



Cambodia Business Coalition on AIDS (CBCA)

Strategic Framework & Operational Plan 2011-2013

June 2011

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Preface

Over the last 20 years, many developing countries, particularly in Asia and Africa, have been threatened by the spread of HIV. Around 85% of people living with HIV globally are at their most productive working age. In Cambodia in 2011 there are more than 5, 3100 people living with HIV (NAA 2011). One or more of these persons could be working in your workplace. Or they could be a family member of one of your staff members.

Furthermore, stigma and discrimination due to fear and a lack of knowledge about HIV/AIDS places the biggest impact upon a business. This lack of knowledge results in negative rumors, isolation and workplace conflict. Leadership from management can solve this problem by establishing and communicating a workplace policy on HIV/AIDS and by providing education and awareness to employees.

More severe discrimination has occurred where the person thought to have HIV has been forced to leave the workplace, or the person has left voluntarily due to the growing discrimination. Managers can assist in making the workplace a more comfortable environment, not only for people living with HIV/AIDS but for all employees.

Cambodia Business Coalition on AIDS (CBCA), with the support of the Asia Pacific Business Coalition on AIDS (APBCA), the Garment Manufacturers' Association in Cambodia (GMAC) and Cambodian Federation of Employers and Business Associations (CAMFEBA), can help your workplace address HIV/AIDS issues. This strategic plan will guide CBCA in supporting the business community to address HIV/AIDS issues in the workplace.

Get involved now to protect your staff! Please consult CBCA. Mr. CHUN Bora, Executive Director, by phone: (855) 016 666 412/068 666 559/012 909 968 or email: ed@cbca-cambodia.org or Mr. NETH Khem Nong, Business Development Executive, by phone (855) 016 666 402/012 970 318 or email: bde@cbca-cambodia.org or Ms. Eat Sopheak, Senior Trainer, by phone: 016 666 419/012 337 660 or email: sopheak@cbca-cambodia.org.

For more information please visit our website: www.cbca-cambodia.org.

Phnom Penh, June 2011



CHUN Bora
Executive Director
Cambodia Business Coalition on AIDS (CBCA)

Background

The prevalence of HIV in Cambodia is among the highest in Asia. In 1998, approximately 2.6% of Cambodian adults were living with HIV. Due to action taken by the Cambodian Government and its partners including business sectors to manage and prevent the HIV epidemic, the country has avoided a major public health disaster. Today, the number of Cambodians living with HIV has declined to 0.7% of the adult population (51,200 people). While this is an incredible achievement, the global experience has shown that unless prevention initiatives are continued, the HIV epidemic will return.

The Cambodia Business Coalition on AIDS (CBCA) has played a critical role in providing technical assistance and capacity building training to Cambodia's business community/sector. Through CBCA assistance, the business sector has been able to contribute to the national effort in scaling up the response to HIV/AIDS in Cambodia.

About Cambodia Business Coalition on AIDS (CBCA)

The Cambodia Business Coalition on AIDS "CBCA" was launched in June 2007 by a group of business people committed to protecting the health and wellbeing of Cambodia's employees in response to the country's HIV and AIDS epidemic. CBCA's formation was formally endorsed by the Royal Cambodian Government on the 1st of November, 2006, by His Excellency, Sor Kheng, Deputy Prime Minister and Minister of Ministry of Interior.

CBCA delivers programs and services to assist the business community develop and implement workplace policies and programs that educate and train companies about HIV and AIDS. The focus of the training is on reducing the impact of HIV on employees, the communities in which it operates and ultimately the company's bottom line.

Vision

To harness the power of the Cambodian business community to develop, support and implement policies and programs for the prevention, care and treatment of employees living with HIV and AIDS in Cambodia.

Mission

To safeguard the private sector workforce and their families from HIV/AIDS and ensure workplaces are free from HIV-based stigma and discrimination and sympathetic towards HIV/AIDS related issues such as sexually transmitted infections (STIs), tuberculosis (TB) and reproductive health.

Purpose

CBCA will work with businesses to:

- Ensure awareness of government HIV legislation requiring the creation of HIV workplace committees, policies and programs;
- Work with companies to establish workplace committees with responsibility for overseeing the implementation of HIV policies and programs;

- Deliver programs and policy training which increase knowledge of HIV issues, reduce stigma and discrimination, influence changes in employee behavior and refer employees to treatment, care and support services;
- Assist workplaces that promote the health and wellbeing of employees living with HIV or TB; and
- Promote employee health and wellbeing within the Cambodian business community.

