

Apparel Lesotho Alliance to Fight Aids




**Making Markets Work for the Poor in Southern and  
Eastern Africa Conference - Spier**

**March 2007**

**Presenter:           Andy Salm – The ComMark Trust**

# Developing ALAFA

- 
- WHY THE NEED TO INTERVENE?
  - HOW WAS ALAFA DEVELOPED?
  - WHAT IS ALAFA ATTEMPTING TO DO?
  - HOW HAS ALAFA ACHIEVED ITS PROFILE?

# Lesotho's Industry Profile

**48 000 workers employed**

**US\$70 million paid in wages annually**

**Largest formal sector employer**

**Apparel exports of over US\$400 Million**

**Driver for the development of SMEs**

# WHY?

- **1 in 3 workers is HIV positive**
- **85% of workers are female**
- **The disease is maturing**
- **Industrialists need to retain skills**
- **An effective programme builds the ethical profile of the country**

# HOW? Stages in the Process

- Research
- Consultation
- Build stakeholder involvement
- Build the political economy of the project
- Implementation Pilot
- Raise the minimum level of Finance
- Roll out

# Government Ministries & Agencies

- Ministry of Trade and Industry etc
- Ministry of Health
- Ministry of Labour
- Ministry of Finance and Development Planning
- LNDC
- NAC/NAS



# Strategic Partners

## **First Tier - Strategic**

ComMark, LTEA

## **Second Tier – Stake Holders**

Labour: Unions, ILO, Ministries, Brands and Retailers

## **Third Tier - Funders**

Drug Companies, Donor Agencies, Global Fund,  
MCC, Brands and Retailers, Services Industry,  
Universities, Foundations

