

IFC: HIV in China Briefing Book

Foreword

As the private sector arm of the World Bank Group, IFC is a global investor and advisor committed to promoting sustainable projects with an emphasis on financially sound businesses that also promote good corporate governance, environmental, and social practices. Starting in 2000, we have sought to put HIV/AIDS on the agenda of private companies through the IFC Against AIDS program. HIV/AIDS is a challenge not only for governments, civil society organizations, and medical professionals, but for our communities. Globally businesses have begun to recognize that they must play a role by adopting HIV/AIDS policies, developing workplace education programs, eliminating stigma and discrimination from the workplace, and contributing to greater community efforts in all countries where they are active.

This briefing book aims to provide a resource for IFC clients in China. It begins to address the situation of HIV/AIDS in China and what it means for businesses. It demonstrates how one company can make a difference. I encourage you as a business leader, to use this report as a tool to evaluate how your company can be involved in the fight against HIV/AIDS. IFC will support your efforts.

In claiming a role in the fight against HIV/AIDS in China, your business will join a growing network of stakeholders and learn from other companies with similar programs and policies. You will find that civil society organizations are willing and able to assist in the design and implementation of your HIV/AIDS plan, and that government will be eager to get practical support toward meeting the challenges of HIV/AIDS.

Business leaders possess a unique opportunity to support society with effective tools in this crucial fight. Your efforts are not a compliance or policy issue, but a leadership issue. Stepping forward and committing your company to action is a sign to government and society that you are true partners in helping China address its critical development issues.

IFC is proud to support private sector leaders in social responsibility initiatives throughout the developing world. HIV/AIDS presents a challenge that demands the response of the whole community and affords businesses an opportunity to lead. There is a place for every business in the fight against HIV/AIDS. We hope that this report will help you find yours.

Karin Finkelston
Associate Director, IFC China

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Introduction: Why AIDS is relevant to businesses operating in China

A 2004 circular issued by the Ministry of Labor and Social Security, the Ministry of Health, the All-China Federation of Trade Unions, and the China Enterprise Confederation states that “The prevention and control of HIV/AIDS concerns economic development, social stability, national security and prosperity of the Chinese nation. It is a long-term and arduous task and a responsibility of the whole society.”

As business leaders and managers, HIV/AIDS affects you. It affects your company’s management, employees, partners, and market because it affects all of society. The purpose of this briefing book is to help explain the threat that HIV poses as a workplace issue, how your company can benefit from taking action, and what other companies are doing.

Many people mistakenly believe that HIV/AIDS is not a problem in China; however, there are currently around 650,000 people living with the virus in Mainland China, with approximately 70,000 new HIV infections in 2005.¹ Worldwide, there are 40.3 million people currently infected, and there were 3.1 million deaths in 2005.² The people most at risk for contracting HIV are those aged 15 to 49 years—people in their most productive years as workers and members of society. For businesses operating in heavily affected areas of the world, the AIDS pandemic has triggered grave direct and indirect costs.

The Chinese government and business community are taking the threat that HIV poses to China’s people and economy seriously: the State Council considers it the responsibility of every enterprise to support the fight against the epidemic.³ The Chinese Ministry of Health (MOH) and the United Nations are emphasizing that there are clear indications that HIV has begun to move from high risk groups into the general public.⁴ If all sectors of society, including business, do not take action to slow the spread of the epidemic, the human and economic costs could be enormous.

¹ Ministry of Health, People’s Republic of China (MOH); Joint United Nations Programme on HIV/AIDS (UNAIDS); World Health Organization (WHO), “2005 Update on the HIV/AIDS Epidemic and Response in China,” 24 January 2006, p 1.

² Joint United Nations Programme on HIV/AIDS (UNAIDS) and World Health Organization (WHO), “AIDS Epidemic Update: December 2005,” p 1.

³ Statements made by Vice Premier Wu Yi and other officials at the Ministry of Health (MOH) and GBC Joint Summit in March 2005 stress the necessity of business sector participation.

⁴ MOH, UNAIDS, WHO, “2005 Update on the HIV/AIDS Epidemic and Response in China,” p 5.

The HIV/AIDS situation in China

Is there HIV/AIDS in China?

