

Business Coalitions- Mediators for TB care and control



1st Consultation to promote engagement of workplaces
in TB care and control,
12 October 2009, Geneva

Business Coalitions refers to

‘Business Coalitions’ (here) refers to organizations of businesses working together to address an issue. May also include

- Sectoral associations,
- Chambers of commerce,
- Labour unions,
- Employer federations
- Other groups of companies

Business Coalitions have emerged as effective platforms for private sector response to diseases.

Business Coalitions extend across the globe- four regional and 47+ National Coalitions are reaching >1 m organisations **with HIV and AIDS policies and programmes**

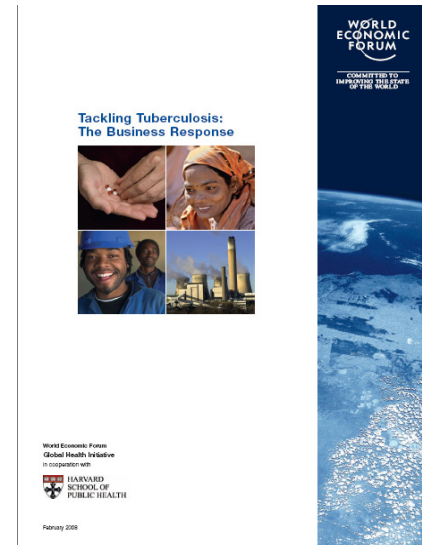
(Source: Business Coalitions Tackling AIDS- A Worldwide Review, Jan. 08, World Economic Forum)

Rationale for Business Coalitions for TB Care and Control

- Disease Burden
- Potential role and reach of businesses and **Business Coalitions**
- Concern about the Impact of Disease on Businesses

Nearly one-third of over 11,000 respondents from over 130 countries to the World Economic Forum's Executive Opinion Survey (2007) expect the disease to affect their business in the next five years

 - One out of 10 expects the effects to be serious
 - **Companies in countries hard hit by AIDS are particularly worried about TB**
 - Firms in sub-Saharan Africa, Asia, and Eastern Europe are most concerned
- Low awareness and lack of tools- Often companies don't know how/ where to start
- Encouragingly some companies are addressing TB...
-BUT most work in isolation

