

## Health Estonia Foundation

Health Estonia Foundation is a social enterprise founded in 2006 by Good Deed Foundation and Riina Raudne with an aim to engage the private sector in solving significant public health problems in Estonia. Our first priority is HIV prevention in general public. For this we run HIV/AIDS workplace campaigns and coordinate the activities of the Estonian Business Coalition against HIV/AIDS.

Estonian Business Coalition against HIV/AIDS was established in November 2007 by 5 companies – Swedbank, Hill & Knowlton, Statoil, Eesti Ehitus (Estonian Construction) and TNS Emor. The initiative was taken by Health Estonia Foundation and inspired by the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria ([www.gbciimpact.org](http://www.gbciimpact.org)).

### Our Impact:

Workplace campaigns have reached nearly 9000 people in more than 40 companies out of which 3700 have attended interactive seminars about HIV/AIDS – the most impactful part of a workplace campaign.

In order to focus on what truly matters, the Business Coalition ran a research about the knowledge and behavior around HIV/AIDS in general public and established relationships with the Ministry of Social Affairs and the National Institute of Health Development - the main players in dealing with the problem in Estonia.

In addition, the Coalition has made it easier for companies to contribute to the problem – any single company finds it challenging and unattractive to work with HIV.

### Why HIV/AIDS?

Since 2001 Estonia has concentrated HIV epidemics. 1,3% of Estonia's working age population is estimated to carry the virus. Taking into consideration our labor market, this means potentially 5600 employees.

Compared to other countries in Europe, Estonia has the fastest growing HIV epidemics. In fact, the epidemics is growing nearly 10 times faster than the European average (according to EuroHIV in 2006 Estonia had 497 new cases of infection per 1 million people, European average is 50). In 10 years AIDS will be among 3 most common causes of death in Estonia.

### Why to engage companies?

1. People getting infected are mostly in the age group of 20 to 34. They can best be reached at their workplace.
2. To increase the societal and political will in order to tackle the problem of HIV/AIDS. Until the prevention activities remain only in risk groups (injection drug users, sex workers, youth) this motivation will be insufficient.
3. To help employers deal with potential business risks resulting from the epidemics. This includes having HIV infected employees, increased tax rates due to significantly increased costs on health care system (ARV treatment, cure of co infections, etc) and demographic changes.

### Goals of Health Estonia Foundation and the Estonian Business Coalition against HIV/AIDS:

1. Raise awareness about HIV/AIDS in workplace (employees and their families) by running HIV/AIDS workplace campaigns
2. Shape the attitudes and behavior on HIV/AIDS in general public by designing and executing impactful prevention activities
3. Expand the contribution of businesses in tackling the HIV epidemics by inviting more members to the coalition and encouraging more companies to run workplace campaigns

### Priorities for year 2009:

1. Run HIV/AIDS workplace campaigns in 30 companies
2. Increase our reach to Russian speaking minority
3. Expand coalition membership by 10 more companies by running 3 events targeted to business leaders in cooperation with Estonian Chamber of Commerce and Industry
4. Ensure education around sexual health related matters for all of school youth by doing advocacy in cooperation with Ministry of Social Affairs and National Institute of Health Development towards Ministry of Education and Science (there is no education integrated in overall school program at the moment)
5. Promote HIV testing towards medical staff (to motivate them to offer testing) and general public (UN estimate says Estonia has 12 to 15 000 HIV infected people out of which 50% are unaware of their status)
6. Creating a multilateral (private, public and NGO sectors) communication and cooperation platform in the field of HIV/AIDS
7. Execute an analysis on potential economic impact of the epidemics in Estonia

### For a company, cooperation with Health Estonia Foundation entails:

1. Running an HIV/AIDS workplace campaign for employees
2. In case joining the Business Coalition, paying membership fee (50 000 to 200 000 EEK)
3. Participating in Coalition's decision making process around its goals and usage of money by attending quarterly meetings
4. Allowing the usage of company's trade marks/logo in prevention related communication (campaigns, web site etc)

### Our partner wins:

1. A meaningful opportunity for corporate social responsibility
2. Positive impact on your employer brand
3. Know-how about HIV epidemic's related consequences on business
4. An interesting challenge and role as a business in solving one of the biggest problems in Estonia's society and world today
5. In a long run - a healthier and more sustainable environment for business and living in general