



FEDERAL CENTRE  
FOR HEALTH EDUCATION



WHO-COLLABORATING CENTRE  
FOR HEALTH EDUCATION

**I**nd European Consultation on  
Public Education and Aids Prevention  
“Health Promotion and Health  
Education Approaches to  
Aids Prevention at the Workplace”  
Cologne, 13 - 16 November 1988

**ARCHIVEXEMPLAR**

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2nd European Consultation on Public Education and AIDS Prevention

Health Promotion and Health Education Approaches to

AIDS-Prevention in the Workplace

Cologne, 13 - 16 November 1988

INTRODUCTION

In October 1987 the Federal Centre for Health Education, (FCHE), a WHO Collaborating Centre for Health Education, organised jointly with WHO/EURO a consultation on public education and AIDS. Participants at this event greatly valued the opportunity to share experience and ideas and warmly welcomed the suggestion that another consultation should be held in Cologne a year later.

Recognising the challenges AIDS presented in the workplace, it was decided that the title for the 1988 consultation should be Health Promotion and Health Education Approaches to AIDS in the Workplace. This second consultation was again organised by the FCHE and WHO-EURO within the framework of the Global Programme on AIDS and the European Regional Programme on AIDS. The consultation took place between 13 - 16 November 1988 in Cologne. The consultation was attended by 72 participants from 22 European countries and the United States, drawn from government agencies, non-governmental organisations, employees' and employers' groups. This mix of participants in itself underlined the relevance of a partnership approach to AIDS education in the workplace.

Three key objectives were established at the planning stage:

1. to review and appraise examples of health education and health promotion in the workplace;
2. to provide participants with the skills and guidance on how to implement programmes on AIDS in their own countries;
3. to begin a process of networking information and evaluative studies on AIDS education in the workplace.

The consultation's approach was to provide a balance between overview presentations and particular examples of materials and initiatives. Case study presentation outlined initiatives in Volvo, Siemens and IBM Germany and participants presented material in a bazaar setting. A balance was also achieved between plenary sessions and small working groups which focused on practical difficulties and solutions.



2nd International Consultation on  
Public Education and Aids Prevention  
"Health Promotion and Health Education  
Approaches to Aids Prevention at the Workplace"  
Cologne, 13 - 16 November 1988

SCOPE AND PURPOSE

The London Declaration on Aids Prevention was unanimously adopted at the World Summit of Ministers of Health, London, January 1988. This Declaration recognized that:

"particularly in the absence at present of a vaccine or cure for Aids, the single most important component of national Aids programmes is information and education because HIV transmission can be prevented through informed and responsible behaviour. In this respect, individuals, governments, the media and other sectors all have major roles to play in preventing the spread of HIV infection."

It considered that information and education programmes should be aimed at the general public:

"and should take full account of social and cultural patterns, different lifestyles, and human and spiritual values. The same principles should apply equally to programmes directed towards specific groups, involving these groups as appropriate."

The Declaration called on the World Health Organization to continue to:

"exercise its mandate to direct and coordinate the worldwide effort against AIDS."

Accordingly the Federal Centre for Health Education, a WHO Collaborating Centre for Health Education, is organizing jointly with WHO/EURO the 2nd International Meeting within the framework of the Global Programme on Aids of WHO, Geneva. The meeting will review and discuss health promotion and health education approaches to Aids prevention at the workplace, within the WHO European Region. Focus will be on the commercial, industrial and office-based

occupations and will not include workers in the health systems, school or home. The first purpose is the review and appraise examples of health promotion and health education in Aids prevention at the workplace. Special attention will be paid to the effectiveness of such programmes and to the conditions, policies, environments and methods required for them. The second purpose is to provide participants with the guidance as to how to further the implementation of workplace programmes in their countries in line with the consensus statement from the WHO Consultation held in association with ILO on "Aids and the Workplace" in Geneva, 27 - 29 June 1988.

This consultation assists the Global Programme on Aids in the implementation of its Global Strategy through encouraging Aids health promotion and health education programmes in the workplace within the national programmes.

Within these parameters, the meeting will determine which, and to what extent, explicit health promotion and health education approaches are to be adopted in formulating and implementing public policies on Aids at the workplace. A plenary keynote paper and background papers, which summarise the experiences with workplace Aids education programmes in the USA and in Europe, together with an information bazaar, will be used to generate discussion on the current status of public education with regard to Aids prevention and the impact of Aids at the workplace.