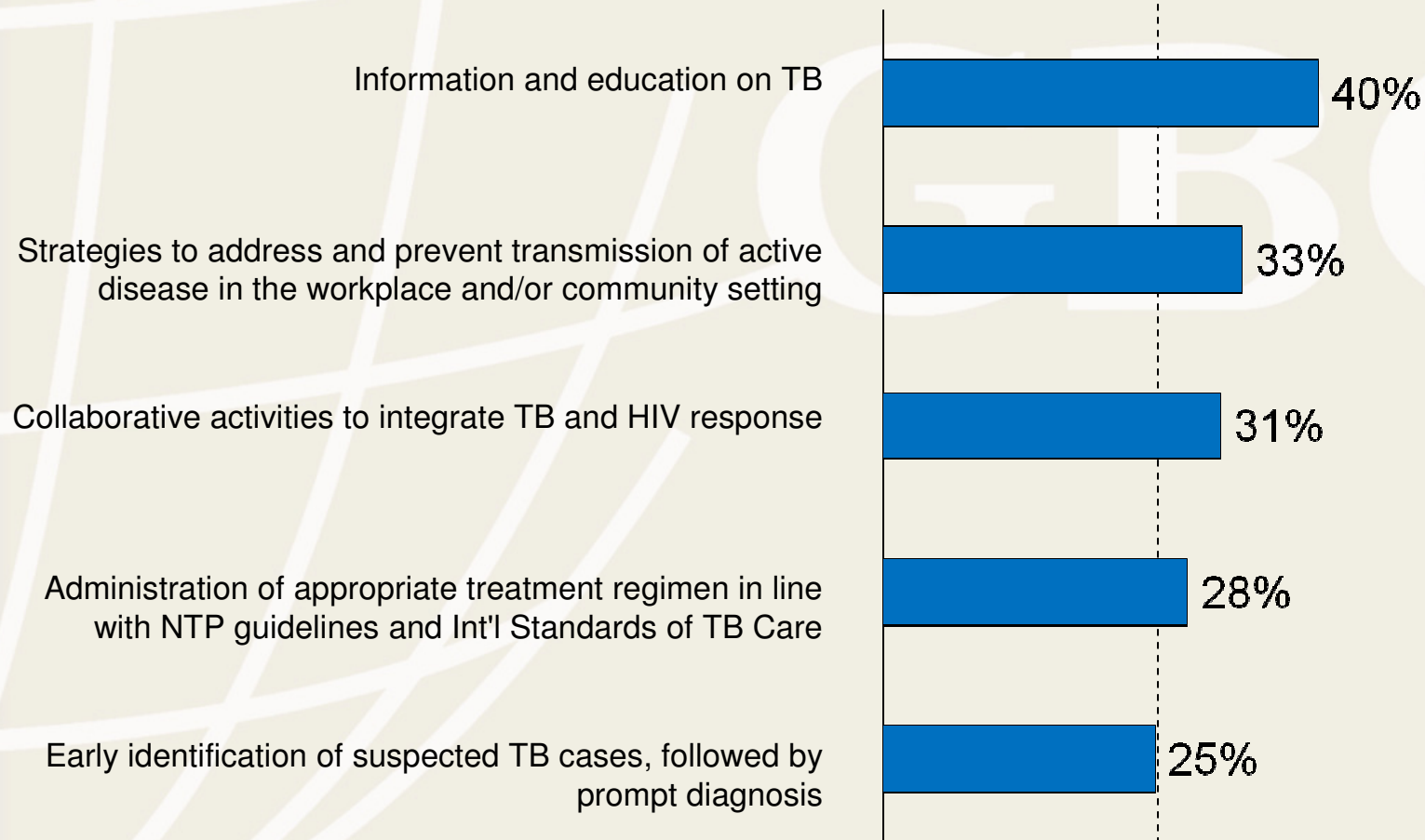


Business Coalition Model has emerged to fill up some of these gaps

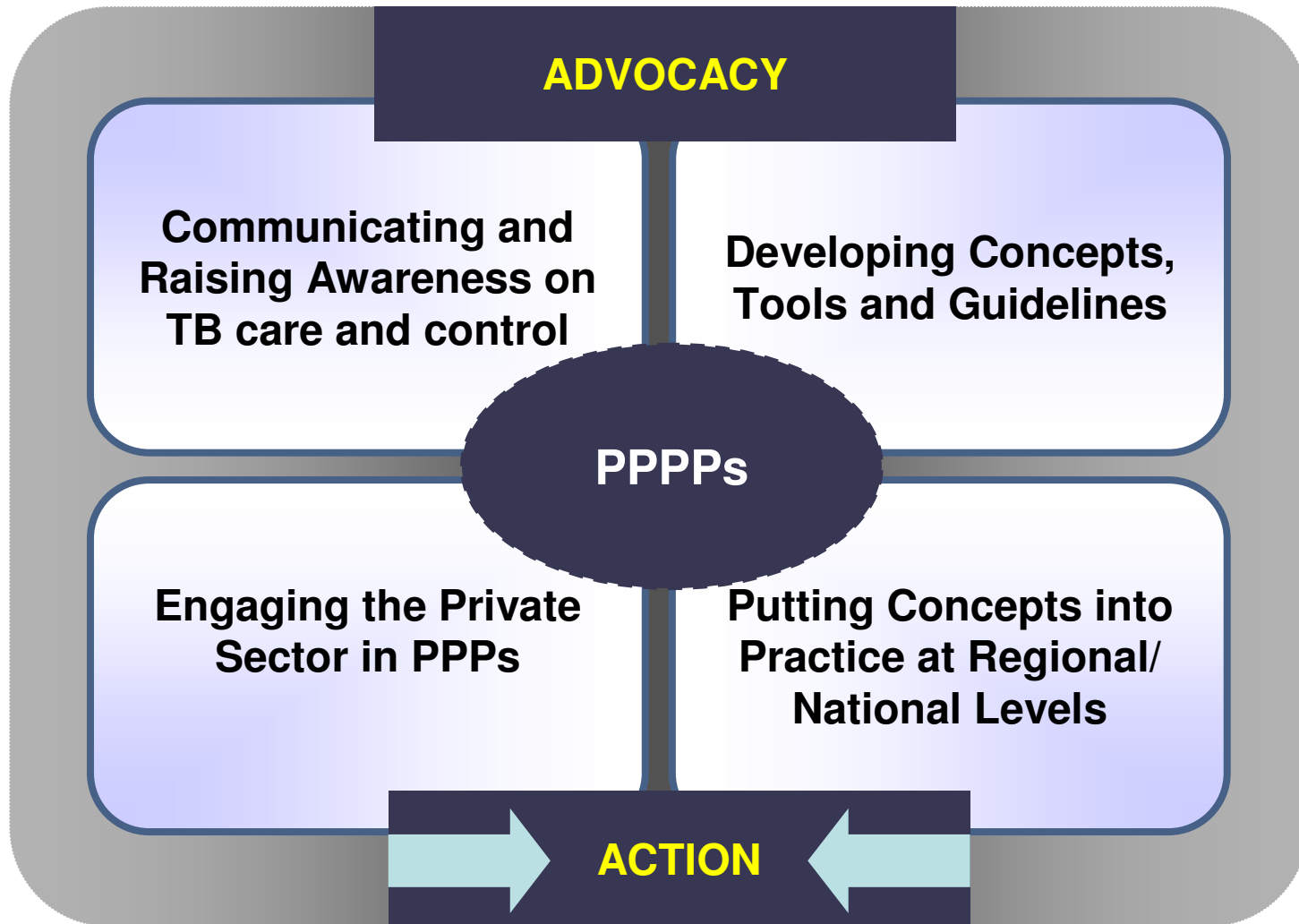


Encouragingly some companies addressing TB