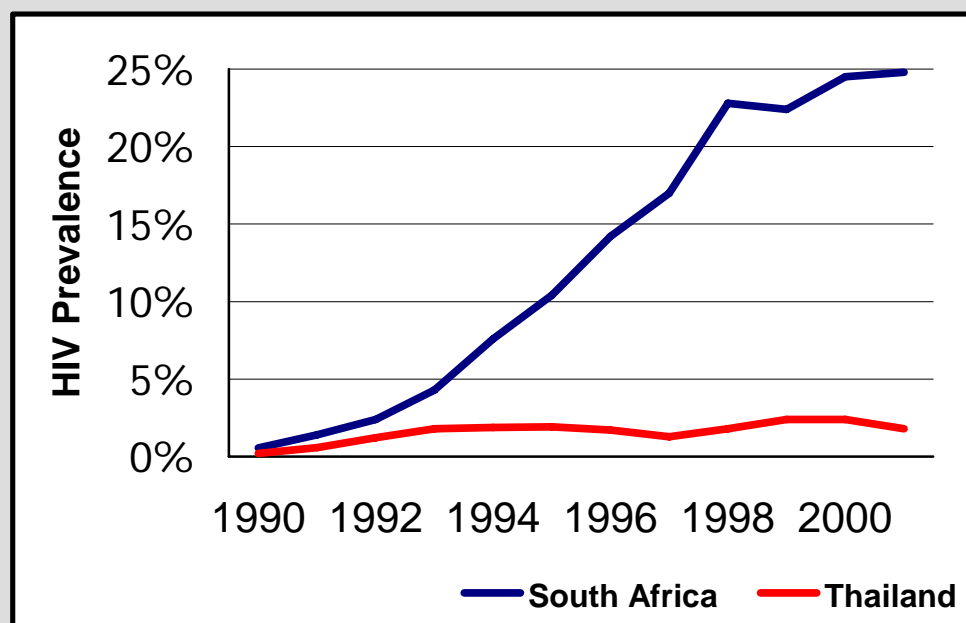
At the end of 2005, the government and the United Nations together estimated that there were 650,000 people living with HIV/AIDS in Mainland China. Representatives of the Joint United Nations Programme on HIV/AIDS (UNAIDS) stress that the epidemic is growing very quickly, and that China has all the key ingredients for a full blown HIV/AIDS epidemic to develop in the future if adequate prevention measure are not taken.⁵

The Value of Prevention

“China is at a critical juncture; immediate action will drastically impact the course of the epidemic in China. Thailand and South Africa were at this point years ago: the Thai government and business community stepped up to the plate and were able to get it under control, while the South African response was weak and the epidemic has become a massive problem. Managing HIV now isn’t just a ‘good’ thing to do—it’s prudent management.”

Tim Manchester, Country Director - China, Futures Group

HIV/AIDS Prevalence in Thailand and South Africa



Source: Peter Piot, Executive Director, Joint United Nations Programme on HIV/AIDS (UNAIDS), “Business and AIDS in China – Rapporteur’s Report” November 2003.

⁵ Zero Akyol, Program Officer, UNAIDS Beijing.

How can HIV be transmitted?	How can HIV be prevented?
<p>HIV can only be passed from one person to another through bodily fluids such as blood, semen, vaginal fluids and breast milk. This can take place through:</p> <ul style="list-style-type: none"> • Penetrative (anal or vaginal) and oral sex • Blood transfusion • The sharing of contaminated needles in health care settings and through drug injection • Pregnancy, childbirth and breastfeeding between mother and child 	<ul style="list-style-type: none"> • Abstaining from sex • Engaging only in a monogamous relationship with an uninfected partner • Using condoms consistently and correctly • Avoiding the use of needles and syringes that have not been properly sterilized • Avoiding direct contact with bodily fluids such as blood, semen, and vaginal fluids

For more information, visit www.unaids.org

Who has HIV and how does the epidemic spread?

You cannot tell that someone is infected with HIV by looking at them, so one should always take proper safety precautions. HIV carriers can remain asymptomatic for up to 7-10 years and around 80% of HIV carriers are unaware that they have contracted the virus, facilitating unintentional transmission.⁶ Anyone can contract HIV/AIDS, so everyone needs to be aware of how the infection is transmitted and how to protect him/herself.

The HIV/AIDS epidemic spreads through countries in stages. During the first stage, the virus spreads within certain high-risk and often marginalized populations, including intravenous drug users (IDUs), men who have sex with men, and sex workers and their clients. In some areas of China, the prevalence among these populations is already very high: for example, the prevalence rate among IDUs surpassed 50% in some areas of Xinjiang, Yunnan and Sichuan by the end of 2004. A fourth high-risk population in China includes people who have sold blood in the central provinces, especially Henan and Hubei.⁷

During the second stage, interactions between these groups and “bridge populations” begin to transmit the virus into the general population, e.g. clients of sex workers and truck drivers.⁸ These “mobile men” pass the virus on to their girlfriends, wives, and other partners. China is at the beginning of this stage: the Ministry of Health reports that there are troubling signs that HIV has been moving from high-risk groups into the general population. Increased infection rates among pregnant women and higher numbers of confirmed and likely sexually transmitted cases signal that the general public is no longer insulated from the epidemic.⁹

⁶ Of approximately 650,000 people currently living with HIV/AIDS in China, only 141,000 are aware that they have contracted the virus. MOH, UNAIDS, WHO, “2005 Update on the HIV/AIDS Epidemic and Response in China,” p 11.

⁷ State Council AIDS Working Committee Office and the UN Theme Group on HIV/AIDS in China, “A Joint Assessment of HIV/AIDS Prevention, Treatment and Care in China (2004)” pp 2, 5-7.

⁸ World Economic Forum, “Business and HIV/AIDS in Asia: Pushing Back the Tide,” 2005, pp 10-11.

⁹“Surveillance data indicate that HIV is spreading from drug users, sex workers and their clients to the general population. In some areas of Yunnan, Henan, Xinjiang and other provinces, HIV prevalence already exceeds 1% among

Managers and employees are at risk of contracting HIV/AIDS.

No one is immune from the virus, so it is important to educate everyone in the workforce. However, certain groups are at elevated risk and may help spread HIV because of the very nature of their jobs.