A number of case studies will be solicited describing private sector programmes and public sector policies at the workplace. Following their presentation, participants will meet in small working groups to examine salient points including:

- why the policy or programme came about;
- what were the obstacles and facilitating factors to implementation;
- how were conflicts resolved; and
- what are the outcomes.

The 50 participants will include representatives from various European countries, from the Aids health education network already established with the first consultation, from employer organisations, Unions, particular companies and governmental agencies responsible for Aids education at the workplace.

Working languages of the consultation will be English and German.



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PROGRAMME

Sunday, 13 November 1988

up to 17.00 hrs	Arrival of Participants
17.00 - 18.00 hrs	Registration
18.00 - 19.00 hrs	Opening Welcome of participants by <ul style="list-style-type: none"><li>- Dr Elisabeth Pott Federal Centre for Health Education (FCHE), Cologne</li><li>- Representative of the Federal Ministry of Youth, Family Affairs, Women and Health, Bonn</li><li>- Representative of the Federal Ministry of Labour and Social Affairs, Bonn</li><li>- Dr Anthony J. Meyer Global Programme on AIDS World Health Organization (WHO), Geneva</li><li>- Ms Gabriella Battaini-Dragoni, Council of Europe, Strasbourg</li><li>- Dr Desmond O'Byrne WHO Regional Office for Europe, Copenhagen</li></ul>
19.00 hrs	Reception Buffet

**Monday, 14 November 1988**

09.00 - 10.30 hrs

**Plenary session**

Introduction, technical instructions

Dr Rosmarie Erben

Federal Centre for Health Education, Cologne

Health Promotion and Health Education

Approaches to AIDS Prevention at the Workplace

Dr Jan Branckaerts

WHO Regional Office for Europe, Copenhagen

Discussion

AIDS Education at the Workplace - the European  
experience

Dr Martin Raymond

Scottish Health Education Group, Edinburgh

Discussion

10.30 - 11.00 hrs

**Coffee break**

11.00 - 11.30 hrs

**Plenary session**

Comments from

- an Interest Group
- an Employer Organisation
- a Union

11.30 - 12.30 hrs

**Working Groups****Themes:**

- Workplace AIDS Education: description of programmes
- Why did policies, strategies, programmes come about?

12.30 - 14.00 hrs

**Lunch**

14.00 - 15.30 hrs

**Plenary session  
Presentation of Case Studies**

- AIDS Education in an industrial setting - the experience of VOLVO

Dr Leif Wallin  
Corporate Medical Director  
Health Care and Ergonomics, VOLVO, Göteborg

- AIDS Education in an occupational setting - the Siemens experience

Dr Uwe Klein  
Company Medical Service Siemens AG, Munich

- Development of a strategy for Workplace AIDS Education Programmes - experiences from a model-project

Dr Edeltraud Meyer  
Institute for Tropical Medicine - AIDS Task Force, Berlin (West)

Discussion

15.30 - 16.00 hrs

**Coffee break**

16.00 - 17.30 hrs

**Working Groups**

Themes:

- Workplace AIDS Education: What were the obstacles or facilitating factors to implementation of programmes?
- How were conflicts resolved?

17.30 - 19.00 hrs

**Setting up of display stands by participants**

19.00 - 20.30 hrs

**Dinner**

20.30 hrs

**Bazaar "Health Promotion and Health Education Approaches to AIDS Prevention at the Workplace"**

Practice and Ideas Market

Presentation of audio-visual material on the Bazaar and market stands;

Free choice Workshops

Exchange of information and experience



**Tuesday, 15 November 1988**09.00 - 10.30 hrs**Plenary session**

AIDS Education at the Workplace - the American experience

Dr. John Bunker  
Center for Health Promotion  
George Mason University - Virginia

Discussion

**Presentation of Case Studies**

- AIDS Education Programme of IBM strategies and experiences

Dr Joseph Gospos  
Director, Company Medical Service  
IBM, Germany

Discussion

10.30 - 11.00 hrs

**Coffee break**

11.00 - 12.30 hrs

**Working Groups**Themes:

- Workplace AIDS Education: What can Europe and the USA learn from each other?
- What do we see as conditions for successful programmes?
- What strategies do we want to follow?

