



**Michael N. Joyner**  
Director, Positive Action  
and Patient Advocacy

**ViiV Healthcare**



for Children Fund  
**POSITIVE  
ACTION** 

at Work  
**POSITIVE  
ACTION** 

**POSITIVE  
ACTION** 

Community Grants  
**POSITIVE  
ACTION** 



When Positive Action was created in 1992 it was the first pharmaceutical company program of its kind to support communities affected by HIV and AIDS.

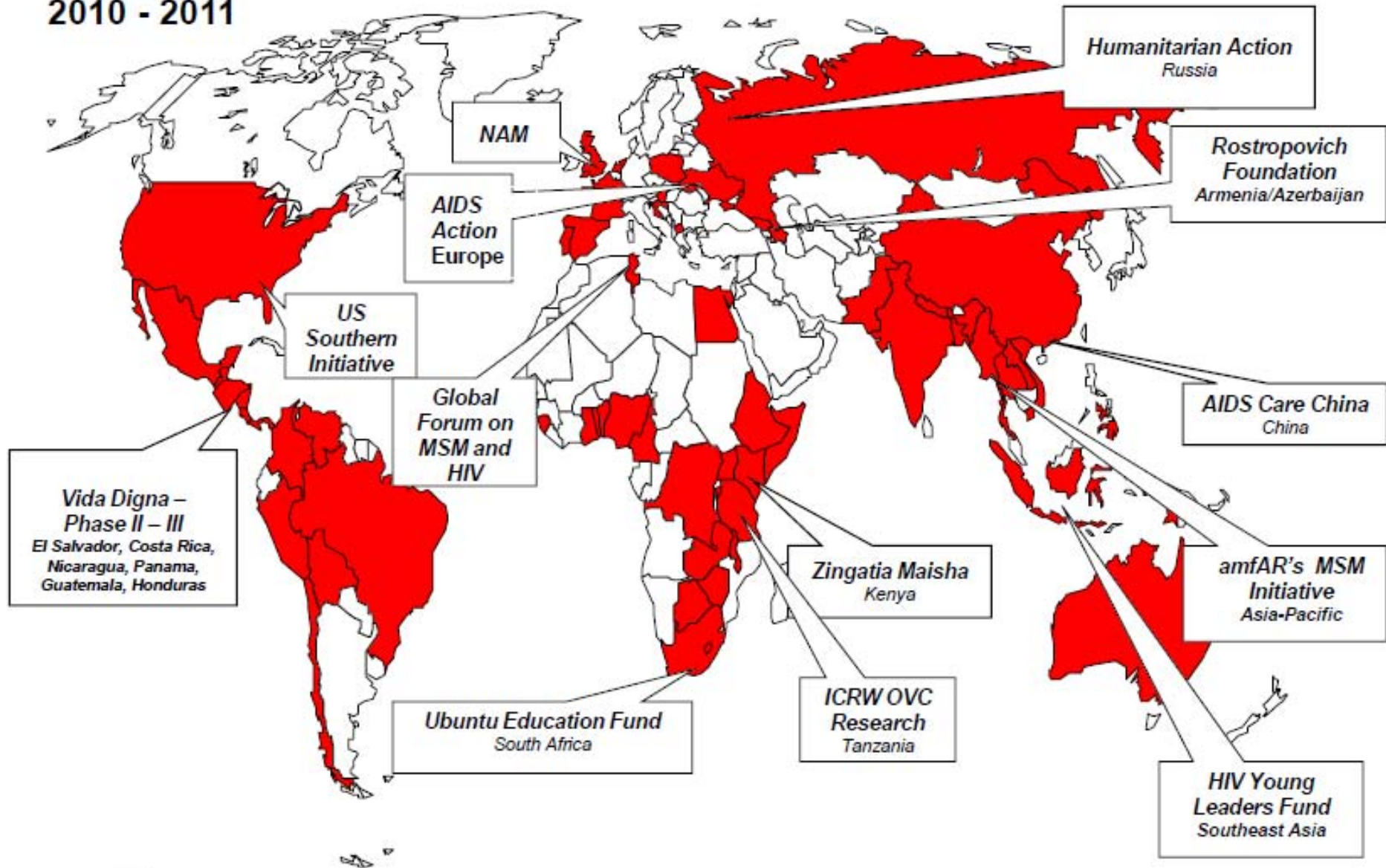
Today we have programs focused on vulnerable and marginalized populations, PMTCT, HIV education at work, and community projects supported by our local companies.