- ✚ **Truck drivers** have been an important vector for spreading HIV in all parts of the world. As drivers spend many long, difficult days away from home, they may spend time with sex workers along the route.
- ✚ There are roughly 120-140 million **migrant workers** currently working in China, with little access to information about HIV, Hepatitis, and other important health issues. They may engage with sex workers and introduce the virus into their communities when they return home. It is difficult for local health authorities and structures to educate these workers, but the companies that employ them can reach them with life-saving information.
- ✚ **Traveling businessmen**—regardless of income or education level—who spend time away from home may be at higher risk by engaging in unprotected sex and bringing HIV back to their families.

What are the most common transmission routes?

The characteristics and severity of HIV/AIDS epidemics vary widely by region. The most common transmission routes in China include:

- ✚ **Sexual transmission:** The percentage of cases resulting from sexual activity has been increasing; it was estimated to be at 43.6% at the end of 2005.
- ✚ **Intravenous drug use:** IDUs account for approximately 44.3% of HIV infections and are concentrated in the south and west of China. Intravenous drug use is especially common in provinces on or near border areas: Yunnan, Guangxi, Sichuan and Xinjiang.
- ✚ **Blood plasma selling:** Approximately 10.7% of those infected are former commercial blood or plasma donors and recipients of blood or blood products through transfusion. This transmission route has largely been contained due to the government crackdown on “blood heads” and improved handling of blood products. Voluntary blood donation to government facilities is important and encouraged.
- ✚ **Mother to child transmission:** Cases of transmission from mother to child during pregnancy, labor and delivery, or breastfeeding account for 1.4% of cases.¹⁰



*Distribution of HIV/AIDS education materials in Xining, Qinghai Province
Photo courtesy of Coca-Cola China Ltd.*

pregnant women and those receiving premarital and clinical HIV testing, meeting UNAIDS criteria for generalized epidemic.” MOH, UNAIDS, WHO, “2005 Update on the HIV/AIDS Epidemic and Response in China,” p 5.

¹⁰ MOH, UNAIDS, WHO, “2005 Update on the HIV/AIDS Epidemic and Response in China,” p 4.

What government programs are available?

The government is currently implementing the “Four Frees and One Care” Policy and hopes that enterprises will help spread the news to employees. One of the reasons why many people do not get tested is that they mistakenly feel there is no hope for treatment. However, the government has committed to providing:

- ✚ Free anti-retroviral drugs to AIDS patients who are rural residents or who have financial difficulties;
- ✚ Free voluntary counseling and testing;
- ✚ Free drugs to prevent mother-to-child transmission;
- ✚ Free schooling for children orphaned by HIV/AIDS; and
- ✚ Care and economic assistance to affected households.¹¹



Vice Premier Wu Yi distributing HIV/AIDS education materials to migrant workers on World AIDS Day 2005

Why is more education necessary?

Nothing spreads AIDS faster than silence. Awareness and understanding of HIV/AIDS are very low in China. A 2002 survey revealed that although 93.3% of interviewees in major cities and 82.9% in small cities had heard of the epidemic, only 31.5% and one quarter of respondents respectively understood prevention measures.¹² Knowledge levels in the countryside and among migrant workers are much lower. Without understanding transmission and prevention methods, people have no way to protect themselves.

Ignorance also breeds stigma. Stigma and the myths that often surround HIV/AIDS are dangerous because they lead people to erroneously assume they are not at risk. Stigma and discrimination also unnecessarily increase the burden of those affected.

Although the central government is increasing education and prevention efforts, it is difficult to reach everyone. Enterprises have the unique ability to reach employees and provide them with information that they may not have access to elsewhere.

¹¹ State Council AIDS Working Committee Office and the UN Theme Group on HIV/AIDS in China, “A Joint Assessment of HIV/AIDS Prevention, Treatment and Care in China (2004),” p 9.

¹² Futures Group and Horizon Research, “HIV/AIDS Awareness of Urban Residents Survey Report,” September 2002.



*Photo courtesy of the
Global Business Coalition
on HIV/AIDS*

Zhao Baige, Vice Minister of the National Population and Family Planning Commission

“China’s population is huge. I would like to illustrate this with two figures: 140 million persons belong to the floating population and 210 million Chinese are teenagers. What should we do? We must give them the weapons of knowledge about HIV/AIDS and the proper prevention methods. This is a tremendous task. It involves the cooperation of different sectors, such as cooperation between the government and non-government, between the government and business, between the government and media and between the government and citizens. Only in this way can HIV/AIDS, this century’s demon, be conquered within a short period of time.”

What are the possible effects of HIV/AIDS on business?

Fear, rumors, and lowered morale associated with the virus disrupt normal community life, including business operations. Cumulatively, the costs that the epidemic inflicts on individuals could negatively impact the economy and lead to a variety of direct and indirect costs to businesses (see table). The results of a survey issued in September 2005 by the World Economic Forum showed that 40% of Chinese corporate respondents expect that HIV/AIDS is currently impacting their companies and 49% expect there to be an impact over the next five years.¹³ China has the opportunity to avert the worst case scenario of a full blown HIV/AIDS epidemic but all sectors of society must act now.



Supported by DFID (UK Department for International Development) and the Asian Development Bank, Baolong Healthy-Safe Action Project developed and designed targeted information, education and communication (IEC) materials based on the needs of targeted people. Here, a local project officer is doing IEC materials testing and evaluation among female construction workers

Photo courtesy of Marie Stopes China

¹³ World Economic Forum, “Business and HIV/AIDS in Asia: Pushing Back the Tide,” 2005, pp 32, 34.