40% of the 83 surveyed companies offer TB information and education in the workplace

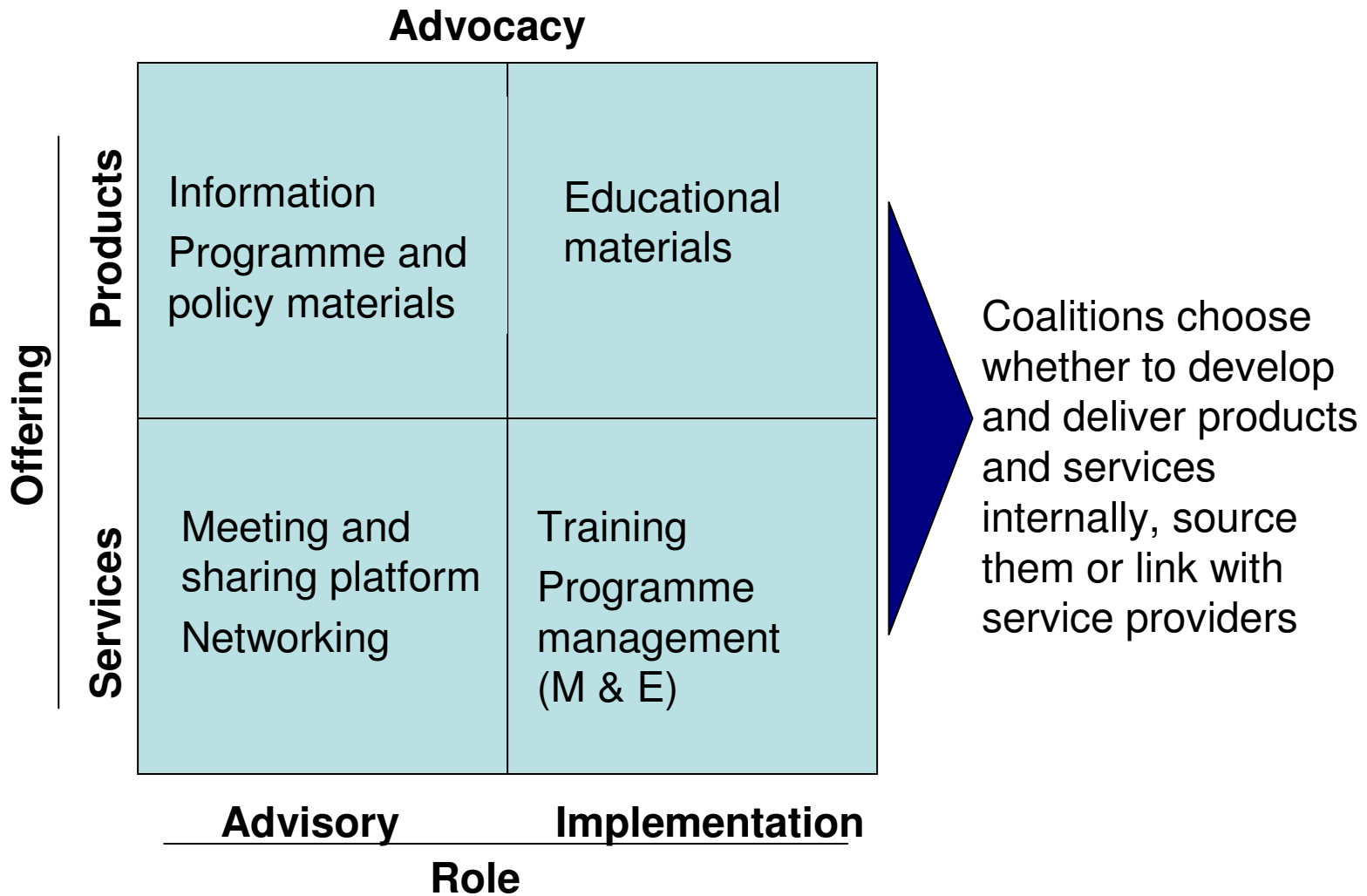
Companies Response to Engagement in activities around tuberculosis