The National Strategic Direction on HIV and AIDS, 2011-2015: Role Relevance for the Private/Business Sector

The National Strategic plan for a Comprehensive & Multi-Sectoral Response to HIV/AIDS, 2011-2015 (NSP III) has three following goals:

- 1) To reduce the number of new HIV infections through scaled targeted prevention;
- 2) To provide care and support to people living with and affected by HIV and AIDS; and
- 3) To alleviate the socioeconomic and human impact of AIDS on the individual, family, community and society.

The strategy of direct relevance to businesses responses to HIV/AIDS is

Strategy 4: Ensure effective leadership and management by government and other actors for implementation of the national response to HIV and AIDS, at national and sub-national levels.

The role for business in the Cambodian government's strategic HIV plan is:

Objective 5: To improve the capacity and involvement of private sector institutions for delivery of targeted and sustainable HIV programs.

In 2006, the Ministry of Labour and Vocational Training issued Prakas 086 stipulating that all workplaces with eight or more employees must have an HIV Committee to oversee implementation of the company's HIV workplace program. The following 5 points are the strategic foci of the government strategy, relevant to business:

Strategic focus:

- Strengthen the enforcement, implementation and monitoring of relevant Prakas and guidelines.
- Increase the involvement and financial commitment of senior business leaders and owners in HIV and AIDS workplace programs;
- Improve CBCA's capacity to deliver a strategy that builds corporate responsibility for sustainable HIV programs in local businesses and agents of international companies;
- Prioritise the implementation of HIV workplace programs with key sectors considered to have workers at greatest risk of HIV transmission, e.g. entertainment, infrastructure development and garment factory industries;
- Implementation of health programs which increase the private sector's commitment to reducing the national HIV prevalence, for example reproductive health education, STI and TB prevention.

CBCA Strategic Framework 2011-2013

In accordance with the goals of the current national strategy, to guide its operation, CBCA adopts the following goals and strategies for 2011-2013.

Goal:

CBCA will contribute to the current national HIV/AIDS strategy through 3 main goals:

- To reduce the number of new HIV infections within the private sector
- To provide care and support to people living with and affected by HIV/AIDS by providing information on community service providers; and
- To alleviate the socioeconomic and human impact of HIV/AIDS on the individual, family, community in the private sector.

Strategies

Strategy 1: Promote the implementation of Prakas 086, the national legal and policy frame work

Strategy 2: Reinforce the need for investment by the private sector in the development and implementation of HIV, STIs and TB policies and programs in the workplace

Strategy 3: Strengthen CBCA's institutional capacity to represent the private sector and coordinate with international, government and civil society communities.

Strategic Objectives

Strategy 1: Promote the implementation of Prakas 086, the national legal and policy frame work

Strategic Objectives:

- 1.1. Promote the creation and strengthening of HIV/AIDS Committees in all sectors to develop and implement HIV/AIDS programs and policies
- 1.2. Promote the use of monitoring tools developed by CBCA and supported by UNAIDS by working in close collaboration with Department of Occupation Safety and Health (DOS) of Ministry of Labour and Vocational Training (MoLVT).
- 1.3. Assist companies to monitor their program's progress and evaluate the program's impact

Strategy 2: Reinforce the need for investment by the private sector in the development and implementation of HIV, STIs and TB policies and programs in the workplace

Strategic Objectives

- 2.1 Develop a competitive investment guide to ensure CBCA's programs are attractive to potential clients.
- 2.2 Identify and approach potential clients to sell CBCA's products and services
- 2.3 Ensure CBCA's programs deliver customised services with a high-level of quality.

Strategy 3: Strengthen CBCA's institutional capacity to represent the private sector and coordinate with international, government and civil society communities.

Strategic Objectives

- 3.1 *Strengthen CBCA internal capacity to absorb more funding and respond to the increasing requirement of its services*
- 3.2 Identify strategic opportunities for CBCA to participate in relevant national and international forums to represent the private sector's interest in HIV, STI and TB responses;
- 3.3 Strengthen networking and collaboration with APBCA to increase CBCA technical capacity and involvement in the regional network.

