



HIV and AIDS

The global HIV pandemic ranks among the greatest threats to public health of our time. AIDS has already taken the lives of 25 million people. More than 33 million people are living with HIV and 2.7 million new infections are occurring every year—over 16 percent of which are in children.

The role of partnerships in the fight against HIV and AIDS

The most effective responses to the HIV/AIDS pandemic are those that are multi-faceted and multi-sectoral, and those that leverage the resources and expertise of the public and the private sectors, both for-profit and non-governmental entities. As a leading international nonprofit organization, FHI 360 as a whole, and the FHI 360 Center for Private Sector Health Initiatives specifically, has been at the forefront of finding private sector solutions to tackle this dreaded disease. Through many of our projects across Africa, Asia, and the Caribbean, CPSHI has already contributed significantly to the prevention efforts, notably through the distribution and promotion of male and female condoms, and through changes in behavior that have resulted in



safer practices that stem the transmission of HIV. CPSHI has also worked extensively with the business community to develop prevention programs in the workplace; is working with food manufacturers to address the unique nutritional needs of people living with HIV and AIDS; and is helping to improve water, sanitation, and hygiene in order to prevent the onset of opportunistic infections in people living with HIV (PLHIV) caused by diarrhea and a compromised health state.

Leveraging the private sector to increase the sustainability of condom supply

The Nepal Social Marketing and Franchise (N-MARC) Project successfully implemented a “shared risk, shared investment” strategy in which donor subsidies were used to support promotional efforts, thereby partially offsetting the risk of for-profit businesses in launching a brand new condom in the

marketplace. Because Nepal has historically been highly dependent on donated condoms, increasing the availability and use of commercially affordably priced condoms is a promising trend that contributes to increased market sustainability.



In a departure from previous national prevention strategies, N-MARC, and its follow-on GGMS project employs a strategy known as Full Market Impact™ (FMI), encouraging commercial condom suppliers to increase their marketing investment in partnership with the public sector and NGOs. A number of private sector suppliers joined the project, including commercial traders Gayatra Store Enterprises, Praxis Trade Link, Pioneer Trading Pvt. Ltd, and the Nepal Contraceptive

Retail Sales Company, a local social marketing organization.

New products introduced by the commercial traders include a female condom branded *V'Amour*, and a selection of male condoms in different sizes, shapes, textures, and flavors. To grow the market for commercial condoms, N-MARC supported behavior change communications targeted at most-at-risk populations (MARPs). The project also increased condom availability along major transport routes and in entertainment zones.

The strategy used by CPSHI and its partners in Nepal led to a tripling of the commercial sector's market share, from 10 percent to 30 percent, in three years. Total condom market volume also grew by 32 percent over the same period, from nearly 18 million to 24 million units. The Nepali commercial traders for their part matched N-MARC's direct investments by a 4-to-1 ratio, demonstrating the leveraging effect of a well-designed public-private partnership.

Creating new outlets for condoms

CPSHI emphasizes the development of new, "non-traditional" sales outlets for condoms, even shoe peddlers. "Most people pretend to be shopping for shoes," says a shoe peddler in Nepal with a sly grin, "but they rarely leave without a condom." Customers appreciate being able to purchase condoms discretely, without having to visit a shop frequented by friends and neighbors. Discretion has paid off. "In one month I sell ten boxes of *Dhaal* condoms." Each display-dispenser box contains 72

condoms and, at roughly 720 condoms per month, the shoe peddler is one of the top condom sellers in his area.



A related CPSHI program is the mapping the availability and visibility of condoms near "hot spots" using geographic information systems (GIS) and the World Health Organization HealthMapper. "Hot spots" are locations such as bars, nightclubs, and hotels where MARPs initiate high-risk sex. GIS answers the question: are condoms available where HIV transmission is more likely to occur? The answer to this has helped program implementers design more targeted and efficient marketing and distribution condom interventions.

Changing behaviors among most at-risk groups



CPSHI's "*Vaa Kondom*" (Put It On) campaign in Tanzania urged people who have

sex with non-regular partners to take responsibility and use condoms correctly and consistently. The campaign was organic and community-centered, using Tanzanian proverbs and visuals to spark recognition of responsible sexual behavior. *Vaa Kondom* reached those populations most at risk for HIV along transportation corridors and in workplaces such as mines and plantations.

Being faithful to a single partner is one of the best strategies for sexually active adults to remain HIV free. Yet, this area of prevention often receives too little



attention. CPSHI's *Sikia Kengele*

(Ring the Bell) campaign in Tanzania issued a clarion call for at-risk adults to be faithful to their partners. *Sikia Kengele* worked through faith and community networks using bell-ringing change agents in high-risk areas.

In Tanzania, CPSHI, in partnership with Engender Health, is implementing the USAID-funded Channeling Men's Positive Involvement in a National HIV/AIDS Response (CHAMPION) Project through



which social and sexual norms are being addressed in order to reduce HIV transmission.