## **Fourth Tier**

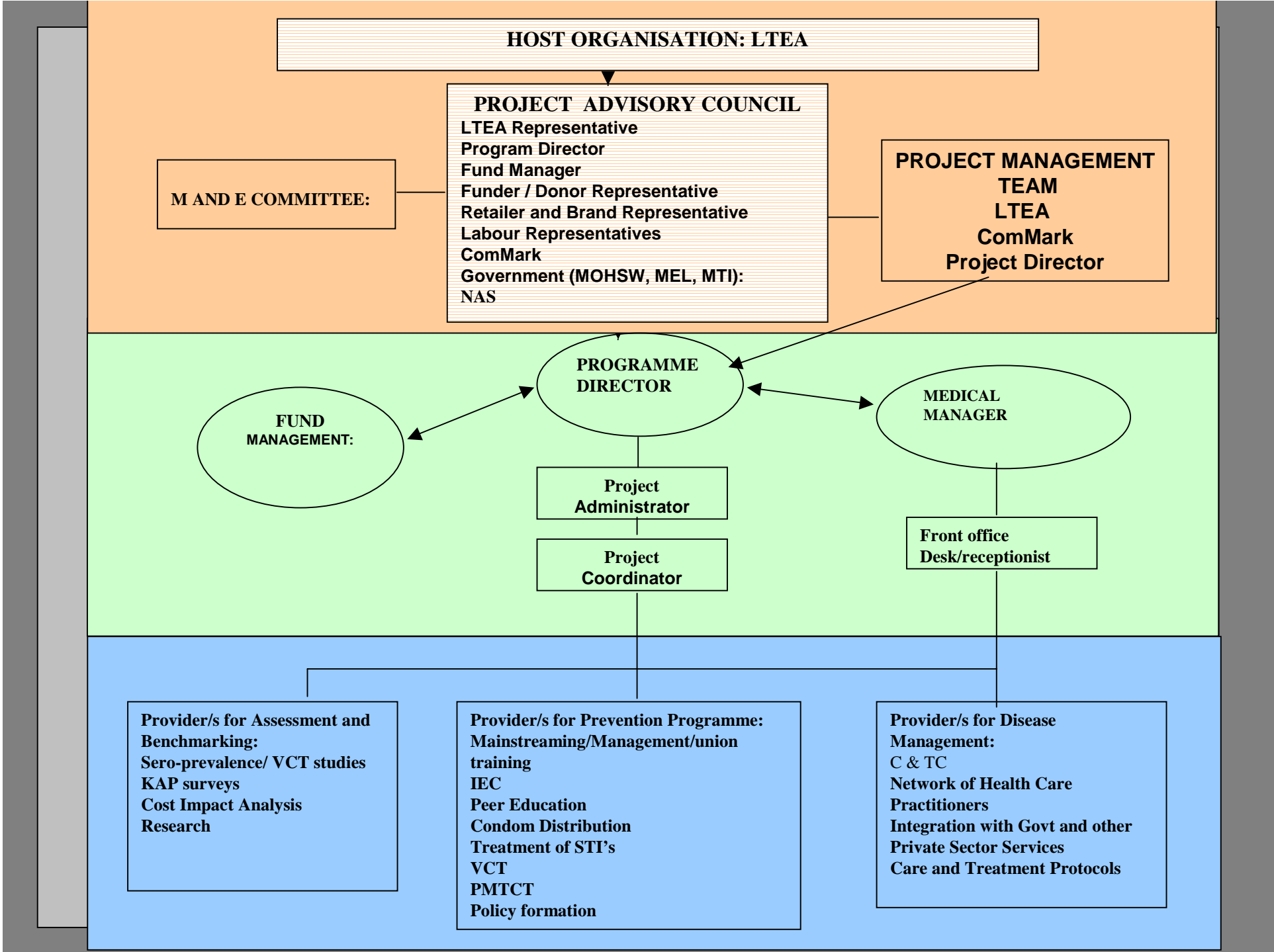
Service Providers



# Legal Services

- Founding Documents and Registration
- MOUs and Contracts– LTEA
- ALAFA structural Rules and Responsibilities, Practices and Procedures
- PPP – MoH, NAC – Alignment with country protocols.
- Tender documents
- Service provider contracts
- Patient registration, monitoring, treatment, adherence protocols.





# WHAT? ALAFA Programme Goals

## Workforce & Dependents:

- Reduce new HIV infections
- Reduce morbidity / mortality
- Secure livelihoods

## Lesotho Apparel Industry

## Employers:

- Minimise economic impact of HIV, increasing stability
- Contribute to position as ethical sourcing destination

