

MID-YEAR REPORT

PROGRAM HIGHLIGHTS

From January – June 2007

OVERVIEW

The first half of 2007 marked an important period of transition and growth for Transatlantic Partners Against AIDS (TPAA). TPAA settled into its new global headquarters in New York City's financial district and has continued its process of merging with the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC).

As part of this effort, GBC/TPAA intensified its work with businesses and international companies operating in Russia and Ukraine, opening up new doors of opportunity to share best practices and partner with GBC's more than 225 member companies. On World Tuberculosis Day in March, GBC/TPAA also announced an expanded slate of tools for businesses to proactively respond to HIV/AIDS and TB by forging public-private partnerships.

TPAA has also continued to expand its geographic reach and its emphasis on regional cooperation in 2007. In June, for example, TPAA Moscow partnered with the GBC's Beijing office and the Beijing Bureau of Health to organize a unique three-day study tour for Russian policymakers and HIV/AIDS and drug experts to visit China and learn about medication-assisted treatment (MAT) programs. Meanwhile, GBC/TPAA is gearing up for its biggest event of 2007 – the first-ever Leaders Forum on Public-Private Partnerships that will take place in Moscow on October 22-25.

Highlights from TPAA's work from January to June 2007 are presented below and arranged according to each of the organization's areas of partnership: (1) Business; (2) Government and Civil Society; and (3) Mass Media.

1 BUSINESS PARTNERSHIPS

During the first six months of 2007, TPAA's work with business and labor in Russia continued to flourish – adding TB to the GBC/TPAA portfolio. GBC/TPAA established new partnerships with some of Russia's and Ukraine's largest companies and more than 270 participants attended HEALTH@WORK trainings, representing all sectors of industry and business. GBC/TPAA also hosted the first roundtable of the National Association of Business Against AIDS (BAA) in Moscow, Russia.

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KEY HIGHLIGHTS

➤ More than 80 New HEALTH@WORK Instructors Trained

TPAA held three workshops to train new HEALTH@WORK instructors during the first half of 2007. Roughly 80 new instructors from Orenburg, Norilsk, and Sakhalin Island were certified to lead trainings in the companies where they work. The trainings provided participants with an opportunity to increase their knowledge about the HIV/AIDS epidemic, to discuss issues related to the role of business in fighting HIV/AIDS, and to learn new approaches for reducing denial and stigma associated with HIV/AIDS in the workplace.

➤ TPAA Leads its First-ever Trainings on “What Every Student Should know about HIV/AIDS”

On February 13, TPAA held its first-ever series of specialized trainings for college students as part of a new initiative entitled, “HEALTH @ND STUDENTS: What every student should know about HIV/AIDS.” Two trainings were conducted for fourth year students at Moscow State University on Psychology and Education. Following the training presentations, TPAA staff led focus group discussions to gather feedback and further tailor the training to better address the needs and interests of university students. The new program, which is an extension of TPAA's highly-successful HEALTH@WORK Employee Education Program, reflects GBC/TPAA's comprehensive approach to promoting health awareness in the workplace – targeting both the workforce of today and tomorrow.

➤ Top-Level Delegation from Becton Dickinson & Company Visit Moscow for Roundtable Event on HIV/AIDS and TB



Gary Cohen, BD Executive Vice President, and Renuka Gadde, BD Director of Global Immunization and Injection Safety, at the round table event.

On March 15, GBC/TPAA organized a roundtable event with a top-level delegation from Becton Dickinson & Company (BD) to discuss cross-sector approaches to fighting HIV/AIDS and TB in Russia and Ukraine. The event was part of a three-day trip by the BD delegation to Russia and Ukraine which included a wide range of discussions with policy leaders, the business community and non-profit organizations operating in the field of HIV and TB, including communities of people living with HIV. The roundtable event played a critical role in establishing a new framework for initiating cross-sector partnerships on HIV/AIDS and TB in Russia and Ukraine.