Functions of Business Coalitions



Products and Services offered



Activities on the ground

- **Advocating for Action**
 - Networking receptions and promotional opportunities at National and International platforms and congresses
 - Developign advocacy material with wide stakeholder inputs
 - Advocating throug diverse media channels
 - Organising/ participating in events for World TB Day, etc
- **Engaging businesses and communities**
 - Recruiting new members
 - Engaging SMEs
 - Supporting communities
- **Developing partnerships for increased action**
 - Initiating dialogue and catalysing national, regional and international partnerships with key stakeholders

Activities on the ground

- **Development of tools and processes**
 - Charter, Assessment surveys
 - TB Awareness toolkits and brochures

(available online on

<http://www.weforum.org/en/initiatives/>

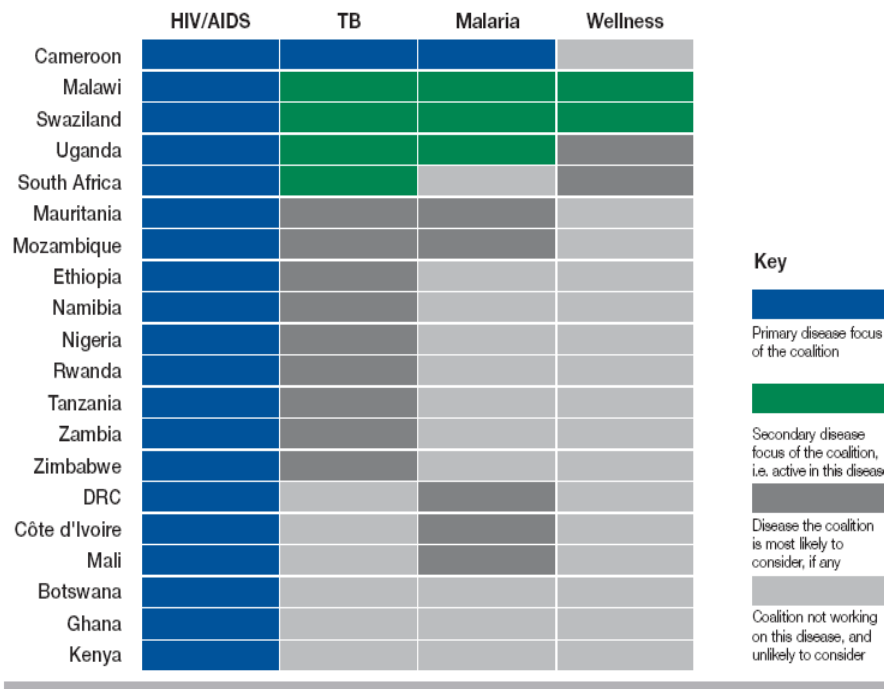
[globalhealth/Library/Tools%20&%20Guidelines/index.htm](http://www.weforum.org/en/initiatives/globalhealth/Library/Tools%20&%20Guidelines/index.htm))



- **Accelerating TB workplace programme development and implementation**
 - Conducting education and awareness activities at the workplace for all levels of employees
 - Supporting businesses to develop workplace policies
 - Training
 - Providing access to testing and treatment
- **Monitoring and Evaluation**

Business Coalitions and TB Care and Control

Disease Area Focus- Sub Saharan Business Coalitions



- Business Coalitions Tackling HIV/AIDS- Asia Pacific, Cameroon, Kenya, Malawi, Myanmar, etc etc
- Global Business Coalition for HIV/AIDS, Tuberculosis and Malaria
- India Business Alliance, World Economic Forum
- Others?

