

U.S. BUSINESS ACTION TO
END HIV

A HEALTH ACTION ALLIANCE INITIATIVE

World AIDS Day
December 1

TOOLKIT FOR EMPLOYERS

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About World AIDS Day

Each year on World AIDS Day, millions of people across the globe join together to show support for the more than 40 million people living with HIV today and honor the more than 44 million people who have died due to AIDS-related conditions.

Launched in 1988 and commemorated annually on Dec. 1, World AIDS Day also offers an opportunity to commit to meaningful actions that bring us closer to ending the HIV epidemic.

While great strides have been made since the first known reported cases of AIDS in June 1981, stigma, homophobia, discrimination, and other structural factors enable HIV to spread. Ending HIV in the United States requires a concentrated and vigorous effort by many sectors, including government, education, health care, and business.

Employers can play a vital role by expanding health care access, creating inclusive policies, and dismantling stigma and discrimination. By acknowledging the impact HIV has had on our communities and taking action, employers can accelerate America's progress toward ending HIV while making a lasting difference for their workers and the communities they serve.

Please use this toolkit to take action in your workplace this World AIDS Day.



Six Actions Employers Can Take on World AIDS Day

1 Educate Your Workforce About HIV

Use World AIDS Day as an opportunity to incorporate HIV education in your programming for employees.

- **Share reliable information about HIV.** Leverage trusted resources to educate employees on HIV testing, prevention, and treatment. Consider launching an internal awareness campaign using posters, digital flyers, email, or other internal communication platforms. Check out the “10 Things To Know About HIV” fact sheet in this guide, as well as these free resources:
 - **Let’s Stop HIV Together:** A campaign developed by the CDC that offers HIV resources in English and Spanish, as well as free graphics and suggested social media posts about World AIDS Day.
 - **Greater Than HIV:** A campaign from KFF that provides comprehensive information about HIV as well as free downloadable videos, banners, and graphics, including the Ask Me Anything About HIV video series, produced in partnership with the CDC.
- **Invite a local HIV organization to an employee town hall or “lunch and learn.”** Enlist a community organization or local expert to demystify and destigmatize HIV, answer questions, and share opportunities to get involved.
- **Host a guest speaker who is living with HIV.** Sharing personal stories can be a powerful way to foster empathy and understanding.



For over 35 years, Paramount Pictures has demonstrated its commitment to educating and engaging its workforce about HIV, whether leading the annual AIDS walk, offering lunch-and-learn events about HIV, or connecting with local HIV organizations. For World AIDS Day, Paramount Pictures has hosted health fairs, relevant movie screenings, and engaging events like drag queen bingo to help raise awareness about the importance of HIV testing.

2 Strengthen HIV Services for Employees

Make sure your employees can access effective HIV screening, prevention, and treatment services. You can start by sharing [this helpful checklist](#) with your HR and benefits leaders to guide a review of your current coverage, policies, and education efforts.

- **Comply with federal, state, and local laws.** The [Affordable Care Act](#) (ACA) requires coverage without cost-sharing for pre-exposure prophylaxis (PrEP), necessary clinic visits and lab testing, and HIV and STI screening. Clinical guidelines recommend HIV and STI screening at least quarterly for people on PrEP.
- **Provide comprehensive health insurance coverage and benefits.** Work with your payer and/or pharmacy benefits manager (PBM) to expand [coverage](#) that supports HIV detection, prevention, treatment, and care.
- **Encourage employees to get tested.** Provide information on where employees can access confidential HIV testing and health screenings. Normalize HIV testing as a routine part of health care. Consider sharing these resources:



Greater Than HIV:

Find fast, free HIV testing (including self-tests), PrEP providers, support services, and more.



CDC's Get Tested:

A national directory of local organizations that offer free or low-cost HIV testing and free at-home tests.



Together TakeMeHome:

Eligible individuals can order free at-home HIV tests.

accenture

Accenture ensures its employees have access to comprehensive HIV services, including making PrEP freely available to anyone who needs it. "PrEP is so effective in preventing transmission of the virus," [said](#) Accenture Chief Health Officer Dr. Tam Brownlee, "that it allows our people to [stay healthy](#) if their partners are HIV-positive — a great example of an action that is both good for our people and good for our business."

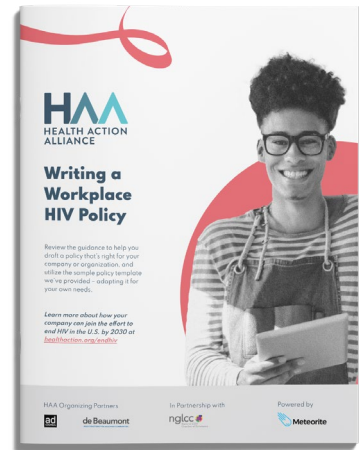


3 Establish an HIV Workplace Policy

Mark World AIDS Day by establishing a comprehensive workplace HIV policy that articulates your company's commitment to:

- Improving access to HIV testing, prevention, treatment, and care.
- Engaging your workforce in HIV education and outreach.
- Enforcing zero tolerance for discrimination.