Guiding Principles

CBCA has adopted the key principles of the ILO Code of Practice on HIV/AIDS in the World of Work. The Code of Practice has been used by the Ministry of Labour and Vocational Training to guide the development of the Prakas 086 (2006) and Guidelines on HIV/AIDS in the workplace (2010).

- **Recognition of HIV/AIDS as a workplace issue:** HIV/AIDS are a workplace issue, and should be treated like any other serious illness/condition in the workplace.
- **Non-discrimination:** In the spirit of decent work and respect for the human rights and dignity of persons living with HIV/AIDS, there should be no discrimination against workers on the basis of real or perceived HIV status.
- **Gender equality:** The gender dimensions of HIV/AIDS should be recognized. Due to biological, socio-cultural and economic reasons, women are more likely to become infected and affected by the epidemic than men.
- **Healthy work environment:** The work environment should be healthy and safe for all concerned parties, to prevent transmission of HIV.
- **Social dialogue (workplace communications):** The successful implementation of an HIV/AIDS program requires cooperation and trust between employers, workers and their representatives and government. It should also involve workers infected and affected by HIV/AIDS.
- **No screening for purposes of exclusion from employment or work processes:** HIV/AIDS screening should not be required of job applicants or persons already in employment.
- **Confidentiality:** There is no justification for asking job applicants or workers to disclose HIV related personal information. Nor should co-workers be obliged to reveal such personal information about fellow workers.
- **Continuation of employment relationship:** HIV infection is not a cause for termination of employment. As with many other conditions, persons with HIV related illnesses should be able to work for as long as medically fit in available, appropriate work.
- **Prevention:** HIV infection is preventable. Prevention of all means of transmission can be achieved through a variety of strategies which are appropriately targeted to national conditions and culture sensitivity
- **Care and support:** Solidarity, care and support should guide the response to HIV and AIDS in the world of work. All workers, including workers with HIV, are entitled to affordable health services. There should be no discrimination against them and their dependants in access to and receipt of benefits from statutory social security programs and occupational schemes.

CBCA Operational Plan for 2011-2013

Strategy 1: Promote the implementation of Prakas 086, the national legal and policy frame work

Strategic Objectives 1.1: Promote the creation and strengthening of HIV/AIDS Committees in all sectors to develop and implement HIV/AIDS programs and policies									
Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Disseminate Prakas 086 (including HIV/AIDS Law & guidelines) to business community through all employer's networks	Copies of AIDS Law, Prakas, guideline are available/accessed by business companies	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	GMAC CAMFEBA	X	X	X	- Number of companies reached with the tools - Number of tools distributed
Include Prakas and relevant legal and policy issues in the CBCA training and ongoing program and outreach activities	Topics related Prakas 086, AIDS Law, and guidelines included in the training material	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA, LEVI/CARE, ILO	GMAC CAMFEBA APBCA	X	X		Topics related to Prakas 086, AIDS Law, and guidelines included in the training materials
Assist the establishment of HIV/AIDS committee in workplace (gender sensitivity) where they currently do not have one and have them registered	Work place HIV/AIDS committee established as prescribe by Prakas 086 and	Garment factories & other business sector	CBCA	LEVI/CARE*, ILO**	CWPD, MSI, CMK, Wing Wing Factory committee	X	X		- MoU signed - Number of HIV/AIDS Committee established and registered with MoLVT

with DoH/MoLVT	registered at MoLVT								
Provide technical support to committees about HIV/AIDS policy and program development and implementation.	- Meetings convened and HIV - Policy adopted and program developed and implemented	Garment factories & other business sector	CBCA	LEVI/ CARE, ILO	CWPD, MSI, CMK, Wing Wing Factory committee	X	X		Number of company with HIV/AIDS Policy and Program in place
Disseminate and monitor the implementation of HIV/AIDS policy in the workplace	Policy disseminated to workers by different practical mean in each workplace	Garment factories & other business sector	CBCA	LEVI/ CARE, ILO	CWPD, MSI, CMK, Wing Wing Factory committee	X	X		- Copy of policy disseminated - Different approaches in disseminating policy
Strengthen the capacity of workplace committees to implement workplace programs, including a effective workplace referral system	HIV/AIDS committees members trained and work plan on HIV/AIDS activities developed	Garment factories & other business sector	CBCA	LEVI/ CARE, ILO	CWPD, MSI, CMK, Wing Wing Factory committee	X	X		Number of HIV/AIDS committee members trained on HIV/AIDS prevention. Number of factories
Develop case studies (stories) which demonstrate good practice, business leadership and innovation in HIV programs in Cambodia	Good story documented especially for PLWHA	General workers and workers with HIV/AIDS in Garment factories & other sector	CBCA	LEVI/ CARE, ILO	CWPD, MSI, CMK, Wing Wing Factory committee	X	X		Number of success story and story of workers LWHA

