LEVI STRAUSS & CO.

WINNER: Levi Strauss & Co.

Levi Strauss & Co. (LS&Co.) is one of the world’s largest brand-name apparel companies and a global leader in jeanswear. Headquartered in San Francisco, California, it has approximately 17,000 employees worldwide. Its products are sold in over 55,000 retail locations in more than 110 countries.

ABOUT THE WINNING PROGRAM
LS&Co.’s Employee HIV/AIDS Program focuses on improving access to HIV/AIDS education and services for all employees and their families worldwide. LS&Co. aims to prevent the spread of HIV and improve care for those who are living with the disease, while attracting, retaining, and inspiring employees to perform at their best.

The program features trainings, targeted communications (e.g. interactive webcasts, quizzes and videos), and an Employee HIV/AIDS Benefit Plan that covers HIV/AIDS-related costs in countries where private or national health coverage is inadequate. LS&Co. also created HIVCon-nect, a telephone resource to help employees find HIV/AIDS services available in the U.S.

As part of this global effort, the program targets 6,800 retail employees in LS&Co.’s 600 stores in 26 countries. This represents a group of workers that is young, mobile, technologically savvy and at risk of acquiring HIV/AIDS. LS&Co.’s retail workforce has achieved significant results in education and awareness and an improvement of at least 15% across all indicators, from HIV/AIDS knowledge to workplace nondiscrimination.

LS&Co. has also shared its program with the non-profit sector, business partners, suppliers and the Washington, D.C. hospitality industry, demonstrating scalability beyond LS&Co.’s employee population and multiplying the program’s impact.

CRITICAL SUCCESS FACTORS

ENGAGEMENT OF RETAIL EMPLOYEES
• LS&Co.’s interactive retail education approach was designed to meet the unique needs of this population. For example, store managers deliver HIV/AIDS information at the beginning of shifts when shift goals and news (e.g., sales, promotions) are covered.

FLEXIBLE, RESPONSIVE PROGRAM DESIGN
• Ongoing assessment and evaluation allowed for rapid adaptation, ensuring that program activities effectively contributed to goals.

COMMITMENT TO ACCESS TO CARE
• Employees that have begun HIV/AIDS treatment are provided with bridging assistance after separation from the company, ensuring continuity of treatment and easing the transition to an alternative program.
• In partnership with Mercer LLC, LS&Co. has negotiated the waiving of HIV/AIDS-related waiting periods and exclusions with local insurers in several countries, yielding widespread benefits that go well beyond the scope of a traditional workplace program.