# ALAFA - Areas of Intervention



**Care & Treatment**

**Prevention**

**Policy & Management  
Buy-in**

# 2007 Rollout Plan

Policy & Management Buy-in  
Prevention Programmes

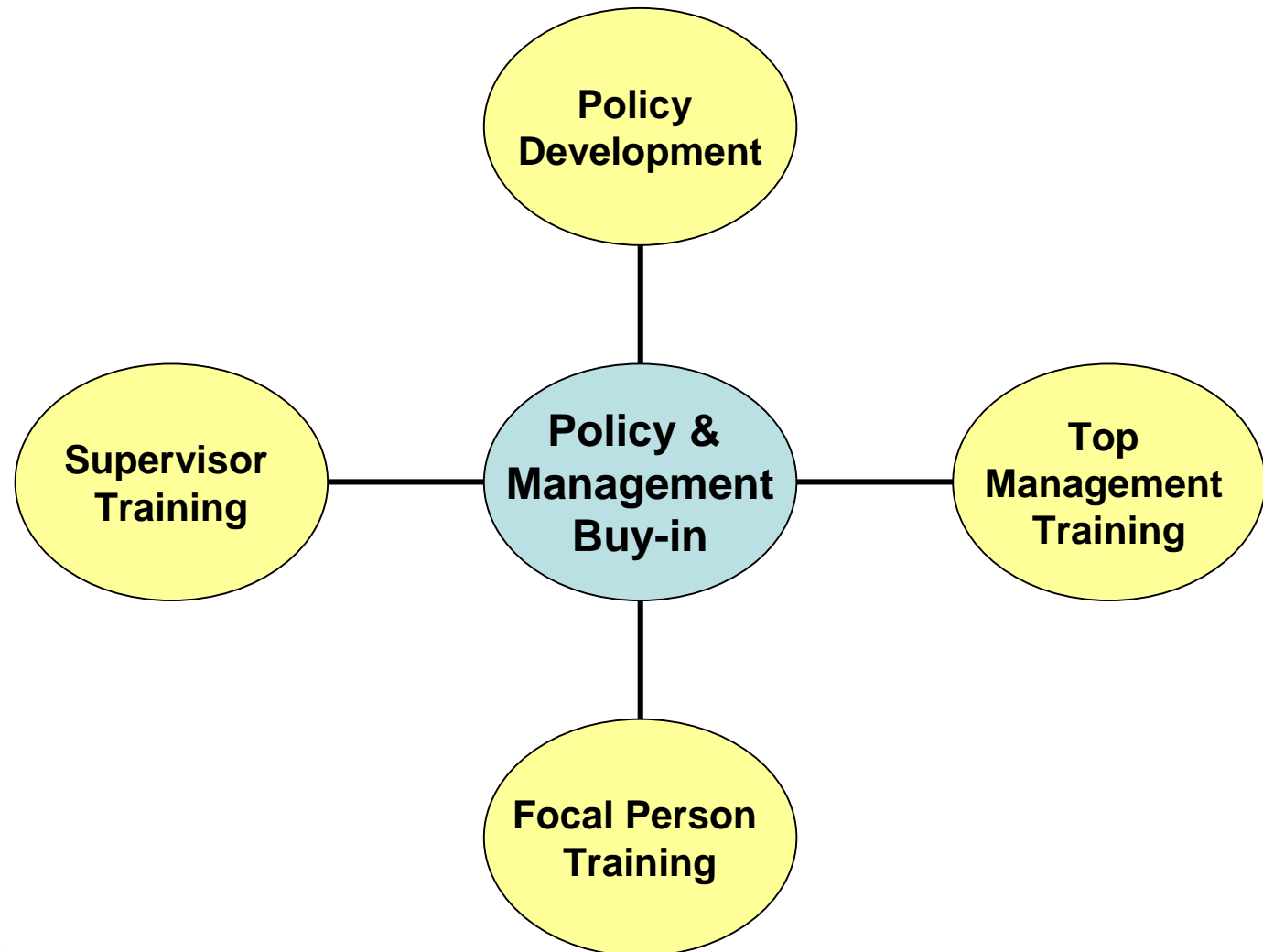