Our Sample Workplace HIV Policy guidelines and template can help you draft a policy that's right for your organization.



BEST PRACTICE REMINDER

Be sure to consult legal counsel before finalizing any policy. Remember that your policy must comply with all local, state, and federal guidelines, including the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, Occupational Safety and Health Administration's (OSHA) guidelines, and the Affordable Care Act. Under the ADA, employers cannot discriminate based on a person's HIV status or perceived or assumed HIV status at any point, including in hiring, firing, promoting, and assigning work.



COMPANY IN ACTION

In 2005, Chevron became the first oil and gas company to adopt a global HIV/AIDS policy and program. The global policy includes commitments to non-discrimination; exemption from pre-employment HIV testing; HIV status confidentiality; access to testing, prevention, and treatment for employees and their dependents; and partnerships to expand impact. Chevron's approach set a new standard for corporate action on HIV.



4 Empower Employee Resource Groups

Employee resource groups (ERGs) can build community and provide safe spaces for open conversations about HIV. Share the following recommendations with your ERG leaders:

- **Encourage cross-collaboration.** World AIDS Day is an opportunity for different ERGs to co-host intersectional and/or intergenerational conversations about how HIV affects employees and their connection to their broader communities.
- **Create opportunities for thoughtful discussions.** Sharing personal experiences and asking questions can reduce stigma and encourage inclusion and belonging. Use structured formats, like discussion groups or panels, to guide respectful conversations.
- **Promote education.** Invite a health expert to lead discussions on the myths and misinformation that lead to HIV stigma.
- **Communicate your organization's HIV support options.** Share clear information on where employees can find counseling, peer groups, or health services. Keep privacy and confidentiality in mind.



In 2024, ViiV Healthcare convened several ERGs that represent employees who identify as LGBTQ+, Hispanic, or of African descent for a virtual, cross-community event on HIV in the U.S. The program offered HIV education, highlighted the role businesses can play in ending the epidemic, and brought employees from different backgrounds together to take action.



5 Partner With a Local HIV Organization

Work with public health or community organizations to strengthen your company's role in HIV awareness and support.

- **Offer on-site HIV testing.** Team up with a local public health or community organization to provide testing, counseling, and connections to ongoing care.
- **Launch an education campaign.** Collaborate with a community partner to create print, radio, digital, and/or social media content that promotes locally available HIV testing, prevention, and treatment resources.
- **Encourage employee giving.** Organize a volunteer service day or raise funds via charity walks, auctions, or donation drives. Consider matching employee donations to amplify your impact.
- **Join wider efforts.** Participate in community and national events that unite communities in the fight against HIV and memorialize the lives lost to the epidemic.

IDEA TO TRY IN YOUR WORKPLACE

Participate in the AIDS Memorial Quilt. The world's largest community arts project honors more than 110,000 people who lost their lives to HIV/AIDS and raises awareness of the ongoing epidemic. Companies can request to display quilt panels or organize a panel-making workshop in partnership with the National AIDS Memorial.



COMPANY IN ACTION



CVS Health collaborated with the National AIDS Memorial and ThriveSS in Atlanta to host a special quilt-making workshop at Morehouse College in Atlanta, Georgia. This event provided an opportunity to create panels for the AIDS Memorial Quilt, honor lives lost to HIV/AIDS, and share information on prevention and treatment.



6 Publicly Share Your Commitment to Ending HIV

Help fight stigma and demonstrate your company's commitment by publicly recognizing World AIDS Day.

- **Raise visibility on social media.** Share your company's recognition of World AIDS Day on social media to reach beyond the workplace. Consider using these suggested posts:
 - December 1 is #WorldAIDSDay, a day to remember those we've lost and commit to meaningful actions to help end HIV. As employers, we can start by protecting the health of our workforce and the communities we serve. Learn more: HealthAction.org/endHIV
 - Today is #WorldAIDSDay. [COMPANY] stands in solidarity with those living with HIV and honors the memory of those we've lost. Together, we can break the stigma and spread knowledge and compassion. #EndTheEpidemic #HIVAwareness
 - Today, on #WorldAIDSDay, [COMPANY] reaffirms our commitment to ending the HIV epidemic. We will continue implementing programs focused on HIV education, prevention, and support for those affected. Together, we can build a future where everyone can access the care they need.
- **Sign the #workingpositively pledge.** Launched by HRC, IBM, SAP, and Deutsche Aidshilfe, this [campaign](#) invites employers to become visible role models in support of employees living with HIV, AIDS, and other chronic illnesses.
- **Put your commitment on display.** Encourage employees to download the [World AIDS Day Zoom backdrop](#) for virtual meetings with clients, partners, and colleagues in the lead-up to World AIDS Day to show your corporate commitment to ending the HIV epidemic.
- **Wear the red ribbon.** Provide red ribbons or encourage employees to wear red in the lead-up to Dec. 1. The red ribbon is the universal symbol of support for people with HIV and remembrance of those who have lost their lives. Consider sourcing ribbons from groups like [Until There's a Cure](#), which reinvests proceeds into the cause.