## ViiV Healthcare is proud to support Positive Action projects that:

- ✓ Enable grassroots community action,
- ✓ Deliver greater and meaningful involvement of people living with HIV (GIPA Principle),
- ✓ Reach marginalized populations,
- ✓ Tackle stigma & discrimination and reduce violence against at risk populations, and
- ✓ Test innovations in education, care and treatment, and build capacity in communities

2010 - 2011



■ Positive Action countries



**Staying Alive Foundation**  
Global

## MSM, Sex Workers, Transgender, IDU and People Living with HIV

Phase I: 2005 – 2009 – Mexico

Phase II: 2010 – 2011 – Move to El Salvador

Phase III: 2011 – 2013 – Move to Panama, Costa Rica,  
Guatemala, Honduras and Nicaragua

The Vida Digna (Life with Dignity) project is a collaboration between local community organizations, Colectivo Sol, the International HIV/AIDS Alliance And ViiV Healthcare's Positive Action programme.

- The project has helped reduce stigma and violence against vulnerable populations and those most at risk from HIV.
- **This includes gay men and other men who have sex with men, sex workers, transgender people, intravenous drug users, and people living with HIV/AIDS.**
  - Vida Digna tackles the issues which lead to stigma and discrimination which prevents key populations from accessing prevention and health services.

## Other MSM-focused Programmes

amfAR MSM Initiative –

- *Capacity building in Asia Pacific region*



The Global Forum on MSM and HIV

- *Advocacy in Honduras and Morocco*



# Adolescent interventions

**Ubuntu Education Fund**

*Interventions for boys*

**ICRW / Pact Tanzania**

*Intervention for girls*



# Youth-based capacity building programmes

## Staying Alive Foundation

*Prevention-focused programmes*



## HIV Young Leaders Fund

*Youth Networks - now & the future*





# Positive Action

## *US Southern Initiative*

Funding Priorities:

- *Linkage of persons living with HIV/AIDS into high quality care and treatment services, and*
- *Promotion of adherence and delay of disease progression among people living with HIV*



# Phase I and II - Network Members

## Alabama

- Aid to Inmate Moms (AIM)

## Florida

- BASIC NWFL
- Big Bend Cares
- Care Resource
- Compass, Inc.
- Jacksonville Area Sexual Minority Youth Network, Inc. (JASMYN)
- WellFlorida Council, Inc.

## Georgia

- AIDS Research Consortium of Atlanta
- Atlanta Harm Reduction Coalition
- Positive Impact
- Sister Love
- Union Mission

## Louisiana

- Brotherhood, Inc.
- Family Services of Greater Baton Rouge
- Southwest Louisiana AIDS Council

## North Carolina

- RAIN, Inc (Regional AIDS Interfaith Network)
- Western North Carolina AIDS Project

## Mississippi

- Grace House
- My Brother's Keeper

## South Carolina

- Low Country AIDS Services
- South Carolina HIV/AIDS Council

## Tennessee

- Friends for Life Corporation
- Nashville Cares



# ViiV Healthcare Reaffirms Commitment to Region Hardest Hit by HIV/AIDS

*Positive Action Southern Initiative Awards Grants to Seven Organizations in Four Additional Southern States*

ViiV Healthcare and community advisors have selected a total of seven organizations to receive grants up to \$50,000 per year over the next two years to support their programs specifically focused on reducing disparities in HIV/AIDS linkages to care and treatment among African-American and Latinos in Florida, North Carolina, South Carolina and Tennessee.



# 2011 grantees

The following organizations were selected as grant awardees:

- **BASIC NWFL**, based in Panama City, FL will enhance its U R Connected program and its three core components of Positive Education, Positive Referral and Positive Connection, which uniquely address the obstacles that prevent access to quality care and treatment adherence for people living with HIV/AIDS in this generally rural area.
- **Care Resource (or Community AIDS Resource)**, based in Miami, FL, will enhance its Intervention - Assertive Community Treatment for Women of Colour (I-ACT) program to support mental health services to address the unmet mental health needs for participating African-American and Latino women who have been affected by HIV/AIDS.
- **Jacksonville Area Sexual Minority Youth Network, Inc. (JASMYN)**, based in Jacksonville, FL, will enhance its Safety Net Program with services to better address the challenges of linkage to care for HIV positive Lesbian, Gay, Bisexual and Transgender (LGBT) youth and to prevent homelessness by providing training in motivational interviewing and medical case management.

