



Business Responds to AIDS

BUSINESS
RESPONDS TO
AIDS

143038

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NOTICE

The following information updates projection of treatment costs for people with HIV infection and AIDS:

- The cost of such treatment is estimated to increase each year between 1991 and 1995. In 1995, an estimated \$15.2 billion will be spent on treatment.

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**U.S. Department of Justice
National Institute of Justice**

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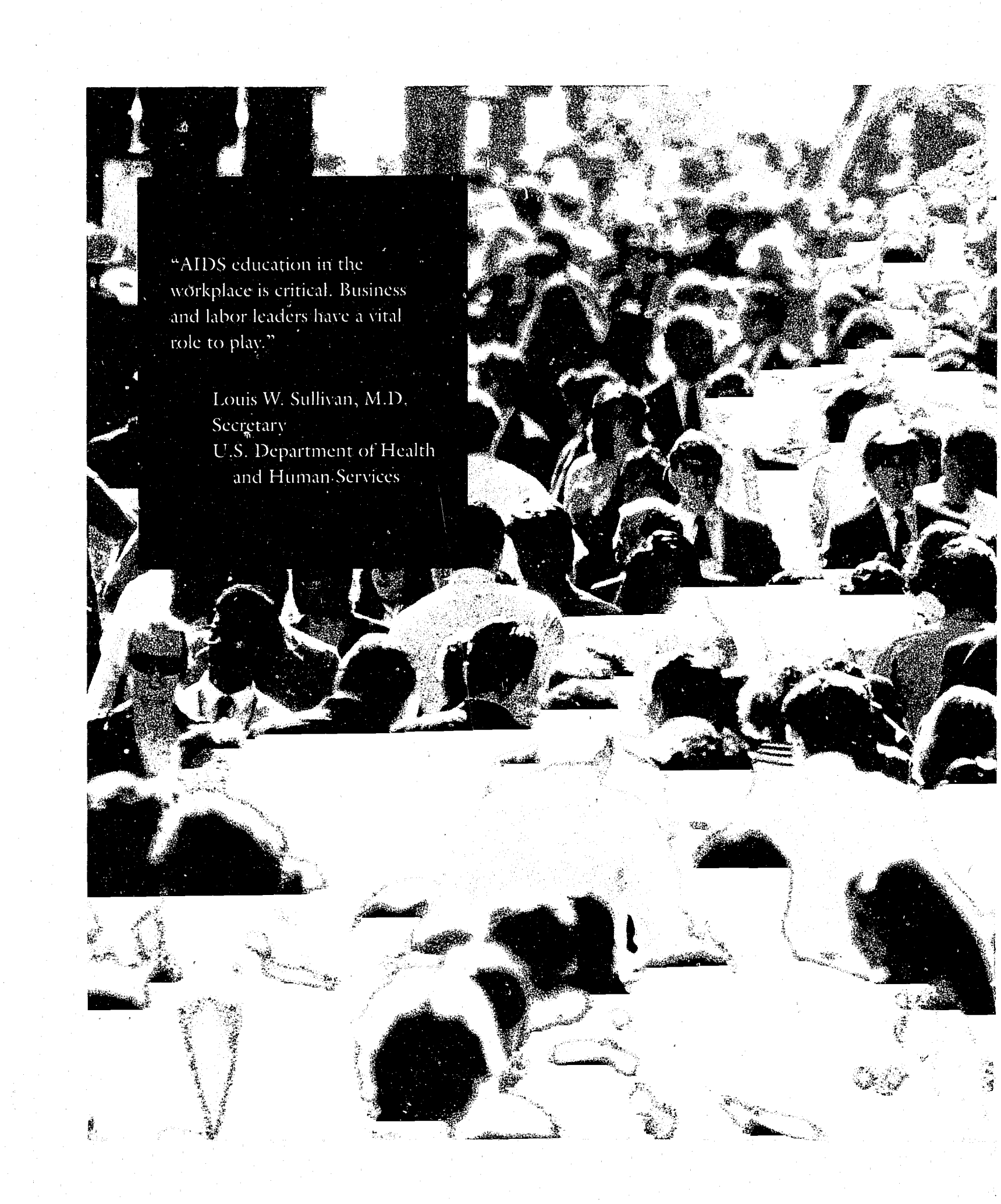
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November 1992



"AIDS education in the
workplace is critical. Business
and labor leaders have a vital
role to play."