➤ Clyde Tuggle of the Coca-Cola Company Leads GBC Members Briefing on HIV/AIDS & TB in Russia

On March 16, GBC/TPAA hosted an expert briefing call for GBC members entitled, “HIV/AIDS and TB in Russia: Opportunities for Business Action.” Clyde C. Tuggle, President of the Russia,

Ukraine and Belarus Division of the Coca-Cola Company, led the discussion, which served as a forum for sharing best practices and discussing the strategic issues related to the role of business in the fight against HIV/AIDS and TB. Mr. Tuggle, who co-chairs the National Association of Business Against AIDS (BAA) in Russia, discussed his company's experience in addressing the region's HIV/AIDS epidemic. The call, which also included a question and answer session, helped to advance the dialogue on how companies can get involved in the fight against HIV/AIDS and TB and identified new opportunities for GBC member companies to cooperate with GBC/TPAA in the region.

➤ **GBC/TPAA Showcases Partnership Opportunities at Business Against AIDS Reception in Kyiv**

On April 2, GBC/TPAA and the National Association of Business Against AIDS (BAA) in Ukraine held a special dinner reception in Kyiv for Ukrainian business leaders, government officials and representatives of international agencies and non-governmental organizations to learn more about new opportunities for corporate engagement on HIV/AIDS and TB. During the event, GBC Executive Director, John Tedstrom, familiarized the business leaders with GBC's activities and highlighted examples of how the private sector can work together with the government and non-governmental organizations to fight HIV/AIDS



and TB at a local, national and global level. BAA's objectives include assistance with development and implementation of HIV prevention programs in the workplace, advocacy for the development and enforcement of non-discrimination policies, HIV/AIDS awareness and stigma reduction through information campaigns, and support of a productive and open dialogue between high-level politicians and business leaders on issues related to HIV/AIDS in Ukraine.

➤ **First Business Against AIDS Roundtable in Russia Brings Together 22 Companies**

On May 29, GBC/TPAA hosted the first roundtable of the National Association of Business Against AIDS (BAA) in Moscow, Russia. These semi-annual meetings are intended to provide a platform for BAA member companies to share best practices on how to safeguard their employees, the communities where they work and their economic interests from the risks associated with HIV/AIDS and other preventable diseases. The May round table event gathered participants from 22 companies including: Abbott, Alcoa, Becton Dickinson & Company, British Petroleum, Chevron, ExxonMobil, GlaxoSmithKline, Heineken, Ingosstrakh, Merck Sharp and Dohme, MTV Russia, Nike, PepsiCo, Pfizer, SABMiller, Shell, CTC-media, TNT, Group of companies "Vostok-Service", Russian Managers Association, RUSAL and Severstal. During the Roundtable, several committed GBC/TPAA partners, including PepsiCo, BP, Shell and SABMiller, presented their current HIV/AIDS-related corporate activities. During discussions, participants highlighted the lack of tax incentives as a challenge in motivating companies to take action and one of the issues that prevent companies operating in Russia from engaging in Corporate Social Responsibility on HIV/AIDS. BAA's next meeting is tentatively scheduled for December 2007 in honor of World AIDS Day.

➤ **HEALTH@WORK Trainings Reach Over 270 Employees During First Half of 2007**

Since the start of 2007, TPAA has conducted HEALTH@WORK trainings for over 270 participants, representing all sectors of industry and business. Participating companies include White & Case LLP, MAC Cosmetics, Russian Managers Association, Norilsk Health Committee and Social Policy Department of City Administration, Kirovsky Plant, and Zivaya Voda, among others. In St. Petersburg, TPAA held a regional training that gathered participants from the largest companies in the Northwest region, including Ford Motor Company, Kalinin Machine-Building Plant, Kirovsky Plant, Russia



Airlines, Severstal, St. Petersburg Subway and St. Petersburg Vodokanal/City Water Supply Company. In Norilsk, over 120 participants attended HEALTH@WORK trainings held in collaboration with the Krasnoyarsk Region AIDS Center and Norilsk City Administration. St. Petersburg and Norilsk are home to two of Russia's highest registered rates of HIV infection.

2 GOVERNMENT & CIVIL SOCIETY PARTNERSHIPS

On the policy front, GBC/TPAA have continued to lead the fight to enhance HIV/AIDS testing, prevention and treatment in Russia and Ukraine, while also combating discrimination and stigma toward people living with HIV. Through its Online Policy Resource Center on HIV/AIDS (OPRC), policy briefs, expert group meetings, study tours, op-eds, and high-level conferences, TPAA remains the go-to source for up-to-date information on regional and national issues related to HIV/AIDS.