12.30 - 14.00 hrs

**Lunch**

14.00 - 15.30 hrs

**Continuation of Working Groups**

15.30 - 16.00 hrs

**Coffee break**

16.00 - 17.00 hrs

**Setting up of display stands by participants**

17.00 - 19.00 hrs

**Bazaar**

"AIDS Education in Europe"

Practice and Ideas Market

Discussion of Public Health Interventions and Approaches for AIDS Prevention with emphasis on measures proposed during the past year

19.00 - 20.30 hrs

**Dinner**

**Wednesday, 16 November 1988**

09.00 - 10.30 hrs	<b>Plenary session</b> Reports from Working Groups Discussion of Recommendations
10.30 - 11.00 hrs	<b>Coffee break</b>
11.00 - 11.45 hrs	<b>Plenary session</b> Adoption of Recommendations
11.45 - 12.30 hrs	<b>Closing session</b> With final statements by official representatives
12.30 - 14.00 hrs	<b>Lunch</b>
14.00 hrs	<b>Departure</b>

**Consultation Venue:**

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Kurt-Hackenberg-Platz 1  
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Telephone: (02 21) 20 63-0



### TOPICS AND CONCLUSIONS

In her welcoming address **Dr Elisabeth Pott** (Director, Federal Centre for Health Education) referred to the 1987 Cologne Consultation and suggested that the time was right to take stock of educational programmes. To be effective education programmes must take account of individual and group lifestyles, and the centrality of work to most people's lifestyles explained the importance of considering educational opportunities in the workplace.

**Mr Giesen** from the Federal Ministry of Labour and Social Affairs continued the theme by emphasising the potential for education carried out in the workplace which not only considered, but also went beyond, immediate workplace issues.

**Dr Anthony Meyer** (Head of Health Promotion Unit, Global Programme on AIDS, WHO HQ) placed workplace education within the context of worldwide strategies against AIDS. He also noted the World Health Organization/International Labour Organisation consensus statement on AIDS in the Workplace (Geneva 27-29 June 1988) which outlines principles and guidelines for the establishment of workplace policies on AIDS and which identifies AIDS as an opportunity to reexamine fundamental issues about the welfare of workers and the quality of workplace relations.

Providing another international perspective, **Ms Gabriella Battaini-Dragoni** described the work of the Council of Europe in protecting the human rights of people with AIDS. In particular she spoke of the threats posed to human rights by some responses to AIDS and of the drafting of Recommendation R (87) 25 as a common European public health statement on AIDS. This recommendation endorses the premise that collective rights are best served through respect of individual rights.

**Dr Desmond O'Byrne** (Technical Officer for Health Education, WHO Regional Office for Europe) also provided background about the work of the Regional Office for Europe in responding to AIDS and placed AIDS education in the workplace firmly within the framework of existing experience and skills in health promotion.

Finally, **Dr Falk Oesterheld** (AIDS Coordination Unit, Federal Ministry of Youth, Family Affairs, Women and Health) stressed his ministry's commitment to education as the only effective response to AIDS and referred to the content and spirit of the London Declaration endorsed by world ministers of health on 28th January 1988.

**Dr Jan Branckaerts** (Consultant, WHO-EURO) keynote paper raised issues which were reflected in discussions throughout the consultation and drew attention to the basic policy guidelines provided by the World Health Assembly Resolution (WHA41-24), the London Declaration and the ILO/WHO Consensus Statement. His paper made a strong case for using the framework of health promotion to develop AIDS education and to set the topic against a backdrop of wider health issues among the population.

Similarly, **Martin Raymond's** (Scottish Health Education Group) review of European experience of workplace AIDS education highlighted issues such as collaboration, resource, allocation, recognition of cultural differences and the need to evaluate programmes. Outlining some examples of education initiatives in the workplace Mr Raymond commented that the consultation coincided with a growing interest in this aspect of AIDS education in Europe.

**Mr Gert Nachtigal** (Federation of Employers Associations), speaking from the employer's perspective, noted possible barriers to action, such as lack of urgency where AIDS cases appear to be low. He also recognised the potential effectiveness of face-to-face education in comparison to the more passive formulation of information through electronic and printed media.

**Mr Ray Earwicker** (Trades Union Congress, London) outlined the active response of trade unions in providing information to members. He also drew attention to the need for unions to make unequivocal statements of support for HIV-infected workers.

**Dr John F. Bunker** (The Circle, Inc., Director, Special Health Initiatives) provided an overview of the extensive American experience of AIDS education in the workplace. This presentation identified some key strengths of the American experience, e.g. the collaborative nature of projects, the quality of resources and the leadership provided by corporations, also some weaknesses, e.g. the lack of networks to share experiences and materials, a low level of collaboration between government, industry and unions, and the difficulties of reaching small businesses.