Louis W. Sullivan, M.D.
Secretary
U.S. Department of Health
and Human Services

Introduction

HIV and AIDS affect every segment of global society: the home, the school, the religious institution, and the workplace. It is estimated that a minimum of 40 million persons worldwide will be infected with HIV by the year 2000. The potential worldwide economic impact of the worst-case scenario, according to an economic analysis by DRI/McGraw-Hill, Inc., could equal 1.4% of the gross domestic product annually, roughly equivalent to the entire economy of Australia or India today.

Now is the time to act.

One in 250 Americans is already infected with HIV. Prevention education can make a difference, and business and labor can provide powerful and effective leadership.

The Business Responds to AIDS (BRTA) Program is a public-private partnership involving the U.S. Centers for Disease Control (CDC), the public health sector, other organizations and agencies, and business and labor for the purpose of preventing the spread of HIV through workplace education and community service. The CDC, through this partnership and the BRTA Program, helps businesses across the country design and implement workplace-based HIV and AIDS policies and implement education programs for employees, their families, and the community. In addition to education, service, and prevention of the spread of HIV, the program's goals are to prevent discrimination and foster community service and volunteerism both in the workplace and in the community. In order to achieve these goals, BRTA has developed materials and technical assistance to assist businesses in forming a comprehensive HIV and AIDS program including

- Policy development,
- Manager/labor leaders training,
- Employee education,
- Education for employees' families, and
- Community involvement and volunteerism.

This brochure highlights key elements of a workplace program as well as resources available to assist you.



Is Your Business Prepared?

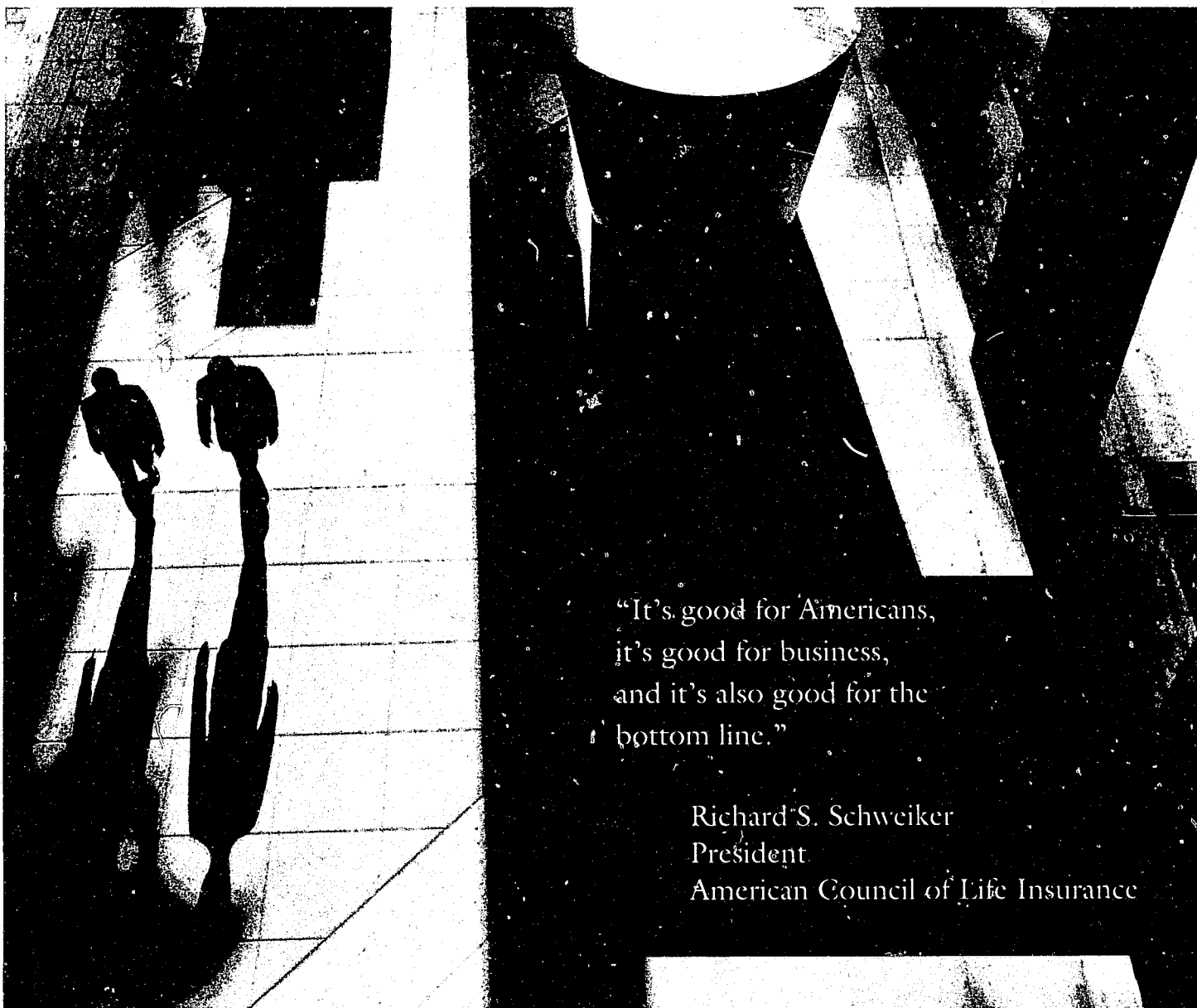
Is your business ready to...

