

Welcome to Out & Equal's December Town Call

Be sure to dial into the
audio portion of the conference

1-866-740-1260 (U.S. & Canada)

Participant Access code: 6946500

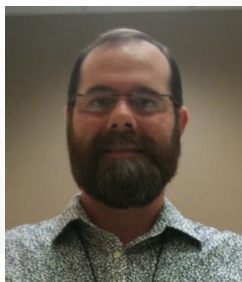
Your line will be muted, you are listening to:

"Past Summit Speakers Highlight Video"

http://www.youtube.com/watch?v=1da3v6BWCP8&feature=player_embedded#!



HIV/AIDS in the Workplace



Presenters:

Pat Baillie (Out & Equal)

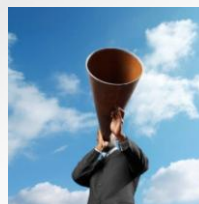
Scott Whalen (PepsiCo)

Paurvi Bhatt (Levi Strauss)

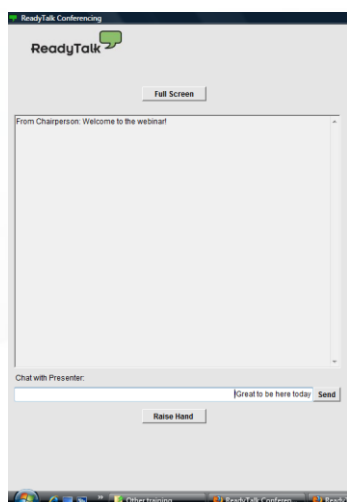


Announcements

- Jan 12 – 5 part Series on Developing Allies by David Hall
- Mar 28-30 – Executive Forum in San Francisco
- Mar 30 – Annual Leadership Celebration in San Francisco
- Oct 25-28 – Annual Summit, Dallas
- Check www.outandequal.org for more info on:
 - Upcoming & Archive Training - <http://www.outandequal.org/training-programs>
 - Regional Affiliates - <http://www.outandequal.org/regional-affiliates>
 - Employee Resource Groups - <http://www.outandequal.org/resources/groups>
 - CareerLink - <http://lgbtcareerlink.com/>
 - Summit 2011 - <http://outandequal.org/summit-2011>



ReadyTalk Features



- Lines are muted
- Use chat to ask questions during the presentation (chats go to the presenters)
- Technical problems, raise your hand and check the chat box!
- Cut & Paste links from chat
- Polling – select an answer, submit and see results



HIV/AIDS in the Workplace



Presenters:

Pat Baillie (Out & Equal)
Scott Whalen (PepsiCo)
Paurvi Bhatt (Levi Strauss)

Poll

- Type in names of who'd you like to remember during December as part of World AIDS Day (after you enter the names, click on submit)

Session Overview



- Global perspective on HIV/AIDS
- Review of “Recommendations concerning HIV and AIDS and the World of Work, 2010”
- Business Perspectives
 - PepsiCo
 - Levi Strauss

GLOBAL REPORT

UNAIDS REPORT ON THE
GLOBAL AIDS EPIDEMIC | 2010

Global Perspective



- UNAIDS Report 2010
 - 4th Decade of epidemic
 - Since 1999 (peak) infections have dropped by 19%
 - 33.3 million living with HIV
 - 15 million living with HIV in low and medium income countries – 5.3 million have access to treatment
 - 19% decrease in AIDS related deaths for children under 15
 - 24% decrease in mother-to-child infections
 - 182 countries reporting

