

UKRAINE

HIV Initiative >>>



{ An opportunity to curb the spread of HIV in Europe's hardest-hit nation



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A critical time to stem HIV's spread

Initially preying on high-risk groups such as prostitutes and illegal drug users, Ukraine's HIV epidemic is now making inroads into the general population. Yet HIV prevention education efforts, hindered by limited resources, have lagged in reaching youth, rural residents and others. Meanwhile, services are often inadequate for people who seek HIV counseling and testing. And for those diagnosed with the virus, follow-up care and support are rarely available.

This Initiative will:

- Strengthen and broaden HIV prevention education
- Provide accessible and effective voluntary HIV counseling and testing
- Extend care and support services for infected people

This multipronged approach, bringing together community members and proven local organizations, will change attitudes and behaviors among thousands of people – curbing the spread of disease that threatens the lives of Ukrainians and the health of their sluggish economy.

Country:
Ukraine

Sector priority:
Health

Key focus:
HIV prevention

Year 1 investment:
\$1,000,000
£508,260
€749,060

Lives to be impacted:
80,000

Duration:
3 years

Conversions to non-U.S. currencies are based on rates in effect at the time of publication, April 2, 2007. Actual purchase amounts will be determined by conversion rates in effect at the time of purchase.

Why southern Ukraine?

Ukraine suffers from Europe's worst AIDS epidemic, with the infection rate growing at an alarming 33 percent yearly. Particularly hard-hit is the southern region, including the port city of Odessa, where illicit drug use, poverty and prostitution mesh to fuel the virus' spread.

Odessa is a key gateway for Asian drug shipments to Europe, and drug use is the leading avenue by which HIV has spread in Ukraine. Some 70 percent of government-registered HIV cases between 1987 and 2004 were intravenous drug users. In addition, the percentage of sexually transmitted infections is rising dramatically.

A cheap, injectable opiate called "shirka," milked from poppies and sometimes mixed with antidepressants, is the recreational drug of choice among youth. People younger than 30 make up more than 80 percent of Ukrainians with HIV, nearly three times the percentage in Western Europe and the United States.

Poverty drives rural villagers to Odessa seeking work, but rising unemployment in the city leads many to drug trafficking and prostitution. Tourism creates a growing demand for the illegal sex trade. Each summer, an estimated 6,000 rural girls and women converge on Odessa to work as prostitutes. Many who return home after the tourist season carry the HIV virus with them; 67 percent of Odessa's prostitutes who inject drugs have HIV.

By strengthening local efforts where the needs are most critical – for instance, in rural areas and in under-equipped healthcare centers – this Initiative will stem the spread of HIV and provide critically needed support for people who are already infected.



"Our country remains by far Europe's worst-affected region. Every day, HIV attacks 40 citizens of our country and eight people die of AIDS. Such data shock, and leave no one indifferent."

– Ukraine President Victor Yushchenko

"Ukraine had the highest HIV/AIDS prevalence rate in Europe in 2005, and was home to one of the fastest-growing HIV/AIDS epidemics in the world. Ukraine also reports the highest number of annual AIDS deaths in the European region."

– Human Rights Watch

Location:
Eastern Europe

Population:
47.5 million

**HIV prevalence
(ages 15-49):**
1.4%

People with HIV:
410,000

HIV-related deaths:
22,000

{ HIV and AIDS data are from UNAIDS.
All other data are from the World Bank.

People infected with HIV:
479,000 - 820,000

New infections each year:
29,000 - 94,000

AIDS-related deaths each year:
35,000 - 65,000

Why focus on HIV?

With HIV virtually unknown in the country before the mid-1990s, Ukraine focused its initial response on educating high-risk groups such as prostitutes and intravenous drug users. Prevention efforts sidestepped the general public, especially in rural areas. Yet "mounting evidence shows that the wider population is increasingly at risk, mostly through heterosexual contacts," a 2006 World Bank report says. "Potential catastrophic increases in HIV/AIDS ... are likely in the medium term if measures to curb the epidemic fail."

Current prevention programs focus heavily on condom use to slow the spread of HIV – neglecting two key elements of the proven "ABC" strategy, which stresses abstinence and being sexually faithful to a single partner in addition to condom use. "We must launch a massive educational campaign to forewarn teenagers," says Victor Yushchenko, Ukraine's president. "The easiest and the cheapest way to minimize the risk of getting HIV is to adhere to the everlasting values of family fidelity and respect."

Southern Ukraine's healthcare infrastructure is weak, with staff at government facilities under-trained in HIV prevention and care. In Odessa, government doctors typically refer people with HIV to nongovernmental organizations (NGOs) for care and support. Such services are virtually nonexistent outside the city. "It is vital ... to build cooperation between the government and the people, international organizations and nongovernmental organizations, which should join their efforts to combat the epidemic," Yushchenko says.

This Initiative will enlist local leaders, proven organizations, healthcare providers and community members, and enable them to work together to turn back Ukraine's AIDS epidemic.



