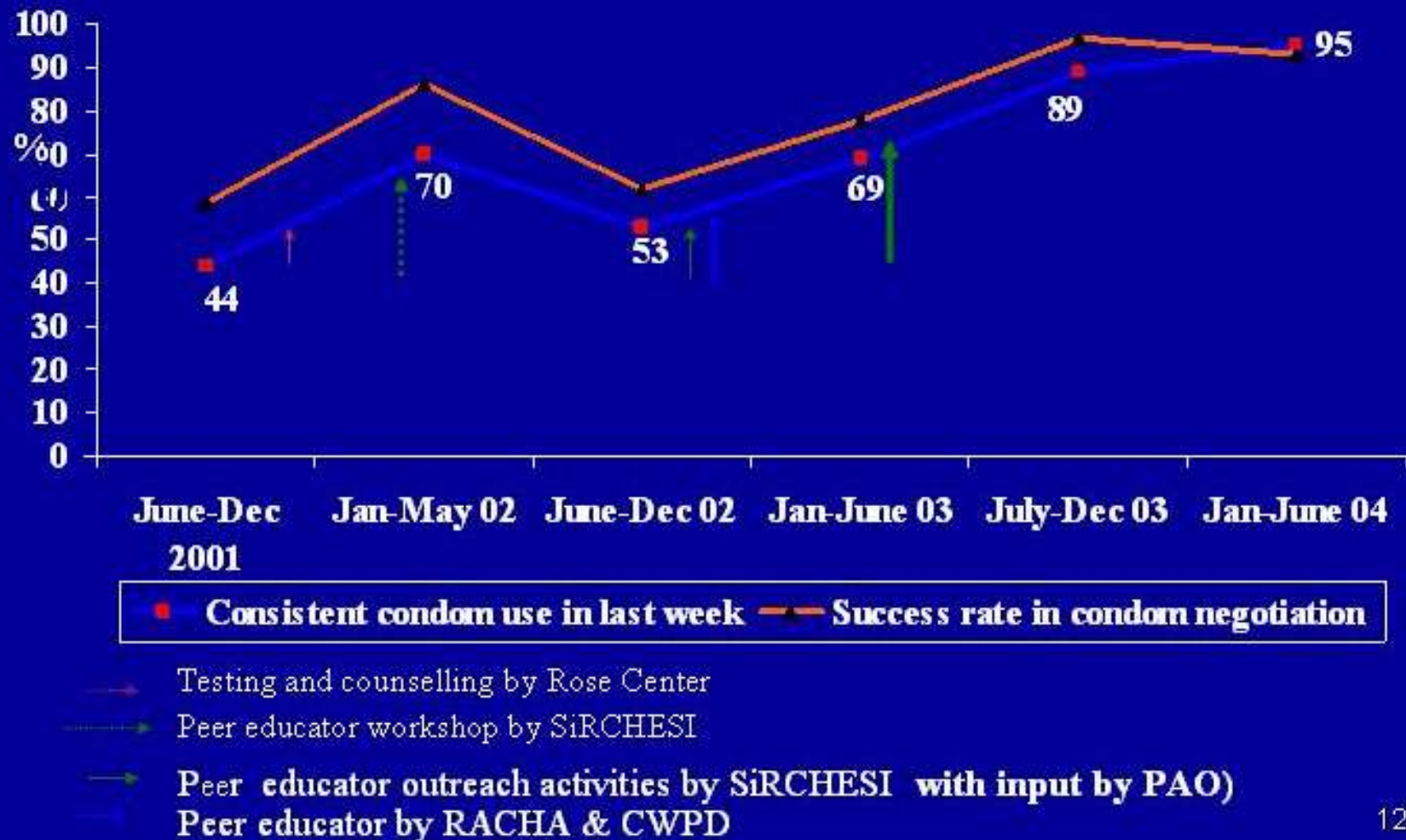