# 2011 grantees

- **Nashville CARES**, based in Nashville, TN, will enhance its Healthy U program, which trains people living with HIV/AIDS as peer mentors to improve health literacy and management of treatment, medication and health needs.
- **RAIN, Inc. (Regional AIDS Interfaith Network)**, based in Charlotte, NC, will support a critical gap in case management services for those clients who are no longer eligible for Medical Case Management but continue to need support.
- **South Carolina HIV/AIDS Council**, based in Columbia, SC, will expand its PHARAOH intervention program to support incarcerated HIV-positive African-American men preparing for release from the state's prison system.
- **WellFlorida Council Inc.**, based in Gainesville, FL, will establish a new peer-based approach to its Consumer Access Peer Educator (CAPE) program focused on HIV-positive Hispanic and women of colour and their access to health services. Peer-delivered strategies will help to overcome barriers through a tailored curriculum and recruitment/training process to enhance linkages to care.

# 2010 grantees

- **Aid to Inmate Moms**, based in Montgomery, AL, will continue its collaboration with local AIDS Service Organizations to support HIV-positive incarcerated women with critical counseling services.
- **Atlanta Harm Reduction Coalition**, based in Atlanta, GA, will provide additional case management services for HIV-positive individuals who are re-entering the community from the state's jails and prisons.
- **Family Service of Greater Baton Rouge**, based in Baton Rouge, LA, will expand its Corrections Referral and Case Management program to serve more HIV-positive individuals exiting the corrections system and to successfully connect them with quality care.
- **Grace House** in Jackson, MS, will expand its CLEAR (Choosing Life: Empowerment, Action, Results) program to serve more HIV-positive clients and provide services aimed at improving treatment adherence, cognitive behavior, and prevention activities.

# 2010 grantees

- **Positive Impact**, based in Atlanta, GA, will provide additional intensive case management services for HIV-positive Latino individuals and HIV-positive African American women.
- **Southwest Louisiana AIDS Council** based in Lake Charles, LA, will expand its medical systems navigation program, FAST (Find, Assess, Stabilize, and Treat), to serve additional newly-diagnosed persons, previously incarcerated persons, and those who have not successfully remained in care.
- **Union Mission's J.C. Lewis Primary Health Care Center**, based in Savannah, GA, will enhance its Healthy Living education and adherence program for homeless and low-income persons living with HIV/AIDS.

# U.S. Southern Initiative Phase I and II Network Members





## Principal Sponsor of the Global Village at the International AIDS Conference(s)



- Positive Action supported the creation of a new forum for the HIV community at the Bangkok International AIDS Conference in 2004 - the Global Village.
- As the principal sponsor of the subsequent Global Villages in Toronto, Mexico City, and Vienna, Positive Action has helped this innovation emerge as significant and essential conference opportunity for communities affected by HIV.
- **Positive Action will once again be the principal sponsor of the Global Village at AIDS 2012 in Washington, DC.**



# Positive Action for Children Fund

ViiV Healthcare's  
£50M Commitment to  
Reduce  
Mother-to-Child  
Transmission of HIV  
over 10 years



for Children Fund  
**POSITIVE  
ACTION**

helping communities to tackle  
mother to child transmission of HIV

- In June 2010 ViiV Healthcare announced the first grants from its new Positive Action for Children Fund:
  - the Fund supports community programmes that mitigate the impact of HIV and AIDS on children and their families.
  - The Positive Action for Children Fund is an integral part of ViiV Healthcare's commitment to communities affected by HIV and AIDS:
    - the company is committed to invest £50 million (\$80 million) in the Fund over ten years.
- The Positive Action for Children Fund aims to support and inform the global effort to alleviate the impact of HIV and AIDS on maternal and child health by supporting interventions that engage affected communities, and to ensure those communities can themselves deliver projects that reach individuals at risk from or coping with HIV.





The Positive Action Community Grants are given by our local operating companies to local in-country HIV community organisations.

Our philosophy is to target support to selected programmes that are innovative, sustainable and that produce tangible results for communities affected by HIV.

In-country personnel are involved in the governance to ensure that programmes supported by ViiV Healthcare focus exclusively on community needs.

Community Grants  
**POSITIVE  
ACTION** 

at Work

POSITIVE

ACTION



# Questions