**75 % of industry**  
40 companies  
36,000 employees

In addition:  
Access to Treatment & Care

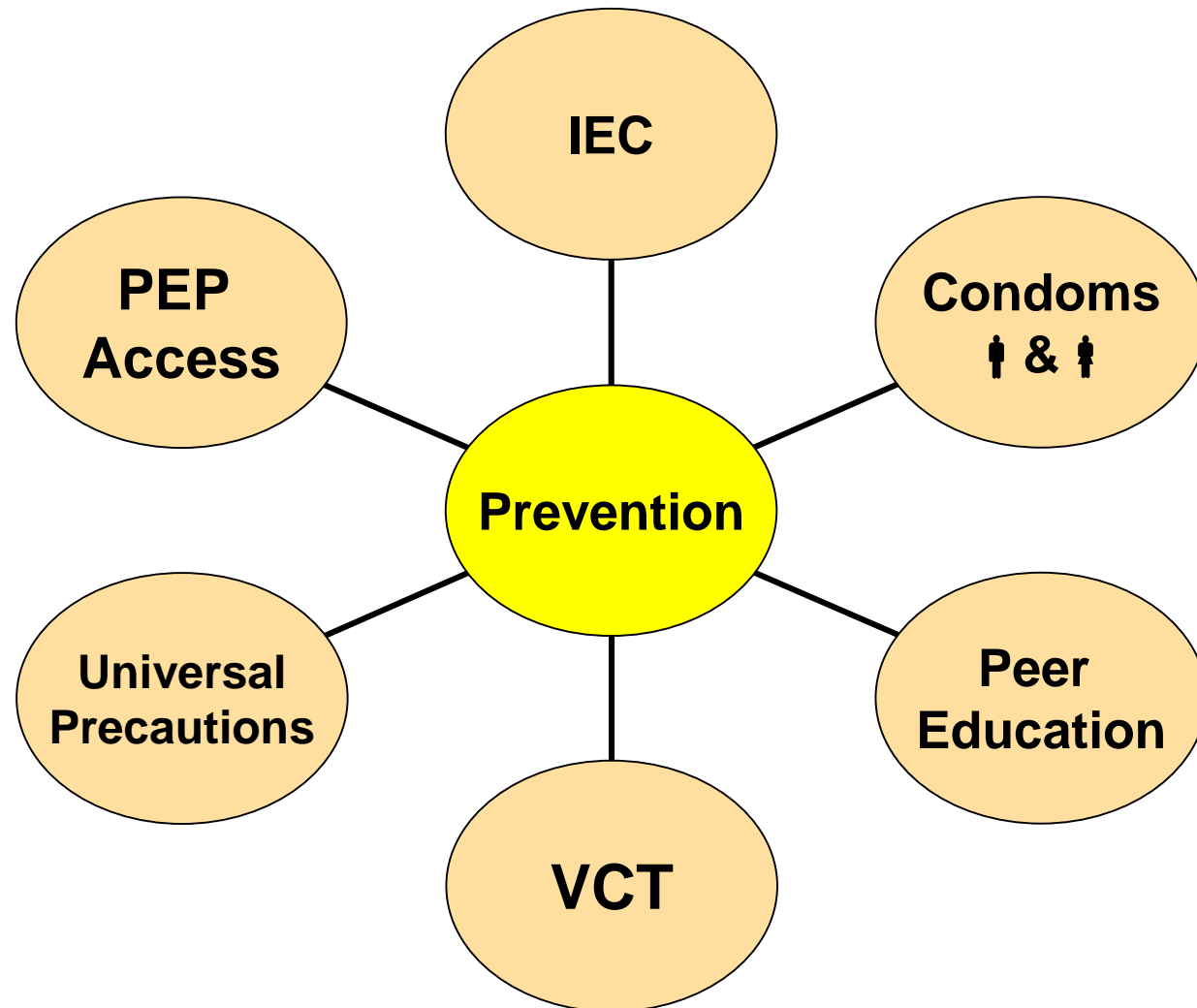
**50 % of industry**  
25 companies  
24,000 employees