* LEVI/CARE covers 2011 for 8 factories

** ILO covers 5 factories till 2012 (probably)

Strategic Objectives 1.2: Promote the use of monitoring tools developed by CBCA and supported by UNAIDS by working in close collaboration with Department of Occupation Safety and Health(DOS) of Ministry of Labour and Vocational Training (MoLVT).

Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Train DOS/MoLVT HIV/AIDS Secretariat on the use of the monitoring tool (supported by UNAIDS through CBCA)	DOS and MoLVT assigned focal points trained	DOS, MoLVT Focal Point	CBCA	APBCA Core Fund	Consultant	X	X	X	Number of people trained and number of training session reported
Follow up with MoLVT on updating the data base information on the monitoring tool	Follow up meeting conducted	DOS, MoLVT Focal Point	CBCA	APBCA Core Fund	MoLVT UNAIDS	X	X	X	Number of follow up meeting and meeting note
Distribute relevant data to key stakeholders (NAA, UNAIDS, CBCA,...)	Information available and accessible	DOS, MoLVT Focal Point	CBCA	APBCA Core Fund	MoLVT UNAIDS	X	X	X	Number of partner use information

Strategic Objectives 1.3: Assist companies to monitor their program's progress and evaluate the program's impact

Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Train Workplace HIV/AIDS committee members on development of monitoring tool	Training conducted	All business sectors (Priority: Garment, hotel, telephone, gas, construction)	CBCA	APBCA CARE ILO	CWPD, MSI, CMK, Factory committee	X	X		Number of training an committee member attended the training

		...)							
Develop monitoring tool	Monitoring tool adopted by the committee	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA CARE ILO	CWPD, MSI, CMK, Factory committee	X	X		Monitoring tool
Follow up meeting on the use of the tool (data collection, organizing and dissemination)	Follow up meeting conducted	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA CARE ILO	CWPD, MSI, CMK, Factory committee	X	X		Number of meeting and note of the meeting

Strategy 2: Reinforce the need for investment by the private sector in the development and implementation of HIV, STIs and TB policies and programs in the workplace

Strategic Objectives 2.1: Develop a competitive investment guide to ensure CBCA's programs are attractive to potential clients									
Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Design, develop and disseminate marketing tools to potential identified business companies/ enterprises	Marketing tools developed and sent to companies approached	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	- Copies of marketing tool printed and sent to potential company
Develop competitive investment guide for smart workplace program	Investment guide developed	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	- Availability of investment guides
Update marketing tools and investment guide to suit current business environment	Marketing tool/investment guide updated based on business situation	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	Updated marketing tool and investment guide available

		...)							
Update website regularly with CBCA activity, key messages and forthcoming events.	- CBCA website maintained - Key activities of business company update and	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	Number of new activities posted

Strategic Objectives 2.2: Identify and approach potential clients to sell CBCA's products and services									
Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Identify and document contact information of all potential clients	List of potential business companies developed	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	List of potential companies available
Regularly approach potential clients to purchase CBCA services	10 companies approached per month (min)	All business sectors (Priority: Garment, hotel, telephone,	CBCA	APBCA	APBCA	X	X	X	Number of potential companies approached

		gas, construction ...)							
Clients buy CBCA services	Two companies bought CBCA's services (min)	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	Number of potential companies signed contract with CBCA
Provide courtesy follow up call with companies approached to see if they will purchase services	Follow up meeting carried out	All business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	Number of visit/meeting between CBCA and the companies approached

Strategic Objectives 2.3: Ensure CBCA's programs deliver customised services with a high-level of quality									
Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Make training tools and IEC materials available for trainings	Training tool and material developed and available	Management/HR of all business sectors (Priority:	CBCA	APBCA	APBCA	X	X	X	Availability of training tool and IEC material