Take Year-Round Action To End HIV

Join the U.S. Business Action to End HIV coalition

ENDING HIV NEEDS BUSINESS LEADERSHIP

We're at a pivotal moment. Ending the HIV epidemic in the U.S. is within our reach, but achieving this goal requires a united effort from all sectors of society, particularly the business community.

THE OPPORTUNITY

The private sector has long been a catalyst for change. Companies have a unique opportunity to drive progress while strengthening their workplaces and communities. U.S. Business Action to End HIV unites leading companies and leverages their influence, resources, and innovation to help end HIV in the U.S. The Coalition has mobilized over 100 employers to take bold steps to close gaps in awareness, prevention, and treatment. Member companies include major brands and large employers across industries such as energy, health care, technology, consulting, entertainment, digital services, and retail.

HOW OUR COMPANIES MAKE IMPACT

Coalition members are invited to commit to at least one of six actions, from educating workers to partnering with community-based organizations to closing gaps in access to HIV care and prevention. Companies join a network of like-minded leaders who are working together to make a difference.

JOIN US TODAY!

ADDITIONAL RESOURCES

- [Ending the HIV Epidemic: A Guide for Employers](#)
Practical ways to support employees, improve benefits, and partner with your community to help end HIV.
- [Sample Letter from Leadership](#)
Use this template to craft a message that reflects your company's commitment to supporting employees with HIV.
- [Writing a Workplace HIV Policy](#)
Key considerations to help you develop a written HIV policy to support employees and reduce stigma.
- [Empowering HR Leaders: A Checklist for HIV in the Workplace](#)
A checklist to help you strengthen HIV policies, expand benefits and education, and ensure legal compliance.

OUR NEWSLETTER

[Sign up](#) for the latest updates on events, resources, opportunities for action, company spotlights, and more.



10 Things To Know About HIV in the United States Today

1

HIV is a chronic, preventable disease, and we now have the tools to end the epidemic. Today there are more than 1.2 million people with HIV in the U.S. and approximately 32,000 new transmissions each year. In the U.S., 91% of people with HIV are of working age.

2

HIV can affect anyone, regardless of sexual orientation, race, ethnicity, gender, or age. However, longstanding social and structural challenges — including stigma, economic inequality, and limited access to health care — continue to contribute to disproportionate impacts among certain communities. These include Black and Hispanic populations; gay, bisexual, and other men who have sex with men; and transgender women.

3

HIV has been diagnosed in all 50 U.S. states, D.C., and Puerto Rico. Nearly half (49%) of new transmissions happen in the South.

4

Teens and young adults continue to be at risk. People under 35 — including some Millennials and Gen Z — account for more than half of new diagnoses.

5

One in eight people with HIV in the U.S. are unaware they have it. And 80% of new cases are transmitted by people who are not aware they have HIV or are not receiving any care.

6

Getting tested for HIV is an essential part of whole-person health. Making testing a regular part of your health care routine helps protect yourself and others. Testing is quick, easy, confidential, and widely available for free. There are many resources for people who need support with HIV testing and care.

7

HIV treatment prevents transmission. A person living with HIV who is on treatment and maintains an undetectable viral load has zero risk of transmitting HIV to their sexual partners (also known as Undetectable = Untransmittable or U=U).

8

Preventive medicines, called PrEP and PEP, can reduce a person's chance of getting HIV. Yet, only 36% of the people who could benefit from taking PrEP are actually using it.

9

Fear and misinformation about HIV contribute to stigma. Stigma affects the mental and physical well-being of people with HIV and prevents some people from getting tested and accessing prevention services like PrEP.

10

Workers with HIV are protected by the Americans with Disabilities Act (ADA) in the United States. The ADA prohibits discrimination against people with disabilities, including HIV, in all aspects of employment, including hiring, firing, promotion, and compensation.



U.S. BUSINESS ACTION TO **END HIV**

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U.S. Business Action to End HIV was founded in 2022 by the Health Action Alliance, with support from ViiV Healthcare, to mobilize a growing coalition of private sector partners committed to filling gaps and accelerating progress to help end HIV in the U.S. by 2030.

The Health Action Alliance is a unique collaboration between leading business, communications, and public health organizations. We help employers navigate evolving health challenges, improve the health of workers, and engage with public health partners to build stronger, healthier communities. Founded in 2021 by the Ad Council, Business Roundtable, CDC Foundation, the de Beaumont Foundation, and the Robert Wood Johnson Foundation, HAA's network now includes more than 11,000 employers nationwide. We know good health is good business.



HealthAction.org



Hello@HealthAction.org

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