# 2007 Rollout Plan

## Policy & Management Buy-in



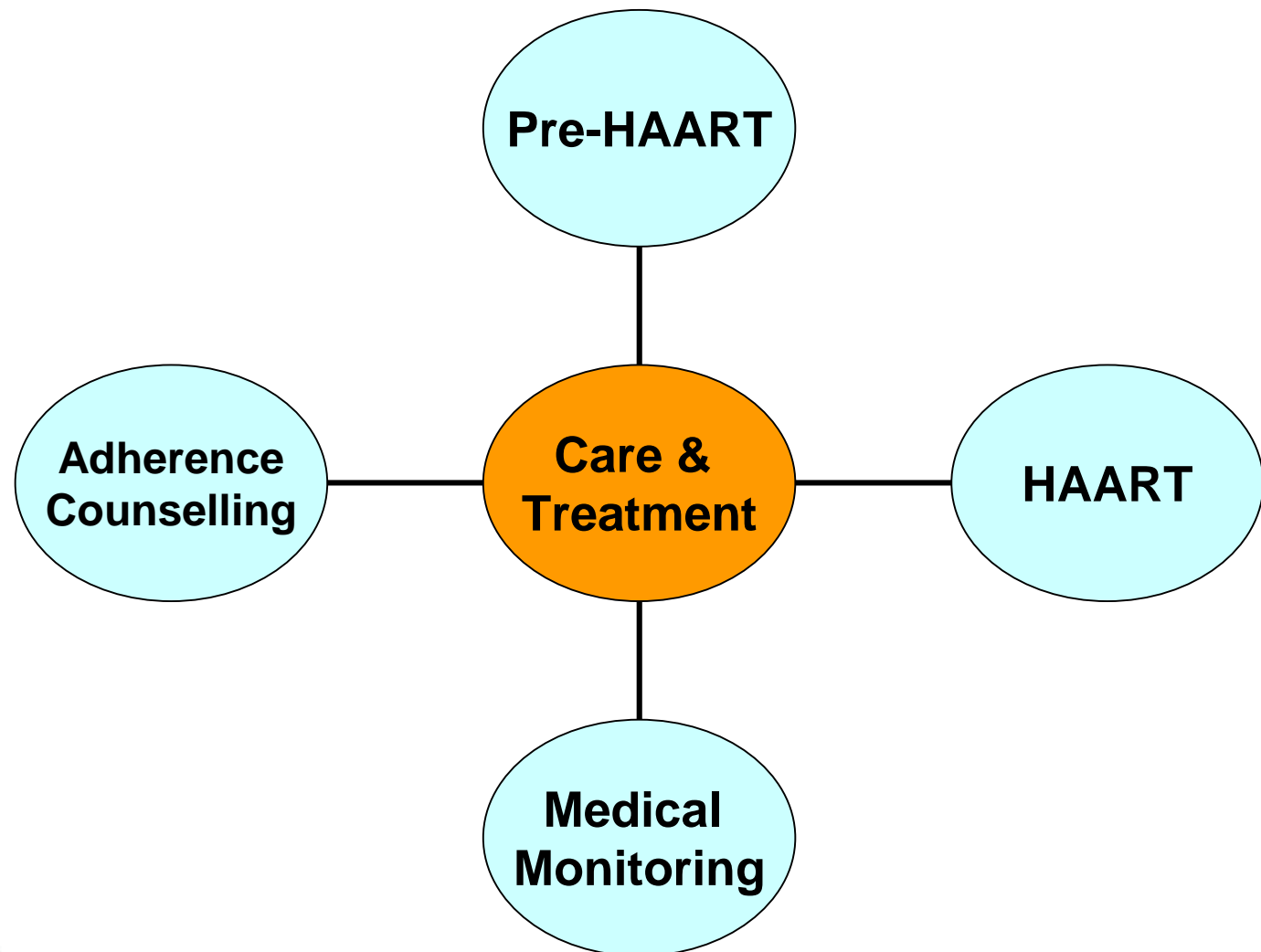
# 2007 Rollout Plan Prevention Programme