External Costs and Benefits

Potential Macroeconomic Costs of the Epidemic

HIV/AIDS could impact both market supply and demand. Tighter labor markets and supply chain interruptions may increase the overall cost of doing business. Lower disposable incomes and consumer pessimism reduce consumer demand and savings.

- ⚠ HIV/AIDS attacks people in their most productive years, diminishing income and redirecting consumption to health care.
- ⚠ A reduced labor force increases labor costs. While China has a large labor supply, there is a shortage of skilled workers and some regions report a shortfall of migrant workers. An HIV/AIDS epidemic could precipitate more severe shortages.
- ⚠ Government spending is redirected to healthcare and care for surviving children and elderly parents, decreasing spending on infrastructure and human capital development.
- ⚠ Suppliers and distributors face the internal disruption and increased costs described below, potentially disrupting supply chains.

Reputational Costs to Inaction

As the prevalence of HIV increases, companies will face increased pressure from stakeholders. Inaction could damage corporate reputations.

Potential Benefits of HIV Programs

- ⚠ Policies and programs can mitigate **internal costs** by keeping the workforce healthy and avoiding disruptions (see below, left).
- ⚠ Policies and programs set an example for other companies. Peer leadership could contribute to community health and **mitigate external costs**.
- ⚠ Sound policies and programs can **improve corporate reputation and strengthen relations with stakeholders**. Communicating with or involving stakeholders can improve their understanding and appreciation of your business. Some stakeholders include:
 - **The community** and your workforce are inseparable; it is your labor pool, as well as the spouses, parents, and children of your current and future workers. Its health and opinion of your business affect your ability to operate and sell products and services.
 - **Business partners and shareholders** recognize that good policies mitigate risk and demonstrate a commitment to long-term value creation.
 - **The government** expects enterprises to act on HIV, and would look favorably on corporate leaders.
 - **The media and the public** appreciate action on HIV/AIDS, thus benefiting a company's long-term reputation as a good corporate citizen.

Internal Costs and Benefits

Direct Costs of HIV

- ⚠ Rumors and misinformation about HIV cause **fear and instability**. This disrupts operations as employees are less productive or refuse to work. Without accurate information, even rumors can cause disruptions, as was seen during SARS.
- ⚠ **Benefits payments and medical costs** rise as employees become ill and die.
- ⚠ **Absenteeism** increases due to sickness, ill relatives, and funerals.
- ⚠ **Turnover** rises, resulting in additional recruitment and training needs. Institutional memory and experience decline. Vacancies and new hires diminish productivity.
- ⚠ Illness and deaths damage **morale** and can mar labor relations.
- ⚠ These problems increase demands on **management time**.

Costs of Policies & Programs

Education and prevention measures are **inexpensive**. Many resources are available free or low-cost. **The IFC can guide you to cost-effective resources.**

Stakeholder Benefits: Employees

Policies and programs can keep your workforce safe and minimize instability and disruptions. HIV policies and programs can be beneficial, regardless of employees' HIV status.

- ⚠ Employees appreciate information about health issues. A recent survey shows Chinese employees are interested in receiving more information* and corporate experiences support this.
- ⚠ HIV programs demonstrate to employees that they are valued, improving morale, loyalty and productivity.
- ⚠ HIV/AIDS information can be presented through occupational health and safety training as well as with other health concerns, including Hepatitis B, tuberculosis, influenza, and sexually transmitted infections.

*Futures Group Europe, "Corporate Survey Report: HIV/AIDS Awareness, Policies, and Programs in the Workplace in China," January 2003, pg 3.

Chinese government commitment to the issue



*Photo courtesy of the
Global Business
Coalition on HIV/AIDS*

Vice Premier Wu Yi

Speech excerpts from the Ministry of Health and the Global Business Coalition on HIV/AIDS Joint Summit on Business and AIDS in China

March 18, 2005

“The Chinese Government is ready to join hands with the international community, including business circles throughout the world, to work for the effective control of HIV/AIDS in China and the world at large and for the final victory of mankind to conquer the disease.”

“I hope that, while making efforts to expand their businesses, both the Chinese and foreign entrepreneurs will have a broader engagement in and support to public welfare and conduct various activities to encourage their employees to be a part of the HIV/AIDS fight.”

The Chinese central government is extremely committed to the fight against HIV/AIDS and has made it clear that they expect all sectors of society, including businesses, to participate in the effort. Officials recognize that the government alone cannot reach everyone, and support of the entire society is needed, including the business community.

Officials at the highest levels have indicated that they feel HIV/AIDS is an important issue: President Hu Jintao, Premier Wen Jiabao, and Vice Premier Wu Yi have all visited AIDS patients to show their support. Premier Wen also celebrated Spring Festival 2005 with HIV carriers and orphans, demonstrating that there is no risk to being in contact with those affected and that all society should care for them. During the Third Session of the Tenth National People's Congress in March 2005, Premier Wen stressed the need to adopt prevention, treatment and care measures to stop the spread of the epidemic.

