



# Changing Lives with "A New Attitude"

Dr. Karen Gordon-Boyle - USAID/ GHARP (The  
Guyana HIV/AIDS Reduction and Prevention Program)

/Cicatelli Associates Inc

Barbara Cicatelli –Cicatelli Associates Inc.

Jairo Pedraza- Cicatelli Associates Inc.

# GUYANA

- Located in South America
- Population: 751,000 (2002).

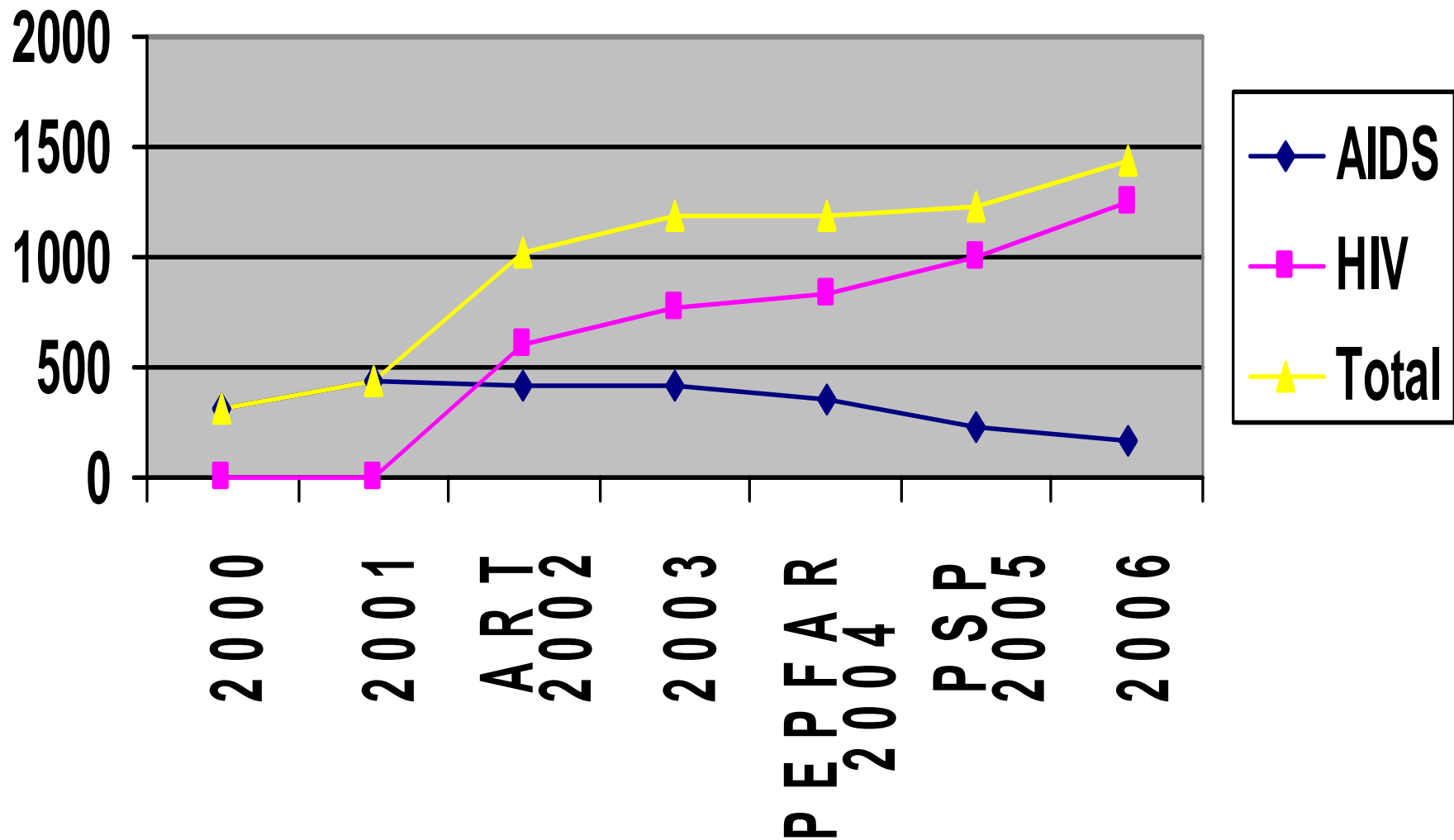
- 
- 10 Administrative Regions ,
  - One of two PEPFAR funded countries in the Caribbean