**Roll out of services is 100% Private Sector Driven**

# 2007 Rollout Plan

## Care & Treatment Programme



# 2007 Rollout Plan

## Governance, Structure, Sustainability



Project Advisory  
Council

Management  
Committee

Gradual Staffing

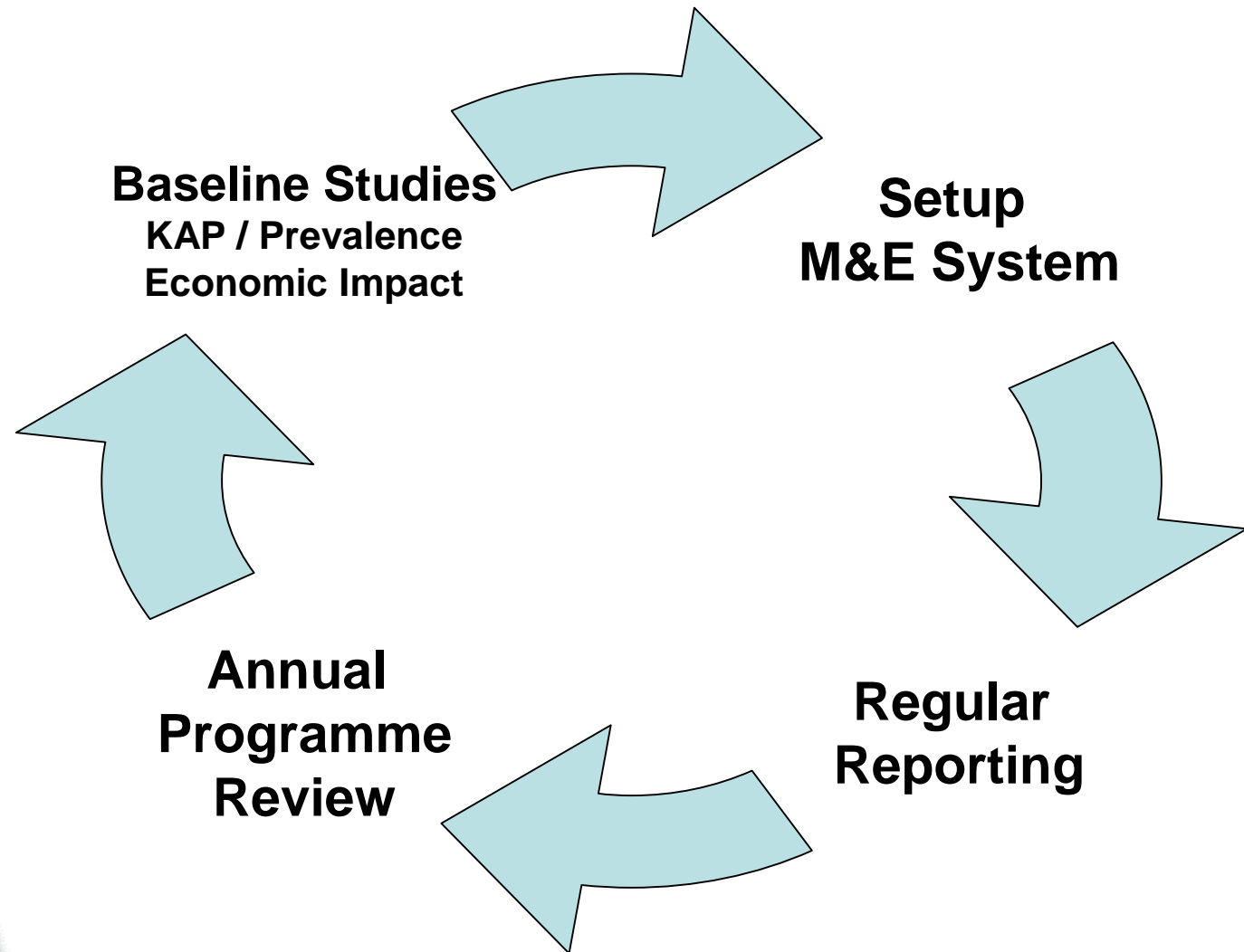
Financial  
Management

Infrastructure

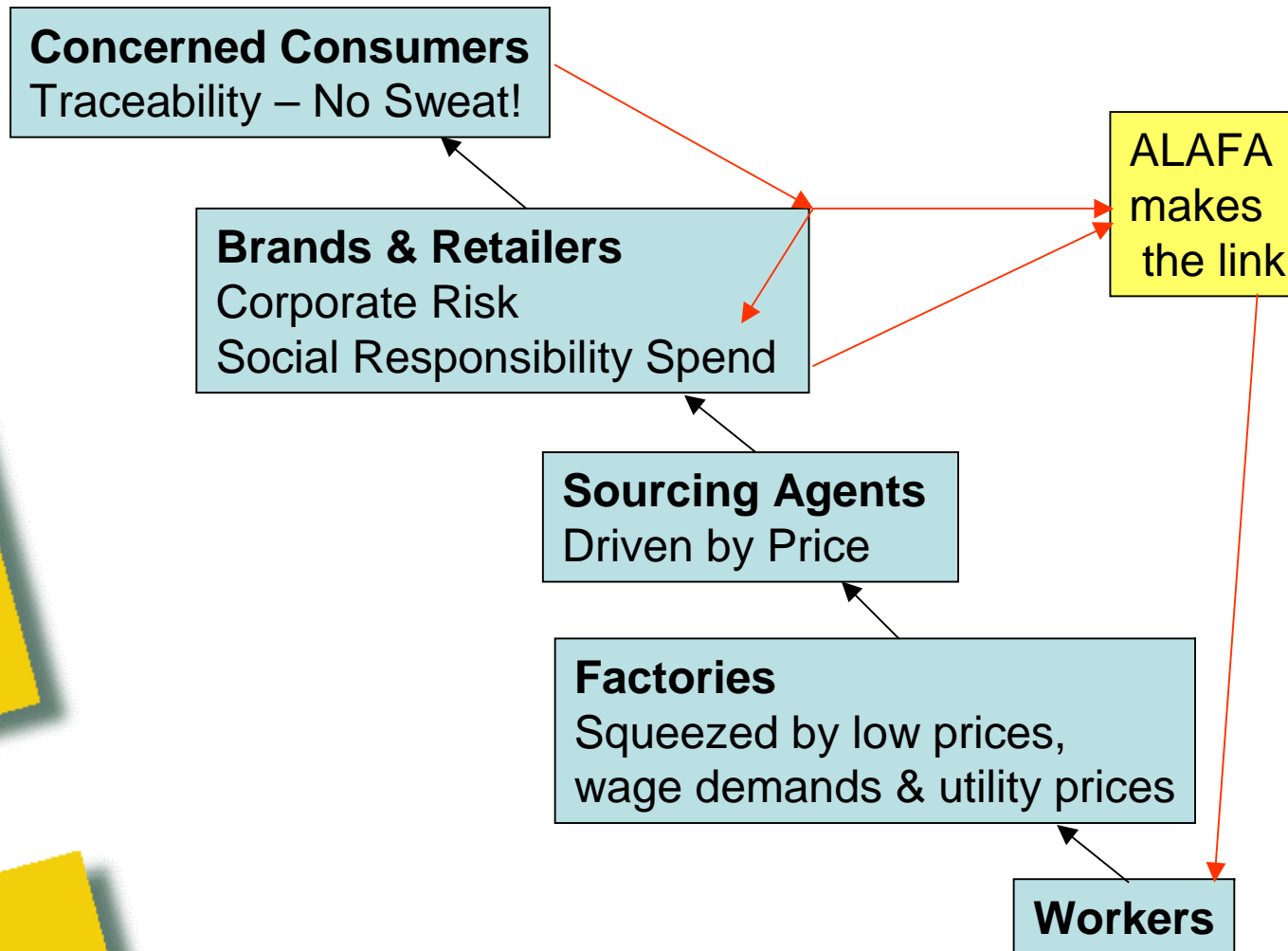
Fundraising

# 2007 Rollout Plan

## Monitoring & Evaluation



# Ethical Apparel Dynamics



# CHOIR COMPETITION

- All day event
- Professional judges
- Organised by workers with help from ComMark
- R6 000 in prize money
- Winners to sing at the launch

# The Launch

Gala Dinner and Fashion Show

Workers are trained to model the clothes they make

Attended by:

Prime Minister

Deputy Prime Minister

Four cabinet ministers

British High Commissioner

American Ambassador

Irish Ambassador

Bono and Ali Hewson

Dr. Richard Feachem – Global Fund

DATA and Product (RED) team

GAP CSR Team

International, Regional and Local media

Winning Choir invited to Washington  
for the launch of Gap's Product (RED)  
Campaign.

Choir travel to Washington to meet  
Chairman Thomas and the black caucus

Product (RED) includes:  
Clothing  
Footwear  
Sunglasses  
Cell phones  
Credit Cards  
iPod

DATA – Debt, Aids, Trade, Africa

One Campaign –  
To Make Poverty History

ALAFAs receives US\$10 for  
Each T shirt sold.

Sales continue –  
50 000+ target

Nordstrom sells the One shirt in the USA  
Donates US\$75 000 to ALAFA

## Hope for I

Mabatho Ramasoiri is a garment facto in Lesotho. She is HIV-positive and talk about it. "I know if I manage my can live a longer life. I have to be the children," she said.

