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Business Meeting [1]

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Is your Workplace Prepared?

HOME | BRTA/LRTA
IN ACTION

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*helping Business & Labor respond to HIV/AIDS in the workplace*

National Business and Labor Awards for Leadership on HIV/AIDS

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Large Business ▲

LEVI STRAUSS & Co.



Levi Strauss & Co. is the world's largest manufacturer of brand-name apparel. Its products are sold in more than 60 countries and it employs about 37,000 people worldwide. Levi Strauss wins the award for excellence in HIV/AIDS workplace programs by a large business.

Levi Strauss began formulating a comprehensive corporate response to HIV/AIDS in 1982. Embracing the philosophy that the best way to address AIDS is to understand it, the company was one of the first businesses in the world to implement a workplace policy on HIV/AIDS and an AIDS education program for its employees and managers. Levi Strauss's policy stresses nondiscrimination and confidentiality with respect to HIV/AIDS. Employees with HIV/AIDS are entitled to a full range of company benefits.

New employees attend an HIV/AIDS education session during their orientation, and supplemental HIV/AIDS education for all employees and managers is provided on company time. A company-produced video and supporting written materials about HIV/AIDS were developed in 1985 and are available at all Levi Strauss facilities around the world, with translation into the primary local language where appropriate.

The employee education curriculum was followed up in 1991 by a second video and set of supporting materials aimed at helping employees talk with their families and community organizations about HIV/AIDS. This program is available in both Spanish and English at all Levi Strauss facilities in the United States.

In response to the alarming spread of HIV/AIDS in Asia, Levi Strauss launched the Asia Pacific AIDS Initiative in January 1996 to educate managers on the business rationale for addressing HIV/AIDS, the transmission and treatment of HIV/AIDS, and the management of work groups that include one or more employees who are living with HIV/AIDS. An HIV/AIDS prevention brochure was translated into six Asian languages and distributed to all affiliate employees.

Levi Strauss managers sit on committees of the National AIDS Fund (formerly the National Leadership Coalition on AIDS) and the San Francisco Mayor's Return-to-Work Task Force, shaping policies concerned with employees returning to work after HIV/AIDS-related absences. The company recently hosted a National AIDS Fund conference for corporate employers on return-to-work issues, focused on reintegrating employees who have HIV/AIDS into the workplace, educating other employees and managers about the needs of returning employees, and providing health care benefits and making reasonable accommodations for employees who have HIV/AIDS.

Since 1985, the company and the Levi Strauss Foundation have contributed more than \$15 million to support HIV/AIDS programs around the world. Senior company executives have spoken at international AIDS conferences about the importance of workplace HIV/AIDS education programs. Levi Strauss's corporate response to AIDS has become a model for other businesses and the subject of an ethics case study taught at the Harvard Business School.

Small Business ▲

SAILOR'S VALENTINE GALLERY

The Sailor's Valentine Gallery in Nantucket, Massachusetts, is a small, woman-owned business that has an international collection of contemporary fine art, folk and outside art, antiques, and artifacts. The commitment of gallery owner Carolyn Walsh to HIV/AIDS community service, volunteerism, and



philanthropy has earned the gallery the small business award for leadership on HIV/AIDS.

Nantucket, an island located 30 miles off the coast of Cape Cod, ranks fourth in the state of Massachusetts for the number of reported AIDS cases per capita. In 1989, the Nantucket AIDS Network was a fledgling organization that was committed to providing services for people living with or at risk for HIV/AIDS and to providing prevention education, workplace AIDS awareness programs, and other outreach services to the local population. The Network, however, lacked resources.

After reading an article in the local newspaper about the impact of AIDS on Nantucket and the Network's efforts to raise funds to provide HIV/AIDS services, Ms. Walsh offered to make the Network the beneficiary of her gallery's silent art auction, held annually to benefit a local charitable organization. That was the beginning of a relationship that over the past eight years has helped to raise a million dollars for HIV/AIDS programs and services on Nantucket. Since 1992, Ms. Walsh has coordinated the Network's largest fundraising effort, a gala benefit auction. Her gallery is the headquarters for the planning of this event. The job descriptions of gallery staff members specify that participation in organizing the Nantucket AIDS Network benefit event is a job requirement, and each prospective staff member's commitment to making the event a success is a factor in hiring decisions.

Funds raised with the support of the Sailor's Valentine Gallery have enabled the Nantucket AIDS Network to provide affordable housing for people with AIDS, offer transportation to the mainland for specialist medical care, hire a full-time executive director, and centralize all of its services at one site. The gallery's commitment to community service, volunteerism, and philanthropy has been instrumental in making the Nantucket AIDS Network a model program that is a recognized leader in HIV/AIDS care.