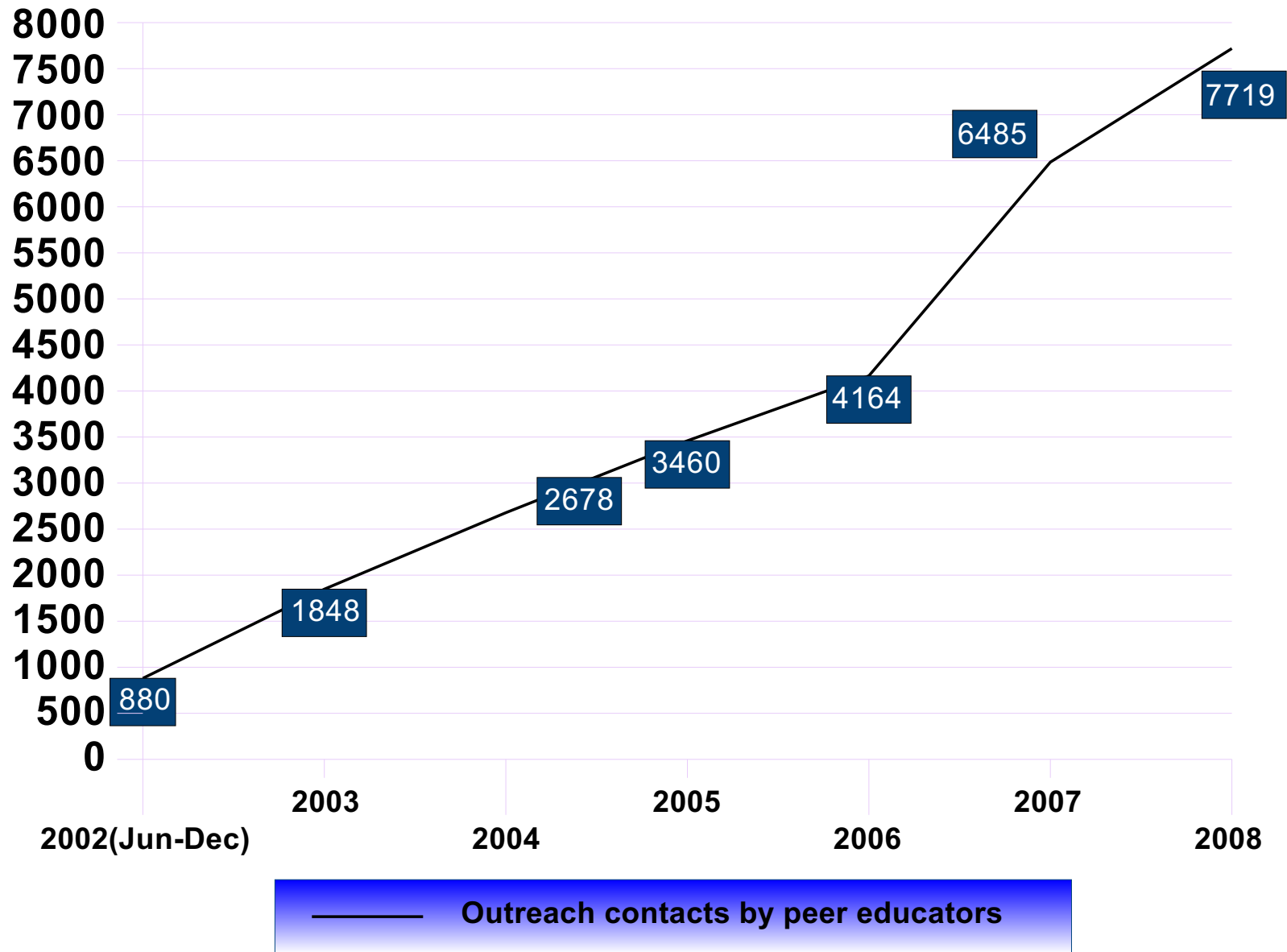