(Source: Business Coalitions Tackling AIDS- A Worldwide Review, Jan. 08, World Economic Forum)



Global Business Coalition for HIV/AIDS, Tuberculosis and Malaria (GBC)

- Integrating TB and HIV/AIDS: Support member companies implement TB interventions, integrate TB into their HIV/AIDS programs, and expand TB programs through partnerships with their suppliers
- High level advocacy: In 2008, the Coalition facilitated member company participation in a special high-level HIV-TB leaders' forum at the United Nations with U.N. Special Envoy to Stop TB Jorge Sampaio
- Partnering for increased action:
 - Working with The Lilly MDR TB Partnership, in 40 countries focusing on transfer of technology and drug supply; training, treatment and surveillance; and community support, patient advocacy, workplace awareness and prevention.
 - Working with partners like The Global Fund to Fight AIDS, Tuberculosis and Malaria and U.S. President's Emergency Plan for AIDS Relief (PEPFAR)



GBC TB Activities in 2009, Kenya & South Africa

Objectives:

- Increase the number of companies managing TB in the workplace
- Improve the quality of workplace TB programmes by providing companies with tools and resources
- Motivate large companies to extend TB Programmes to small and medium-size enterprises (SMEs)

Activities

- April 2009, Nairobi: *“Health@Work Technical Workshop”*
- May 2009, Johannesburg: *“Increasing Corporate Engagement on TB: An Introduction”*
- August 2009, Johannesburg: *“Increasing Corporate Engagement on TB: Case Studies & Partner Perspectives”*
- September 2009, Nairobi: *“MDR-TB Corporate Sector Consultative Meeting”*
- October 15th 2009, Johannesburg: *“Increasing Corporate Engagement on TB: SME Focus”*

