



Evaluation Summaries

International HIV/AIDS Workplace Education Programme SHARE - Strategic HIV/AIDS Responses by Enterprises

Quick Facts

Country : Barbados

Mode of Evaluation: Independent final

Technical Area: HIV/AIDS

Evaluation management: ILO/EVAL unit

Evaluation team: Robert Ransom and Juliette R. Bynoe-Sutherland

Project Start: May 2004

Project end: June 2008

Project code: RLA/03/53/USA

Donor: United States Department of Labour (USDOL) (US\$ 740,000)

Keywords: HIV/AIDS, Behaviour Change Communication, Employment related discrimination

Background & Context

Summary of the project purpose, logic and structure

The Barbados HIV/AIDS Workplace Education Project is part of a grant awarded by the U.S. Department of Labour (USDOL) to the International Labour Organization (ILO) in FY 2003 to develop policy and prevention programmes in the workplace. It is one of 24 countries participating in the ILO/USDOL International HIV/AIDS Workplace Education programme, which has become known as the Strategic HIV/AIDS Responses in Enterprises (SHARE). The intended beneficiaries of the Programme are workers and their families both in the formal and informal sector in over 20 countries. Indirectly, participating enterprises also benefit from the impact of prevention programs as the reduction of the spread of HIV/AIDS reduces

absenteeism and loss of workers as well as costs of recruitment and training.

The Development Objectives of the Barbados HIV/AIDS Workplace Education Project are:

- Reduced HIV/AIDS Risk Behaviours among Targeted Workers
- Reduced level of Employment-related Discrimination Against Workers Living with HIV/AIDS or Affected by HIV/AIDS

Four Immediate Objectives contribute towards the achievement of the Development Objectives:

1. Improved Knowledge and Attitudes Related to HIV/AIDS Risk Behaviours
2. Increased Awareness and Use of Available HIV/AIDS Workplace Services
3. Reduced Stigma against Persons Living With HIV/AIDS
4. Increased Knowledge of HIV/AIDS Workplace Policy/Guidelines

Purpose, scope, methodology and clients of the evaluation

The purpose of the final evaluation was to: “assess the progress made by the HIV/AIDS Workplace Education Project in Barbados. Specifically, the goal would be to assess the impact and achievements of the project as well as to develop recommendations for activities leading to sustainability and future funding allocation.” The scope of the final evaluation included an

assessment of the following areas: project planning and overall progress, project objectives, and project monitoring and evaluation. The evaluation methodology included a document review, individual interviews with key informants (Project Advisory Board (PAB) members) as well as with site visits (25th of February to the 5th of March 2008) and interviews with HIV/AIDS Focal Points, Peer Educators and focus groups of workers at participating enterprises. The clients of this evaluation are the ILO and USDOL.

Main findings and conclusions

The Evaluation Team found that the ILO/USDOL HIV/AIDS Workplace Education Project in Barbados achieved positive results that remain relatively unknown in the country. The strategy employed by the Project was appropriate to Barbados and the Project effectively involved the main stakeholders. Tripartite collaboration was enhanced by the Project and activities were implemented in a professional manner by the NPC. The Project broke new ground in using different means to deliver behavioural change communication (BCC) messages, such as “ambush” theatre and media partnerships. Several participating enterprises evolved strong community outreach programmes as a result of their involvement with the Project. Project efforts were limited to a relatively small number of private formal sector enterprises and were insufficient to make a significant impact on participating informal sector operators/workers. The Evaluation Team believes that there is a good possibility that workplace HIV/AIDS education activities initiated by the Project will be continued through the partnership between Barbados Employers' Confederation (BEC) and the AIDS Foundation of Barbados.

Lessons Learned and Recommendations

Important lessons learned:

- A lesson learned that emerged from the Dissemination Workshop is that the engagement of the tripartite constituents at all levels of the decision-making process is key to ensuring their maximum commitment and participation in the PAB

and all planned Project activities and events.

