About Get Tested Coachella Valley

Get Tested Coachella Valley is a three-year, $5 million public health initiative dedicated to dramatically reducing the spread of HIV by:

- Making voluntary HIV testing standard and routine medical practice;
- Making HIV testing and care available to everyone, including those who don’t see healthcare providers on a regular basis;
- Addressing fear, judgment and stigma by educating the community—in both English and Spanish—about HIV testing and how to prevent infection.

Our campaign was launched to the public in 2014 under the leadership of Desert AIDS Project and is driven by a coalition of more than 90 Community Partners including the Riverside County Department of Public Health; our region’s major hospitals; leading medical clinics and physicians; leaders of community- and faith-based organizations; elected officials and local governments; educational institutions; businesses; foundations; and caring individuals.

How We Will Succeed

The Get Tested Coachella Valley action plan combines four powerful strategies:

1. Engage the local healthcare community (hospitals, clinics, physicians) to make HIV testing a standard of care;

2. Expand the network of HIV and STD/STI testing sites (including mobile units) to reach individuals at higher risk and those who lack regular contact with healthcare providers;

3. Create a new, regional Linkage to Care Network that enables providers to quickly and easily refer their patients, ensuring that any individual who tests positive for HIV receives early intervention to facilitate needed medical treatment and appropriate care and counseling;

4. Produce a communications campaign in both English and Spanish to educate and motivate individuals, whether HIV-negative or -positive, to reduce stigma, protect their own health and prevent others from becoming infected.
Progress, Priorities, Partnership

It was an honor to be invited by The White House to Washington, DC, not only once but twice in 2015 to speak about Get Tested Coachella Valley. First at the Fast Track Cities Initiative & National HIV/AIDS Strategy Technical Consultation and then on World AIDS Day, it was both gratifying and motivating to see that our strategy and success to date have risen to national attention. But what made these national and international gatherings especially inspiring is what we heard: leaders in medicine, government, and human services stating with confidence that the end of the epidemic is now within our reach.

It’s no longer a question of if, but when. We have the needed tools; it’s up to us to apply them effectively. Working together, we can dramatically reduce the viral load in our community. And as the theme of World AIDS Day 2015 reminded us all: The Time to Act is Now.

David Brinkman, MBA  
CEO, Desert AIDS Project

At the two-year point of our campaign, we’re making measurable progress to stop the spread of HIV. Our efforts are beginning to break down long-standing barriers —lack of knowledge, access, and understanding—by applying the antidotes: educational outreach to providers, patients and the general public; increased access to testing and treatment; and, a new community conversation around HIV that erodes that elusive but powerful force of stigma.

These 2015 highlights exemplify the effectiveness of our integrated approach:

- We significantly increased clinical testing. 32 medical offices and 124 medical providers are now committed to making voluntary HIV testing a routine standard of care for all patients.

- We launched The DOCK sexual health clinic (made possible by funding from Desert Healthcare District) where free HIV testing and linkage to care, STD testing/treatment, and PrEP education are all available on a walk-in basis, five days a week.

- We reached out to the public at more than 100 events in every corner of our community and our campaign made over 30 million impressions on mass media and social channels.

The “we” in all of these examples means all of us: It is our community-based approach that makes Get Tested Coachella Valley successful. As we launch Year 3, our profound thanks to all of our community partners, volunteers, funders, and allies for making our progress possible. Let’s keep gaining ground!

Susan Unger, Project Director  
Get Tested Coachella Valley
The HIV Care Continuum

The HIV Care Continuum depicts the series of steps from the time a person is diagnosed with HIV through the successful treatment of their infection with HIV medications. It’s been scientifically proven that antiretroviral therapy (ART) not only preserves the health of people living with HIV, but also dramatically lowers their risk of transmitting HIV to others by reducing the amount of virus in the body. The ultimate goal of HIV treatment is to achieve viral suppression, meaning the amount of HIV in the body is very low or undetectable. Suppressing the virus enables people with HIV to stay healthy, live longer and reduce their chances of passing HIV to others. By ensuring that everyone with HIV is aware of their infection and receiving the treatment they need, we can sharply reduce new HIV infections.

[Source: Centers for Disease Control and Prevention, Understanding the HIV Care Continuum, December 2014]

The California HIV Care Continuum graphic below features the most recent data available. It shows that nearly 12% of Californians infected with HIV are unaware that they have it. Even more striking, roughly 30% of those diagnosed with HIV are not receiving treatment.

California’s Continuum of HIV Care—2013

[Source: California Department of Public Health Office of AIDS]

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1Estimated based on 121,738 living HIV diagnosed in eHARS during 2013 divided by 0.0887 (11.3% undiagnosed infection in California).
2eHARS data as of 12/31/2014 for people diagnosed with HIV and living as of 12/31/2013.
3Persons with at least one care visit during 2013 in eHARS as of 12/31/2014.
4Persons with at least 2 care visits more than 3 months apart during 2013 in eHARS as of 12/31/2014.
5Persons with most recent viral load test result of ≤200 copies/mL during 2013 in eHARS as of 12/31/2014.
Nationally, individuals who are unaware they are infected with HIV may be unknowingly transmitting the virus in significant numbers. However, individuals diagnosed but not retained in medical care account for nearly twice the number of new infections. For this reason, the Get Tested Coachella Valley campaign is highly committed not only to testing, but to ensuring that HIV-positive individuals are linked to and retained in care—reducing their infectiousness and increasing their life expectancy by decades.

