Engagement of Business Sector in TB Care and Control

ACSM Subgroup Meeting
Lille, France
24th-25th October 2011
TB is a ‘business’ issue

- 9.27 million new TB cases
- Nearly 2 million deaths/year
- Three-quarters in prime working age

- A TB patient loses 3-4 months of work time
- 20% to 30% of a patient's annual income lost
- 15 years of income are lost from premature death
- National loss to GDP per capita: 4-7% in Asia, 16% in SA
Growing concern amongst businesses

Nearly one-third of over 11,000 respondents from over 130 countries to the Forum’s Executive Opinion Survey (2007) expected 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

Source: TB and Business Report, World Economic Forum

Encouragingly some companies are addressing TB...
Health related companies

- Invest and collaborate in research and development and/or supply of TB care commodities and new tools
- Transfer technology for the manufacture of anti-TB tools to companies in hard-hit countries
- Provide platforms for training and education on TB care and control methods (e.g. lab training, health care providers skills development)
- Advocate for sound TB policies
- Contribute through corporate social responsibility programs
Continuum of engagement
Protecting workforce, families and the community

Beyond the workplace: comprehensive TB and HIV care for workers, families and communities; rope in supply chain SMEs

- Awareness
- Referral
- Diagnosis
- Treatment and care
- Comprehensive workplace programme

Families, Communities and beyond
Non-health related companies

• Contribute ‘core competencies’ in
  – in advocacy and communication (e.g. IT and Communications, media, public relations)
  – strategy development, (e.g. consulting)
  – in implementation (e.g. Project/knowledge and Human Resource management, transportation, distribution, supply, marketing)

• Advocate for sound TB policies and mobilize peers

• Extend support to Supply Chain networks- by sharing knowledge and resources and working with champions
Modes of Engagement

- SMS messages to spread awareness and remind patients to complete treatment or educational information about TB on packaging of products
- Drugs, vaccines and other essential commodities on trucks that deliver products or courier services to the most remote corners
- Health insurance companies to provide social security programmes to TB patients services to the most remote corners
- Easily accessible IT-enabled compliance tracking and monitoring systems; documentation support through user friendly Management Information Systems
- Consulting agency support for forecasting and quality assurance
- Media campaigns to increase awareness on the signs and symptoms of TB and the importance of completing treatment
Business Engagement is a Win Win Situation

For the NTP
- Reaching the ‘unreached, national coverage
- Synergies from pooling of skills and resources: existing health infrastructures, systems and human resource, management skills
- Standardisation of quality TB care: shorter diagnostic delays and high treatment rates

For the company
- Building healthier, more motivated workforces 😊
- Save costs by reducing absenteeism, staff turnover and re-training
- Save costs of medical insurance and medical costs
- Opportunity for businesses to concretely demonstrate their social commitment
- Goodwill and reputation (indirect marketing)
- Good return on no or minimal investment
Business Engagement is a Win Win Situation

For the worker
- Better and quicker health care
- No loss of wages
- Saving cost of treatment
- Minimising the stigma of TB among employers/employees

For communities
TB management cures people and returns them to an active, productive life, which in turn benefits their children and other dependants.
Challenges

- Hesitation??
- Unclear vision and lack of information on potential engagement
- Lack of a value proposition and action agenda
- Limited tools, policies, practical guidelines to address specific traits and needs
- Little documented evidence of those involved
- Minimal communication and lack of coordinated efforts; private sector members operating independently
- Missing link to broader health and health system strengthening
- Financial pressures due to economic crisis- may deter companies’ social spending
- Limited capacity (staff time, motivation)- to initiate /sustain quality while expanding a challenge
Case Study: India Business Alliance

**Background**
Initiated by GHI, Forum
Launched on World TB Day 2004
To stimulate and facilitate private/business sector engagement in TB control in India
Through advocacy, technical support for developing policies and programmes and delivering TB preventive and treatment services through partnerships
Now led by Confederation of Indian Industry (CII)

**Founding Partners:**
World Economic Forum
Revised National TB Control Program (RNTCP)
Confederation of Indian Industry (CII)
World Health Organization
Stop TB Partnership

**Founding member companies:**
Aditya Birla
Larsen Toubro
Lupin Ltd, Modicare
Novartis India
Reliance Industries
Tata Steel
Addressing the challenges

- Communicating with appropriate messaging
- Developing Concepts, Tools and Evidence based Guidelines
- Putting Concepts into Practice at Regional Level
- Engaging the Private Sector in PPPs
Workstreams

Capitalizing on advocacy and awareness opportunities
- Networking receptions and promotional opportunities at National and International platforms and congresses
- Organising/participating in events for World TB Day, etc
- One to one dialogue; through advocates within IBA- word of mouth
- Advocating through diverse media channels
- Developing advocacy material with wide stakeholder inputs

Growing and strengthening the Alliance
- Expanding the Alliance by recruiting new members
- Developing and driving uptake of the IBA charter (Statement of Commitment)
- Increasing profile and bolstering sense of community by branding the India Business Alliance (IBA logo)
Workstreams

Providing technical support and developing new tools
Workstreams

Catalyzing Partnerships
– Initiating dialogue and catalysing national, regional and international partnerships with key stakeholders

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

Tracking and ‘evaluating’ the India Business Alliance
– A ‘Snap Shot’ Impact Assessment to determine the scale and impact of the Alliance on population coverage
Synergies from PPPPs

Policy framework

Indian Government and technical partners
- Gives free technical support and training
- Provide free diagnostic consumables, TB therapy and ART
- Supportive supervision and external quality assessment
- Outreach support

Partner Companies
- Advisory support
- Run workplace and community TB and/or HIV programmes
- Adopt anti-discriminatory policy and activities
- Provide in kind support
- Engaged in R&D

>45 Indian companies today reach several million people; NGO partners* reaching many more

Achievements

• Expanded to 45+ members with a supporting network of civil society representatives

• Premier companies engaged; commitment and leadership exhibited by the member companies

• Provided a framework for participation and a coordination mechanism to set direction

• Created a robust platform for sharing and pooling of resources (core competencies)

• Developed effective and replicable tools (TB Toolkit, IBA Charter) to guide companies

• 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
Achievements

• Created networking opportunities- all levels including participation in the Stop TB Partnership
• Facilitated the participation of and providing technical support to IBA members interested in involvement in the Global Fund’s funding process
• Empowered companies to move beyond vertical TB programmes, address other health issues affecting their employees
• Transitioned leadership to local Chamber of Commerce
Lessons learnt (Recommended Strategy)

• Situational Analysis and strategic outreach with prioritization of which partners to involve and when
• Understanding motivation and chalking out well-developed value propositions
• Strong leadership and flexible support by national programmes
• Establishing interfaces, common forums with an inclusive approach to resolve issues, building mutual trust
• Developing and/ or repackaging communication and advocacy messaging on the “return on investment or engagement” to explain why companies should become involved
• Creating advocacy tools e.g., a short one to two page business-oriented document on TB for CEOs, toolkits
Recommended Strategy

• Learning from pilots and engaging the business sector in regional and local partnerships (e.g. National Stop TB Partnerships, India Business Alliance-like models)
• Disseminating experiences and sharing information through well defined transparent mechanisms
• Leveraging the power of the media; “glamorizing” TB by using the marketing expertise
• Identifying Corporate ‘champions’ as advocates
• Advocating for engagement of trade unions/employee organizations
Questions?
Ideas?
Comments?

THANKS