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OCA PAD INITIATION - PROJECT HEADER INFORMATION

02/13/89

Active

Project #: M-50-661  
Enter #: R6678-0A0

Cost share #: M-50-329  
Center shr #: F6678-0A0

Rev #: 0  
OCA file #:  
Work type : RES  
Document : GRANT  
Contract entity: GTRC

Contract #: R13/CCR401182-01  
Prime #:

Mod #:

Subprojects ? : N  
Main project #:

Project unit: MGMT COLL Unit code: 02.010.166

Project director(s):  
HEROLD D M MGMT COLL (404)894-4920

Sponsor/division names: DHHS/PHS/NIOSH/CDC / CENTER FOR DISEASE CONTROL  
Sponsor/division codes: 108 / 002

Award period: 890120 to 900119 (performance) 900419 (reports)

Sponsor amount	New this change	Total to date
Contract value	10,000.00	10,000.00
Funded	10,000.00	10,000.00
Cost sharing amount		7,000.00

Does subcontracting plan apply ? : N

Title: THE GEORGIA CONFERENCE ON MANAGING AIDS IN THE WORKPLACE

PROJECT ADMINISTRATION DATA

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Sponsor issuing office

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Security class (U,C,S,TS) :  
Defense priority rating :  
Equipment title vests with: Sponsor  
NONE AUTHORIZED NOR PROPOSED

ONR resident rep. is ACO (Y/N): N  
supplemental sheet  
GIT X

Administrative comments -  
INITIATION



GEORGIA INSTITUTE OF TECHNOLOGY  
OFFICE OF CONTRACT ADMINISTRATION

NOTICE OF PROJECT CLOSEOUT

Closeout Notice Date 11/28/90

Project No. M-22-661 \_\_\_\_\_ Center No. R6678-OA0 \_\_\_\_\_  
Project Director HEROLD D M \_\_\_\_\_ School/Lab SCH MGMT \_\_\_\_\_  
Sponsor DHHS/PHS/NIOSH/CDC/CENTER FOR DISEASE CONTROL \_\_\_\_\_  
Contract/Grant No. R13/CCR401182-01 \_\_\_\_\_ Contract Entity GTRC  
Contract No. \_\_\_\_\_  
Project Title THE GEORGIA CONFERENCE ON MANAGING AIDS IN THE WORKPLACE \_\_\_\_\_  
Effective Completion Date 900719 (Performance) 901019 (Reports)

Closeout Actions Required:	Y/N	Date Submitted
Final Invoice or Copy of Final Invoice	Y	_____
Final Report of Inventions and/or Subcontracts	Y	_____
Government Property Inventory & Related Certificate	Y	_____
Classified Material Certificate	N	_____
Release and Assignment	N	_____
Other _____	N	_____
Comments _____		

Project Under Main Project No. \_\_\_\_\_  
Continues Project No. \_\_\_\_\_

Contribution Required:

Project Director	Y
Administrative Network Representative	Y
GTRI Accounting/Grants and Contracts	Y
Procurement/Supply Services	Y
Research Property Management	Y
Research Security Services	N
Reports Coordinator (OCA)	Y
GTRC	Y
Project File	Y
Other _____	-
_____	-

Final Patent Questionnaire sent to PDPI.

## Final Performance Report

### The Georgia Conference on Managing AIDS in the Workplace

Grant No. R13-CCR4001182-01

David M. Herold, Ph.D.  
School of Management  
Georgia Institute of Technology

Georgia, as well as other Southeastern states, seems to lag behind many other states on the East and West coast in corporate initiatives for constructively confronting the problems associated with the AIDS epidemic. This posture is certainly not justified by the epidemiological data, which show the state to rank 8th in the nation in the incidence of AIDS cases.

Although various programs and public subscription conferences on the subject have been held in the state, these seem to fail to create the kind of commitment which would devote serious, wide-spread attention to the problem. One can speculate that this is the case, in part, due to one or more of the following: a)most publicly promoted programs seem to attract attendees several organizational levels below that which is required for formulating corporate strategy and allocating resources (e.g., employee relations or benefits people, instead of vice presidents for human resources); b)most conferences focus on "how to" issues (e.g., develop an educational program), rather than on urging a broader, "strategic" attack on the problem; and c)such conferences do not facilitate the "networking" or "role modeling" which seems to be necessary in order to raise the comfort level of many executives in choosing a particular, proactive course of action. This latter point is especially important since various groups of top, private-sector people which have formed for this purpose have been very successful in stimulating activity (e.g., The National Leadership Coalition on AIDS, and local groups in San Francisco, New York, and Philadelphia).