CPSHI's *Vunja Ukimya* (Break the Silence) campaign is part of an effort to create a national dialogue to empower women and challenge gender norms to reduce HIV transmission. *Vunja Ukimya* urges couples to communicate with each other and to prioritize their relationship and family. This is

part of an ongoing campaign that will eventually target Gender Based Violence and other social and health issues.

In the Dominican Republic, CPSHI is working with high-risk groups including youth, sex workers, and men who have sex with men, to limit HIV infections among these vulnerable groups.



The project will also conduct nationwide mass media campaigns promoting safer behaviors to the general population.

Promoting HIV prevention and human rights in the workplace

FHI 360 has been a leader in workplace HIV/AIDS programs in developing countries, beginning with the AED-managed Strategically Managing AIDS Responses Together in the Workplace (SMARTWork), one of the first projects to address HIV/AIDS workplace prevention and education. (FHI 360 has since acquired AED's assets and expertise.) Through SMARTWork, technical assistance in workplace education and prevention was provided to businesses in the Dominican Republic, Haiti, Nigeria, Ukraine, Vietnam, and Zimbabwe. The initiative also supported efforts to guarantee employment and human rights protection for people affected by HIV/AIDS. SMARTWork business partners

included large multinationals such as Chevron, Johnson & Johnson, SSL International, Cadbury, and Sheraton Hotels. In Asia, companies such as Shell, General Motors, Sony, Coca-Cola, and Nike modeled their HIV/AIDS policies and programs on SMARTWork.

Under the CHAMPION

project, CPSHI conducted a participatory review of workplace policies with key national stakeholders to develop a standard HIV policy that incorporates appropriate gender specific/sensitive components. CHAMPION

facilitated the launch of the National HIV & AIDS Code of Practice with the Ministry of Labor, Employment, and Youth Development. CHAMPION has worked extensively with the Association of Tanzania Employers (ATE) to provide technical support and training to private-sector partners working in HIV prevention.

CPSHI has worked extensively with business councils on AIDS in various countries. For example, in Botswana, we provide funding to support the Botswana Business Coalition on AIDS in its

efforts to mobilize the private sector and foster increased understanding of HIV and AIDS issues. CPSHI also supports the Nigerian Business Coalition against AIDS and five participating labor unions in designing HIV/AIDS-related workplace policies.

Improving nutritional status as a complement to HIV treatment

Severely malnourished PLHIV are four times more likely to die of complications than those who receive adequate nutrition, in part, because patients are more likely to take and tolerate anti-retroviral (ARV) drugs taken



orally if they are food secure. The USAID-funded Kenya Nutritional and HIV Program (NHP) focuses on improving the nutritional status of patients receiving ARV treatment, orphans and vulnerable children (OVCs), and HIV-infected pregnant and postpartum women.

The project's three-pronged strategy includes the introduction of effective nutritional products, the development of a robust supply chain, and a program to



strengthen the capacity of health providers to deliver nutrition services to HIV/AIDS patients. NHP has partnered with a private-sector food manufacturer, Insta Products EZP Ltd., in conjunction with a charitable international organization, Valid Nutrition, to produce energy-dense fortified blended foods (FBF) and a new ready-to-use therapeutic food product. Other key components of the program include training health providers and community-based organization staff; strengthening the monitoring and evaluation component; bolstering the capacity of additional private sector FBF manufacturers; and enhancing community linkages. To improve the sustainability of the program, the project also collaborates with the Ministry of Health's National AIDS/STD Control Program to include nutrition management in national health worker training curricula.

Improving water quality for PLHIV

FHI 360 is a global leader in improving health outcomes related to safe drinking water, sanitation, and hygiene (WASH). The link between HIV/AIDS and WASH is well documented, as diarrheal disease is a significant contributor to morbidity, mortality, loss of functional days, and income. It is also an additional burden for caregivers of PLHIV. Diarrhea has also been shown to interfere with the absorption of ARV drugs and nutritive foods. CPSHI, under the USAID-funded Tanzania Marketing and Communications for AIDS, Reproductive Health and Child Survival (T-MARC) Project, partnered with local distributor, Segerea Pharmacy, and Procter & Gamble (P&G), to procure PUR[®], a water treatment technology, and to develop

WASH-related training and provider and household-level behavior change communication support materials. In 2010, CPSHI launched these materials and training, and distributed PUR[®] to President's Emergency Plan for AIDS Relief (PEPFAR) home-based care partners, representing more than 140,000 PLHIV throughout Tanzania. Under a two-year P&G grant, CPSHI also provides PUR[®] and supportive WASH education at the household, school, and clinic-level in Tanzania's Monduli district under the Mswakini Safe Drinking Water Program. Through this program, CPSHI focuses on providing safe drinking water to vulnerable populations— PLHIV, OVCs, and children under the age of five.

¹ The FMI approach engages multiple partners from the private commercial sector, NGOs, and the public sector, in comprehensive and synergistic efforts that aim to increase the practice of healthy behaviors, and generate and fulfill demand for an affordable and accessible range of "public health" products and services. FMI addresses the four P's of marketing, (product/supply, price/affordability, place/distribution, and promotion/demand and appropriate use) and has three expected outcomes— equity, commercial viability, and sustainable public health impact.



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