- HIV prevalence of 1.45% among pregnant women (MOH 2006) 2.5% in the General Population (UNAIDS 2006)

- AIDS is #1 cause of death in the 25-49 age group 2004 (Presidential Commission Report for HIV 2005)



# New Reported HIV and AIDS cases Guyana (2000 - 2006)





## The Expanded Government of Guyana response: Free ART introduced April 2002

---

### **PEPFAR Response:** 2004 through USAID/GHARP

- Engaged the private sector (PS) to reach the most productive and at risk age group-18-49.
- Developed programs that used the core competencies of different PS partners
- PS brought resources to compliment the GOG response
- Key to mobilizing the private sector was the recruitment of a respected Private sector partnership manager from among their peers (PSPM).



## In Guyana many PLHIV are:

---

- Poor-Women are often dependent on a partner for support
- Unemployed due to stigma and discrimination- or illness
- Suffer from self stigma
- Fear the consequences of disclosure
- Lack skills



## “A New Attitude” –The Approach:

---

- Two high-end craft manufacture/ retail businesses owned by community minded women were approached to partner with GHARP/GOG
- Staff at each work site were sensitized on HIV stigma and discrimination
- Clinics were invited to refer suitable clients to the program
- On the job skills training for 30 women living with HIV was provided

# Approach cont'd:



- Weekly self- empowerment sessions provided

- Participants learnt to recognize sources of stress -positive and negative responses
- Participants learnt how their own attitude and self stigma could be disempowering.

## Quote:

"I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you.... We are in charge of our Attitude."

Charles Swindoll



# **“A New Attitude”- Comprehensive Care of PLHIV The 4 Pillars of Care**

---

## **Physical**

- Clients engaged in care
- Exercise
- Diet
- Deep Breathing

## **Social**

- Buddies
- Support Groups
- Home Based Care
- Micro financing
- Mentoring, Skills training,
- Marketing

## **Psychological**

- Referral to professional mental health practitioners
- Group therapy

## **Spiritual**

- Meditation
- Prayer Individual and Group
- Referral



# Approach:

---

- Economic independence was emphasized in training and tools given
- GHARP/ 3 PS partners set up a micro credit scheme targeting 200 PLHIV and vulnerable persons
- A revolving fund was provided for clients without collateral
- A focal point person was appointed at one PS organization to support the program
- Clinics and NGOs referred suitable clients for loans



# Outcomes:



- To date 100 PLHIV have initiated loan applications
- 61 PLHIV have started their own small businesses as a direct result of private sector and GHARP support
- 23 of the 27 women remaining on “A New Attitude” started their own small businesses
- \$5.5 million GT in the hands of PLHIV for new businesses