Labor Union ♦

NATIONAL BASKETBALL PLAYERS ASSOCIATION

The National Basketball Players Association, a labor union representing the 400 professional athletes of the National Basketball Association (NBA), is the recipient of the award for excellence in HIV/AIDS



workplace programs by a labor group or union.

In 1991, in response to the news that well-known basketball player Earvin "Magic" Johnson was living with HIV, the Players Association created a partnership with the Johns Hopkins School of Public Health to produce the Winning Against AIDS program, a comprehensive education program for members and their families as well as for youth in communities where NBA players live and work. Winning Against AIDS, now led by current and former Hopkins professionals through the non-profit organization Mosaic Health, has to date reached more than 1,000 professional basketball players and their families, as well as 2,000 young people.

The Association, in collaboration with the NBA, has adopted policies that protect the rights of basketball players with HIV to compete in the NBA and provide for infection control that conforms to Occupational Safety and Health Administration standards. The infection control policy is now adhered to by the trainers and physicians of all 29 NBA teams. These policies led to the successful return of Magic Johnson to the NBA in the 1995-96 season.

Retired basketball players who now work for the Players Association as Field Representatives, as well as other Association leaders, receive training in HIV/AIDS issues. With an HIV/AIDS physician and a person living with AIDS, the trained Field Representatives lead mandatory annual training seminars for NBA players. These seminars cover the difference between HIV and AIDS, myths about HIV transmission, and many other issues. Brochures and audio and videotapes about HIV/AIDS are made available for players and a telephone hotline responds to general inquiries and provides information about HIV counseling and testing.

Evaluations of the training program demonstrate that participants are knowledgeable about HIV/AIDS, have supportive attitudes toward people living with HIV/AIDS, and have improved their personal practices to prevent HIV infection. Six years after Winning Against AIDS was established, 97 percent of players surveyed say that they find the program useful and 94 percent say that they share the information they learn with others.

Winning Against AIDS also runs seminars for players' wives and significant others that emphasize communicating with children about HIV/AIDS. Wives of retired players have been trained as co-educators. Their participation has increased interest in this voluntary component of the program, which now involves 75 percent of NBA players' wives and significant others.

Educational programs for young people have been

conducted in six cities in the United States and the Bahamas, and have reached more than 2,000 boys and girls ages 12 to 16. Evaluation of these programs has identified improvements in HIV-related knowledge, attitudes, and practices among participating youth.

Organization ▲

HAWAII INDUSTRY VENTURE



The Hawaii Industry Venture is a voluntary coalition of business leaders that was formed in 1994 with the specific goal of promoting HIV/AIDS awareness and prevention in Hawaii workplaces. It is the winner of the award for excellence in HIV/AIDS workplace programs by an association, nonprofit group, or other organization that does its work in a business or labor setting.

The founders of the Venture recognized a need for workplace HIV/AIDS education that was not being met by existing HIV/AIDS prevention programs and set out to fill the gap.

In less than three years, Venture members have spoken directly with more than 1,000 employees at workplaces ranging from a rock quarry to a café; addressed more than 1,300 employers through professional organizations such as the Rotary Club; participated in six media events that generated newspaper, radio, and television coverage of workplace HIV/AIDS awareness programs; and distributed about 1,500 Venture-produced HIV/AIDS fact sheets, 2,400 HIV/AIDS brochures produced by other organizations, and 12,500 red HIV/AIDS awareness ribbons.

Venture volunteers have made a special effort to educate employers about the importance of instituting specific HIV/AIDS workplace policies and education programs. For example after Venture members had held several meetings with the leadership of a local bank, the bank decided to contract with a local health maintenance organization to provide HIV/AIDS awareness education to its 2,500 employees.

The Venture also has worked with other community organizations on HIV/AIDS awareness events, including working with the Bishop Museum in Honolulu to promote a

traveling HIV/AIDS exhibit and arranging for museum staff to receive appropriate training. Every year the Venture serves as a conduit for media coverage of World AIDS Day events.

To date, 29 business leaders representing 26 companies have been involved with the Venture. The group's board of directors comprises eight business leaders and three HIV/AIDS professionals.

The Venture receives financial support from in-kind donations by its members and the Hawaii Community Foundation. Its operating expenses are low because it is committed to remaining a loosely organized volunteer coalition. A part-time consultant helps to facilitate the group's activities and continuing education efforts.

Manager or Labor Leader Training ▲

IBM CORPORATION



International Business Machines Corporation (IBM) is a global information technology company with 230,000 employees and customers in 163 countries. The programmatic award for manager training recognizes the company's efforts to educate its own managers about HIV/AIDS, and IBM's global leadership role in the development of HIV/AIDS policy and practice guidelines for businesses and labor groups.