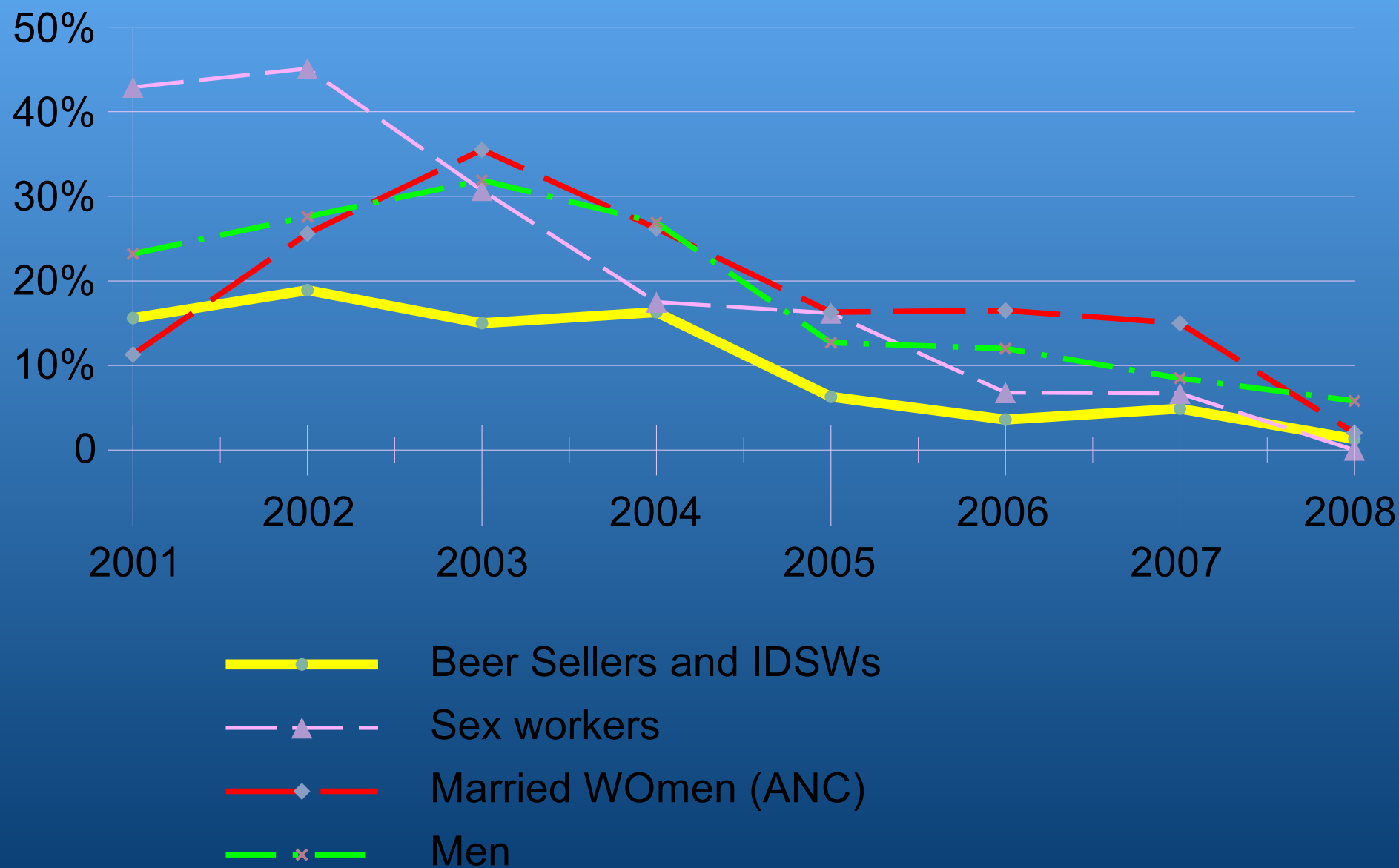
Consistent condom use with paying partners among beer promotion women in usual week and its relationship with intervention activities



