



CASE STUDY: Global HIV-AIDS policy

Scotiabank has a long history of supporting and working on HIV-AIDS initiatives. In 2005, with the leadership of the Bank's President and CEO, Rick Waugh, the Bank set out a mandate to assist in the prevention and education of HIV-AIDS in the Caribbean. Since then, the Bank has been working on creating more awareness of HIV-AIDS, fighting the stigma and discrimination of this illness and supporting organizations that are working towards treatment and prevention.

In 2011, the Bank introduced a global HIV-AIDS strategy. To help develop this strategy, Scotiabank worked in partnership with GBC Health, an NGO that focuses on mobilizing the private sector to address global health challenges. Sancia Dalley, Manager, Membership and Advisory Services, GBC Health, has stated: "Scotiabank was the first North American bank to address HIV-AIDS issues and it is now the first North American bank to take HIV-AIDS on as a global issue."

Scotiabank created three strategic pillars, which build upon the Bank's strengths and the passion and interest of employees:

1. Fighting Stigma and Discrimination

For example: Scotiabank has Global Principles on HIV-AIDS or other life-threatening illnesses. These principles underscore Scotiabank's responsibility to provide a healthy workplace for employees, free from discrimination, and to support employee engagement and retention through a stable and valued workforce.

2. Promoting Awareness and Education

For example: Since 2008, the Caribbean Broadcast Media Partnership on HIV-AIDS (CBMP) and Scotiabank, in collaboration with regional Ministries of Health, have been hosting Regional Testing Day. In 2011, 17 countries and 37 branches participated, helping more than 9,000 people get tested in the Caribbean.

3. Contributing Donations and Volunteering

For example: The Scotiabank AIDS Walk for Life, Canada's largest annual HIV-AIDS event, takes place in various cities and communities across Canada. Funds raised by the walk support programs and services for people infected by HIV-AIDS.

According to Dalley, the strategy is on track to succeed: "Scotiabank is taking what they have already accomplished in the Caribbean one step further. But I think it will succeed because the passion for this issue is throughout the Bank, from the corporate leadership to the local branch."