Steps to Effectively Addressing HIV/AIDS Education on Projects

Prior to Bidding

- Have the client identify partners to provide useful resources and materials, and service providers who can deliver the RTGH campaign. (See Part 1 of the toolkit for several suggested agency contacts by region and by country, and the Expectations for Facilitators training guide for more information on expectations of service providers and peer education.)

- Include in the Bill of Quantity a provision sum to cover the costs of implementing and monitoring the RTGH campaign.

- Include in the bidding document the recommended ‘Particular Conditions of Contract’:
  - Adapting the Bank’s standard text;
  - Highlighting the use of the RTGH toolkit for the information, education, and communication (IEC) campaign; and
  - Emphasizing the need for the contractor to make staff available while mobilized.

After Contract Award, Prior to Mobilization

- Ensure agreements are in place between the contractor(s) and service provider(s) who will be delivering the RTGH Campaign.

- Require service provider(s) to develop an action plan for implementing the RTGH Campaign.

- Request service provider(s) adapt the RTGH Campaign and existing resources to target local conditions, project context and populations. If multiple service providers, one approach and set of resources should be agreed upon prior to implementation.

After Mobilization

- Undertake a baseline survey of HIV/AIDS awareness using the RTGH survey forms. This assessment can be performed as part of the Safeguards Review and results fed into the Monitoring and Evaluation (M&E) component of the project. (See Part 1 of the toolkit for additional information on the baseline assessment.)

- Undertake the RTGH Campaign in accordance with the agreed upon action plan. (Numerous tools are available for use by service providers in Part 4 of the toolkit.)

- Receive reports on progress including updates to the baseline survey. (Tools for evaluating outcomes of the Campaign are available in Part 3 of the toolkit.)
In 2004, the World Bank added provisions for HIV/AIDS mitigation in its standard bidding documents for procurement of works in excess of US$10 million. This requirement to implement HIV/AIDS awareness programs was added to the general worker safety requirements under the 'Health and Safety' clause in the World Bank’s General Conditions of Contract. Under this clause, HIV awareness training would be delivered to all construction staff, including managers, contractors, consultants, and delivery drivers, as well as local communities and commercial sex workers located near the project site.

These education campaigns should be delivered through an approved service provider, such as an NGO, health organization, or government body, and focus on:

- reducing transmission of HIV by minimizing high-risk behavior
- eradicating stigma and discrimination for people with HIV/AIDS
- increasing safe sexual practices
- encouraging regular voluntary testing for sexually transmitted infections, including HIV

The Road to Good Health (RTGH) was created as a tool to assist World Bank clients and project contractors in implementing an HIV education program for project-affected persons, thus minimizing the risk of HIV transmission associated with transportation construction and maintenance projects. The RTGH provides a basic package of tools and resources for the implementation of HIV awareness campaigns on transport projects as well as a standard monitoring and evaluation framework for HIV projects in the transport sector.

The RTGH was first developed in 2008 and piloted on projects in China, Cambodia, and Vietnam in 2009-2010. Results from these pilot programs together with recommendations from local practitioners, agency partners, and international experts have led to the development of this updated guide.

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1 Project "clients" and "contractors" are used interchangeably in this guide; this title refers to individual or agency responsible for implementing, overseeing, and reporting results from the HIV awareness program.
The table below lists the requirements of HIV awareness programs on construction projects per World Bank guidance; recommended enhancements to the program are also included to support the effectiveness of the outreach.

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<th>Required</th>
<th>Recommended to Enhance Effectiveness</th>
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<td>Conduct an HIV/AIDS awareness program through a licensed trainer at least every other month to all site staff (includes employees, sub-contractors, consultants’ employees, truck drivers, and delivery staff) and to residents of project-adjacent communities.(^2)</td>
<td>- Focus on education that changes behaviors, not just raises awareness.</td>
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<td>- Employ peer educators (trained individuals within the target communities) to reinforce and sustain the messages from the <em>Road to Good Health</em>.</td>
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<td>Provide male or female condoms for all site staff and labor.</td>
<td>- Condoms should be high-quality, affordable, and accessible.</td>
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<td>- Access to condoms on-site must continue throughout the project.</td>
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<td>- Information about how to use condoms and their benefits should be available where condoms are located.</td>
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<tr>
<td>Provide screening, diagnosis, counseling and referral to a dedicated national program for sexually transmitted infection (STI) and HIV.</td>
<td>- Provide high quality and reliable services.</td>
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<td>- Ensure screening, diagnosis, and counseling are all confidential and voluntary.</td>
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<td>Promote early diagnosis of HIV and assist affected individuals.</td>
<td>- Ensure counselors are available at voluntary counseling and testing centers following STI testing and diagnosis.</td>
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<td>- Provide targeted training on stigma and discrimination.</td>
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\(^2\) While not stated explicitly, HIV awareness and behavior change communication for commercial sex workers benefits construction staff and local residents as well. This group is included as a target population in this campaign because of their role in transmitting the disease or other STIs, moving or growing the epidemic associated with transport projects. Sex workers, who can travel alongside construction projects, are therefore another project-affected group.
How Does the Road to Good Health Fit into the Project Cycle?

Baseline Assessment

Identify key characteristics and demographics of project-affected populations, including mother tongue, ethnic and cultural identification, religion, country of origin, age, marital status, and disease status, if available; evaluate existing levels of knowledge on HIV transmission and prevention.

Monitoring and Evaluation

Include regular project monitoring as part of supervision using the recommended RTGH indicators. Note implementation status and M&E results in midterm review and ISR. M&E should track project indicators and highlight any missing data or weaknesses. Program monitoring data (such as condom distribution over implementation period) and data on outcome measures (i.e., risky behaviors) should also be included.

Agency Coordination

Introduce the RTGH, its activities, and goals, to relevant government bodies, academics, civil society, and NGOs to identify opportunities to leverage existing activities, policies, resources, and networks. The IEC campaign should use existing materials whenever possible. Collaborate in the interest of sharing data on target population, identifying and translating quality IEC materials, connecting with vulnerable populations, ensuring formal endorsement and buy-in from relevant stakeholders, integrating the RTGH into existing HIV responses, strengthening local services (particularly STI diagnosis, counseling, and treatment), and minimizing duplication of efforts.

What is the role of TTL?

Ensuring that an effective IEC campaign is conducted, that HIV/AIDS activities are well-coordinated within the project, that prevention efforts are appropriate to country needs, and that intervention is maintained throughout implementation.

What partnerships are required to effectively carry out HIV/AIDS strategy?

The National HIV/AIDS Program; Ministry of Transport Focal Point; Environmental Specialist in the Project Implementing Unit; and development partners or NGOs working in the area.

How are implementation costs estimated?

The contract should include a provisional sum for the IEC campaign (minimum $50,000). Once a supplier is appointed and the baseline survey conducted, a detailed action plan with budget requirements can be established.
* Evaluation of existing conditions within a project community can begin in the Preparation stage by the borrowing country. A more complete assessment including construction workers will be performed during the Implementation stage.

For more information, please visit

TheRoadToGoodHealth.org