To stimulate activity among Georgia's business leaders, a conference was held for the purpose of raising consciousness among leaders of Georgia trade and industry concerning the need to develop strategies for dealing with AIDS in the workplace. The purpose of this conference was to heighten awareness among top decision-makers in the business community, to educate them, to identify the major issues which will need to be addressed, to share other

companies' experiences, and to begin a process leading to corporate proactivity in dealing with this problem. The target population for the conference consisted of top executives of Georgia's largest companies. Attendance was by invitation only, with no fee charged. The conference was held on the campus of the Georgia Institute of Technology, January 26-27, 1989. The remainder of this report describes the work performed prior, during and after the conference and the results obtained.

### **Conference Planning**

Conference planning was facilitated by the formation of a steering committee representing different expertise and views on the issues. The committee consisted of:

Dr. David M. Herold, Chair  
School of Management  
Georgia Institute of Technology

Dr. John L. Branch, Jr.  
Director, Medical Dept.  
Lockheed Aeronautical Systems Company

Dr. Murray Cohen  
Office of the Director  
National Institute for Occupational Health & Safety  
Centers for Disease Control

Mr. Dale Reiner  
Manager, Corporate Safety  
Georgia Power Company

Mr. Terence Jacobs  
Senior Vice President, Personnel  
Trust Company Bank

Mr. James Joyner  
Director, Personnel  
YKK (U.S.A.) Inc.

Mr. John Robertson  
Director, Personnel  
Waffle House, Inc.

This committee met several times, over a five months period, to discuss and shape the agenda, marketing, logistics, and other details of the conference. The main contributions of this group were to reflect a "corporate" view or reaction to what was being proposed, to sensitize the conference planner to corporate concerns, to discuss coverage by industry, geography and other aspects of the state's business and industry, and to assist in identifying target companies.

### **Conference Program**

The conference program consisted of eight topical presentations as follows:

#### **How AIDS Affects Your Workplace**

David M. Herold, Ph.D.  
School of Management  
Georgia Institute of Technology

#### **Epidemiological and Medical Status Report**

James O. Mason, M.D., Dr.P.H.  
Director  
Centers for Disease Control

#### **What Your Employees Are Thinking**

David M. Herold  
School of Management  
Georgia Institute of Technology

#### **Regulatory Developments**

R. Davis Layne  
Regional Administrator  
Occupational Safety and Health Administration

#### **Legal Developments**

Edward Katze  
Attorney  
Constangy, Brooks, & Smith

#### **Insurance and Other Economic Developments**

Dan Dragalin, M.D.  
Vice President, Medical Services  
The Prudential

### Communication, Education and Training

Paul A. Ross, Ed.D.  
Manager, AIDS Program Office  
Digital Equipment Corporation

### Corporate Response Mechanisms

William J. Perryman, CEAP  
International Corporate EAP Manager  
ALCOA

In addition, there was also a panel session entitled "Developing a Workable Strategy" which featured all of the above presenters, as well as a special address by B. J. Stiles, President of the National Leadership Coalition on AIDS. The session entitled: "What Your Employees Are Thinking" was used to share survey results obtained from Georgia workers on various aspects of their attitudes toward co-workers with AIDS.

### Conference Attendees

The conference attracted 62 people representing 50 major employers in the state (some invitees asked to bring another person from their organization). Although the initial invitation always targeted a high level executive, e.g., vice president, the person initially contacted sometimes asked that someone else represent the organization, or accepted the invitation on behalf of the organization and sent a substitute. This resulted in a broader range of attendees than originally planned. The following organizations were represented:

American Yard Products, Inc.  
Amerihealth, Inc.  
AMOCO Fabrics & Fibers Co.  
Atlanta, City of  
Atlanta Health Care Alliance  
Avon Products, Inc.  
Barge-Wagener, Inc.  
BellSouth Corp.  
Blue Cross and Blue Shield of Georgia  
Centers for Disease Control  
Colonial Pipeline Co.  
Cox Enterprises, Inc.  
Crawford and Co.  
Digital Equipment Corp.