Mabatho's husband died of AIDS a ago. Being the sole breadwinner for pendent children is tough. If she suc the disease there will be eight mor dependent on the state.

"I used to be strong but then I start tired easily. Even in the summer mo colds. I had heard about HIV and AII radio, and then they started to talk a the factory where there are staff w help us to know our status."

Mabatho asked her supervisor to h get tested. She was referred to a g clinic but did not feel comfortable go Then she heard about ALAFA. "I realis get support to test here without I spend all day queuing at the governm When I took the test I was nervous myself why I was doing this. But I support from the counsellor and oth who had tested, so I felt better."

### Sharing her status

When Mabatho was told that she wa she was relieved to find out that the A gramme would help her get treatment cided to share her status with her ch first they were afraid as they tho mother would die soon. But she expl because she knew her status the dise be monitored, and when the time would have drugs to help her fight the

"I need to guard my life. Because I

If you have any qu  
janet@comm

## The long road to acceptance

Lerato Makheta\* travels 64km every day to work in a clothing factory in Maseru. She is HIV-positive, unmarried and has a two-year-old son. At work she lives openly with her status but no one in her village knows.

"In our village they associate AIDS with unacceptable behavior," she said. "I don't think I could ever tell my family."

Lerato was 22 in 1998 when she met a man from South Africa who was working for the church she attends. They had a relationship. He moved away and she has not seen him since.