KEY HIGHLIGHTS

➤ **New Report Provides Recommendations for Fighting HIV/AIDS in Krasnoyarsk Kray**

In January 2007, TPAA, in cooperation with the Krasnoyarsk Regional AIDS Center, published a special report on the HIV/AIDS situation in the strategic cities of Zheleznogorsk and Zelenogorsk in Krasnoyarsk Kray, Russia. The report provides an analysis and recommendations for enhancing the capacity of municipal public health institutions to develop and implement strategies to fight HIV/AIDS; to ensure cross-sector cooperation; and to increase access to information, resources and best practices related to HIV/AIDS prevention. The publication showcases a replicable model for responding to HIV/AIDS at the local level that could be used in other Russian cities.

➤ **Expert Group Meeting Forges Collaboration on HIV/AIDS and TB in Ukraine**

On January 18, TPAA held an Expert Group meeting on HIV/AIDS and TB that provided a platform for discussion, and enabled positive steps to be made towards a more comprehensive and consolidated effort by governmental and NGO sectors to combat HIV/AIDS and TB in Ukraine. Fourteen experts on HIV/AIDS and TB from the government and nongovernmental sector took part in the event, presenting on current trends in the two deadly epidemics and accomplishments in

Ukraine to date. As a result of this meeting, the participants developed recommendations to intensify the fight against HIV/AIDS in four main areas, including treatment and social care, prevention, protection of human rights, and coordination of efforts of various stakeholders.

➤ **Conference for Cross-Sector HIV/AIDS Partnerships Held in Norilsk, Russia**

On May 16, TPAA, in partnership with the Krasnoyarsk Region AIDS Center and the Health Department at the Norilsk City Administration, hosted a unique conference entitled, "Priorities and Mechanisms for Efficient Cross-Sector Partnership in the Area of HIV/AIDS Prevention" in Norilsk, Russia. Over 120 participants attended the event that reviewed the status of the HIV/AIDS epidemic in the region, discussed the role NGOs and the private sector can play in fighting HIV/AIDS in Norilsk, and introduced public-private partnerships as a proven mechanism to optimize resources and capacities to effectively address the HIV/AIDS threat. The conference resolved to strengthen interdepartmental cooperation between governmental institutions, medical services, media and NGOs, and to develop and implement comprehensive HIV/AIDS prevention programs in the region that has one of the highest rates of HIV infection in Russia. The conference was followed by a two-day interactive workshop to train 32 new HEALTH@WORK instructors in the Norilsk region.

➤ **GBC/TPAA Leads Russian Delegation on HIV/AIDS Study Tour to China**

On June 4-8, 2007, GBC/TPAA and the Beijing Bureau of Health co-organized a special study tour for a high-level delegation of Russian policy makers and HIV/AIDS experts to visit China and learn more about China's experience in the fight against HIV/AIDS. The visit included working meetings and focused discussions with leading experts on HIV/AIDS and drug legislation, as well as Chinese government officials from the Beijing Bureau of Health, the Beijing Bureau of Public Security, the Chinese National Center for Disease Control (CDC), the Beijing CDC and several municipal CDCs, as well as site visits to medication-assisted treatment clinics. The study tour enabled members of the Russian delegation to evaluate China's legislative framework and strategies for addressing HIV/AIDS among vulnerable groups. The visit also enhanced an on-going dialogue and solid working relationships between the Russian and Chinese participants and partners, which will in turn strengthen inter-country collaboration in the fight against HIV/AIDS.



➤ **Two New Policy Briefs Assess New Risks and Opportunities for Advancing Russia's Fight against HIV/AIDS**

During the first half of 2007, TPAA released two policy briefs on critical issues surrounding HIV/AIDS in Russia. In April, TPAA published a new policy brief on funding measures to prevent and fight HIV/AIDS in Russia. Based on public data on HIV/AIDS funding in Russia, the policy brief assesses the allocation of funds, analyzes corresponding risks, and discusses measures to ensure efficient planning and fund management at both the regional and federal levels. The analysis leads to a set of recommendations to increase budgetary spending on preventative measures within the

anti-HIV/AIDS subprogram of the federal program “Prevention and Fight Against Infectious Diseases,” as well as the corresponding sections of the national priority project, Health. In May, TPAA released a policy brief on HIV prevention and treatment among at-risk population groups in Russia. The brief provides an overview of related research data, internationally acknowledged best practices, and Russia’s acting legislation, with a focus on the importance of HIV prevention and treatment programs for at-risk populations as part of an effective national response to HIV/AIDS. The policy briefs are intended to serve as an informational and analytical resource for government organizations and policymakers, as well as other stakeholders in the public health and social development issues.

