

The Nigerian Business Coalition Against AIDS  
**(NiBUCAA)**

# VALUE PROPOSITION

*...leading the fight against HIV/AIDS*

**NiBUCAA**  
NIGERIAN BUSINESS  
COALITION AGAINST  
AIDS

## Why Good Health & Wellbeing?

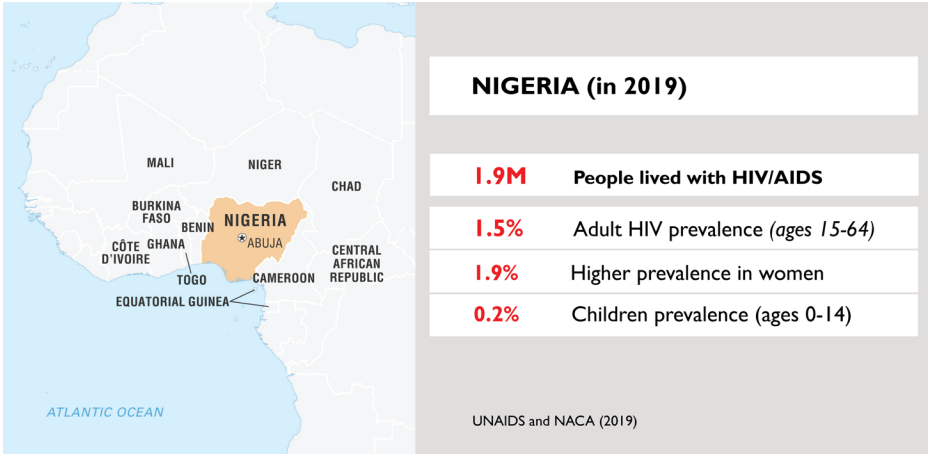


The Sustainable Development Goal (SDG) 3 aims at ensuring healthy lives and promoting well – being for all at all ages by 2030. As always, the prosperity and productivity of a society, relies heavily on the health and well-being of its members.

Considering the enormous efforts that have been channeled into building health systems to eradicate life threatening diseases, promote healthy living and ensure that quality services are made available to family and

all hands are on deck to ensure these systems continue to run. However, more work has to be done, as Nigeria ranks poorly in terms of healthcare systems – 142<sup>nd</sup> amongst 195 countries. All critical stakeholders from government, development agency, Non-Governmental Organizations (NGOs) and most importantly the private sector need to intensify efforts to improving the general health system, to ensure a healthy populace.

## Why focus on HIV/AIDS?



According to UNAIDS and NACA (2019), Nigeria has a population of 1.9 million people living with HIV. The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) 2019 reports that the prevalence of HIV among adults age 15 – 64 years was 1.5%, with women having a higher prevalence of 1.9%. Children within the ages of 0 – 14 years have been reported to have a prevalence of 0.2%.

As shown in the statistics above, the need to focus on HIV/AIDS is indeed evident. The third target of the SDG 3 aims to end the pandemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases by 2030. In light of this, the private sector in Nigeria has decided to come together to fight this menace to the barest minimum.

## Who are We?



- ❖ The Nigerian Business Coalition Against AIDS (NiBUCAA) is a Coalition of leading businesses with a commitment to fight the HIV and AIDS pandemic at all levels of intervention within the health system and the private sector workforce.
- ❖ The Coalition was established on 15 February, 2003 and was registered with the Corporate Affairs Commission in 2008 as a Company Limited by Guarantee.
- ❖ We are a body of 36 members/companies across the country.
- ❖ The establishment of the coalition was designed on the premise that businesses have collective leadership role to play in the wide multi-sectoral response to the pandemic.

## What is special about NiBUCAA?



NiBUCAA was created to position the private sector in capitalizing on their unique strengths, expertise and proficiencies to HIV/AIDS program and mitigate the impact of HIV and AIDS in the workplace and society in general



We are the **ONLY** collective private sector voice aimed at mitigating HIV and AIDS in Nigeria



We have a strong and significant relationship with other stakeholders in the HIV/AIDS space such as State Governments, the National Agency for the Control of AIDS (NACA), Development Agencies amongst others.

## How do we work?

We deliver programs based on our core pillars



### Advocacy

To prioritize and spearhead advocacy efforts for effective action on the epidemic in Nigeria



### Innovation

To connect actors in the innovation ecosystem, provide visibility to health innovations as well as build market and technical linkages within the health space.



### Partnership

To forge and strengthen partnership towards leveraging private sector capabilities, expertise and resources in addressing the challenges of HIV and AIDS and associated diseases at all levels



## Impact Investment

To unlock the market potential of the health sector by addressing market failures, defragmenting the private sector and shaping health markets to create a more attractive investment landscape

### Some of our works include;

- HIV/AIDS counselling, Testing and referral services during major activities and events.
- HIV Work place and community programs
- Mental Health and economic program for PLWHA and their family members
- Community Awareness and sensitization programs on HIV/AIDS

## Why work with us?

We recognize the unique and distinct contribution of every company towards improving the health and well-being of employees, individuals and families, especially in relation to HIV/AIDS. Our aim is to bring together private sector entities in recognizing and contributing to reducing the menace of HIV/AIDS in Nigeria. These contributions will in turn positively affect the image and reputation of the company in terms of social impact and will improve Return on Investment (ROI) over time.

Becoming a member of the Nigerian Business Coalition Against AIDS (NiBUCAA) enlists your company to a community of companies striving hard to reduce the spread of HIV/AIDS and other diseases. This provides a huge networking platform and knowledge sharing platforms for your company.





## Benefits of NiBUCAA



### Technical Benefits

Assist member companies to develop and implement HIV & AIDS workplace policies and programmes including prevention education to reinforce desired safer sex behaviours, HIV Counselling and Confidential Testing and Treatment



### Advisory Benefits

1. Opportunity to establish strong relationship with the coalition leadership team
2. Opportunity to contribute to specific decision-making



### Operational Benefits

Offers direct service provision to communities where the business operates



### Communicational Benefits

1. Promotion of Company's impact on our media platforms
2. Branding Opportunities during major health events
3. Limited slots to speak during major public events



## Capacity Building Benefits

1. Promotion of Company's impact on our media platforms
2. Branding Opportunities during major health events
3. Limited slots to speak during major public events



## Knowledge Management

Facilitates information Sharing and support from other business coalition



## Others

1. Strong networking opportunities
2. Opportunity to invest in high impact projects

## Membership Levels

Platinum Membership

N15,000,000

Gold Membership

N10,000,000

Silver Membership

N5,000,000