In February 2004, the government created the State Council AIDS Working Committee. The purpose of this high-level organization is to coordinate a comprehensive campaign against HIV/AIDS among twenty-nine government agencies, including key business-related entities such as the Ministry of Commerce, the Ministry of Labor and Social Security, the All-China Federation of Trade Unions, the National Development and Reform Commission and many others.

As a result of this emphasis on collaboration, the Ministry of Labor and Social Security, the Ministry of Health, the All-China Federation of Trade Unions, and the China Enterprise Confederation / China Enterprise Directors Association jointly launched a “Red Ribbon Health Campaign for Employees” in August of 2004. The circular specified that education activities should be conducted regularly for employees and noted that, “HIV/AIDS is one of the formidable challenges to the public health and social

development in the world. It has a great impact on people's health, threatens people's life safety and even erodes the economy in some areas in China."

In March 2005, Vice Premier Wu Yi issued a clear call to action to the business community at the Ministry of Health and Global Business Coalition on HIV/AIDS Joint Summit on Business and AIDS in China. The Joint Summit brought together approximately 450 senior representatives from over 100 international and domestic enterprises, a variety of government agencies, and numerous multilateral and non-governmental organizations. Vice Premier Wu told the audience, "To succeed in AIDS prevention and treatment is not only an unshakable obligation of the Chinese government, but also the common responsibility of society as a whole, including business."

On World AIDS Day 2005 (December 1st), the State Council AIDS Working Committee launched a five-year campaign to educate migrant workers about HIV/AIDS.

In January 2006, the Chinese government promulgated the "HIV/AIDS Regulations," which stipulate that "Government agencies, organizations, companies, and small private enterprises should educate employees about HIV/AIDS laws, regulations, policies and knowledge, as well as encourage employees to participate in prevention education."¹⁴

How you can protect your business



*Photo courtesy of the
Global Business
Coalition on HIV/AIDS*

Steve Chan, Chairman of Coca-Cola China Limited

"Coca-Cola is deeply concerned about AIDS and is actively participating in anti-AIDS campaigns around the globe.... AIDS patients need the support of everyone. Before a cure is found, we will have to focus on public education and prevention. Just as we have helped in Africa, here in China we will spare no effort in supporting the anti-AIDS programs initiated by the Chinese government.... We support the government without reservation in calling upon businesses and NGOs to take part in this campaign. As Vice Premier Wu Yi has pointed out, efforts should be made to bring all social forces into full play and to ensure efficient cooperation in AIDS prevention."

Taking action on HIV/AIDS is neither difficult nor expensive. A small investment is all that is needed to prepare your business for HIV/AIDS and contribute to the national effort to prevent a widespread epidemic. Furthermore, your efforts can also help protect your employees against other health threats, such as Hepatitis B and a variety of sexually transmitted infections.

¹⁴ "HIV/AIDS Regulations" January 2006, Article 20, Chapter 2.

The IFC has created a simple “Roadmap for a Basic HIV/AIDS Workplace Program” to guide you through the process. The next sections describe briefly some steps that companies can consider.

Adopting an HIV/AIDS Policy

Due to the sensitive nature of HIV/AIDS, it is important that both staff and management have a clear understanding of how the company intends to deal with employees and prospective employees who either are, or become, infected with HIV/AIDS. Endorsing some key principles in relation to HIV/AIDS is one of the building blocks essential for the support, credibility, and trust in a corporate AIDS program. Such principles can be included in a policy statement on HIV/AIDS.

Is it safe to work with an HIV carrier?

Yes! It is not dangerous to work with an HIV carrier, so companies should not screen potential employees or fire infected individuals. Discrimination is unnecessary and illegal.

You cannot get AIDS from:

- Working together
- Shaking hands, touching or hugging
- Sharing food or drinks
- Kissing
- Spitting
- Mosquito bites

A company’s HIV/AIDS policy can state a company’s commitment to the issue and endorse key principles. The objective of the policy statement is to provide a standard for transparency and corporate commitment on HIV/AIDS *vis à vis* existing and prospective employees, as well as other stakeholders.

The following principles can be applied when considering the development of a company’s statement on HIV/AIDS:

- **Senior management commitment** – The senior management demonstrates active support to the principles of the company’s HIV/AIDS policy and its program.
- **Fair employment and non-discrimination** – People living with HIV/AIDS can still be productive members of the workforce. Companies should not discriminate against people with HIV and should not screen employees or potential employees for the virus.
- **Confidentiality** – The medical records of employees, including information on their HIV status, are kept strictly confidential.
- **Communication** – The company actively communicates with employees on the issue. Employees also have access to a communication channel through which they can ask questions and provide feedback about the policy and HIV/AIDS itself.
- **Information and prevention** – Information about HIV/AIDS and how to prevent infection is widely available. Management can also help employees protect themselves by providing training and access to condoms.

Offering Awareness, Education and Prevention Activities

Because China has a relatively low HIV prevalence in most regions, the most important action an employer can take is to educate employees about the virus. Only employers have direct and daily contact with workers. No other organization—including the government, schools, and hospitals—can easily and effectively communicate with adult members of the white or blue collar workforce.

The workplace offers a unique opportunity to accomplish three goals:

- ❧ **Help employees understand HIV/AIDS.** Many people fear AIDS because they do not understand that there are simple methods of prevention and HIV can be effectively treated.
- ❧ **Help end stigma.** Stigma unnecessarily destroys lives and is a tragic barrier to halting the epidemic's spread. It is both safe and important to demonstrate friendship and care to those affected.
- ❧ **Give employees the knowledge they need to protect themselves.** Workers can only keep themselves and their loved ones safe if they know how to avoid high-risk situations.