SiRCHESI HIV/AIDS Educational Outreach



Serology HIV Prevalence: CDAG VCCT Mondul Moi Health Centre(2001-8)



August, 2008.

Clinic with Dr. Mee Lian Wong (Singapore) and Pauline Meng Lim for screening for Fetal Alcohol Syndrome for beer-sellers who drank during pregnancies



Gabe Pollock (rt), with Nathalie Lim (Au) and translator Sophiap Prem, interviewed all 25 Hotel Apprenticeship students

**Changing women's careers in Cambodia (2006-9):
An HIV/AIDS "primary intervention" strategy.**

**Hotel Apprenticeship Program,
Cohort 1, 2006-2008 and Cohort 2, 2007-2009
SiRCHESI, M.A.C. AIDS Fund, AVI,
Siem Reap Provincial AIDS Office and 9 partner Hotels.**



25 former beer-sellers, now with careers in Siem Reap hotels



**Cultural changes in the light of community health challenges.
Interventions may lead to social and political mobilization and offer new
agent roles for women within their families and within the community.**

Is this “local empowerment” ?



First “hands on” experience with condom placement for women in SiRCHESI’s first HIV/AIDS prevention workshops (May, 2002). Many women refused to touch wooden model penis, but agreed to use a bottle.

First public “marching” for workers’ rights and against violence. Beer promoters and other women demonstrate (Nov. 27, 2005) during 16 days International Campaign against violence towards women.

Corporate responsibility?

Heineken, SiRCHESI and *the LANCET*

In August, 2006, Heineken scientists writing in *the Lancet*, suggested that their policy of giving free ARVT (HAART) to African brewery workers should be emulated by other responsible corporations.

The Lancet editors endorsed this as good business/health practice.

HAART for the HIV-infected employees of large companies in Africa

Stefaan Van der Borght, Tobias F Rinke de Wit, Vincent Janssens, Maarten F Schim van der Loeff, Henk Rijckborst, Joep M A Lange

Antiretrovirals for employees of large companies in Cambodia

*Tiny van Merode, Bun Chhem Dy, Sarath Kros, Ian Lubek

In Sept., 2006, SiRCHESI colleagues reminded *the Lancet* readers that no HAART was offered to Heineken's women beer sellers, especially in Cambodia and asked whether gender discrimination was involved.

Beer Brands Behaving Badly towards women sellers in Cambodia

B SIC Brands

1) **Heineken Family** (includes Asia Pacific Brewery, Cambodia Breweries Ltd. Attwood Import/Export, Thai Asia Pacific Brewery)

Heineken
Tiger
ABC
Anchor
Gold Crown
Guinness
Kingway
Bintang
Hennessey Cognac
Johnny Walker Whiskey
Cheers Beer

3) **CARLSBERG family** (Includes CAMBREW,Ltd)

Angkor
Holsten
Hite
Beer Lao
Bayon
Black Panther
Royal Stout Ginseng

Non-BSIC Brands

2) **AB-INBEV Family**

3-horses
Beck's
Stella Artois
Bass
Cass
Branik Special
Labatts Ice
Budweiser

4) **Other Beers**

San Miguel
Black Beer
Valor

Taiwan

Blue Ice Beer
Mittweida

Zorok Beer (SABMiller, Viet Nam)

Jade
Love
Bavaria
Hollandia

Gold (Vin Tran, Viet Nam)

Otard Cognac

Jim Bean Whiskey

Chang
Singha
Singha Lite
Leo

Chateau Malesan Wine (Fr.)

Roberts Estates Wine (Aust)

Archer

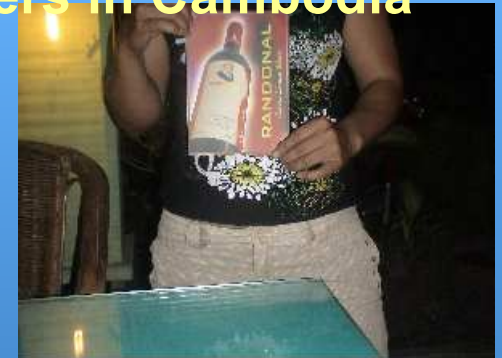
Oettinger

Pax

Corona

Asahi

Randonnal Wine (Spain)

