

Case Study 3: BUILDING SUPPORT FOR A PROMISING PROGRAM

THE CHALLENGE

How can an organization build support for a promising new development program?

Almost 40 million people have HIV/AIDS worldwide and most of them are men and women in the prime of their working lives. The workplace presents an unsurpassed opportunity for distributing HIV prevention messages, and for reaching people who are living with the disease. In response, a major international development organization, the Academy for Educational Development (AED), created a project called SMARTWork—a roadmap for implementing HIV interventions among the workforce. AED was confident that the United States Agency for International Development (USAID)—funded project could be effective. The challenge was to persuade workplaces to use it.

WHAT WE DID

We conceptualized, designed and produced promotional materials for the project. We began with strategy sessions and market analysis, which helped us identify key stakeholders and influencers whose attitudes and actions would determine success or failure. Through an interactive workshop with our client, we built a matrix highlighting the current perceptions and priorities of key decision makers and illustrated how those perceptions would need to change for our client's program to succeed. While HIV/AIDS was affecting a range of workplaces—from hotels to manufacturing plants—we learned that some businesses didn't consider AIDS "their problem." Others felt powerless to do anything about it.

OUTPUT

We developed the slogan *Compassion Demands It...The Workforce Needs It...The Economy Depends On It* to convey that disease education in the workplace is not just about good health. It's good business. Next, we created messages that demonstrated what can happen when business, labor and government collaborate to address HIV/AIDS. We also selected photographs and other artwork that portrayed a variety of industries and sectors—from farming to manufacturing to hospitality—conveying that HIV/AIDS is an issue for everyone.

RESULTS

Our client's program has achieved extraordinary success. By promoting the economic benefits of HIV prevention and treatment along with the collaborative nature of the initiatives, our client was able to generate a substantial increase in interest from labor, government and the private sector. As the last year of the project's funding comes to a close, other funders have stepped forward to ensure its future—and the future of those whom the project is ultimately intended to serve.