2010: A global view of HIV infection

33.3 million people [31.4–35.3 million] living with HIV, 2009

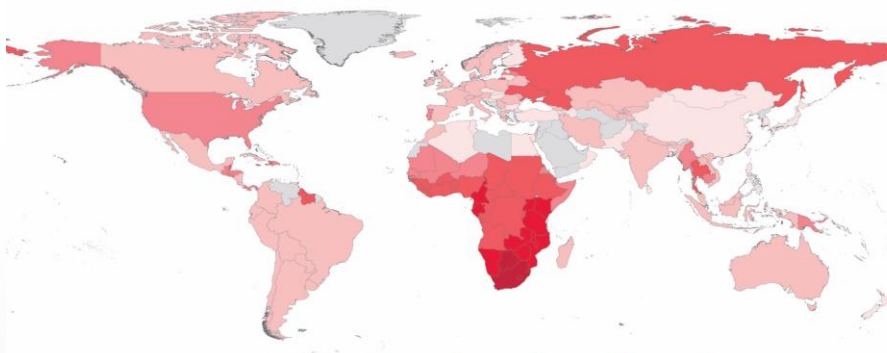
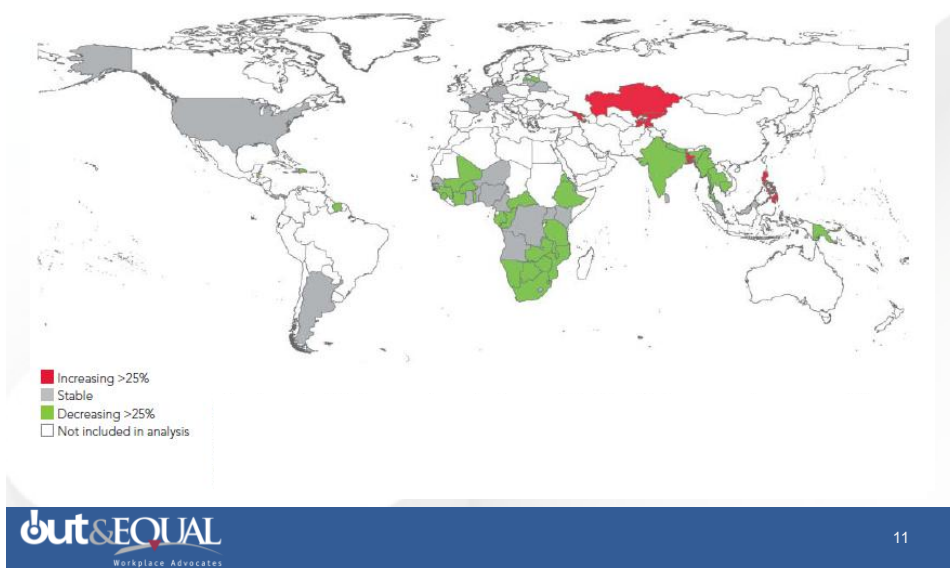


Figure 2.2

Changes in the incidence rate of HIV infection, 2001 to 2009, selected countries

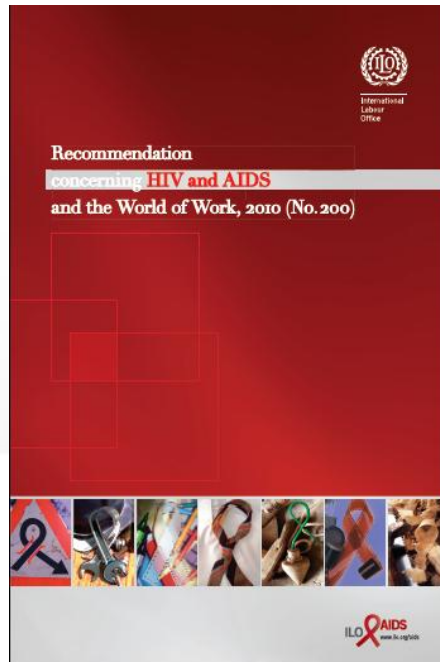
Source: UNAIDS.