"I am sure he was the one who gave me this disease," she says with no hint of recrimination. She did not know her status when she gave birth to her son, nor does she know her son's status now.

Working full-time on the factory's industrial relations committee has exposed Lerato to knowledge of HIV and the efforts the factory management is making to get people to know their status. She was unaware of the disease until a year ago, but once she knew what was involved she had no problem in championing the testing cause.

Lerato has a close friend who recently had a baby that did not thrive. Her friend took the baby to a doctor, who found that the baby was HIV-positive. But still her friend was in denial. Then she started to get sick and finally she tested at the QE2 hospital. She was found to have full-blown

'In our village they associate AIDS with unacceptable behaviour. I don't think I could ever tell my family'



AIDS and so she started treatment immediately.

Her friend is now healthy again, and this was one of the reasons why Lerato decided to get tested herself.

"I wanted to know my status before I started to get sick. I was well prepared by the counselling I received, so I was not afraid.

"Now when I start to get sick I will go straight onto treatment. I am not really worried about the future and hope to live a long enough life to see the stage where my son can look after himself.

"At work I am proud that I can help people to get to know their condition and deal with the disease. I find that no one discriminates against me here.

"At home I am really close to my mother but she wouldn't understand this. It would be a disgrace."

Lerato has no plans to have another partner, especially now she has a baby.

"Men have taken me for granted," she says. "Now I am pleased that I have my son and that gives my life continuity."

Lerato is the sole provider for her family, which includes her younger sister with her three children, her own child and her parents.

"When I first went to the doctor I had to pay and it cost me M230 (\$30). Now with the ALAFA programme my visits to the doctor will just cost me M10 (\$1.50).

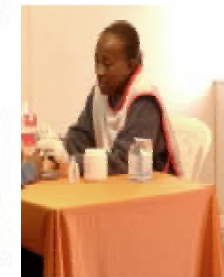
"This is a great help to all of us," she says.

\* Not her real name



ce to Fight AIDS

ef



ork of private doctors. g the model in the pilot d introducing a myriad of Js, standard operating l the like. Most of these loped from scratch, im- ed and modified. The ow believes that it has a , although the take-up t come near to what the ally envisaged.

Continued on page 2



Christian Kemp Griffin, EDUN chief executive, hands over a cheque to trade minister Mpho Mallie and Jennifer Chen of the Lesotho Textile Employers Association

See story on page 2

The ALAFA team wishes to thank the project's funders and donors for their generous support



NOVEME

Page 2  
ALAF A begins search for CE



Page 3  
Hope for HIV-positive worker with eight depende

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# ALAFIFA

## Apparel Lesotho Alliance to Fight AIDS

ALAFIFA stands for the Apparel Lesotho Alliance to Fight AIDS. It was launched in Maseru in May 2006 to help the 45 000 mainly women Basotho workers in the industry, one third of whom are estimated to be infected with HIV.

ALAFIFA is a industry-wide programme, designed for the ComMark Trust with funding from the UK's Department for International Development (DFID). It aims to provide education and prevention, voluntary testing and counseling and ultimately management of AIDS through the roll-out of antiretroviral drugs. The project is part of the move to make the Lesotho apparel industry more robust and enhance its reputation as an increasingly socially responsible source of clothing for some of the world's biggest brands.

A pilot of the ALAFIFA project is in place in one of the larger Lesotho apparel factories, which employs 4 500 workers. Workers at the factory can now consult doctors on-site instead of having to queue for hours at government clinics. A prevention programme aimed at helping reduce new infections has also begun.



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# 2007 Funding available

<i>Funding available</i>		<i>Year 1</i>	
<i>Cash &amp; in kind</i>		<i>2007</i>	
Gap		792,449	
Irish Aid		879,610	
ComMark (DFID)		488,069	
Edun - One T-Shirt		2,071,725	
Nordstrom		1,050,000	
Government of Lesotho (in kind)		1,599,200	
GTZ		20,000	
<b>TOTAL FUNDING AVAILABLE MALOTI</b>		<b>6,901,053</b>	

**Benefits in kind – Marketing, Furniture,  
Professional Fees**



Applications submitted to:  
Global Fund  
DFID  
European Union  
Levi Strauss

**The End –**