AIDS in Ukraine

Officially registered cases **per 100,000 people, 2004**

15 — 17 (Donetsk, Odessa, Symferopol)

8 — 14 (Kherson, Dnipropetrovsk, Mykolayiv, Cherkasy)

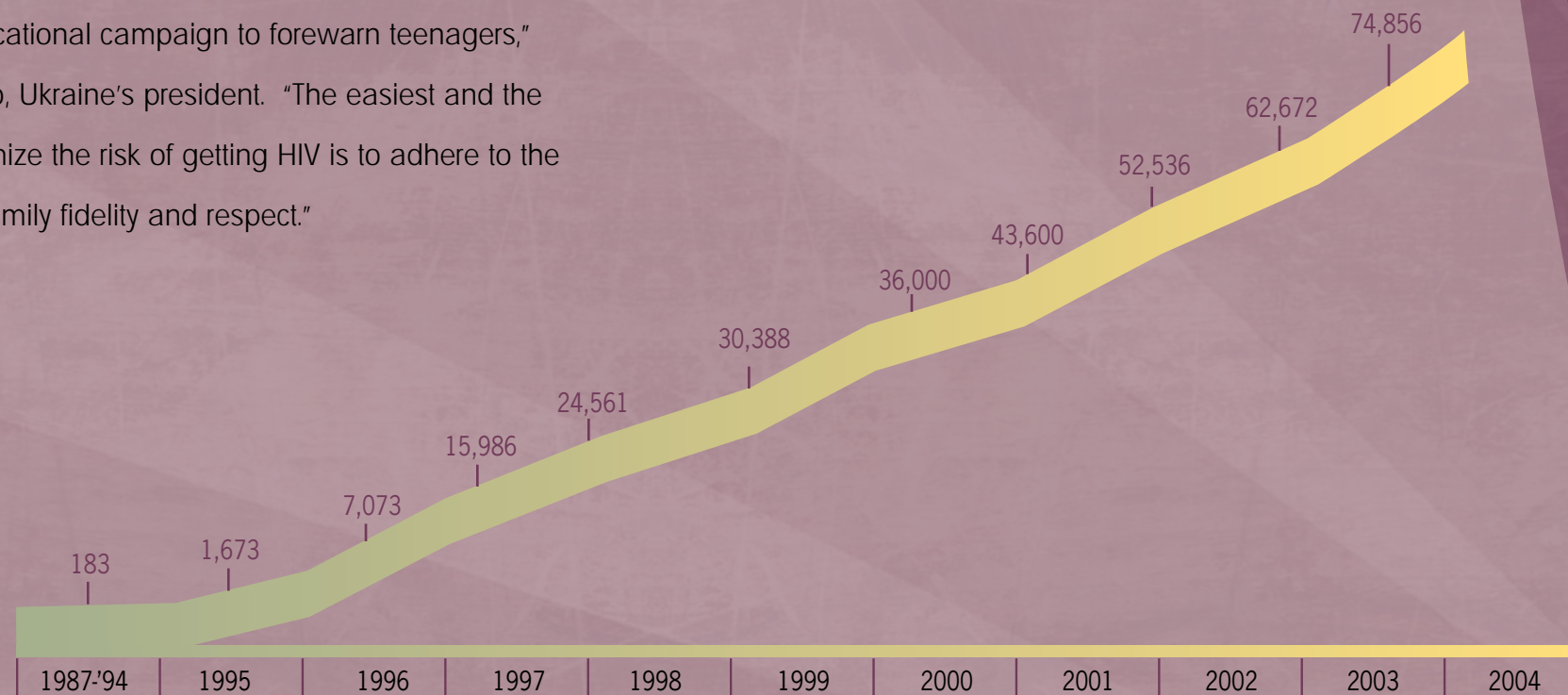
2 — 5 (Lugansk, Poltava, Vinnitsa, Khmelnytsky, Kyiv, Zaporizhya)

Less than 2 (Rest of country)

"AIDS in Ukraine would account for almost a third of all male deaths, and a staggering 60 percent of female deaths in the 15 to 49 age group by 2014."

— World Bank

HIV cases are rising
The Ukrainian AIDS Center's tally of officially registered cases shows the virus' steady rise. UNAIDS estimates that many additional cases are not registered.



How will this work?

This Initiative will strengthen efforts to fight the spread of the disease and care for infected people and their loved ones in Odessa and southern Ukraine, demonstrating what can happen when local organizations are equipped to transform lives in their own communities. Efforts will address gaps in current HIV prevention, counseling and testing services, as well as care and support for infected people. In addition, this Initiative will provide job skills and education for youth, helping break the poverty that accompanies the spread of HIV. Other programs will counter stigma and discrimination against infected people infected.



