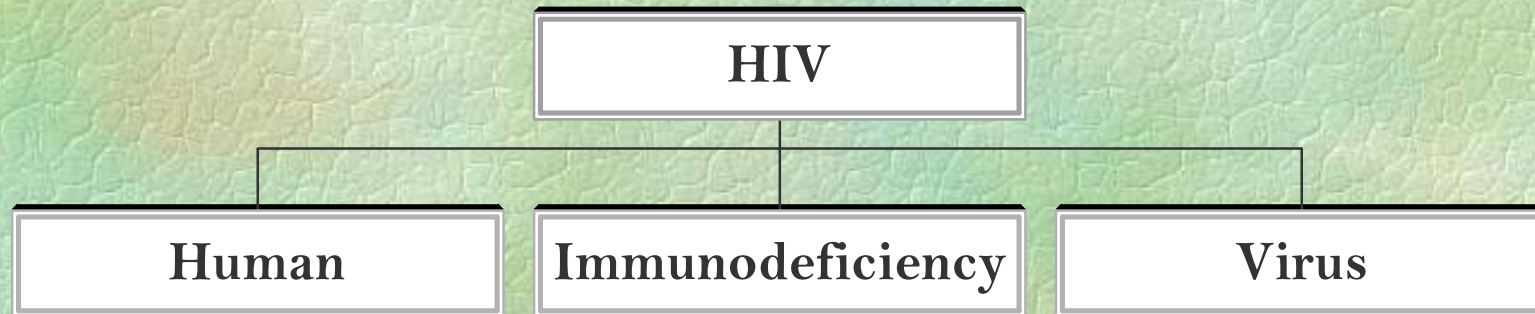


# The Business Case for HIV/AIDS

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The Facts,  
The Options,  
The Bottom Line

# The Business Case for HIV/AIDS

The Facts

# HIV/AIDS Strikes Business

- In one province, one in four businesses has an employee living with HIV/AIDS—a dramatic increase from 2 per cent of business affected nationally six years earlier.

# HIV/AIDS Strikes Business

- Two-thirds of large business in the U.S. report incidence of HIV/AIDS-this trend is expected to hit Canada.



# HIV/AIDS Strikes the Workforce

- Many individuals living with HIV/AIDS are full-time employees.
- HIV/AIDS affects employees, their families, friends and caregivers.



# HIV/AIDS Is Not Giving Up



- There are 2,500 to 3,000 new HIV infections each year.

# HIV/AIDS Is Not Giving Up

- Experts predict HIV/AIDS will continue for years to come.
- New drugs and medical advancements enable people with HIV/AIDS to live longer, more productive lives.

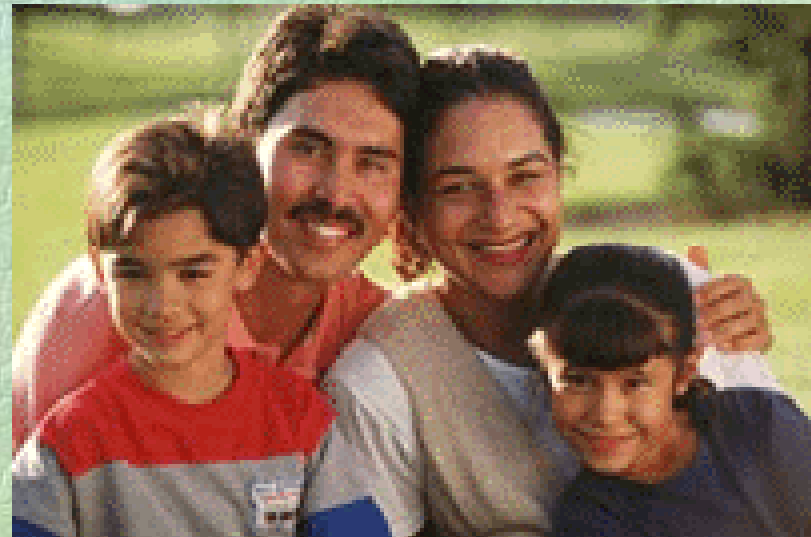
# HIV/AIDS Affects Everyone

- Two-thirds of employees feel uncomfortable working near an HIV-positive employee - one company witnessed a 200 per cent staff turnover in a four-year period.



# Consumers Care

- HIV/AIDS ranks among the top six charitable causes Canadians believe should receive corporate funding.



# Consumers Care

- One in ten Canadians believe corporate funding should go to HIV/AIDS research
- 77 per cent of Canadian teenagers feel that HIV/AIDS is a very “serious issue.”

# The Business Case for HIV/AIDS

The Options

# 1. Develop an HIV/AIDS workplace policy.

- Prevent discriminatory situations that result from fear and misconceptions.
- Be prepared to manage an HIV/AIDS situation effectively.

# 1. Develop an HIV/AIDS workplace policy.

- Inform employees about their rights and responsibilities regarding HIV/AIDS at work.





## 2. Institute an employee education program.

- Provide employees with information about HIV/AIDS prevention to reduce the likelihood of contracting HIV/AIDS.
- Educate employees and their families about your workplace policy.

## 2. Institute an employee education program.



- Help prevent discrimination by reducing stigma and fear.

### 3. Launch a public education campaign.

- Respond to market needs and priorities- consumers expect companies to make a difference and HIV/AIDS is an issue that tops the list.



### 3. Launch a public education campaign.

- Demonstrate social responsibility to key stakeholders-government, special interest groups.
- Raise issue on public agenda.

## 4. Provide resources.

- Showcase corporate goodwill-provide funding, volunteers, in-kind donations, and relevant expertise.



## 5. Be a business leader in HIV/AIDS.

- Position your business as a leader.
- Be a catalyst for getting other businesses involved in HIV/AIDS-related support.
- Bring the issue into the mainstream of economic concern and priority.

# The Business Case For HIV/AIDS

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The Bottom Line

# The Bottom Line



Can you afford not to get involved?