



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

BRT  **BUSINESS
RESPONDS
TO AIDS**

STOPPING AIDS IS EVERYONE'S BUSINESS

Business Responds to AIDS (BRTA) is a public-private program of the Centers for Disease Control and Prevention (CDC) that supports and mobilizes businesses and key stakeholders in the fight against HIV and AIDS. In the United States, more than 1.2 million people are living with HIV and an estimated 45,000 HIV infections are newly diagnosed each year.

Since its inception in 1992, BRTA has provided support to large, medium and small businesses through four Principles – *Prevention and Education, Policies, Treatment and Support Services, and Philanthropy and Volunteerism.*

- **Prevention and Education** — Provides resources and tools to implement HIV awareness, prevention and testing efforts in the workplace.
- **Policies** — Implements peer-based technical assistance on HR policies that address stigma and discrimination, the rights of people living with HIV, and inclusion of HIV-specific insurance coverage in the workplace.
- **Treatment and Support Services** — Provides information and facilitates linkage to treatment and support services.
- **Philanthropy and Volunteerism** — Facilitates opportunities and examples of how businesses can support national and community-based HIV organizations.



BRTA provides resources that address the unique needs of businesses. The program’s peer-based model provides a credible means for transferring relevant HIV information and tailored resources that are distinctly “for businesses, by businesses.”

Some of the benefits to becoming a BRTA partner include:

- **Visibility** — The program provides a national platform for businesses to showcase their efforts in addressing HIV in the workplace.
- **Productivity** — By retaining employees, businesses increase productivity by reducing direct costs associated with extended absence due to illness, turnover, recruitment, separation, and lost institutional knowledge.
- **Profitability** — By demonstrating a commitment in the fight against HIV, businesses garner respect and brand loyalty that can generate financial returns, align to stakeholder needs, and attract positive consumer responses.
- **Accessibility** — BRTA provides access to accurate, timely, and relevant HIV information, resources and peer-based technical assistance.
- **Connectivity** — Access to a diverse network of like-minded businesses and stakeholders.

Join a nationwide initiative with other like-minded businesses — changing lives,
workplaces, and communities... one business at a time.

For more information about the BRTA program, or becoming a BRTA partner, please:

Visit <http://www.cdc.gov/BRTA>

Email BRTA@cdc.gov



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