Facilitating HIV/AIDS prevention is inexpensive. Workplace programs often include the following elements:

- ❧ **Awareness and education materials** can be obtained or adapted from a variety of sources and are usually appreciated by employees. **Education activities, training and peer education** are also effective tools. Peer education involves training a small group of workers to provide education to their peers, usually on an ongoing basis.
- ❧ Appropriate **occupational health and safety (OH&S) procedures** can help prevent injuries and promote the safe handling of bodily fluids. While there is **no** risk of HIV being transmitted in the workplace through casual contact, workplace accidents or injuries that cause bleeding can be a concern.
- ❧ Ensuring that high-quality **condoms** are easily available is a cost effective way to encourage safer practices and address a primary limiting factor of their use — the stigma associated with purchasing them.



Since September 2005, Marie Stopes China has been assisting the toothpaste manufacturing giant Colgate in implementing an in-house AIDS awareness initiative “A Care, I Care” in its Guangdong-based factory. This is a poster developed for the project

Photo courtesy of Marie Stopes China

Even though you may not yet have seen any cases of HIV among your workforce, there are notable benefits to including HIV/AIDS activities within your overall workplace health programming, including:

- ⚡ Communicating to your workforce that you care about their health and wellbeing helps develop loyalty, raise morale and increase productivity.
- ⚡ Rumors of HIV can disrupt production due to ignorance, but if your workers understand HIV/AIDS, the disruption can be minimized.
- ⚡ Education about HIV before cases are discovered in the surrounding community promotes social stability.

Developing Partnerships and Outreach Activities

Most of the time, companies who want to address the issue of HIV/AIDS in their workplace need not start from scratch. There are often other resources in the wider community from which companies can benefit. Likewise, a corporate program can be a valuable contribution to the community.

External partnerships and community outreach can be valuable because:

- ⚡ Enterprises can contribute to community health and stability by involving the families of employees, suppliers, distributors, and other stakeholders in educational activities.
- ⚡ External parties could provide advice, trainers, educational materials, and other resources. Potential partners include some NGOs, other businesses, employer associations, hospitals, the Health Bureau and the local Center for Disease Control.
- ⚡ Involving the community or key stakeholders in programs could demonstrate a strong commitment to corporate citizenship, helping to improve a company's reputation.



*Nurses from Pingxiang County, Guangxi Province have been trained in HIV care and treatment
Photo courtesy of Family Health International*



*Photo courtesy of the
Global Business
Coalition on HIV/AIDS*

Charles Zhang, Chairman and CEO of SOHU.com

“As a Chinese company about to go public on the NASDAQ, SOHU.com has always viewed the fight against AIDS as a major corporate social responsibility.... However it is now the responsibility of society as a whole to pay attention to AIDS. We hope that more businesses in China will join the campaign. Let us join together, hand in hand, to fight against AIDS until we succeed in defeating the disease.”

Case studies of companies involved in HIV/AIDS

Lafarge

Lafarge is a global leader in building materials with Cement, Aggregates & Concrete, Roofing and Gypsum divisions. Lafarge employs 80,000 people in 76 countries. By the end of 2005, Lafarge China has built 11 cement plants, 6 roofing plants (No. 7 to be launched into operation in September 2006) and 2 gypsum plants with about 10,000 employees in total.



Together we can change...

Action Globally

Lafarge became active in the fight against HIV/AIDS in 2000, and now takes a cross-sector collaborative approach to the program. Lafarge management considers that the involvement of local communities, including local government, NGOs, unions, families, and schools, has been critical to the success of their workplace programs. Activities are tailored to the local conditions to ensure that prevention, anonymous testing, and treatment programs are effective.

The basic principles of the group's HIV/AIDS policy are:

- To act in accordance with national legislation;
- To forbid pre-employment screening;
- To adapt working conditions for all ill employees and forbid discrimination;
- To grant total confidentiality.

Action in China

Lafarge has played a leading role on private sector HIV/AIDS education in China by sharing its experience and materials with other companies. It was one of the first companies to conduct an internal HIV/AIDS education campaign in all of its Chinese factories.

In collaboration with the International Labor Organization (ILO), UNAIDS and Futures Group Europe, the one-month campaign began shortly before World AIDS Day 2004 with teaser posters, asking employees to guess the significance of December 1st. When the day arrived, posters with the “answers” were unveiled, explaining the significance of World AIDS Day and the symbolic Red Ribbon.

Lafarge employees were exposed to awareness and prevention of HIV through simple materials. Local government officials and management participated to demonstrate their commitment to HIV/AIDS prevention. In response, employees signed banners that were hung in the factories to represent their ongoing commitment. Building on the positive feedback on this one-month campaign, Lafarge is currently working on expanding its HIV/AIDS education program.

More information

www.lafarge.com

SOHU.com

SOHU.com Inc. is a leading Chinese online brand and part of the daily lives of millions of Chinese who use the portal network for their news, search, e-mail, wireless messaging, instant messaging, browsing, games and shopping. Established by Dr. Charles Zhang this NASDAQ listed company is now in its tenth year of operation and has been selected as the official sponsor of Internet Content Service (ICS) for the Beijing 2008 Olympic Games.