- Virtually all individuals trained by the Project and interviewed by the Evaluation Team expressed satisfaction with the training and with their increased knowledge about HIV/AIDS. The trainees felt empowered to share the information with workmates, family members, friends and others. More individuals expressed interest in being trained as Peer Educators (PEs). Due to PE turnover, some enterprises have requested additional Peer Educator training and refresher training for already trained PEs. Training of PEs began late in some enterprises. Thus, a fourth lesson learned is that effective training is an important element in effective BCC, that PE training should take place early in a project, and that provision should be made for Peer Educator turnover in enterprises, especially in the hotel/tourism sector
- One essential element of the Focal Point and Peer Educator training was the involvement of PLWHA from CARE and UGLAAB. The Dissemination Workshop identified as another lesson learned that the involvement of HIV+ persons in Peer Educator training and other workshops and seminars was effective and “empowering and encouraging them to continue to function as productive and capable members of society”, and should be continued.
- The most motivated enterprise Peer Educators appear to be those who volunteered rather than those who were “volunteered” by management. Ownership of an HIV/AIDS programme by employees in an enterprise appears strongest where it was managed by employees themselves, especially union members, rather than HR departments. But management recognition and support also appear crucial for the success of an enterprise HIV/AIDS workplace program. Thus, a lesson to be learned is that a “bottom-up” employee-based approach to creating an HIV/AIDS workplace program in an enterprise works well, provided that there is strong management support and recognition.

Main recommendations and follow-up :

- Project activities should be continued as suggested in the Sustainability Plan and extended to additional private sector enterprises, and to public sector institutions in the country.
- Enterprises participating in the Project should recognize publicly the volunteer service of their Focal Points and Peer Educators. Enterprise FPs and PEs all work as volunteers without receiving incentives or other financial benefit for their work. They need enterprise and public encouragement and recognition. This could be done through company newsletters, employee recognition schemes, as well as public events covered by the media.
- The Good Practice of participating enterprises (Scotiabank, Purity Bakeries, Arawak Cement Company) should be publicized in Barbados as well as internationally. Ironically, due to the Good Practice Report and Dissemination Workshop organized by the Project, the good practice of participating enterprises is better known outside of Barbados than within. Both the Project and the participating enterprises concerned should seek ways to make publicly known in Barbados their practices and achievements.
- Emerging good practice in the public sector should be recognized. The good practice of the Barbados Vocational Training Board should be made known, as an example of good public sector policy and practice.
- The content of Peer Educator and BCC training should be standardized across PE and BCC training providers, so that training certificates are comparable and that BCC trainers and consultants might be certified as such.
- HIV/AIDS programming should be included in all broader occupational health and safety and wellness policy, programs and committees at enterprise level.
- Strategies should be formulated to reach informal sector operators, perhaps using regulatory frameworks for the delivery of information and training. Few informal sector operators have formed themselves into associations. Licensing and regulatory bodies are the main point of contact between government and informal sector operators – Ministry of Transport for taxi drivers, Ministry of Agriculture for fishermen, Ministry of Health for food vendors, National Conservation Committee for street vendors, etc. Training on HIV/AIDS could be made mandatory for all certification, licenses, etc.
- The national coordination of HIV/AIDS initiatives in the world of the work should be strengthened under government leadership, perhaps through the proposed National Advisory Committee on HIV/AIDS in the World of Work, the successor to the PAB.
- The partnership between the BEC and the AIDS Foundation of Barbados should be formalized through a written agreement to maximize collaboration in their respective HIV/AIDS prevention in the workplace initiatives.
- The impact of the Project should be assessed a year after the Project has formally ended and a revised methodology should be developed in order to measure impact of BCC efforts on individual employees over a longer period of time.
- Recommendation to ILO: There should be greater contact with, and oversight of ILO/USDOL Projects in the Region by the ILO Caribbean Sub-Regional Office, in order to maximize synergies and avoid duplication of effort.