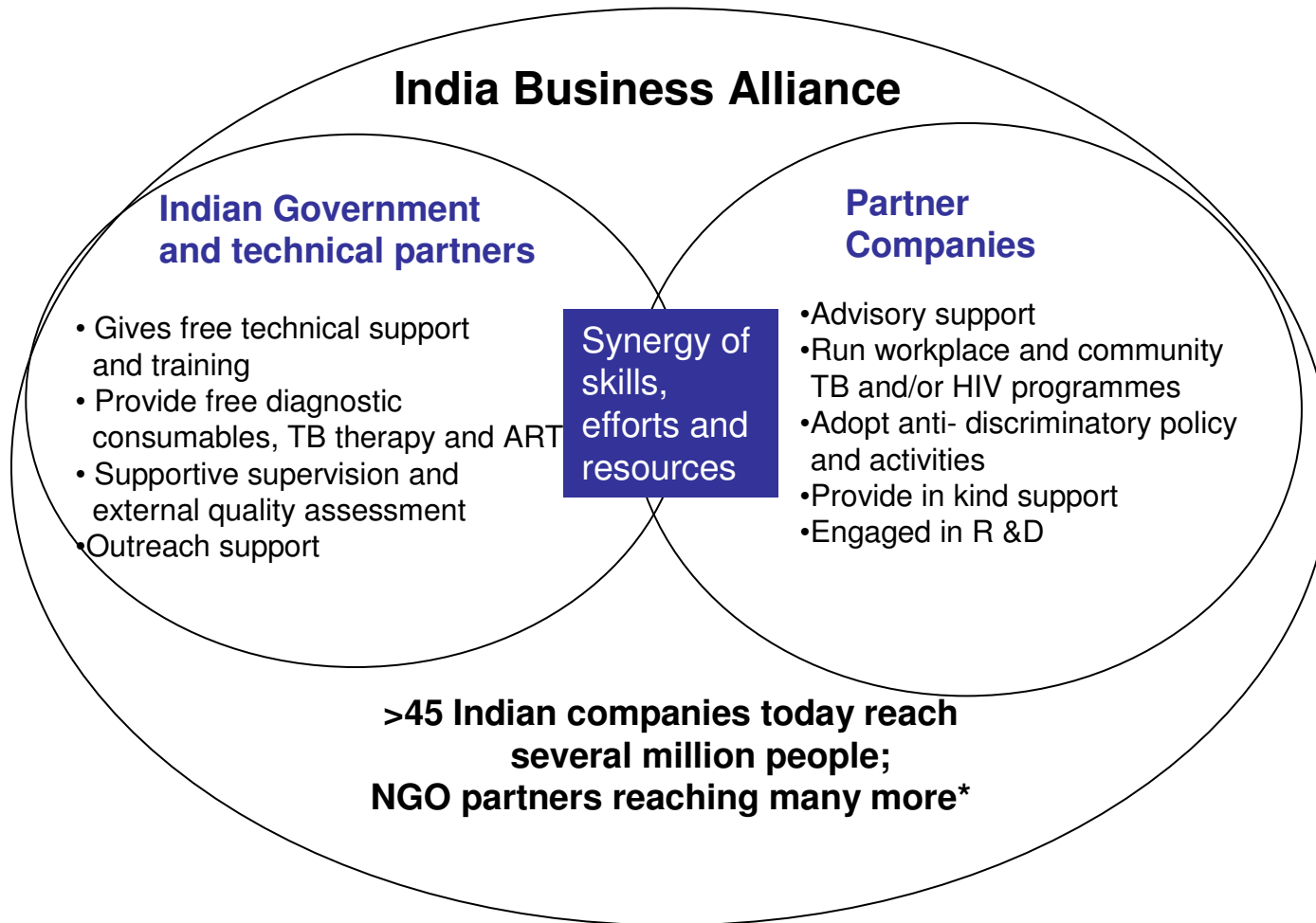


India Business Alliance (IBA)



- Initiated and officially launched by the Global Health Initiative of the World Economic Forum in 2004 to stimulate and facilitate business sector engagement in TB care and control in India
- Alliance partners
 - World Economic Forum
 - Revised National TB Control Program (RNTCP)
 - Confederation of Indian Industry (CII)
 - World Health Organization (WHO)
 - Stop TB Partnership
- Founding member companies
 - Aditya Birla
 - Larsen Toubro
 - Lupin Ltd
 - Modicare Foundation
 - Novartis India
 - Reliance Industries
 - Tata Steel
- **For more information:**
<http://www.weforum.org/en/initiatives/globalhealth/CurrentProjects/IndiaBusinessAlliance/IBA/index.htm>

IBA- Policy Framework



*Population Services International, REACH, Tata Council for Community Initiatives, TB Alert, The Union, World Care Council, World Vision, etc.



IBA- Achievements

- Expanded to 45+ members with a supporting network of civil society representatives
- Developed a framework to enable dialogue and a coordination mechanism to set direction
- Created a robust platform for sharing and pooling of resources, complementing core strengths
- Acted as a facilitator between government and the private sector to build models of partnership
- Engaged premier companies; commitment and leadership exhibited by the member companies
- Momentum and visibility to business engagement in TB care and control
- Developed effective and replicable tools (TB Toolkit, IBA Charter) to guide companies



IBA- Achievements

- Created networking opportunities- all levels (incl. the Global Stop TB Partnership)
- Delivered tangible results in TB control through private sector interventions- estimated to cover more than 5 million people with life saving information and thousands with TB diagnosis and treatment services
- Empowered companies to move beyond TB and address other health issues including TB/ HIV co-infections and MDR TB
- Facilitated the participation of and providing technical support to IBA members interested in involvement in the Global Fund's funding process
- Brought together global best practices and local expertise

Sharing of risks and resources but NOT leadership!

Conclusion

- Often companies respond to public health issues in isolation
- Formation of business coalitions or associations, allows members of the business community to share best practices and to develop a coordinated response within the national strategy
- Regional Business Coalitions offer opportunities for sharing experiences and finding solutions to common regional challenges
- National business coalitions against TB can provide a forum for cooperation and partnership, serving as interlocutors between the private and public sector responses to TB
- Business Coalitions can contribute to the National TB Control Programmes
- Business Coalitions lead to synergies and sharing of risks, responsibilities and resources (but NOT leadership!)



This poster is part of the Eli Lilly MDRTB Partnership Initiative and was developed in collaboration with the International Council of Nurses.

Thanks

Member activities



Developed the logo; Workplace and Community DOTS programmes- scaled to all industrial units



Run community DOTS Centre and community programmes on HIV/AIDS, etc; extending to supply chain



Running community DOT Centres; peer education through workplace Programme



National SMS Campaign, community and workplace programmes on TB/HIV Coinfection; extending to supply chain



Scaled up to an integrated company framework for workplace and community initiatives- on TB, HIV/AIDS and Malaria



Implementing DOTS in community programmes; integrating TB, HIV and Malaria

Member activities



Research on new diagnostics and lab strengthening while creating awareness amongst its workforce and community



Awareness, launch of informative website for health professionals



Supported development and implementation of tools, community based programmes and engagement of professional associations



Provided office support; Manage a VCTC Centre in a Public Hospital, run Training and School Health Programmes



Manages a DOTS centre for employees and the community; Works in partnership with an NGO partner REACH; Donates advertisement space, features TB-related stories and covers related events;