Global Perspective



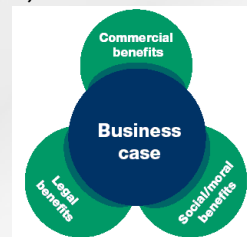
- UNAIDS Report 2010
 - 89% of countries including HIV/AIDS response in national strategies as part of human rights work
 - 92% have programs to reduce HIV-related stigma & discrimination
 - 80 countries still have laws prohibiting same sex behavior
 - Restricted travel in 51 countries, territories and areas
 - Goals of the UN is to:
 - Zero new cases of infection
 - Zero discrimination
 - Zero AIDS related death because of prevention, treatment, support



Business Case



- Erodes development gains and advances
- Obstacle to attainment of decent work and sustainable development
- Discrimination and stigmatization of workers
- Facilitate access to prevention, treatment and support



History & Scope



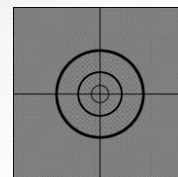
- 2001 – ILO adopts Code of Practice for HIV/AIDS
- 2007 – establish international labor standards
- 2010 – recommendations are joint work of ILO member organizations, people living with HIV, international partner organizations
- Scope
 - Policies and programs on HIV/AIDS integrated into national policies and strategies
 - Respect the fundamental rights of all workers
 - Gender equality, free from compulsory testing and disclosure, encourage early treatment
 - All workers in all sectors including armed forces



Recommendation Focus



- Impact of social and economic inequality
- Stigma and discrimination based on HIV status
- Inequality and unemployment increase transmission risks
- Most significant impact on vulnerable and at risk groups
- Women and children disproportionately impacted
- Workplace is a key focus for change and support
- Reasonable accommodation
- Need for international cooperation



General Principles



- Responding to HIV/AIDS contributes to human rights
- HIV/AIDS is a workplace issue
- No discrimination or stigmatization
- Prevention is fundamental priority
- Access to prevention, treatment, support
- Protection of privacy
- Work toward international programs

Business Considerations



- HIV/AIDS status should not impact
 - Recruiting
 - Retention
 - Not be a cause for termination
 - Reasonable accomindation
 - Programs should work to reduce transmission
 - Ensure gender equality and empowerment of women
 - Prevent violence and harassment
 - Promote involvement and empowerment for all sexual orientations
 - Ensure confidentiality of personal data
- Work toward international programs



Detailed Principles



- Prevention
- Treatment and care
- Support
- Testing, privacy, confidentiality
- Occupational safety and health
- Children and young persons
- Social dialogue
- Education and training
- Public services
- International cooperation



Implementation



- National laws and regulations
- Employers – public and private
- Judicial
- Include all aspects of business are governed by these rules
- Promote social dialogue with consultation and negotiation
- Adapt to changing scientific findings
- Children and young persons
- Ensure follow up





Case Study: HIV/AIDS in the Workplace



Presenter:
Scott Whalen (PepsiCo)



Agenda

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- Bios
- Mission
- History
- Current Focus
- Acceptance in the Corporate Culture
- Integration into ERGs
- Questions

Get Tested – Get Educated – Get Involved



Bios

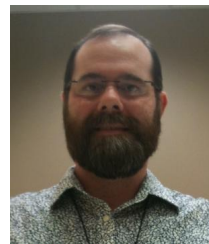
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- Sherri Arneson



- Been with company 10 years
- Senior Analyst Information Security
- On the board of our local EQUAL (GLBT) chapter
- Member of the PepsiCo AIDS Task Force

- Scott Whalen



- Been with company 10 years
- BIS Controls Specialist
- Chair of the PepsiCo AIDS Task Force
- Previously on the EQUAL and RISE boards

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Mission

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Promote Human Sustainability
and Social Responsibility by
engaging PepsiCo's global
resources in the fight to
eradicate HIV/AIDS

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History

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- 2005 – 2006
 - PepsiCo AIDS Task Force was created and membership drive was started to have representatives from all ERGs
- 2007 – 2008
 - Became sponsors of several AIDS Walks across the US, engaged the ERGs, promoted World AIDS Day and launched our internal website, started focusing on ERG health Fairs
- 2009 – 2010
 - Started promoting further with ERGs, brought in speakers and consultants for History months
 - Difficult year with membership decline, loss of leadership, pulled back to refocus on the priorities
- 2011
 - Implementation of the redesigned group and more ERG specific focus and partnership