IBM was one of the first large multinational companies to take a global leadership position on HIV/AIDS. The company helped to establish the National Leadership Coalition on AIDS (now part of the National AIDS Fund) and served on the coalition's board from 1987 to 1995. An IBM official served on the World Health Organization consultative group that in 1988 developed AIDS policy and practice guidelines for businesses and labor groups worldwide. In 1994, IBM was instrumental in arranging for the United States Council for International Businesses to bring together a group of large multinational companies to help mount a global response to AIDS.

In 1985, IBM's corporate medical department issued a position statement on HIV/AIDS, pledging that employees with HIV/AIDS would be treated in the same manner as employees with any chronic disease: afforded privacy, permitted to work if able to perform the job, eligible for all company benefits including medical disability, and provided with management support to be productive. IBM's employee benefit plans have always provided full coverage

for employees and dependents with HIV/AIDS.

In 1987, the company's top management endorsed a three-point strategic framework for IBM's response to the HIV/AIDS epidemic, committing the company to provide assistance to employees affected by HIV/AIDS, accelerate education programs aimed at HIV/AIDS prevention, and support external programs to control and cure AIDS.

The company mandated a briefing on HIV/AIDS for its 22,000 managers and published articles on HIV/AIDS in its management newsletter, which is distributed worldwide. A comprehensive employee education program was implemented to convey information about HIV/AIDS to IBM staff. A special edition of "IBM Think" magazine devoted to HIV/AIDS was distributed to all of the company's active and retired employees, and employees' family members worldwide.

IBM's occupational health staff have made presentations about HIV/AIDS and led question-and-answer sessions for employees at many company work sites. In addition, a videotape on HIV/AIDS was made available for employee's home use.

At an early stage in the implementation of its HIV/AIDS awareness program, IBM conducted a systematic, random survey of about 3,000 employees and managers to assess understanding of HIV/AIDS issues. A follow-up survey conducted 18 months later found a two- to three-fold increase in survey respondents' self-assessed understanding of HIV/AIDS issues and willingness to work with employees who have HIV/AIDS.

IBM also has been actively involved in HIV/AIDS philanthropy, contributing more than two million dollars to a variety of research and service organizations between 1986 and 1996.

Employee and Worker Education ▲

**POLAROID
CORPORATION**

Polaroid

Polaroid Corporation designs and markets instant photographic cameras and films as well as digital imaging equipment; it employs 10,000 people worldwide. Polaroid is the winner of the programmatic award for excellence in the implementation of an HIV/AIDS employee or member education program.

Since 1988, all of Polaroid's employees in the United

Gary
Dicamillo
CEO

States have attended four-hour HIV/AIDS awareness sessions, and many of its overseas employees have been educated as well. An AIDS Information Office provides HIV/AIDS information and employee counseling. Information also is available via a telephone hotline that is available to all employees and is updated monthly. Articles about HIV/AIDS appear regularly in the company newsletter and the company library has an AIDS resources section that includes books and videotapes that employees may borrow.

Polaroid's position statement on HIV/AIDS, issued in 1988, commits the company to providing full benefits to employees with HIV/AIDS and to making reasonable accommodations to enable employees with HIV/AIDS to work as long as they are capable of doing so. All employees are reminded of this position statement at regular intervals.

The company, headquartered in Cambridge, Massachusetts, was a founding member of the New England Corporate Consortium for AIDS Education. Polaroid developed an employee guide to HIV/AIDS and a supervisor's manual, both of which it donated to the consortium. Hundreds of U.S. companies have distributed copies of these education materials to their employees.

Polaroid's medical department provides voluntary, confidential HIV antibody testing for employees, and the counseling department offers support groups for employees who have HIV/AIDS or who are caring for a family member with HIV/AIDS.

In 1995, in collaboration with the Centers for Disease Control and Prevention, Polaroid conducted an assessment of its employee AIDS education program. An employee survey found that Polaroid employees were significantly better informed about HIV/AIDS and had more positive attitudes toward people living with HIV/AIDS than did the general public or employees in other workplaces.

Polaroid was an early member of the National Leadership Coalition on AIDS (now the National AIDS Fund). It has sponsored two displays of the AIDS memorial quilt in Boston and has organized on-site World AIDS Day events such as presentations by local HIV/AIDS organizations. In 1995, the company produced a video news release on AIDS as a public service.

The company also has promoted HIV/AIDS education for families by creating and distributing a family AIDS education kit and offering HIV/AIDS awareness sessions for families both on-site and at schools and places of worship attended by Polaroid employees and their families.

Polaroid and its corporate foundation have supported more than 100 HIV/AIDS organizations since 1985 and the company encourages its employees to volunteer for HIV/AIDS service organizations.

Family Education ▲

UNUM LIFE INSURANCE COMPANY OF AMERICA



UNUM.