Action on HIV/AIDS

In 2004, SOHU.com launched a website dedicated to raising awareness of and providing comprehensive information about HIV/AIDS, with an aim to leverage its core business strengths for the public good. The site comprises three blocks: news, services (facts, policies and regulations), and interactive services (forums and epidemics maps). In the same year, the site received on average 40,000 hits and 1,000 forum postings daily, culminating in 140,000 hits on the World AIDS Day.

The Chinese Ministry of Health collaborated with SOHU.com in site development, and the site has now been designated as the official national website for HIV/AIDS prevention. SOHU.com regularly communicates with the Ministry of Health and the China Enterprise Confederation, as well as with Xinhua.net and People's Net as well, to ensure delivery of up-to-date and accurate information. The company is also active in the Global Business Coalition on HIV/AIDS, donating office space to the organization in Beijing.

SOHU.com's contribution to the fight against HIV/AIDS has been recognized with an award by the Chinese government in 2004. Dr. Charles Zhang, Chairman and CEO of SOHU.com, was named as an official AIDS Ambassador.

For more information about HIV/AIDS, please visit

<http://health.sohu.com/aizibingwangzhan.shtml>

Esquel

Esquel is among the world's largest producers of premium cotton shirts. It operates vertically integrated production facilities in China, Malaysia, Vietnam, Mauritius, and Sri Lanka, employing 47,000 staff worldwide. Over half of Esquel's employees are based in China.

Action in China

Esquel runs HIV/AIDS education programs at its factories in Gaoming, Guangdong and Xinjiang. Many of the company's employees are migrant workers, and feedback from their HIV education efforts has been overwhelmingly positive.

The Gaoming program, initiated in 2004, included a general survey of staff to benchmark existing perceptions of HIV/AIDS, followed by a series of education exhibits, materials distributions, and training sessions. Over 12,000 employees participated in the survey, and 15,000 were reached through various trainings and media. Esquel also partnered with the local government to organize World AIDS Day 2004 activities. In 2005, Esquel included basic HIV/AIDS education in its master training program for new recruits. The company also signed a 5-year agreement with Foshan's CDC to provide workshops on HIV/AIDS, TB and other communicable diseases to its employees.

Esquel action in Xinjiang, also initiated in 2004, emphasized a community approach. Programs included: provision of school fees and basic living expenses for the children of AIDS stricken families in Urumqi, Xinjiang's capital, as well as dissemination of AIDS-related information among college graduates. Continuous education has also been carried out for Esquel employees through lectures and workshops.

More information

www.esquel.com

Standard Chartered Bank

Standard Chartered Bank is an international bank serving both Consumer and Wholesale Banking customers. The Bank has a history of over 150 years in banking and is in many of the world's fastest growing markets. It has an extensive global network of over 1,200 branches in 56 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. As one of the world's most international banks, Standard Chartered employs over 44,000 people, representing 89 nationalities.



Standard Chartered Bank HIV Champions joined HIV education activities on World AIDS Day

Action Globally

HIV/AIDS affects many of Standard Chartered's markets, particularly those in Africa and Asia. Standard Chartered's HIV/AIDS policy in the workplace comes from a desire to protect basic human rights to ensure a healthy and stable workforce. The Bank recognizes HIV/AIDS as a key issue at three levels: in the workplace, in the community, and through thought leadership.

The Bank's initial response to the HIV/AIDS challenge was in Africa, where it initiated a series of campaigns to educate staff, reassure them of its philosophy and policy of non-discrimination, and provide support and services for those affected by the disease. The first peer education program was launched across Africa in 1999. In December 2003, a revised program, called 'Living with HIV', was rolled out to all 28,000 Standard Chartered employees. The global rollout was delivered by staff peer educators, called HIV Champions, who were trained to conduct HIV/AIDS awareness sessions.

In 2004 the Bank took the program out to the wider community by partnering with local businesses, NGOs and Governments sharing materials and best practice. A small group of senior executives was appointed to be HIV Ambassadors. The HIV Ambassador role is to act as the public face of the program.

In 2006, the awareness sessions conducted by HIV Champions continue to be included in the Bank's induction sessions. These sessions are enhanced by the distribution of information about HIV/AIDS and the Bank's HIV/AIDS Policy, the display of posters, video presentations and flyers.

While implementing the campaigns, Standard Chartered found that the guidance and advice of external HIV/AIDS organizations added another dimension to learning about the impact of HIV/AIDS. They also learned that HIV/AIDS awareness can be amplified by sharing it with other organizations including the employees of clients and suppliers.

Action in China

The "Living with HIV" campaign has been expanded to China. All new Standard Chartered employees participate in HIV/AIDS education and receive instruction discouraging workplace discrimination. Standard Chartered employees in Shanghai and

in Shenzhen have gone out into the community to distribute HIV/AIDS education pamphlets. The HIV Champions are also active leaders in the business community through the sharing of information on their activities with other companies. In addition, Standard Chartered has contributed to the set up of a “Home of Care” for HIV patients or affected people in Shanghai in 2005. The home provides information, education and counseling services on HIV/AIDS for those that are affected as well as the general public.