- Help prevent HIV infection including AIDS among your employees and their families, and within the community?
- Demonstrate your company's leadership in helping to stop the spread of HIV?

What will you do...

- To comply with new legal requirements related to HIV and AIDS in the workplace?
- When an infected employee asks for help?
- If co-workers refuse to work with a person thought to have HIV or AIDS?

The BRTA Program is designed to help large and small businesses around the country address the challenges of HIV infection and AIDS in the workplace and the community.



“It’s good for Americans,
it’s good for business,
and it’s also good for the
bottom line.”

Richard S. Schweiker
President
American Council of Life Insurance

HIV and AIDS Affect Americans Everywhere

Approximately one million Americans – or one in every 250 people – are infected with HIV, the virus that causes AIDS. These numbers are growing in smaller cities and towns. The majority of people infected now – and those likely to be infected in the future – are young adults between the ages of 25 and 44. They are America's present and future workforce. In fact, 50% of our nation's 121 million workers are in this largest age group at risk. Additionally, because many workers are parents, they are in a position to reinforce HIV education their children receive in school. HIV infection and AIDS cross all social, cultural, geographic, and economic barriers. No one – old or young, married or single, male or female – is immune from contracting the disease.

- HIV/AIDS ranks as the third-leading cause of death among those 25 to 44 years old and sixth among people 15 to 24 years old.
- HIV/AIDS is now ranked as the sixth-leading cause of death among women age 25 to 44.
- HIV and AIDS are no longer confined to America's largest cities. The rate of

reported AIDS cases is growing faster in small metropolitan, suburban, and rural areas than in big cities.

- From 1990 to 1991, there was a 21% increase in the reported number of AIDS cases attributed to heterosexual sex.

Research indicates that HIV/AIDS is one of the most costly and litigated diseases in American history. The economic impact of HIV and AIDS is staggering.

"AIDS continues to be the major medical and social issue of the decade. Given the steady rise in the number of people afflicted with HIV and AIDS, it's critical for everyone to understand the facts about this serious disease. As employers, we have a choice. We can deal with AIDS in a crisis situation, or we can prepare ourselves, and more importantly, our employees, by communicating company policy and providing appropriate educational information to our employees."

Axel Leblois
President and CEO
Bull HN Information Systems Inc.

- Studies estimate the cost of treating all people with HIV infection and AIDS in 1991 at \$5.8 billion.
- The cost of such treatment is projected to increase each year between 1991 and 1995. By 1995, an estimated cumulative \$13.5 billion will have been spent on treatment.

The real tragedy behind these statistics is the effect on people.

People with HIV and AIDS can continue to be productive members of the workforce with a supportive workplace. Despite this, they often suffer physical, emotional, and financial hardship – including fear, hatred, and discrimination – that emerge from a lack of understanding about HIV transmission. Yet, with knowledge and understanding, it doesn't have to be that way.

Business Leaders Face the Challenge and Urgency of AIDS

Whether you employ 30 people or 3,000, you will soon be confronted with HIV or AIDS at your workplace or in your community. Chances are, the disease will affect an employee or an employee's family member. Your company should prepare to address this issue.

With today's medical treatments, people with HIV are living and working longer. For 50% of the people who have HIV, it will take more than 10 years to develop AIDS. With medical treatment, they can manage the infection as a chronic, long-term condition – similar to many other medical conditions. That means people with HIV can work and lead productive lives.