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Focus – High Level

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- AIDS Walks
 - New York
 - Chicago
 - Dallas
 - Bradenton
 - Building Partnerships with other ERGs
 - History Months
 - Health Fairs
 - Promoting HIV/AIDS National Testing Day
- World AIDS Day
 - Quilt Displays at HQ Locations
 - Desk Drops
 - Education / Insights
 - Standard Communications
 - Research Information
 - Promoting Awareness Days by ERG
 - Diversity & Inclusion Fairs

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Focus - Awareness Days

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- Alignment with our internal ERGs
 - Black AIDS Awareness (2/7)
 - Women and Girls Awareness (3/10)
 - Native AIDS Awareness (3/20)
 - Asian AIDS Awareness (5/19)
 - National HIV/AIDS Testing (6/27)
 - National Gay Men's Awareness (9/27)
 - Latino AIDS Awareness (10/15)
 - World AIDS Day (12/1)
- <http://www.aids.gov/awareness-days/>

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Corporate Culture Acceptance

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- The hardest area to overcome
 - Change the Misconceptions
 - Provide a Safe Environment
 - Create a Comfortable Discussion
 - Focus on Human Sustainability and Social Responsibility

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Integration into ERG

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- We partner with the ERGs in their initiatives to provide Education, Speakers and Communication of their efforts.
- We request participation from the ERGs for our initiatives from a National and Local level based on the focus of the groups.

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Case Study: HIV/AIDS in the Workplace



Presenter:
Paurvi Bhatt (Levi Strauss)

Improving Employee Access to HIV/AIDS Services Worldwide: The Levi Strauss & Co. Experience

HIV/AIDS in the Workplace
Out and Equal
Town Call
December 16, 2010

Paurvi Bhatt
Senior Director,
Strategic Health Initiatives

LEVI STRAUSS & CO.

LEVI'S®

DOCKERS®

SIGNATURE BY LEVI STRAUSS & CO.™

A Pioneering Spirit: Levi Strauss & Co. and the Fight Against HIV/AIDS



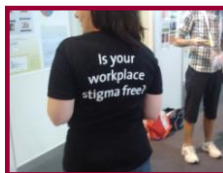
Levi Strauss & Co. has been a leader in the business response to HIV/AIDS for more than 25 years.

Pioneering then:

- When HIV/AIDS surfaced in 1982, a grassroots movement of Levi Strauss & Co. employees and leadership – spearheaded by then CEO, Robert D. Haas – led a workplace and community effort on HIV/AIDS education and prevention.

Pioneering now:

- Since 1985, Levi Strauss & Co. (LS&Co.) and the Levi Strauss Foundation (LSF) have contributed more than \$40 million in response to the pandemic, championing critical issues impacting the spread of HIV/AIDS, such as stigma and discrimination.



Stitching it Together: Across the Value Chain



Today, LS&Co. takes a comprehensive approach that focuses on:

- A global **Employee HIV/AIDS Program** that improves access to HIV/AIDS education, testing, treatment and care services for employees and their dependents, worldwide
- **Support for community organizations** addressing HIV/AIDS with a focus on addressing the stigma and discrimination, and educating workers in apparel manufacturing
- Heightened awareness of **HIV/AIDS prevention messaging** with our consumers through retail marketing programs and World AIDS Day commemorative events
- **Engaged leadership** in promoting effective global public policy
- Promotion of **best practices** in the apparel industry

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The Numbers: Why Focus on HIV/AIDS? Consider the Following...



