and social mobilization to more than 3,000 workers and approximately 150,000 Livingstone residents, respectively. The **GDAs HIV/AIDS PPP** programs also seek to enhance and expand HIV/AIDS workplace programs in the mining and agribusiness sectors, targeting large businesses and corporations.



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The GDAs workplace HIV/AIDS program was implemented through local NGO partner CHAMP and through direct SHARE sub-granting to the GDA companies to support activities. SHARE GDA partner programs covered 30 districts in six provinces, reaching 34,635 employees and 2.1 million community members.

To obtain private sector buy-in, SHARE highlighted the link between investment in HIV/AIDS programs and improved business profitability—i.e. demonstrating that participating in HIV/AIDS workplace programs makes business sense. Through SHARE support for the Tourism HIV/AIDS PPP, and SHARE and CHAMP support for the GDAs, the project successfully:

- Leveraged and pooled public and private sector resources to support enhanced HIV/AIDS programs. USG resources were leveraged to strengthen and scale up HIV/AIDS programs, while the private sector brought funding and personnel who excel in critical areas including marketing, training, policy and advocacy, and business,
- Guided companies to apply this in-house expertise to enhancing the HIV/AIDS response

using innovations and capabilities that work well in private sector businesses,

- Supported the establishment and maintenance of workplace HIV/AIDS programs, including support in policy, strategy, and action plan development,
- Provided information on best practices in HIV/AIDS responses and workplace programs, and
- Offered supportive supervision, and where required, facilitated linkages to HIV care, treatment and support services for employees.

Figure 2 shows HIV/AIDS PPP partner contributions and matching USG contributions for HIV/AIDS programs.

Results & Achievements

The supported PPPs contributed leveraged resources towards the HIV/AIDS responses in their businesses, including provision and mobilization of highly skilled workers to manage programs, implementing policies that reduce HIV-related stigma and discrimination, support and provision of resources for enhanced HIV prevention activities, and facilitation of HIV care, treatment, and support to workers living with HIV. Additionally, both the Tourism HIV/AIDS PPP and the GDAs supported the extension of well-managed programs into defined outreach communities, expanding both infrastructure and access. Through this support, the USG leveraged private sector resources to support the provision to HIV prevention, care, and support services to more than three million people in defined outreach communities, greatly assisting the Government of Zambia (GRZ) in its provision of HIV/AIDS services.

For the USAID-supported PPP partners, the most visible result is the impact investing in HIV/AIDS has had on financial bottom lines and profitability. PPP partners report a general improvement in

Figure 2. PPP Workplace HIV/AIDS Programs Contributions

HIV/AIDS Tourism PPP Contributions: FY07 – FY09

<u>PPP Partners</u>	<u>USAID/SHARE</u>	<u>Three-Year Total</u>
\$240,000	\$700,000	\$940,000

Mining and Agribusiness GDAs Contributions: FY06 – FY08

<u>GDA Partners</u>	<u>USAID/SHARE</u>	<u>Three-Year Total</u>
\$11,706,439	\$3,954,838	\$15,661,277

Figure 3. PPP HIV/AIDS Workplace Programs: Key Achievements

- * **Leveraged private sector resources**, including financial resources, highly skilled workers and private sector best practices to manage workplace HIV/AIDS programs.
- * **Reduced worker absenteeism and worker mortality** related to HIV/AIDS, with correlated savings in worker training, replacement, sickness benefits and death benefits costs.
- * **Improved worker health** and productivity.
- * **Extended workplace HIV/AIDS programs to defined outreach communities** reaching more than 3 million people, adding leveraged private sector contributions to GRZ HIV/AIDS service provision.

worker health and reductions in absenteeism and death as a result of implementing comprehensive workplace HIV/AIDS programs. Improvements in employee health and work attendance have correlated with observed reductions in training and worker replacement costs, payouts in employee sickness and death benefits, and the intangible benefits of improved staff morale resulting from the knowledge that HIV care, treatment, and support are available, should they need them.

Additionally, the Tourism HIV/AIDS PPP and SHARe, working in collaboration with the National AIDS Council, successfully organized and hosted five major HIV/AIDS social mobilization events in Livingstone. These events:

- Called for social and behavior change to reduce HIV sexual transmission,
- Encouraged timely access to services including ARVs for people living with HIV,
- Discouraged stigma and discrimination against people living with HIV and those affected by HIV,
- Communicated HIV prevention messages and options to more than 60,000 people using various

media including debates, discussions, sports, and music,

- Provided an avenue for wider discussion of the state of the HIV/AIDS epidemic and response in Zambia, including discussion on the drivers of the epidemic,
- Provided a platform for much needed HIV/AIDS leadership and ambassadorship by popular and respected Zambian leaders, including musicians, footballers, beauty contestants, traditional leaders, and politicians trained by SHARe in HIV/AIDS Ambassadorship and advocacy,
- Encouraged and facilitated uptake of HIV/AIDS services including CT and ART, and
- Encouraged and promoted adoption of HIV prevention behaviors and actions, including reducing number of sexual partners, correct and consistent condom use, and male circumcision.

Lessons Learned & Recommendations

Ultimately, HIV/AIDS workplace programs must make business sense in order to be accepted as a long-term part of any private sector workplace. Through USAID-supported HIV/AIDS PPPs, a participating business can reduce costs, better protect the health of its employees, and also improve conditions for its customers. Leveraging private sector resources for an enhanced HIV/AIDS response produces a win-win situation for businesses and for the national epidemic response, and is a best practice that deserves further exploration for expansion. Apart from the Tourism HIV/AIDS PPP and the Mining and Agribusiness GDAs, opportunities exist for PPPs—in the communication and technology sector with companies such as ZAIN and MTN, and with beverage companies such as Coca Cola Zambia and Zambian Breweries.

HIV/AIDS social mobilization galvanizes leadership around the HIV/AIDS response, uses effective partnerships, and leverages private sector resources to enhance and support the response to the epidemic. Social mobilization also matches the messenger to the audience to reach larger numbers of people with correct and appropriate information, and supports greater HIV/AIDS service uptake and adoption of behaviors supportive of HIV prevention.

HIV social mobilization is an effective vehicle for HIV/AIDS messaging and should be scaled up as a rallying point for and to support increased uptake of HIV prevention, care, treatment, and support services, and to promote behavior change for HIV prevention.

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Young musicians taking the HIV prevention message to the young people of Livingstone.



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