During discussion of case study presentations and in examining material developed in Europe and North America, it became clear that policies on HIV and AIDS in the workplace and educational strategies were interdependent. Fear of people with HIV and resultant discrimination was regarded as being more of a threat to production than the very small actual risks of infection in the workplace.

Major European companies have adopted a supportive stance in relation to workers with HIV, underwriting their legal and ethical responsibilities with a commitment to the employment rights and benefits of those with HIV or AIDS.

The perceived threat felt by other workers means that education is required if fears are to be reduced and an anti-discrimination policy is to be effective. Education in the workplace may focus on basic information about the immediate workplace risks. But frequently participants in plenary and group sessions noted that the issue of AIDS is not always viewed in a rational way and often attitudes, values and established lifestyles have a much greater impact on behaviour than knowledge alone.

An approach to education, which placed the workplace within the wider lifestyles of the employee and acknowledged the culture of the community as well as the culture of the workplace, was discussed. Debate about how far workplace education should go beyond immediate workplace issues was an important aspect of the consultation.

Links were also made between activity in the workplace and educational initiatives at community and national level. Many of the barriers to action in the workplace, e.g. cultural pressures, low perception of risk, myths and lack of direction on policy, were all factors which restricted action in the rest of society. On a more positive note, it was recognised that workplace initiatives should have access to materials and advice from governmental and non-governmental agencies. The practicalities of implementing policy statements and educational programmes were also key areas of discussion. There was agreement that collaboration and consultation was at the core of any successful initiation. The partnership between employers and employees or their representative bodies was endorsed as the foundation of any successful venture.

On an ethical level, the workplace was clearly identified as a focus for human rights issues. The consultation demonstrated the value of pre-empting problems through frank discussion and consultation. Differences of perspective and potential gaps between rights and responsibilities were identified and the discussion was enriched by participants' willingness to explore difficult and controversial issues. The discussion always remained firmly within the parameters of what was realistic and respected the importance and necessity of a balance of interest between employers and employees.

Practical suggestions for the future were made at local, national and European levels. Many of these pointers for future action are reflected in the adopted recommendations. Emphasis was placed on the need to continue to share experiences across national boundaries. Proposals were made for action - research at the pan-European level and there was endorsement of the FCHE's role as a data base for European educational materials on AIDS. Despite cultural diversity it was agreed that access to other material and knowledge of the evaluated outcomes of other programmes would improve and accelerate the progress of AIDS education in the workplace across Europe.

A systematic approach was recommended which used tried and tested health promotion strategies and built on existing structures and resources. Research was identified as a tool to both shape and to initiate action. These practical considerations were constantly set within a background of wider medical, social, economic, educational and ethical issues.



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**2nd European Consultation on Public Education and AIDS Prevention  
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**RECOMMENDATIONS**

Participants express their gratitude to the Federal Centre for Health Education, the WHO Regional Office for Europe and the WHO/HQ Global Programme on AIDS for organizing this consultation and for beginning a process of long-term co-operation and continuing training.

The consultation recognizes the importance of AIDS education in the workplace and believes that placing AIDS education within a framework of existing health education and health promotion offers the most effective response. Where there is no tradition of health education in the workplace, AIDS offers an opportunity to begin new health education initiatives. Use should be made of existing international, national and local structures and new coalitions should be formed where appropriate. Employers have a role to play in ensuring workplace health, safety and welfare and should develop responses in consultation with employees and their representatives, in collaboration with relevant government and non-government organizations and within existing structures of occupational health.

The consultation supports the World Health Assembly Anti-discrimination Resolution, the London Declaration and the consensus statement from the WHO/ILO consultation on AIDS in the workplace.

The following recommendations emerged from working groups and plenary sessions:

1. Organizations with international responsibilities and influence, including WHO, ILO and the Council of Europe, should be encouraged to continue their support for AIDS education in the workplace.
2. To help precipitate action, national authorities should be urged to take the initiative in workplace AIDS education. Thereafter, the focus should be on specific local projects tailored to the needs and culture of the target groups, for example, employees, management and the wider public.
3. Workplace AIDS education should be organized by the employer who should consult and involve his employees or their representatives. Employers may wish to use the services of local and national organizations dealing with AIDS.

4. New and existing structures such as employee, employer and community organizations should be used to meet the needs of small and medium-sized businesses.
5. Workplace AIDS education should be consistent with national AIDS education programmes and be within the context of the WHO Global Programme on AIDS.
6. An important object of workplace education should be to prevent discrimination against persons with HIV and AIDS in the workplace and in society at large.
7. Research should assess needs and monitor the development and impact of AIDS education in the workplace.



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