		Garment, hotel, telephone, gas, construction ...)							
Provide high-quality training and technical assistance to sponsors and clients	Training or tech assistance services delivered and satisfy sponsored companies	Staff of all business sectors (Priority: Garment, hotel, telephone, gas, construction ...)	CBCA	APBCA	APBCA	X	X	X	Number of training/tech meeting and sponsored companies
Liaise with relevant institutions that work with workplace to collect existing IEC materials to distribute to workers.	institution work in the filed of HIV/AIDS contacted and IEC materials collected	GO, NGOs	CBCA	APBCA	APBCA	X	X	X	Availability of IEC materials and available to distribute to workers
Provide follow up support to companies requiring assistance	Follow up contact and meeting conducted with companies received CBCA training	Business companies' Focal Points	CBCA	APBCA	APBCA	X	X	X	- List of companies follow up contact - Number of visit/meeting

Strategy 3: Strengthen CBCA’s institutional capacity to represent the private sector and coordinate with international, Government and civil society communities.

Strategic Objectives 3.1: Strengthen CBCA internal capacity to absorb more funding and respond to the increasing requirement of its services									
Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Train CBCA team in different skill sets deliver services to sponsors, and company clients	CBCA team trained on the use of CBCA training tools	CBCA team	CBCA	APBCA	APBCA	X	X	X	Staff members able to use the tools and conduct training
Increase competency of staff and volunteers to help with training and marketing activities	CBCA staff increased to help delivering services (including volunteer)	CBCA	CBCA	APBCA	APBCA	X	X	X	Number of competent staff
Identify all available and qualified trainers that can be trained in CBCA programs and utilised on a needs basis	Trainers trained and available to call upon while needed	Floating trainers	CBCA	APBCA	APBCA	X	X	X	Number of trainers available to call upon while required

Strategic Objectives 3.2: Identify strategic opportunities for CBCA to participate in relevant national and international forums to represent the private sector's interest in HIV, STI and TB responses

Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Identify and participate in key international forums or meetings concerning HIV/AIDS in the workplace	CBCA staff participate in the int'l conference or meeting	CBCA team	CBCA		APBCA	X	X	X	number of conference or meeting attended
Represent business communities response to HIV/AIDS in Tripartite Coordinating Committee (TCC) which is led by MoLVT	Be a regular member of TCC	CBCA team	CBCA	APBCA	APBCA	X	X	X	- Appointed letter from MoLVT, - Present in the membership list and meeting note
Represent business response to HIV/AIDS in NAA relevant working groups	Be members of nat'l working group related to private sector	CBCA team	CBCA	APBCA	APBCA	X	X	X	- Appointed letter from NAA, - Present in the membership list and meeting note
Represent business sectors in NGOs network and in public events, e.g World AIDS Day, Water festival campaign	Present in NGOs and nat'l network and forum	CBCA team	CBCA	APBCA	APBCA	X	X	X	Number of network and forum CBCA represent

Strategic Objectives 3.3: Strengthen networking and collaboration with APBCA to increase CBCA technical capacity and involvement in the regional network.

Activity	Output	Target	Resp. Org.	Funder	Partner	2011	2012	2013	Indicators
Work closely with APBCA	Ongoing	APBCA	CBCA	APBCA	APBCA	X	X	X	- Sequence of

and seek technical support as necessary and represent APBCA at the country level	communication and technical input obtained from PBCA team	team and CBCA team							communication and update info for APBCA - Technical input from APBCA team on CBCA strategies, tool and investment guide
Liaise with APBCA CEO and Program Team to update business development plan	APBCA team provided input on business tools and plan i.e. investment guide and CBCA strategic plan	APBCA team and CBCA team	CBCA	APBCA	APBCA	X	X	X	Technical input from APBCA team on CBCA strategies, tool and investment guide
Liaise with regional BCA to strengthen networking and experience sharing	regional network maintain and lessons learned shared	BCA	CBCA	APBCA	APBCA & BCA	X	X	X	- Communication network - Lesson learned
Provide up-to-date information and progress report to APBCA quarterly	Quarterly report submitted to APBCA and CBCA Board	APBCA team and CBCA team	CBCA	APBCA	APBCA	X	X	X	Report from CBCA and APBCA acknowledgement

Get involve now to protect your staff!

To find out more and tailor a program to your needs, consult CBCA.

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For more information please visit our website: www.cbca-cambodia.org.