Assessing Needs and Motivations for Engaging in Partnerships

IOM PPP Forum

Lauren Marks
Director, Private Sector Engagement
U.S. Department of State, Office of the Global AIDS Coordinator
November 18, 2014
Why Do We Partner?

• PEPFAR resources are increasingly focused on achieving **sustainable control of the epidemic** and PEPFAR’s partnership agenda will guide us in achieving this goal.

• No one government or entity can address the HIV epidemic alone. We share responsibility with our partners – including private sector, civil society, multilaterals, and bilaterals – to achieve an AIDS-free generation.

• PPPs enable the U.S. government and private-sector entities to maximize their efforts and **achieve greater impact** through jointly defined objectives, program design and implementation, and through the sharing of resources, risks, and results.
Why Do We Partner?

- We are building meaningful and wide-ranging partnerships, so we can make an impact greater than the sum of its investments. We know the potential for sustainability and scale-ability is much greater with the support and collaboration of the private sector.

- Partnerships are key to sustainability. Businesses that are invested in the long-term health of their workforces...Companies that are seeking to build markets... And corporations that are looking for opportunities to work with governments to invest in the communities in which they operate--are likely to stick around long after the USG has left. We hope that we can all work together to achieve greater impact.

- PPPs allow PEPFAR to increase impact by allowing more people to benefit due to the additional resources—whether monetary or technical—brought to the partnership by the private sector.
How Do We Partner?

• For us, partnership means full transparency, data sharing, and renewed engagement with the private sector and civil society. It means greater coordination and collaborative planning.

• We would like to see private sector resources focused on activities that directly complement our goals.

• Specifically, we are working towards identifying critical gaps in our program and doing more proactive outreach to strategically target investments from the private sector.
Aligning Partners to Support PEPFAR Core and Near Core Priorities

- Prevention
- Treatment
- Care
- Health System Strengthening

PEPFAR’s Goals
Partnership Opportunity
Partner’s Business Interest
Partnership Priorities

Highest Impact Interventions for an AIDS-Free Generation

• Accelerating Children’s Treatment for HIV/AIDS (ACT) Initiative
• Adolescent Girls and Young Women
• Pink Ribbon Red Ribbon
• Key Populations, including Men who have Sex with Men (MSM)
<table>
<thead>
<tr>
<th>What does the PEPFAR Sector Bring to the Table?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Long-term country presence</strong> ✔</td>
</tr>
<tr>
<td><strong>Funding</strong> ✔</td>
</tr>
<tr>
<td><strong>Technical Expertise Across Industries and Sectors</strong> ✔</td>
</tr>
<tr>
<td><strong>Network of local and regional development partners</strong> ✔</td>
</tr>
<tr>
<td><strong>Convening and coordinating power to catalyze, promote, and facilitate the development of partnerships</strong> ✔</td>
</tr>
<tr>
<td><strong>Relationships with local and national governments</strong> ✔</td>
</tr>
<tr>
<td><strong>Vetting and diligence with NGO implementing partners</strong> ✔</td>
</tr>
<tr>
<td><strong>Credibility and goodwill</strong> ✔</td>
</tr>
</tbody>
</table>
# What does the Private Sector Bring to the Table?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>✔</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business minded, market-driven approaches</td>
<td>✔</td>
</tr>
<tr>
<td>Funding</td>
<td>✔</td>
</tr>
<tr>
<td>Shared resources, risks, and responsibilities</td>
<td>✔</td>
</tr>
<tr>
<td>Access to global supply chains and markets</td>
<td>✔</td>
</tr>
<tr>
<td>Skills, services and products</td>
<td>✔</td>
</tr>
<tr>
<td>Communication and marketing</td>
<td>✔</td>
</tr>
<tr>
<td>Technology and intellectual property transfer</td>
<td>✔</td>
</tr>
<tr>
<td>Relationships with local business actors</td>
<td>✔</td>
</tr>
<tr>
<td>Innovation</td>
<td>✔</td>
</tr>
</tbody>
</table>
Why Partner with PEPFAR?

**Business Sense**

*Positive impacts on the bottom line*

Partnerships benefit by (1) strengthening your workforce, (2) connecting with the community, (3) reducing risk, and (4) increasing opportunity which all lead to a market advantage.

**Brand Recognition**

*Exposure to new markets*

Partnerships for health and development tell a compelling story to your stakeholders, and will augment your corporate responsibility efforts and gain exposure to new customers and markets.

**Shared Responsibility**

*Creating an AIDS-free generation*

PEPFAR is focused on fostering locally-owned, sustainable solutions by working with local partners. This is a shared responsibility, not just with governments, but also with the private sector, civil society, and foundations.
Let’s Give Them Something to Talk About:

The Importance of M&E and Communications

• Opportunities for generating and using evidence and sharing experience to leverage change at scale
  o Launch events
  o Press releases
  o Show results (Board of Directors, Annual Report)
  o Internal and external advocacy
  o Package success stories
  o Web presence
  o Conference presentations
  o Leverage social media platforms
PEPFAR’s Evolution
From Emergency Response to Sustainable Impact for an AIDS-free Generation

• 2003 – 2007: PEPFAR 1
  • Emergency response
  • Delivering prevention, care, & treatment services
  • Building & strengthening health systems to deliver HIV services

• 2008 – 2012: PEPFAR 2
  • Shift from emergency to sustainable response
  • Shared responsibility & country-driven programs
  • Scaling up core interventions (ART, PMTCT & VMMC) for impact

• 2013-2018: PEPFAR 3
  • Sustainability & shared responsibility
  • Quality, oversight, transparency, & accountability for impact
  • Accelerating core interventions for epidemic control
PEPFAR’s 3 Guiding Pillars
Delivering an AIDS-Free Generation with Sustainable Results

**Accountability**
Demonstrate cost-effective programming that maximizes the impact of every dollar invested

**Transparency**
Demonstrate increased transparency with validation and sharing of all levels of program data

**Impact**
Demonstrate sustained control of the epidemic – save lives and avert new infections
Summary of the Right Thing, Right Place, Right Time

• Ensuring the **right thing**
  – The core interventions

• Ensuring the **right place**
  – Geographically focused
  – Reaching the most vulnerable effectively

• **The right time** – an expanding HIV epidemic is not financially sustainable
  – Preventing new infections in the most vulnerable and high prevalence areas
  – Ensuring implementation of the WHO guidelines in the right place
  – Mapping impact at the community level including core service coverage, HIV prevalence and incidence
Defining Success for PEPFAR

Controlling the Epidemic
- All long term strategy countries reach 80% coverage for all core elements of combination prevention
- Dramatically improve pediatric treatment coverage & linkage with OVC services
- Ensure prevention and key pops programs are focused and evidence-based
- VL strategically rolled-out and ART patients with full viral suppression
- Adherence to ART at 80-85% with full viral suppression

Sustainability & Partnership
- Full transparency, data sharing, and renewed engagement with civil society
- Collaborative planning, monitoring, and TA with GFATM/PEPFAR
- **Coordination with multilateral, faith-based, and private sector partners**

Accountability and monitoring
- 100% site monitoring achieved and all countries reporting real-time data
- Interagency Collaborative successfully
The Office of the Global AIDS Coordinator (OGAC)

Blueprint for an AIDS-free Generation
Impact Agenda
(Saving Lives, Results with Science)
Efficiency Agenda
(Smarter Investments, Results with Science)
Sustainability Agenda
(Shared Responsibility, Results with Science)
Partnership Agenda
(Shared Responsibility)
Human Rights Agenda
(Saving Lives, Shared Responsibility)