



AAA e-NEWS BRIEF – SEPTEMBRE 2012

HIV / AIDS PREVENTION: LIFE QUALITY – AN INTEGRAL PART OF ECONOMIC DEVELOPMENT

Your contributions keep us going!
Please send a tax-exempt check payable to one of African Action on AIDS' addresses below

Learn About African Action on AIDS (AAA)

AAA is a tax exempt non-profit organization registered in the USA and operating under section 501(c) 3 of the IRS code. It is also registered in Cameroon (auth. No 00174/A/MINAT/DAP/SDLP/SAC). It has special consultative status with the United Nations ECOSOC and the UN Department of Information.

AAA's work is based on 3 programmes:

“JUST KNOW” Campaign emphasizes:

- Knowledge of one's body
- Knowledge that leads to behavior change
- Knowledge that helps to visualize a future without AIDS

“Health before Wealth” Concept promotes:

- Testing for HIV
- Clean hands (hand washing stations)
- Clean water (drinking stations)
- Dignified toilets
- Fighting against Malaria (treated mosquito bed nets)
- Vaccination
- Anti worms medicine

“Women's economic autonomy” through our Scholarship Programme. This scholarship enables each teenage orphan girl to complete at least a secondary, general or technical education that will lead to financial and economic autonomy, greatly reducing the risk of being infected with HIV through sexual abuse and violence.

While the impact of the present economic situation is still having negative effects on civil society organizations' fundraising, we are aware that many private companies believe they are highly skilled and better equipped than the non-profit sector to solve social problems. If we all agree that human security is an integral part of economic development, that solving social issues is one way to eliminate the global crisis, then this new conscience from private companies should be welcomed as a great revolution – From high concentration on production of material goods, to wanting to use business to create life quality.

In many ways, socially responsible businesses worldwide, hold the keys to the future, as they can, not only create jobs, food security, but also essential services in health, education, environment that contribute to the development of intelligent/ healthy human resources able to build local communities and nations. The positive impact of such actions is a booster for economic development with a transformative impact on communities – It is said that when a company invests one dollar against Malaria, this investment produces eight dollars back!

In rural areas where most of AAA activities take place, this logic applies. Indeed, our network of more than 100 CVECA's (rural banks) in more than a 100 villages, have more than 350.000 members including their families. From their business activities, they saved almost 3 billion francs CFA in 2011, and distributed more than half the amount saved for small loans. Like all business people, their productivity rises with improve access to finance, education, health services, technology, markets. The experience of AAA shows that reaching them is better done by small/efficient civil society organizations.

It is therefore important, based on this understanding that all partners should come together as never before. We need an inclusive spirit of partnership for business development and life quality. But to eliminate suspicions that hurt positive partnerships and team work, we all need to include management innovations that allow us to scale up and stop ineffective programmes lacking impact on local communities' development. We need to keep joining forces to create progress. Learning from African proverbs we emphasize the following: “A single hand cannot tie a parcel” or “The scaffolding poles hold on to one another! So let us accept that efficient, multifaceted partnerships between governments, private sector, civil society and international organizations are needed, not only for economic development, but also for life quality of people around the world.

Ruth Bamela Engo,
President / Founder



Diarrhea is a threat for PLWA¹; AAA builds VIP Toilets to replace traditional ones.

(1) People Living With AIDS

Contacts:



Cholera is a threat for PLWA¹, AAA builds modern wells!

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