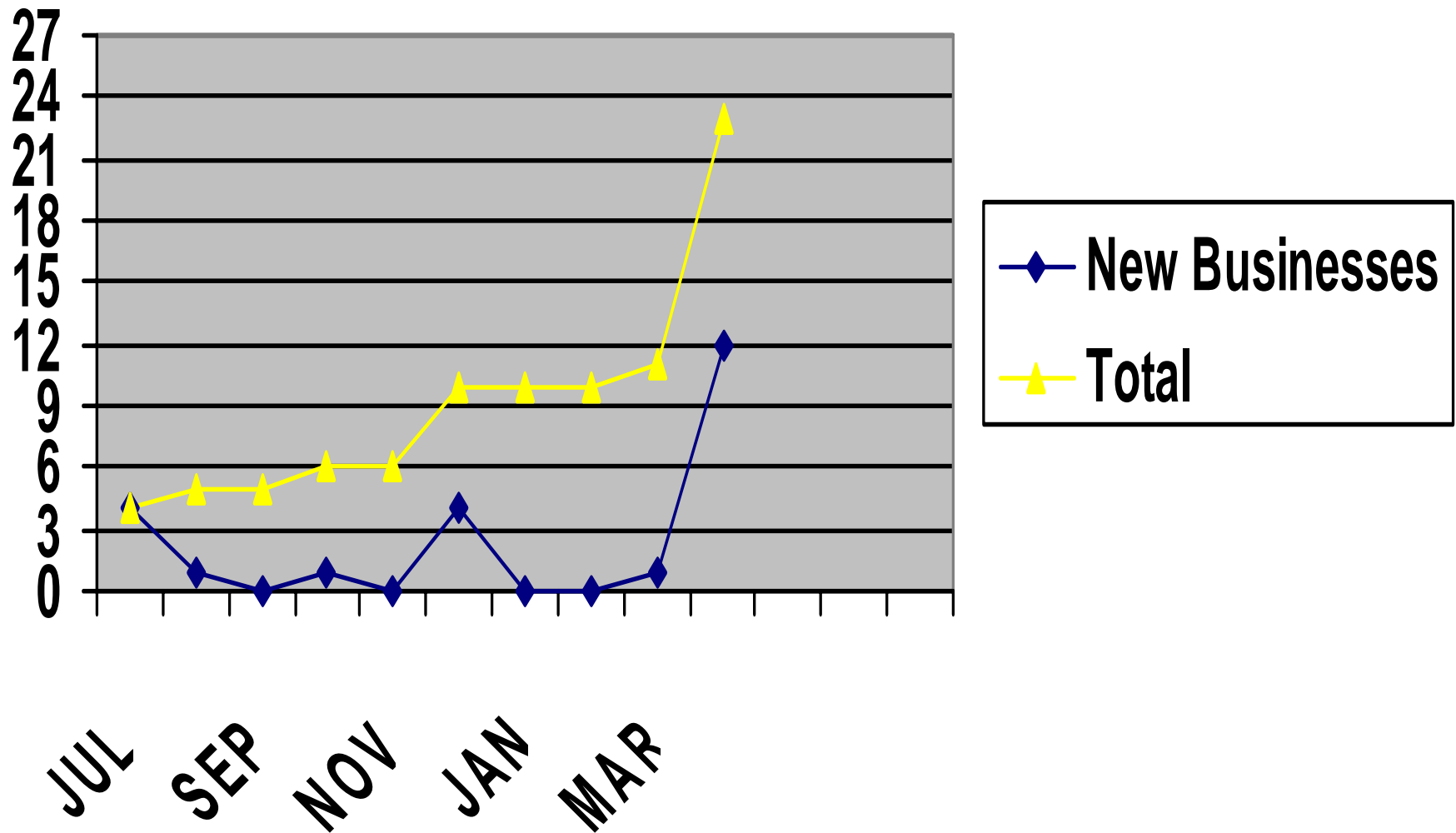


## Outcome:

- Changes in Attitudes of both the women and staff at business sites
- 29% of persons from the general public successfully complete loan applications (IPEP)
- 49% of PLHIV mobilized and followed up through GHARP successfully completed loan applications
- 95% of PLHIV on “A New Attitude” successfully applied and received loans for small businesses
- 9% PLHIV defaulted on payments

# New Businesses through Micro finances

## "A New Attitude" Guyana (2006 - 2007)





# Challenges:

---

- Time allocation by businesses for workers to participate in programs
- PLHIV easily discouraged by application requirements
- Building the confidence of PLHIV to become business owners-overcoming self stigma
- Media coverage of sensitive issues related to HIV



# Recommendations:

---



- Private sector support should be mobilized to to compliment government initiatives in resource constrained settings
- Economic empowerment programs for PLHIV should facilitate access to professional mental health support
- PLHIV should be included in the development of any programs designed for them

# Launch Event and exhibition "A New Attitude" Nov 30<sup>th</sup> 2006