UNUM is the nation's leading provider of disability insurance and a leading provider of group life insurance, long-term care insurance, special risk insurance products, and employee benefit plans. The company and its affiliates employ 6,700 people and operate in North America, the United Kingdom, and the Pacific Rim. UNUM's commitment to providing HIV/AIDS education to its employees' families has earned it the programmatic leadership award in the family education category.

UNUM began to offer regular employee education on HIV/AIDS 10 years ago and recognized early the importance of providing similar education messages to members of employees' families. HIV/AIDS issues are regularly discussed in the company's health promotion newsletter which, because it is mailed to employees' homes, also reaches other family members.

The company designed and produced an HIV/AIDS education coloring book for children that provides factual information about HIV/AIDS in a format that is attractive and understandable to youngsters. UNUM also has invited local high school students to take part in round table discussions on adolescent sexuality and AIDS. These sessions are intended to help parents communicate more effectively with their children about sexuality and HIV/AIDS prevention.

Since 1987, the UNUM Foundation has given more than \$600,000 to support HIV/AIDS initiatives, including the development of a student-centered approach to HIV/AIDS education and prevention that has been adopted at 19 schools throughout Maine, a Youth in Action Against AIDS program, and a series of videotapes intended to teach parents how to talk to children of various ages about HIV/AIDS.

UNUM's policy on HIV/AIDS in the workplace commits the company to providing equal treatment for applicants and employees who have HIV/AIDS, educating employees

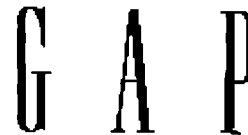
about HIV/AIDS prevention, making reasonable accommodations to enable employees with HIV/AIDS to continue to work as long as they are able, and protecting the privacy of employees who disclose that they have HIV/AIDS.

An HIV/AIDS information booth staffed by UNUM health promotion and medical staff and featuring a wide variety of educational materials and resources, including the children's coloring book, has visited each of UNUM's 12 work sites. HIV/AIDS brochures and videotapes are available to employees and their family members at no charge through the company's health promotion program.

UNUM has twice sponsored displays of the AIDS memorial quilt in Portland, Maine, where the company is headquartered. The company has provided financial and personnel support to the Maine Community AIDS partnership and encourages its employees to volunteer for HIV/AIDS-related service programs.

Community Service and Volunteerism ▲

GAP, INC.



Gap, Inc., is a specialty retailer of casual apparel, accessories, and personal care products for men, women, and children. The company employs about 70,000 people and operates 2,000 stores in the United States, Canada, Europe, and Japan. Gap receives the programmatic award for excellence in the implementation of a workplace-based program of community service, volunteerism, and philanthropy related to HIV/AIDS.

In 1996, more than 35,000 Gap employees took part in AIDS Walks in more than 40 locations around the world, helping to raise more than \$250,000. Gap was the grand sponsor of San Francisco's 10th annual AIDS Walk; and the company's team of more than 1,000 employees was the largest corporate team to participate in the New York City AIDS Walk.

In 1997, Banana Republic (one of Gap's three brands) was a gold-level sponsor of the National AIDS Ride, and at least 20 employees have cycled in regional AIDS rides across the country.

In San Francisco, 12 Gap employee volunteers deliver meals weekly to homebound people living with HIV/AIDS through Project Open Hand. In four years, these volunteers have provided meals to more than 3,000 people. In addition, Gap employees help out three days a month at

the Project Open Hand food bank in San Francisco, bagging and distributing food. Two employees also serve on Project Open Hand's board of directors.

In New York City, 25 Gap employees deliver meals to homebound people living with HIV/AIDS and the Gap Foundation made a grant toward the production costs of a nutrition guide for pregnant women, infants, and children who are living with HIV/AIDS. In December 1996, employees of the company's New York sewing room made holiday stockings and filled them with gift items for children with HIV/AIDS who are residents of a children's center in Harlem.

In Los Angeles, San Francisco, and New York, Gap has used its store window displays to promote AIDS walks and other fundraising events to customers and has provided registration cards for the events at check-out counters.

The company marks World AIDS Day every year by distributing information to all of its headquarters employees that explains its commitment to HIV/AIDS issues and suggests ways for employees to become involved. Several employees serve on the Headquarters AIDS Response Team that reviews grant applications from HIV/AIDS service organizations and makes funding recommendations to the Gap Foundation.

Since 1990 Gap and the Gap Foundation have contributed more than \$1.4 million to nonprofit HIV/AIDS service organizations. These contributions have supported meal programs, home and hospice care, and advocacy for people with AIDS. Also since 1990, the company has matched more than \$440,000 in employee donations to AIDS service organizations. In 1995 and 1996, employees participating in Gap's annual workplace giving campaign made more pledges to HIV/AIDS programs than to any other cause.



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