“It is critical that we educate all Americans about how to prevent HIV infection and AIDS. Business and labor leaders can help in this effort by developing worksite policies and education programs and supporting HIV prevention organizations in their communities. The Business Responds to AIDS Program is committed to providing them with the tools and resources needed to develop programs that will help stop the spread of HIV. Through this partnership, we can help save lives.”

James W. Curran, M.D., M.P.H.
Associate Director for HIV/AIDS
U.S. Centers for Disease Control

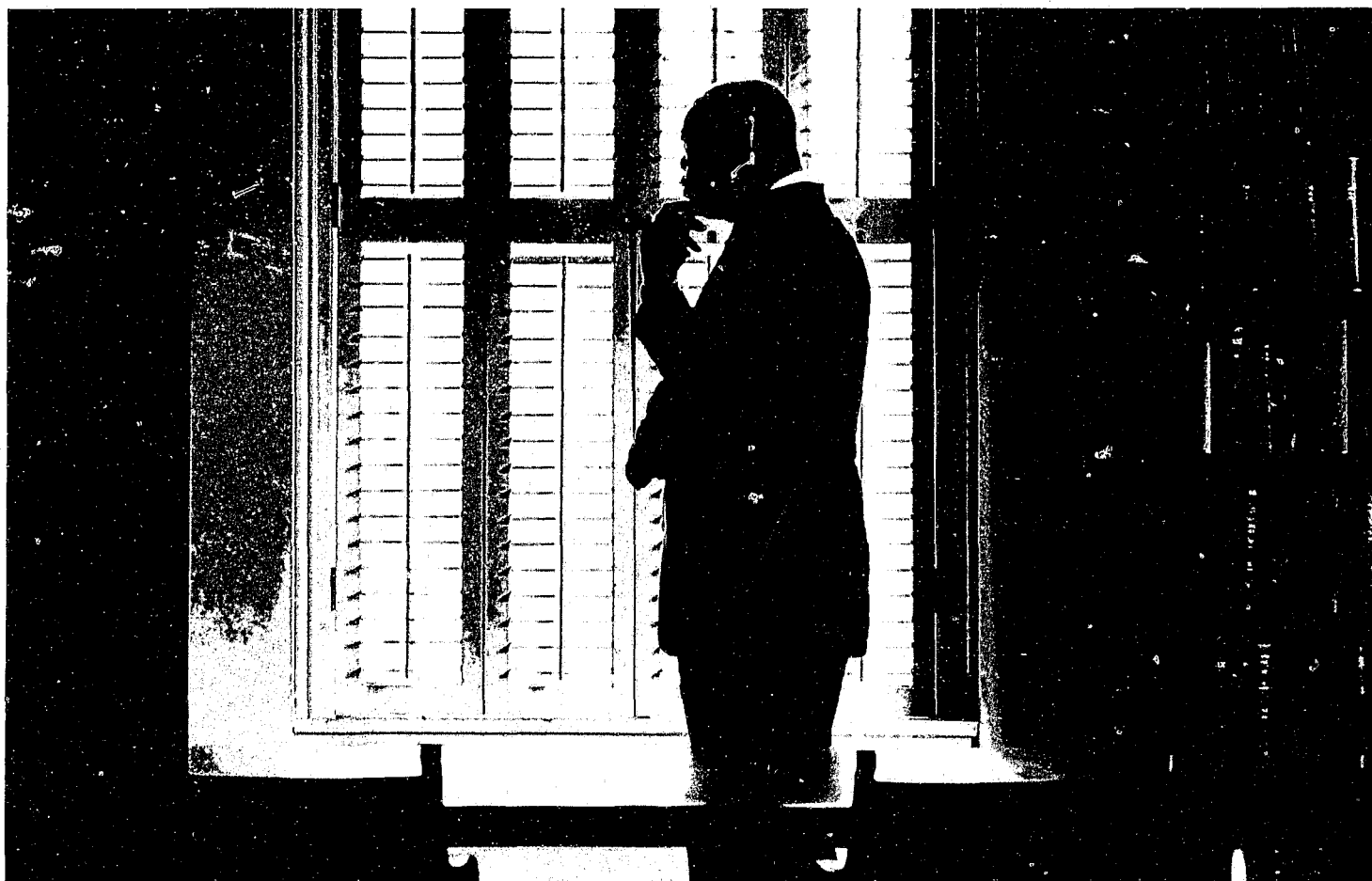
The numbers of people with HIV, and their extended life expectancy, will result in more employees on the job with HIV in the future. That could mean that someone you know – a client, customer, vendor, or employee – or an employee's family member or close friend, is already coping with AIDS.