Eastman Kodak Co.  
Electromagnetic Sciences, Inc.  
Ford Motor Co.  
Fulton Federal Savings & Loan  
Georgia Department of Human Resources  
Georgia Department of Industry and Trade  
Georgia-Pacific Corp.  
Georgia Power Co.  
Haverty Furniture Companies, Inc.  
HBO & Co.  
Helping Hands of Atlanta  
Hewlett-Packard Co.  
IBM Corp.  
Ivan Allen Co.  
J.C. Penney Co.  
Kleen Tex Industries, Inc.  
Lockwood Greene Engineers, Inc.  
Murata Erie North America  
National Association of Printers & Lithographers  
Norrell Corp.  
Oxford Industries  
John Portman & Associates  
Pratt & Whitney  
RJR Nabisco, Inc.  
Robins Air Force Base  
Rollins, Inc.  
Scottish Rite Children's Hospital  
Siemens Energy & Automation, Inc.  
Southwire Co.  
Swift Textiles, Inc.  
Trust Company Bank  
UNISYS  
U.S. Dept. of Labor  
United Way of Metropolitan Atlanta  
Warner Robins Air Logistics Center  
West Lumber Co.

### **Conference Evaluations**

Brief, anonymous, evaluation questionnaires were sent to conference participants. Eighteen forms were returned, representing 36% of the organizations present.

In response to the question: "How informative was this conference?" participants rated the conference an average of 4.6 on a five-point scale ranging from "1" - not at all, to "5" - very.

To an open ended question -- "What topics or aspects did you find to be the most beneficial?" participants responded with a wide variety of the topics presented, as well as specific items mentioned by individual presenters. No particular pattern of responses was apparent.

Of particular interest was that portion of the questionnaire which asked about specific actions taken after attending the conference. To the question: "Have you initiated discussions on the topic with others?", 17 of 18 said "yes," with "upper management" and "boss" being the most often-mentioned targets, "corporate human relations" being next, and "friends," "AIDS task force," "staff," and "fellow employees" receiving a few mentions. To the question: "Have you shared any information from the conference with others?", again, the same 17 as above said "yes," with five saying they shared all information, while partial conference information was shared by the others. In response to the question: "Have you identified specific areas which need to be addressed by your organization?" everyone replied "yes," with "education" being the most frequently identified area. When asked whether they have "initiated any specific activities" related to the identified area of concern, 13 replied "no," and 5 replied "yes." When asked if they "prompted others to initiate" such activities, 10 said "no," while 6 said "yes."

Four respondents said their company had no AIDS policy, five said it was in the planning stage, six said it was assumed as part of a general policy on illness, while only three reported having an AIDS policy, one as part of a formal written policy about illness, and two focusing only on AIDS.

An attempt to capture the extent to which organizations engage in a variety of activities related to AIDS, from developing educational programs to hiring consultants, provided little useable information.

Finally, of the 18 responses, ten reported that they knew of employees in their organization who had AIDS, while four said that no employees had the disease, and four said they did not know.

These responses show that the conference was well-received, that it provided important information, and that some attempts at integrating this information into the various organizations did take place. In addition, the informal feedback during and after the conference was extremely positive, with many participants welcoming a "neutral" forum for finding out about the various issues, and indicating that more such opportunities should exist.



Furthermore, many participants welcomed the opportunity to network with others.

### **Summary**

The Georgia Conference on Managing AIDS in the Workplace was an attempt to target a select audience from among the top employers in a state and expose them to a high-quality, diverse, business-related, non-commercial program focusing on the implications of the disease for employees and employers. This result was accomplished with considerable success as judged by the quality of the program, the organizations attending, and the formal and informal feedback received.

Although no single event can be responsible for creating major change, conferences such as this one can, and should be used to raise consciousness among business leaders. The workplace is a logical place for raising awareness about the disease, and workplace responses to persons with AIDS are of major concern. The use of universities for such conferences, and the targeting of a state or local audience may serve as a model for other such conferences.