More information

www.standardchartered.com/corporateresponsibility/com_living.html

Anglo American plc

Anglo American is an international leader in the mining and natural resources sectors, with significant interests in gold, platinum, diamonds, coal, base and ferrous metals, industrial minerals and paper and packaging.

Action Globally

Anglo American's HIV/AIDS strategy is focused on preventing the further spread of HIV infection and minimizing the impact of AIDS on our employees and our operations. The strategy relies on linking our prevention efforts to improved care and support for those with HIV or AIDS.

Anglo American's main thrust is getting employees to know their HIV status through voluntary counseling and testing (VCT) and ensuring that those who are HIV positive get access to proper care, support and antiretroviral treatment when necessary.

Action in China

As of March 2006, the majority of the 1,800 employees in Anglo American companies in China have participated in HIV/AIDS awareness training. Some have incorporated awareness materials from NGOs such as Marie Stopes International into employee education campaigns; others have collaborated with local government on awareness efforts.

Wuxi Boart Longyear was the first of Anglo American's business units to launch their education efforts and their success was recognized by Wuxi's Vice Mayor Ma Jianguo who presented them with Wuxi's first AIDS Awareness Support Award in 2004. Since then, the Wuxi CDC has extended HIV/AIDS awareness training to other foreign companies based in Wuxi.

Since then, other business units in China have followed suit and facilitated awareness training for staff by local Centers for Disease Prevention & Control. It is particularly important to improve the understanding of HIV/AIDS in manufacturing operations where many of the workers are from other provinces, living apart from their families. As they travel back and forth there is an increased risk of spreading the disease, unless their awareness is raised.

On April 21, 2006, Anglo American offices in Beijing organized the second HIV/AIDS awareness training event, this time in collaboration with the Beijing Center for Disease Prevention and Control (CDC) and the GBC China office. The event was titled "Knowledge is protection" and was the first time that Beijing CDC conducted training for a foreign company. The event was attended by representatives from other foreign natural resource companies with offices in Beijing. A collaborative approach to raising awareness is particularly suitable for companies, such as representative offices, which have only a few employees.

Anglo American China has produced a Chinese language version of Anglo American's HIV/AIDS workplace policy. The policy takes account of the recently released

“Regulations of HIV/AIDS Protection”, issued by the State Council, which became effective on March 1st this year.

More information

www.angloamerican.co.uk/corporateresponsibility/hivaids/

IFC in China

The International Finance Corporation, the private sector investment arm of the World Bank Group has been rapidly increasing its support to China's private sector and will continue to increase its exposure to the market in order to deepen its impact in a sustainable and robust private sector. China is IFC's fifth largest country portfolio and among the fastest countries for its investment growth. In FY05, IFC committed nearly \$400 million to 21 private sector projects. About half of our investment involves direct equity stakes.

Since its first investment in 1985, and as of June 30, 2005, IFC has invested in 100 projects in China. For these projects IFC has provided \$2.2 billion: \$1.6 billion for IFC's own account, and \$615 million for the account of participating banks.

IFC provides support for the private sector across sectors, including banks, forestry, infrastructure, manufacturing, and services. IFC provides advisory services, including support to local small and medium sized businesses that helps entrepreneurs find opportunities and create jobs as China transforms from a centrally planned to a market economy. IFC manages the China Project Development Facility, which provides technical assistance to smaller businesses, mainly in Western China.

IFC operations in China are focused on:

- Support for Chinese companies seeking to achieve best practices
- Investing in the financial institutions that strive to improve corporate governance and operating standards
- Support for private infrastructure
- Supporting the development of China's western and interior provinces

Business and HIV: IFC Against AIDS

IFC recognizes that HIV/AIDS is as much a business issue as a development and humanitarian concern. Since 2000, the IFC AIDS program—IFC Against AIDS—has worked to increase IFC clients' role in fighting the epidemic. The mission of IFC Against AIDS is to protect people and profitability by being a risk management partner, HIV/AIDS expert and catalyst for action where HIV/AIDS is threatening sustainable development.

Considerable attention will be focused in the coming years on India and China where proactive engagement in HIV/AIDS in the private sector remains piecemeal. Our goal is to increase the ability of clients to proactively address HIV/AIDS in three possible areas:

- Their workplaces – by raising awareness about HIV/AIDS and promoting prevention across company operations, and by extending education programs throughout their groups and to supply chain partners;
- Their company clinical facilities – by training medical and clinical staff on HIV/AIDS and sexually transmitted infections (STIs);
- Their communities – by supporting or scaling-up awareness and prevention efforts around their operations, particularly among migrant workers and trucking communities with whom companies interact.

For more information, please visit: www.ifc.org/ifcagainstaids

Additional Information:

International Finance Corporation

www.ifc.org/ifcagainstaids

National Center for AIDS/STD Prevention and Control

www.chinaids.org.cn (in Chinese)

Joint United Nations Programme on HIV/AIDS (UNAIDS)

www.unchina.org/un aids

China HIV/AIDS Information Network (CHAIN)

www.chain.net.cn (in Chinese)

Global Fund China office

www.chinaglobalfund.org (in Chinese)

The Global Business Coalition in HIV/AIDS

www.businessfightsaids.org

The World Economic Forum Global Health Initiative

www.weforum.org/site/homepublic.nsf/Content/Global+Health+Initiative