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millions of people currently infected with HIV around the world

75

percentage of these who don't know they're infected

7k

people newly infected everyday

0

number of known cures

> 50%

U.S. companies with over 750 employees report cases of HIV infection or AIDS among their workforce

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Our Compass: Principles that Guide Us



1. **Focus on affordability, availability, and/or acceptability** to improve access of HIV/AIDS services.
2. **Ensure equity** based on program outcomes for all employees and dependents in all locations.
3. **Deliver locally adaptable program** offerings.
4. **Address HIV/AIDS uniquely** while integrating with wellness initiatives, as relevant and feasible.
5. **Proactively manage expansion** with keen focus on program results, financial implications, and sustainability.
6. **Enforce progressive workplace policies** and work practices that support a workplace free from stigma and discrimination, and ensure confidentiality in use of personal and health information.
7. **Deliver employee education and benefits** that serve employees infected and affected by HIV/AIDS.
8. **Leverage partnerships** to strengthen the local infrastructure needed to deliver program outcomes.
9. **Capture lessons** for use across LS&Co. and with contractors and suppliers.
10. **Determine best practices** to contribute to advancements in HIV/AIDS in the workplace.

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Our Response: Levi Strauss & Co. Employee HIV/AIDS Program



Our Goals:

- To improve access to HIV/AIDS prevention, treatment and care for our employees and their families
- To share best practices

Our Employees:

- Enthusiastic about LS&Co.'s legacy in HIV/AIDS and eager to contribute
- Located in countries across a range of HIV/AIDS levels
- Concerned about confidentiality and discrimination in our workplace
- Vary in knowledge about HIV/AIDS and how to find services
- Need adequate coverage for HIV services in many locations






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Our Program: Global Employee HIV/AIDS Program



<i>Worldwide HIV/AIDS Policy and Leadership Communication</i>	<i>Employee Survey on HIV/AIDS</i>	<i>HIV/AIDS Education for Management</i>	<i>HIV/AIDS Education for Employees & Dependents</i>	<i>Provision of Testing, Treatment & Care Services</i>
				
<ul style="list-style-type: none"> Worldwide HIV/AIDS Policy is anchored in Worldwide Business Code of Conduct Reinforces confidentiality, non-discrimination, and anti-stigma Leaders launch program connecting with policy in each location CEO message on December 1st – World AIDS Day every year 	<p>In select countries</p> <ul style="list-style-type: none"> LS&Co. employees from LS&Co. factory, retail, and offices On-line and paper survey Participation is voluntary and confidential Analysis is completed and used in trainings 	<p>With partners</p> <ul style="list-style-type: none"> Helps managers effectively address human resource issues regarding HIV/AIDS in the workplace Customized scenarios illustrate situations encountered in LS&Co. settings 	<p>With partners</p> <ul style="list-style-type: none"> HIV/AIDS education delivered by the program together with a local NGO and/or community partner Offered electronically worldwide Piloting opportunities to include dependents 	<p>In select countries</p> <ul style="list-style-type: none"> Cover the full cost of HIV/AIDS testing, treatment & care Managed by a global 3rd party vendor to protect confidentiality Annually monitor changes in local insurance plans and government HIV/AIDS programs

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Our Benefit: LS&Co. HIV/AIDS Benefit Plan



Did you know..

- HIV/AIDS testing, treatment, and care may not be covered by local health insurance plans in many countries

What is our HIV/AIDS Benefit Plan?

- A voluntary benefit for countries where HIV/AIDS services are not adequately provided by our health benefits or by the national health system

What does it cover?

- Reimbursement for all expenses for HIV testing and core HIV/AIDS health-related services, with annual and lifetime limits

Who's eligible?

- Active employees and their legal dependents



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Case Study – South Africa: The Background



- HIV prevalence in South Africa: **18%**
- Locations: **Cape Town, Johannesburg, Durban**
- Workplace Settings: **Offices, Stores, and Factory**



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Case Study – South Africa: The Program



- Employee HIV/AIDS Program **launched in 2008**
- Added **additional benefit** for reimbursement and case management for HIV/AIDS
- Leveraged marketing and consumer-focused HIV/AIDS effort, **“Red For Life”**



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Case Study – South Africa: The Kids



- **Piloted** in 2010
- Leveraged **World Cup** to reach children of employees
- Reached **dependent children** with HIV/AIDS education
- Comparing **children vs. employees** in survey results



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The Hard Truth: The Epidemic in the U.S.



