

GLOBAL HEALTH INITIATIVE

Private Sector Intervention Case Example

Prevention through training

Case categories

Company: **South Deep** Industry: **Mining** Location: **South Africa** Programme: **HIV/AIDS**

Key questions

- How can a company evaluate the effectiveness of their peer educator programme?
- What incentives and methods can a company use to increase the voluntary counselling and testing programme uptake?
- What is an acceptable range for condoms distributed per employee per month? How is this range driven by the nature of business and its relation with the surrounding communities?

Overview

Company

Placer Dome Western Areas Joint Venture, South Deep Gold Mine, is located in South Africa.

- Placer Dome's (PD) main business is gold mining, producing 3.5 million ounces of gold in 2003. PD also produces copper and silver. PD's 14 worldwide operations span South Africa, Papua New Guinea, Australia, USA, Canada and Chile. In 2001, PD had an estimated 11,100 employees worldwide generating revenues of US\$ 1.3 billion and earnings of US\$ 180 million.
- Western Areas Limited invests in the gold mining and exploration industry.
- Placer Dome and Western Areas formed a 50/50 joint venture to operate the South Deep (SD) gold mine in South Africa. In 2001, SD employed 4,700 employees and 1,700 contractors and produced 340,000 oz of gold, thereby generating US\$ 94 million in revenues. SD's production is expected to increase to 700,000 oz by 2007.

Business Case

South Deep implemented its HIV/AIDS programme to address both the economic impacts associated with their estimated 30% prevalence, as well as to reduce the burden of HIV/AIDS on employees, their families and other stakeholders.

- In 2002, UNAIDS estimated a 20% adult HIV/AIDS prevalence in South Africa. South Deep has **not conducted an un-linked anonymous prevalence assessment** and has **not conducted a site-specific economic impact assessment**.
- In 2000, SD commissioned AIDS Management and Support to perform an HIV/AIDS risk analysis. The report projects a **2002 HIV/AIDS prevalence of 30%**. The projected **economic impact** is based on SD's demographics and data from comparable populations. In 2002, SD commissioned the Health Monitor Company to perform an updated economic impact assessment.
- In 2001, SD commissioned a **Knowledge, Attitudes and Practices (KAP)** assessment. This survey assessed 170 general workers and 16 supervisors, which **corresponds to 4% of all workers**. The results from this survey were used to adjust the education and training programmes. The survey demonstrated that **80% of workers lived in hostels**, and that **36% of workers had a spouse living in another region** – the study asserts that this increases the likelihood of workers engaging in higher risk activities.
- Although deaths in service and ill-health retirements are tracked by human resources, HIV/AIDS related occurrences were not tracked until 2002. For the first nine months of 2002, there was an annualized **HIV/AIDS related death in service rate of 9 per 1,000 employees per year**. For the same time period, there was an annualized HIV/AIDS-related ill-health retirement rate of **18 per 1,000 employees per year**.
- SD has established a **2002 HIV/AIDS programme budget** of US\$ 240,000, which corresponds to **US\$ 51 per employee per year**. This budget is allocated as follows: home-based care (48%), prevention (29%), community outreach (16%), administration, assessment and monitoring (7%).

Programme Description

South Deep has worked with its unions to develop and implement prevention, voluntary counselling and testing, wellness, and home-based care programmes.

- In both 2000 and July 2002, South Deep developed an HIV/AIDS policy and signed it with both labour unions.
- South Deep's prevention and awareness programme includes events, induction training, peer educators, condom distribution and syndromic sexually transmitted infection (STI) treatment.
- South Deep has provided free Informed Consent Voluntary Counselling and Testing (ICVCT) services to all employees and partners since 2002.
- South Deep provides employees with care, support and treatment both at the workplace and in the communities where they re-locate after ill-health retirement.

Programme Evaluation

South Deep established an HIV/AIDS committee to drive, implement, monitor and evaluate the SD HIV/AIDS programme. The group, which meets monthly and is composed of representatives from health, sustainable development, labour and the project coordinator. The programme coordinator prepares monthly project reports for review by the manager of sustainable development.

South Deep has established the following future plans: (1) intensifying education; (2) training and deploying peer educators; (3) increasing VCT uptake; (4) providing anti-retrovirals to prevent mother to child transmission; (5) providing a sustainable wellness programme; (6) training and deploying a peer educator programme.

Programme description

Policy

In both 2000 and July 2002, South Deep developed an HIV/AIDS policy and signed it with both labour unions.

- **Non discrimination:** (1) employees will not be dismissed on the grounds of their HIV status; (2) employees will undergo a medical exam before starting employment, but the exam does not include an HIV test and hiring decisions will not utilize an HIV assessment.
- **Confidentially and disclosure:** (1) employees are not required to disclose their status; (2) if their status is disclosed, it cannot be disclosed to others without written consent.
- **Benefits:** (1) all employees have free access to mine health facilities and HIV/AIDS treatment; (2) dependants are not eligible for HIV/AIDS treatment unless the employee contributes on behalf of his/her dependants to the company medical scheme.
- **Ill-health retirement:** (1) when an employee is deemed too ill to perform his/her current work, the company will follow statutory guidelines, agreements and procedures regarding ill-health retirement due to incapacity; (2) the occupational medical practitioner will perform the initial assessment; (3) if the employee disagrees with the opinion, s/he can obtain a second opinion from a registered medical practitioner at the employee's expense.
- **Contractors:** there is no explicit HIV/AIDS policy for contractors.

Prevention

South Deep's prevention and awareness programme includes events, induction training, peer educators, condom distribution and syndromic STI treatment.