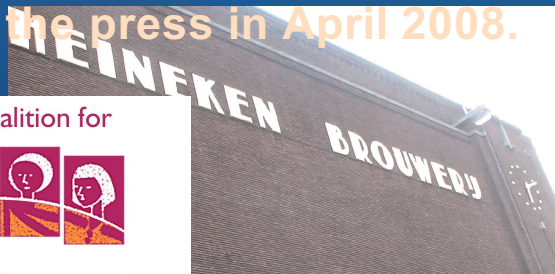
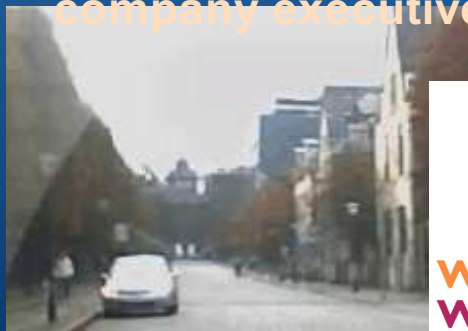


Some Bottom Line Calculations for International Beer Producers

- Just what would it cost one of the three major brewers (Heineken , Interbrew/Inbev, Carlsberg) to pay 200 beer promoters an extra \$55 monthly (\$660 annually) as a "fair wage" of \$110 ?
- About \$132,000.
- What would it cost to keep 40 HIV+ beer promotion women alive on Anti-retroviral medications @ \$360US annually?
- **\$14,400**
- Total for each company: Under US\$150,000

- How to pay for these?
 - ▶ Beer promoters annual sales: \$26,500
 - ▶ Beer promoters annual current salary: \$660
 - ▶ Additional annual salary for "fair wage": \$660
 - ▶ +ARVT for 20% of staff currently HIV+ : \$360
 - ▶ **BOTTOM LINE:** Giving the beer promoters \$1680 per year is equivalent to **6.2%** of sales.

- Our data were presented (Aug. 2005) to Heineken execs (Amsterdam)
- In May, 2006, Sharan Burrows (ICTU,ACTU) denounced the bad treatment of beer sellers, citing some of our research.
- Former King Norodom Sihanouk supported the request for fair wages.
- In Sept, 2006, I presented data to executives at international corporate headquarters for Heineken (Amsterdam), INBEV/Interbrew (Louvain) and Carlsberg (Copenhagen).
- In Nov., 2006, a professional association “Beer selling Industry Cambodia” was announced with a Code of Conduct.
- No fair wages were proposed nor free ARVT treatment for HIV+ women workers.
- In April 2007, an ethical/sustainability group of Heineken share-holders (VBDO) presented some of our data and requests for better treatment of women beersellers at the Annual General Meeting and were promised an answer by the CEO at the next meeting
- In April 2008, the CEO reported that an internal audit showed much improvement, but that he disagreed with Professor Lubek’s findings as he did not know the provenance of the statistics, sent to him and other beer company executives and the press in April 2008.



Gabe Pollock (U. Of Guelph) has reviewed statistics on nightly drinking, and Elizabeth Kirkwood (Macquarie University, Australia) and Shelley Burton (Guelph) collected additional data in April, 2008.

Many women still drink nightly, 26-27 days per month.

They average (2004- 2008) 1.59 litres nightly, more than 6 standard drinks.-

Breathalyzer readings in Cambodian beer gardens in mid-evening in 2006 showed BAC readings at approximately .05 for women beer-sellers and .07 for men (where 05 levels in many jurisdictions mean impaired behaviour).

78% of men who drank intended to drive a motorized vehicle at evening's end.

Only 7.3% of beersellers have abstained from drinking in the workplace on 2 consecutive nights.

There was no significant difference in nightly drinking (N=285) comparing beer brand partners Heineken (1.33 l.) , Carlsberg (1.26 l), INBEV (1.55 l), and various other Brands (2.00 l.) , $F(3, 266) = 1.22, p = .302$.

The BSIC code of conduct, introduced in Oct., 2006, prohibits drinking on the job by its women beersellers.

Pre/post Code X BSIC/non-BSIC brand	Mean	Std. Deviation	N
2006 and before			
non-BSIC brands	1.8680	1.70069	85
BSIC brands	1.4761	2.57523	69
Total	1.6924	2.13861	154
2007 and 2008			
non-BSIC brands	1.9290	1.60403	62
BSIC brands	1.4370	1.63885	100
Total	1.6253	1.63827	162
Overall			
non-BSIC brands	1.8937	1.65529	147
BSIC brands	1.4530	2.06577	169
Total	1.6580	1.89589	316

No significant change over time $F(1, 312) = 0.00, p = .960$.
The difference between BSIC and non-BSIC brands was significant, $F(1, 312) = 4.17, p = .042$, such that women working for BSIC brands ($M = 1.45, SD = 2.07$) drank significantly less alcohol than women working for non-BSIC brands ($M = 1.89, SD = 1.66$). There was no significant interaction between brand and year, $F(1, 312) = 0.05, p = .817$.