Unfortunately, even in the United States, our work is not done. These statistics remind us that HIV/AIDS is still in our backyard.

HIV/AIDS is not under control in the U.S.

- **One million people** in the U.S. are living with HIV/AIDS
- **Half** of them are not receiving care
- **25%** of people who are HIV positive do not know it today
- **One out every 4** people living with HIV/AIDS is a woman
- HIV/AIDS is the **leading cause of death** for African American women ages 25-34
- Each year, **over 50,000** people are newly infected

15 U.S. regions account for more than 50%

- Atlanta, GA
- New York/New Jersey Area
- Philadelphia, PA
- Baltimore, MD
- Washington, DC
- New Orleans/Baton Rouge, LA
- Chicago, IL
- Columbia, SC
- Dallas, TX
- Houston, TX
- Los Angeles, CA
- Memphis, TN
- Miami, FL
- Orlando, FL
- SF & Oakland, CA

Source: Henry J. Kaiser Family Foundation, 2008

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The U.S. Landscape for Employer HIV/AIDS Programs



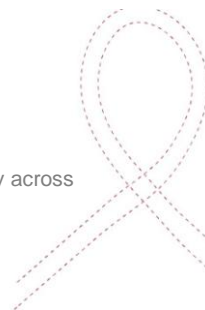
The U.S. HIV/AIDS epidemic is refueling. We may need to rethink our response.

The U.S. Landscape

- Public HIV/AIDS services are resource constrained
- People living with HIV/AIDS on waiting lists for HIV/AIDS treatment
- U.S. Health Care Reform could affect access to HIV/AIDS services

Access to HIV/AIDS Services for U.S. Employees

- Health plans cover HIV/AIDS services for eligible employees
- Ineligible employees may face inadequate access
- Employee knowledge of HIV/AIDS and workplace concerns may vary across locations



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Improving Access to HIV/AIDS Services for Employees: 10 Global Lessons from a Global Program



1. **Follow the Compass:** Ensure alignment with guiding principles
2. **Work the Data:** Insurance claims only tell part of the story
3. **Assume Nothing:** Ask employees what they need, and ensure confidentiality
4. **Equity Matters:** Proactively address access issues for ineligible populations
5. **Focus on Prevention (again):** Integrate HIV/AIDS into wellness to avert future costs
6. **Double Check Coverage:** Clarify extent of coverage in existing health plans
7. **Align Outcomes:** Keep sharp focus on access for ALL employee populations
8. **Ensure Authenticity:** Connect internal effort with external CSR initiatives
9. **Use the Brand:** Use marketing tools and the brand to engage employees
10. **Embrace Innovation:** Off-the-shelf solutions are not always available



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Reaching Employees with HIV/AIDS Services: Long Term Commitment Requires Focus and Determination



Me, the employees of Levi Strauss & Co., dedicate this quilt to our friends and co-workers who have died of AIDS.

May their memory, their spirit and their courage live on in this quilt and in our hearts.

A pocketful of memories... a pocketful of names...

Levi's

HIV in the workplace

if a colleague discloses his status to me I have to keep this confidential

HIV+ employees can keep on working

I might want to consider accessing PEP if I think I might have been exposed to the virus

Do not spread rumors, rumors, or discriminate against HIV+ colleagues

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Thank you



If you want to learn more:

- About our Employee HIV/AIDS Program:
www.hivaids.levi.com
- About Levi Strauss & Co. and our commitment to end the spread of HIV/AIDS:
www.levistrauss.com



Questions & Answers

How to ask a question...

- Online - use chat mode anytime during webinar
- Teleconference - dial *7 and ask your question & then *6 to return your phone to mute

Closing Comments



Thank you for your participation!

Please complete the short survey at the end of the call!

Consider a donation to Out & Equal:

<http://www.outandequal.org/about/Donations.asp>

*Next Town Call on **January 27, 2011!***

What's the buzz on the new CEI?

**More questions? Contact Pat Baillie, Associate Director of Training
pbaille@outandequal.org - 415-694-6521**