- The mine participates in regular awareness events. For example, South Deep participated in World AIDS Day in 2001 and launched their voluntary testing and counselling and wellness programmes at World AIDS Day in 2002. The 2002 event had more than 2,000 employees and families in attendance.
- All new employees and employees returning from annual leave undergo **induction training** which includes an HIV/AIDS component. The HIV/AIDS component is offered in **five languages** and taught by two training officers. The **audience participation** course covers the following **topics**: (1) South Deep's HIV/AIDS policies; (2) description of HIV/AIDS and common STIs and how they are transmitted, (3) facts to dispel common misunderstandings and myths; (4) methods on how to prevent transmission. Subsequent training sessions are adapted based on gaps identified in earlier training sessions. The training **programme aims to train 80% of South Deep's employees each year**. In the first quarter of 2001, the programme trained about 28% of workers.
- **Peer educators** were trained in mid-2002 through an external provider. After a quality check, the peer educator skills were deemed to be insufficient, and SD cancelled the training to switch trainers and methodologies. Later this year the programme will restart by "training the trainers" who will then educate the bulk of SD's peer educators. They have a goal of a 1:50 ratio.
- **Male and female condoms** are obtained for free from the state department of health and are distributed through workplace dispensers and peer educators. In the first six months of 2002, South Deep distributed 157,000 condoms, which corresponds to **4.1 per employee and contractor per month**. SD currently does not distribute branded condoms.
- **Syndromic treatment of STIs** is available to employees for free through the company clinic. In 2001, the clinics treated **21 cases per 100 employees**. In the first nine months of 2002, the annualized treatment rate was **16 cases per 100 employees**. South Deep believes that this decline is partially driven by the effectiveness of the prevention programme.

Programme description (...continued)

Prevention (...continued)

- **Community-based prevention interventions** - South Deep is an active contributor to the Westonaria, Randfontein & Poortjie (WRAP) community project. This partnership includes stakeholders from mining companies, local and provincial governments and the communities being served. This project focuses on training commercial sex workers as peer educators. These peer educators, who **receive a stipend** of US\$ 25 per month from the government, **distribute male and female condoms** as well as hold **regular education sessions**. In 2002, there were **88 trained** and **61 active commercial sex workers acting as peer educators**. In the first six months of 2002, the peer educators held information or training sessions for an average of 700 men and 885 women per month. They also distributed an average of 19,000 male condoms and 316 female condoms per month for free. After tracking the statistics after the first quarter, the programme identified that the peer educators were **not successfully marketing female condoms**. After **adjusting the message**, the average number of female condoms being distributed increased more than ten times from 85 in January 2002 to 930 in June 2002.

Voluntary Counselling and Testing

In August 2002, South Deep signed an agreement with labour to provide access to **Informed Consent Voluntary Counselling and Testing (ICVCT)** services for free. This service was **officially launched at SD's World AIDS Day observance on 30 November 2002**.

Care, Support and Treatment

South Deep provides employees with care, support and treatment both in the workplace and in the communities where they relocate after ill-health retirement.

- In August 2002, South Deep signed an agreement with labour to provide access to wellness services. These services were officially launched at SD's World AIDS Day observance on 30 November 2002 and are described in the "Supporting Documents" section of this case study.
- **Home-based care** is provided through a service level agreement with The Employment Bureau of Africa (TEBA). The service provides: (1) **palliative care** for the dying with links to **primary care**; (2) assistance for families in bereavement to **access welfare support for both the incapacitated terminally ill person and the orphans that are left behind**. The service was launched in January 2002, and South Deep is working with TEBA to validate that its ill-health retirees are receiving the services mandated by the agreement.
- In addition to the partnership with TEBA, South Deep will also work with municipal authorities to ensure that ill-health retirees have reasonable access to required services including: (1) water; (2) sanitation; (3) clinics and hospitals.
- In addition to these services, **one dependent designated by the employee** will gain access to **job training** for either the **informal entrepreneurial economy** (e.g. chicken farming) or to join the **formal economy** (e.g. skilled trade required for mining). Although the programme has not yet trained any dependants of HIV/AIDS-related ill-health retirees, it will be an **extension of South Deep's existing retrenchment training** programme – the CARE project.

Case-specific HIV/AIDS Resources

Documents

[South Deep and Labour Agreement – HIV/AIDS Policy \(2002\)](#)

[South Deep and Labour Agreement – HIV/AIDS VCT and Wellness \(August 2002\)](#)

[Knowledge Attitudes and Practices \(KAP\) Assessment \(March 2002\)](#)

Contacts

Placer Dome

Keith Ferguson
Senior Vice-President, Sustainability
Tel.: +1 604 661 1916
E-mail: keith_ferguson@placerdome.com

Placer Dome Western Areas Joint Venture –
South Deep Mine

Patrice Gilbert
Vice-President, Human Resources
E-mail: patrice_gilbert@placerdome.com

Phillip von Weilligh
Manager, Sustainable Development
Tel.: +27 11 411 1155
E-mail: pavwiell@southdeep.co.za

Maxwell Bolani
HIV/AIDS Coordinator
Tel.: +27 11 411 1282
E-mail: mbolani@southdeep.co.za

AIDS Education and Training

Sharon White
Tel.: +27 11 726 1495
E-mail: aidssharon@global.co.za

AIDS Management and Support

Dr Clive Evian
Director
Tel.: +27 82 456 3717
E-mail: drclive@icon.co.za

This case study uses the following exchange rate: 10 South African Rands to 1 United States Dollar.

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World Economic Forum
91-93 route de la Capite
CH-1223 Cologny/Geneva – Switzerland
Telephone +41 (0) 22 869 1212
Fax +41 (0) 22 786 2744
E-mail: globalhealth@weforum.org
www.weforum.org/globalhealth

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