Employers need to know the Americans with Disabilities Act (ADA) of 1990. The act includes protection for people with HIV infection including AIDS, or those perceived as having HIV or AIDS, from discrimination in employment practices. The act also prohibits discrimination by private entities that serve the public. HIV/AIDS policies and education for the workplace can help to prevent such discrimination through education.

How Would Your Business Handle the Issue?

Think about how your business would address the issue. Are your employees afraid of contracting HIV from a co-worker, customer, or client? Do you understand the legal issues surrounding the disease? Do you offer education or assistance programs that address HIV and AIDS issues?

Businesses of all sizes are answering these questions in a sensitive, cost-effective, and productive manner. Already, about one-third of American businesses have implemented HIV/AIDS policies, according to the National Leadership Coalition on AIDS, a leading organization that addresses AIDS in the workplace issues.



Plan Your Program Today

Design policies and implement workplace programs before your company is directly confronted by the issue. Then, you can:

- Help prevent the spread of HIV infection among your employees and their families and within your community.
- Reduce employee fear, work disruption, and customer concern.
- Position your business as concerned and responsible.
- Meet national and state anti-discrimination

requirements, as mandated in the Americans with Disabilities Act of 1990, the Federal Rehabilitation Act of 1973, and state and local statutes.

- Where applicable, address Occupational Safety and Health Administration (OSHA) blood-borne pathogen regulations in your policy, mandating the use of infection-control procedures and the establishment of written exposure-control plans to protect workers.
- Become a leader in developing your community's response to the disease.

As a business leader, you can make a difference by responding to HIV infection and AIDS in your workplace, your community, and the nation.

Develop Your Workplace HIV and AIDS Program

All American businesses – from small, independent businesses with few employees to multinational corporations employing thousands – benefit from developing a workplace HIV and AIDS program.

Start by contacting the CDC BRTA Resource Service.* You can obtain materials, hands-on assistance, referrals to national and community experts, and many other resources.

“As business leaders, we must teach employees the facts about AIDS and at the same time learn the art of compassion ourselves.”

Sheila Brants
Small-Business Owner

BRTA recommends that businesses develop comprehensive programs that include five essential elements:

- Workplace policy;
- Training for managers, supervisors, and union leaders;
- Employee education;
- Family education; and
- Community involvement.

* BRTA Resource Service, CDC National AIDS Clearinghouse, P.O. Box 6003, Rockville, MD 20849-6003, 1-800-458-5231; 1-800-243-7012 (TDD for persons with hearing impairment)





Establish a Workplace Policy

Your written policy defines your company's response to HIV and AIDS. At a minimum, the policy should address these issues:

- Complying with federal, state, and local laws, including the ADA, the Federal Rehabilitation Act of 1973, and OSHA guidelines;
- Hiring, promotion, transfer, and dismissal policies with regard to employees and potential employees with HIV and AIDS;
- Maintaining confidentiality of employee medical records and information;
- Examining benefits programs available to employees and family members with HIV infection and AIDS;
- Defining ways management will address workplace discrimination; and
- Promoting prevention and understanding through employee education.

Train Yourself, Your Managers, Supervisors, and Union Leaders

Once you have developed a workplace policy, educate managers, supervisors, and union leaders about the policy. Make sure they understand the importance of the policy and how it will be implemented. Managers should help

Phil Quigley
President & CEO
Pacific Bell

"Every company must establish an education program for its workers and their families. Employers have one of the clearest and most direct channels of communication to enormous numbers of people. Experience bears out that workers' attitudes and reactions reflect those of management, so straight talk about AIDS can dispel myths that cause fear."

Robert D. Haas
Chairman and CEO
Levi Strauss



implement the policy and serve as information resources to other employees.

Educate Your Employees and Their Families About Prevention

AIDS has no cure. And no existing vaccine will prevent HIV infection. That means the best current way to stop this disease is through prevention education.

By replacing myths with facts, you can promote understanding about HIV transmission and prevention. You will reduce employee fear and misinformation, which can lead to discrimination and work disruption. Additionally, your leadership will help to provide a healthy workforce and a supportive environment for your employees.

An employee education program can also establish a broad understanding of your workplace policy.

Possible education activities at the worksite include:

- Offering seminars with basic facts about HIV infection including AIDS. Invite outside speakers in addition to organizing internal discussion groups. Make sure you include question-and-answer periods.
- Distributing payroll inserts and brochures on HIV prevention for employees and their families.
- Displaying posters in the workplace about HIV and AIDS.
- Presenting HIV/AIDS prevention videos at company meetings or training programs.