➤ New Resources Added to Online Policy Resource Center on HIV/AIDS

In 2007, TPAA continued to update and strengthen its Online Policy Resource Center on HIV/AIDS (OPRC), which serves as a unique tool to inform national, regional and local level policymakers and other stakeholders about the status of the HIV/AIDS epidemic in Russia, HIV/AIDS-related policies and legislation, and international best practice on the issue. Recent additions to the site, which is located at www.HIVpolicy.ru, include 2006 HIV-related statistics for all Russia’s regions; 128 official international, national and local documents and legislation; 69 news items on the most important international, national and regional HIV/AIDS policy developments; 23 analytical materials and 11 profiles for organizations active in the HIV/AIDS field. The new features are designed to provide people living with HIV and NGO leaders with access to key HIV policy information and to empower these regional leaders to take a proactive role in local HIV policy formulation and implementation.



3 MEDIA PARTNERSHIPS

Following the official launch of the Ukrainian Media Partnership to Combat AIDS (UMP) in October 2006, the UMP has expanded rapidly and now includes 30 member companies. Among UMP’s notable successes, public service announcements (PSAs) were aired on the Ukraine’s First National TV Channel, which covers 97% of the country. In Russia, TPAA launched two new waves of PSAs as part of its dynamic StopAIDS campaign. The newest wave of PSA’s is particularly notable because all of the new ads are now linked to Russia’s national AIDS hotline, making this a true public-private partnership.

KEY HIGHLIGHTS

➤ Seven Trainings on HIV/AIDS Reporting Held for Russian and Ukrainian Journalists

Since the start of 2007, TPAA has held seven trainings on HIV/AIDS reporting for Russian and Ukrainian journalists – including three regional trainings in St. Petersburg, Orenburg and Kyiv. Through these trainings, TPAA staff introduced more than 110 journalists to the common

misconceptions about access to HIV/AIDS treatment and therapy, discussed issues of ethics in journalism and the social responsibility of journalists, and highlighted common errors when reporting on HIV/AIDS-related issues. Journalists and editors working for local, regional and national newspapers, magazines, TV channels and radio stations, as well as internet publications and information agencies, discussed stigma and discrimination of people living with HIV, the influence of the epidemic on modern society and they learned how to make the material interesting and relevant for their audiences. At a two-day training held in Kyiv on April 19-20, participants also engaged in a series of dynamic, interactive sessions with role-playing scenarios, including a press conference with a patient who is currently undergoing ARV-treatment. Through these engaging exercises, TPAA aims to provide journalists with practical ideas and strategies to further encourage fact-based reporting and rigorous analysis of HIV/AIDS-related issues.

➤ **Fourth and Fifth Waves of StopSPID (StopAIDS) Public Service Announcements**

TPAA and the Russian Media Partnership to Combat AIDS (RMP) launched the fourth and fifth waves of StopSPID “Affects Everyone” campaign during the first half of 2007. These two waves of PSAs included a total of seven television ads, seven radio ads and two print ads. Launched on the eve of AIDS Memorial Day in May 2007, the campaign’s fifth wave is the first-ever public awareness campaign to be linked with the Ministry of Health’s national hotline on HIV/AIDS. The latest wave of PSAs encourages everyone to learn more about the virus and to seek a trust-worthy source – the campaign’s website (www.stopspid.ru) or the national hotline on HIV/AIDS – for answers to their HIV/AIDS-related questions. The RMP’s StopSPID campaign is the largest awareness campaign on HIV/AIDS in Russia and was acclaimed as the “golden standard” for media leadership in the fight against HIV/AIDS.