- Blood alcohol Concentration Levels in 2006 AND 2008, before and after the BSIC CODE of Conduct prohibited drinking on the job by women selling BSIC brands (e.g., Heineken, Carlsberg, Tiger, Guinness, Angkor, Etc).

■ **Mean BAC Std. Deviation N**

2006

non-BSIC brands	.05032	.026927	25
BSIC brands	.04450	.025735	10
Total	.04866	.026348	35

2008

non- BSIC brands	.04904	.040152	24
BSIC brands	.04829	.036962	24
Total	.04867	.038179	48

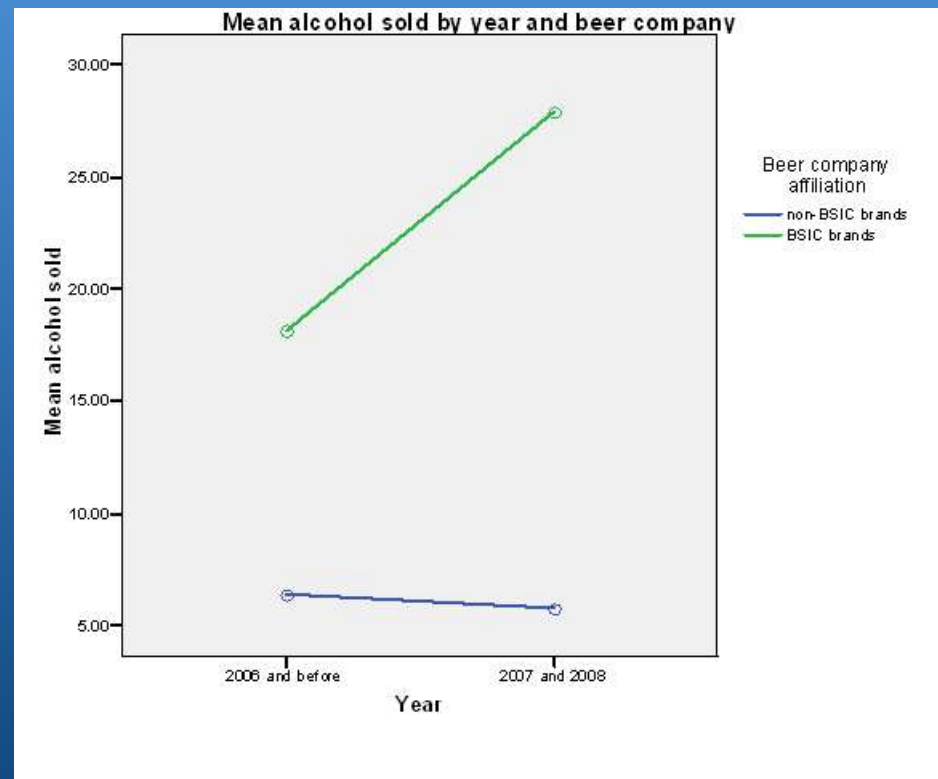
Overall

non- BSIC brands	.04969	.033697	49
BSIC brands	.04718	.033703	34
Total	.04866	.033516	83

There were no significant changes between years, $F(1, 79) = 0.02$, $p = .876$, no differences *between brands* $F(1, 79) = 0.17$, $p = .685$, nor interaction $F(1, 79) = 1.00$, $p = .754$.

A SIGNIFICANT CHANGE FOR BSIC MEMBERS

BSIC members dramatically increased their nightly beer sales in litres in 2007-8 about 50% while non-BSIC members did not (Interaction effect, $F_{1,303}=6.15$, $p=.014$.)



In 2007, BSIC member, Heineken reported to its shareholders a 15% increase in sales in Cambodia.