Materials and technical assistance are available through the CDC BRTA Resource Service. BRTA can also refer you to organizations in your community that offer assistance with employee education. The organizations may include your local health agencies, Red Cross, United Way, AIDS service organizations, or other community-based organizations.

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Support Community Involvement and Volunteerism To Respond to HIV and AIDS

As a business leader, you can help your community respond to the challenges of HIV infection including AIDS. Through volunteering, financial contributions, and in-kind assistance, you can make a difference.

Either personally or through your employees, channel resources to support local education and service programs. Some possibilities include:

- Helping to plan your community's response to HIV and AIDS. You may work with local coalitions, planning committees, town meetings, or civic and social clubs.
- Providing local organizations with in-kind services or materials. You may provide loaned executives or offer stationery, printing services, clerical services, office equipment, access to copying machines, and use of your facilities for meetings.
- Participating in or supporting education programs offered by local schools and other community organizations.
- Volunteering for local HIV and AIDS-related programs and activities. You or your employees may donate time to help implement programs or provide direct assistance to people with HIV or AIDS.
- Donating some of your business's charitable funds to HIV and AIDS-related community programs.
- Sponsoring or participating in AIDS-related community activities.

Where To Go for Additional Information

The CDC BRTA Program is one of the most comprehensive HIV and AIDS business information programs in the country. Valuable materials and technical assistance are available. Call the CDC BRTA Resource Service, toll-free, 1-800-458-5231. The BRTA Resource Service has been developed in conjunction with worksite experts and business and union leaders.

BRTA gives your business – whatever its size or type – access to a diverse network of resources, such as materials designed for the workplace and local, state, and national programs, services, and experts. BRTA also provides information tailored for specific industries.

Employers who are developing policies and programs for employees and their families may start with the BRTA Manager's Kit. The Kit includes:

- Business Responds to AIDS brochure
- Questions Asked Most Often and Answers You Need to Know brochure
- How to Develop a Workplace Policy for HIV brochure
- Small-Business Guidelines brochure
- HIV/AIDS and Health Insurance brochure

"AIDS poses serious challenges for business – how we can educate not only our employees, but also our communities. If we work together at the local level, we can create solutions that will help us respond to and prevent HIV, both in and out of the workplace."

Harry Hohn
Chairman and Chief
Executive Officer
New York Life Insurance Co.

- Americans with Disabilities Act brochure
- The Workplace Profiles Project brochure
- How To Implement a Workplace HIV/AIDS Education Program brochure
- Sample materials for employees and their families including brochures, posters, and payroll inserts
- The BRTA Resource Guide

- A Guide to Social Security and SSI Disability Benefits for People with HIV Infection
- Catalog of HIV and AIDS materials

In addition, BRTA offers access to videotapes for use in employee education programs, speeches, and discussion groups, and technical assistance to help educate employees and develop your policy and program. Technical assistance is available through

the CDC BRTA Resource Service, a toll-free service that provides:

- Targeted materials for businesses and labor;
- Referral service to local, state, and national organizations and materials;
- Database searches on a variety of issues; and
- Full resources of the CDC National AIDS Clearinghouse and CDC National AIDS Hotline.

Basic Facts About HIV and AIDS

What Is AIDS?

AIDS – acquired immunodeficiency syndrome – is a fatal disease that breaks down the body's immune system. It destroys the body's ability to fight infection and illness.

AIDS is caused by a virus called the human immunodeficiency virus (HIV).

By preventing HIV infection, you can prevent AIDS.

There is currently no cure for AIDS and no vaccine to prevent HIV infection.

How Can People Get HIV?

- Having unprotected sexual intercourse – anal, vaginal, or oral – with an infected person.
- Sharing needles, syringes, or other drug paraphernalia with an infected person.
- Infant infection from mother during pregnancy, birth, or in some cases, breast-feeding.

Because the blood supply in the United States is screened for HIV, the chance of getting HIV from transfusions is extremely small. You cannot get HIV from donating blood.

How Can People Protect Themselves from HIV Infection?

- Not having sex.
- Having sex with only one, mutually monogamous, uninfected partner.
- Using a latex condom correctly every time for sexual intercourse (anal, vaginal, or oral) greatly reduces the risk of infection.
- Not using drugs.
- Not sharing needles, syringes, or other drug paraphernalia to shoot drugs.