



Business Responds to AIDS (BRTA)

Centers for Disease Control and Prevention

BUSINESS
RESPONDS
TO AIDS



CENTERS FOR DISEASE
CONTROL AND PREVENTION

LABOR
RESPONDS
TO AIDS

AIDS is Your Business Too



- Despite initially promising new treatments, HIV/AIDS remains incurable and potentially life-threatening
- At the August 2001 National HIV Prevention Conference, CDC officials reported that the decade-long decline in numbers of new AIDS cases and deaths per quarter has ceased
- Of the more than 40,000 new HIV infections that occur in the U.S. each year, an estimated 50 percent are in individuals age 25 and younger - the workforce of the future



- More than half of U.S. companies with over 750 employees, almost one third of companies with 250 to 749 employees, and about 1 in 16 smaller employers have reported cases of HIV infection or AIDS among their work force
- The lifetime cost of treating someone with AIDS is estimated to be about \$154,000
- 73% of working Americans surveyed feel that their employers should offer a formal workplace AIDS education initiative¹

1. "Employee Attitudes About AIDS, 1998, A National Survey: What Working Americans Know and Think about HIV/AIDS," summary of data reported by Opinion Research Corporation International for the National AIDS Fund, November 1997.

The Goals of BRTA



- Reduce complacency about the need for HIV/AIDS awareness and prevention in the workplace
- Lessen stigma associated with HIV/AIDS
- Help businesses to abide by workplace laws and OSHA regulations and to manage return-to-work issues
- Leverage the workplace and its employees to reach populations disproportionately affected by HIV
- Encourage increased corporate philanthropy for HIV/AIDS
- Address the devastating impact of AIDS on developing nations



The Program



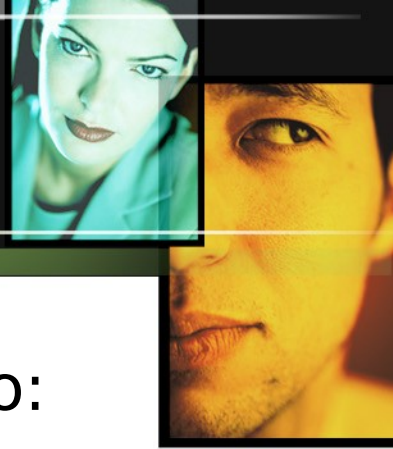
- Aid with a written workplace policy that complies with federal, state, and local laws and describes the parameters of legal and other workplace issues regarding HIV/AIDS
- Training for managers and supervisors regarding HIV/AIDS in the workplace
- Employee HIV/AIDS education
- Education for employees' families, either via the employee or directly from the employer to the family
- Community service, volunteerism, and philanthropy efforts for HIV/AIDS

The Tools and Resources



- The BRTA Manager's Kit
- Business and Labor Resource Service
- Other materials (fact sheets, brochures)

Your Business and BRTA



- Programs help business and labor leaders to:
 - Avoid liability under the Americans with Disabilities Act, Family Medical Leave Act, and OSHA, while protecting their companies from potential financial losses and public relations problems
 - Prevent new HIV infections in their employees
 - Educate employees on modes of HIV/AIDS transmission and use of universal precautions, which also helps to reduce stigma, discrimination, and fear
 - Through education, save money in lost productivity, legal exposure, and benefits claims



Fighting HIV/AIDS on a Larger Scale through Business



- Corporate philanthropy and community service activities reach those outside of the business world
- Family education through employers reaches youth at risk, minorities, and other underserved populations
- Through the foreign offices of global and multi-national businesses we can address AIDS in developing nations on a local level

Implementing a HIV/AIDS Workplace Program



- For further information on workplace programs, please refer to your BRTA materials, contact the Business and Labor Resources Service at 800-458-5231, or visit our Web site at <http://www.hivatwork.org>.