Three areas of focus:

- 1 HIV awareness and prevention**
 Training in HIV prevention education will be provided to local organizations, community leaders, volunteers and infected people. Trainees will teach community members practical prevention strategies, using culturally appropriate models such as peer educators and the proven ABC approach.
- 2 Voluntary HIV counseling and testing**
 Training and medical supplies will help build a widely accessible network of centers offering anonymous counseling and testing. Community members will be encouraged to seek services. Those who test positive will be referred to follow-up care and support programs.
- 3 Care and support**
 Community-based healthcare for people with HIV will become more available and effective, especially in rural areas. Community volunteers will be trained to provide home-based care for people with HIV. Children who have lost one or both parents to AIDS will be identified and supported with food, shelter and education. Community leaders and infected people will become more involved in local prevention and care efforts.

FOCUS	EXPECTED OUTCOMES	
	Local implementers needed	Lives to be impacted
HIV awareness and prevention	1	60,000
Voluntary HIV counseling and testing	3	18,000
AIDS care and support	2	2,000



GENEVA GLOBAL'S Strategic Initiative Approach

5 STEPS OF DEVELOPMENT

1 PLAN

Geneva Global's specialists and client investors explore solutions to local problems that result in clearly defined social change.

2 IDENTIFY

Determine Strategic Initiative goals and objectives.

- EXPLORE NEEDS, FOCUS OF INVESTMENT AND AVAILABILITY OF LOCAL IMPLEMENTERS

- ENGAGE POTENTIAL IMPLEMENTERS AND FUNDING AGENCIES TO CLARIFY PLANS

- REFINE GRANTING STRATEGY AND CONDUCT A BASELINE STUDY

3 QUALIFY

Conduct due diligence.

4 FUND AND MONITOR

Disburse funds, build capacity and monitor progress.

- DISBURSE FUNDING AFTER AGREEMENTS ARE SIGNED

- SHARE BEST PRACTICES

- MONITOR PROJECT AGAINST AGREED-UPON MILESTONES

5 EVALUATE

Compare performance with goals and objectives to gauge impact.

- COMPARE WITH BASELINE

- CAPTURE LESSONS LEARNED

- CELEBRATE ACHIEVEMENTS

A **Strategic Initiative** is a portfolio of multiyear projects within a specific geographic area. Through collaborative investment from multiple client investors, a Strategic Initiative results in clearly defined social change, often focused on a single issue or developmental sector of global priority. Projects are researched and chosen to create portfolios that will achieve results greater than the sum of the projects. A Strategic Initiative spans three to five years. Grant amounts for individual projects within a Strategic Initiative are typically \$1 million or more, but will vary according to geography, capacity of local implementers and the specific issues addressed.

A Strategic Initiative is a solution-oriented approach designed to catalyze Life Change. It requires careful communication and planning among local leaders in a project area, Geneva Global staff and the client investor. The results benefit all involved.



Key ingredients for each Strategic Initiative include:

- Establishing clear and measurable goals for social change through a landscape study, a granting strategy and a baseline study.
- Selecting effective implementing organizations whose programs and projects align with the established granting strategy and provide the best local approaches to address local needs.
- Collaborating and sharing knowledge among funded organizations to encourage effective use of best practices. This may happen in many ways, including implementer conferences, workshops and client site visits facilitated by Geneva Global.
- Conducting ongoing monitoring and evaluation of funded projects, as well as communicating with implementers and donors on the progress of the Strategic Initiative projects.
- Conducting a final evaluation of the Strategic Initiative to determine the measurable and lasting Life Change achieved.
- Exploring how additional funding could enable the most effective implementing partners to continue addressing the most critical needs in the region. This encourages expansion of the most effective organizations and programs through results-based funding. In the end, the best of the best expand their work, improving the marketplace among social entrepreneurs.

Changing Lives

"I used to believe that sleeping with people who I wanted to get something from was the only way to win the sympathy of my peers. These kinds of relationships and values were being built in our class. It's just incredible that your lecture affected me and my classmates so much. A fundamental change took place in our relationships - almost everybody, including me, agreed to abstain from free sex. I have the desire to tell every student how wonderful it is to keep themselves for their husband or wife. Thank you. You've changed my life."

- Nadiya Loy, an 11th-grade student in Zhytomyr, Ukraine, after attending an HIV/AIDS lecture by a Ukrainian organization that received funding through Geneva Global

Photography credits and captions

Cover photo: **David Sacks**
Dr. Igor Skuratovsky counsels an HIV-positive couple at an Odessa clinic.

Pages 2-3: **David Sacks**
Lena Smolyagovich speaks to addicts and their family members at the Grace Rehabilitation Center in Odessa.

Page 4: **David Sacks**
Dr. Viktor Goydyk, head of the inpatient department of Odessa's regional AIDS center, examines Oleg, whose last name is being withheld. Oleg, 42, is HIV-positive and came to the 50-bed AIDS facility suffering from exhaustion and pleurisy.

Page 11: **David Sacks**
His parents' heavy drinking caused Nikolay Sklo to leave his home in the disputed region of Pridnestrovie or Transnistria west of Ukraine. He lived in the streets of Odessa for three years. Now 12, he has been living for three months in the Odessa-based Way Home shelter with his brother.

Page 14: **David Sacks**
A nurse administers an HIV test in the outpatient department of an Odessa AIDS center.



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