

Prevent HIV/AIDS Now (PHAN)

Prevent HIV/AIDS Now (PHAN) is a non-governmental organization (NGO) similar to the International Committee of the Red Cross. PHAN is based in New York and runs HIV/AIDS education, prevention, and treatment clinics for local communities in many countries. A number of well-known American celebrities take part in PHAN fundraising events, and the group is able to generate a lot of media attention. However, how much assistance PHAN can provide in a country is limited by the amount of funding it receives from donor countries, including the United States. Last year, the United States gave PHAN \$250 million specifically for Lateen, funding 75 percent of its programs there.

PHAN has never dealt with the Government of Daymar before, and PHAN's regional program coordinator got a chilly reception when she met with religious and political leaders in Daymar to discuss working together. They repeated the commonly held belief that some people "deserved" to get HIV/AIDS as a punishment for their lifestyles but admitted that some people were "innocent victims" of the disease.

PHAN has several goals in this situation. It wants to run preventive programs and treat every infected or at-risk person in Daymar without discrimination, regardless of how society views them. However, it might consider a limited program in Daymar, as it has in Lateen, to gain support to work there. PHAN does not want to endanger its congressional support and funding by compromising anti-discrimination principles, which are core U.S. values. It would also like to expand its programs in Lateen, but it will need more money to avoid getting overextended.

Opening Position

PHAN will offer to start a prevention and treatment program in Daymar. The program will be available to all people; it will not exclude or limit care for people who inject drugs, homosexuals or people who have sex outside of marriage. PHAN will appeal to the United States and other international donors to fund the new Daymar program.

Negotiation Strategy

- What would convince Daymar to open their country to your education and treatment methods?
- Where could PHAN secure additional funding to expand its programs?
- Although PHAN operates internationally, it is based in the United States and is dependent on the United States for most of its funding. You do not want to conflict with the United States on any stance.
- Remember that a partial solution is preferable to no solution at all.



FAST FACTS

Based in
New York City

2019 budget:

\$15M