➤ **Russian Designers Against AIDS Bring New Messages on HIV/AIDS to Russian Fashion Week**



On April 1, Russian Designers Against AIDS, an alliance of top Russian designers that was launched by TPAA and Russian Fashion Week in 2006, kicked off the new session of Russian Fashion Week in Moscow, highlighting the issue of HIV/AIDS during their fashion shows. Designers Kusso, Razgulyaev-Blagonravova, Julia Nikolaeva, Serguey Teplov, ENTON, Body Boy, Chistova&Endourova, LO, Cherdak Forever, Elena Souproun, Leonid Alexeev, Sudoryanto, and Julia Dalakyan circulated information cards and red ribbons at their respective shows, and also broadcast Russian Designers Against AIDS announcements and StopSPID video PSAs. Max Chernitsov, one of Russia’s best-known designers, presented a new t-shirt with the printed message “Let each heart say – I live with HIV too” which he wore for the duration of his show and while speaking with press. MainAim produced a t-shirt with the message “Don’t close your eyes: You also live with HIV” which was presented by Russian theater and movie star Pavel Derevyanko. Designer Ruslan Gumenniy also created three different designs incorporating the statement “No AIDS.” In total, 17 Russian Fashion Week designers expressed solidarity with the HIV/AIDS issue by wearing red ribbons during their shows. These activities aimed to draw attention to and provoke discussion about HIV issues among the major fashion industry players in Russia.

➤ **Twelve Media Fellowships on HIV/AIDS Awarded to Exceptional Russian Journalists**

In May, TPAA awarded media fellowships to 12 outstanding Russian journalists within the framework of the 2007 Media Fellowship Program. TPAA's Media Fellowship Program encourages in-depth coverage of HIV/AIDS and TB, including the status of these surging epidemics in Russia and Ukraine, HIV and TB co-infection, the growing impact of HIV on women, daily lives and human rights of people affected by HIV and TB, access to ARV treatment and availability of harm-reduction programs, among other sensitive topics. In addition to financial support, Media Fellows participate in regular briefings, journalism trainings, study tours, and other activities to inform their understanding of the epidemic and related issues. A number of TPAA's prior media fellows have received critical acclaim for their work. "Seryozha", a 27-minute documentary film directed by Denis Kuz'min, one of the 2005 Fellows, was presented at the Fourth International Human Rights Documentary Film Festival in Kyiv, Ukraine. "Seryozha" was also awarded the first prize in the documentary film category of the All-Russia Awards on HIV/AIDS produced by the Regional TV Show "Time to Live." The documentary has been featured over 100 times on more than 25 Russian national and regional TV channels.

➤ **TPAA Launches Initiative in honor of AIDS Memorial Day: "Let Every Heart Say..."**

On May 17, on the eve of International AIDS Memorial Day, TPAA launched a new website and public initiative under the slogan "Let each heart say..." The new site invites people to share their opinions and feelings about HIV/AIDS and seeks to build solidarity in the fight against the disease, even among those who have not been personally affected by the epidemic. The "Let Every Heart Say..." initiative hopes to motivate the public to spread the word about HIV/AIDS and take active steps to protect themselves and their loved ones against the virus. The website documents real stories behind HIV/AIDS, providing an opportunity for the public at large to commemorate their loved ones whose lives were taken by the epidemic, and to support those who are living with HIV. In order to further increase public awareness of HIV, special postcards promoting the initiative were printed and distributed in nine Russian cities, including Moscow and St. Petersburg.



➤ **Over 13,000 Students and 900 Instructors Attend "Affects Me. Affects Every One." Photography Exhibition**

On May 21, TPAA's multimedia photography exhibition "Affects Me. Affects Every One." opened at the St. Petersburg State University of Economics and Finance as part of a new educational forum entitled, "HIV/AIDS through the eyes of young people." The unique forum was organized by the international youth organization, AIESEC, and the regional public organization, A View of the Future. The exhibition marked the fourth public showing of the project which demonstrates how HIV/AIDS affects everyone irrespective of social status, occupation and HIV-status. Over 13,000 students and 900 instructors attended the exhibition, as well as visiting experts from Holland and India, representatives of governmental agencies, the private sector and non-governmental organizations, and specialists working in the field of education and public health in St. Petersburg.