Estimated Transmission of HIV at Each Step of the Care Continuum
[Source: JAMA Internal Medicine, April 2015]

During 2015, Get Tested Coachella Valley Early Intervention Specialists linked to care 90.9% of patients testing HIV positive.
HIV Testing in Clinical Settings

It’s clear that healthcare providers have great influence over whether or not Coachella Valley community members get tested for HIV. Respondents to our 2014 Community Survey who had been tested for HIV cited as their number one reason: “My healthcare provider offered to do the test.” Those who had never been tested for HIV were asked why not. The response “My doctor/healthcare provider has never offered to test me” was second only to “I don’t think I’m at risk for getting HIV.”

In 2006 the Centers for Disease Control and Prevention (CDC) released formal recommendations for making HIV testing routine in all healthcare (clinical) settings. Nearly 10 years later, HIV testing is still not a standard of care in most clinical settings.

The Get Tested Coachella Valley campaign is committed to closing this gap. We’re reaching out to out to clinic leaders to engage their commitment. Our Public Health Liaisons make Getting Started presentations and follow-up consultations with clinical providers and staff, providing campaign signage and patient education materials. In 2015 we made major strides forward.

We are now collaborating with seven of the 10 organizations that manage major clinics/clinical groups in the Coachella Valley.

Desert Oasis Healthcare
Left to Right: Kay Etsell, Vice President Operations; Randy Vaughn, Administrator; Gillian Schweigert, Director of Clinical Nursing

Borrego Health
Left to Right: Glenn Grayman, MD, MBA, Chief Population Health Officer & Regional Medical Director; Chuck Marbley RN, BSN, Clinic Manager, Borrego Health Specialty Care; Victoria Huisman RN, MBA, Site Nursing Director, Centro Medico Cathedral City
Clinicas de Salud del Pueblo—Coachella Health Clinic

Left to Right: Ashley Hayes, RN, Nurse Manager; Leon Yang, MD; Erica Torres, Clinic Manager; Manika Pandy, MD; Arturo Guzman, Health Navigator; Randolph Gibbs, MD

Eisenhower Medical Center

Left to Right: Alex Del Rosario, MD, Board Certified in Internal Medicine; V. Stephen Moore, PA-C, Physician Assistant; Jessica Spolarich, Research Assistant; Kenneth Lichtenstein, MD, Medical Director of HIV Services, Eisenhower Medical Center
Participating Providers

The following providers are leading the way. Each has signed a Get Tested Coachella Valley Certificate of Partnership & Participation—a commitment to help stop the spread of HIV by making voluntary HIV testing a routine practice for all patients and ensuring that HIV positive patients are linked to specialized HIV care.

Marlene Abon, NP
Kenneth Acha, MD
Jessica Afable, MD
Barbara Allen, NP
Steven Arendt, MD
Huma Aziz, MD
Perpemolo Balasta, MD
Sergio Barajas, MD
Clayton Barbour, MD
Sandra Bender, MD
William Blaschko, MD
Rajinvinnder Brar, MD
Timothy Carrol, PhD
Daniela Cerantes, NP
Ken Clayton, MD
Vincent D’Auria, MD
Alex del Rossario, MD
Connie Delgado, PA
Christine Deranceau, MD
Jason Domagalski, MD
Zosimo Dulalia, MD
Cameron Duncan, DNP
Edgardo Felix, RN
Bruce Ferguson, MD
Stewart Fleishman, MD
Rodney Fox, NP
Mark Freitag, MD
James Gaede, MD
Randolph Gibbs, MD
Alison Gordon, MD
Glen Grayman, MD
Peter Hein, MD
Salvador Hernandez, NP
David Hersh, MD
Gary Huang, MD
Kim Huang, MD
Michael Hughes, MD
Michael Jardula, MD
Timothy Jones, MD
Evelyn Kachikwu, MD
Murat Kaggum, MD
Shubha Kerkar, MD
Janet Kerrigan, DO
Ashraf Khan, MD
Teresa Khoo, MD
Gemma Kim, MD
Tae Kim, MD
Fayssoux Kinder, MD
Victor Knutzer, MD
John Kruba, MD
Joynce Kusuma, NP
Sherri Lang Horne, MD
Ferdinand Limtao, NP
Richard Loftus, MD
Carolyn Lopez, PHD
Theresa Lopez-Zepeda, NP
Allison Lovell, MD
Michael Loy, MD
Erik Luansing, PA
Rosa Lucas, F-NP
Keyvan Maleksamran, MD
Karen Melot, NP
Monique Mester-Robertson, MD
Anne Marie Montgomery, MD
Brett Moore, PA
V. Stephen Moore, PA
Matt Moran, NP
Christina Morris, F-NP
David Morris, MD
Matthew Morris, MD
David Neumann, MD
Steven Nguyen, MD
John Ninos, MD
Henry Nosovitsky, PA
Dulce Oandasan, MD
Cordelia Okwouash, FNP-BC
Manika Pandy, MD
Daniel Parker, PhD
Charles Penick, MD
David Perez, MD
Brian Petrie, MD
Roy Pitken, MD
Meko Porter, MD
Maryam Poursartip, NP
Barbara Ramos, NP
Phyliss Ritchie, MD
John Roberts, MD
Howard Rodman, MD
Katherine Roman, NP
Scott Russell, MD
Gilberto Russo, MD
Rebecca Salness, MD
John Sarrouf, MD
Charlie Schaeffer, MD
Steven Scheibel, MD
Joseph Scherger, MD
Christopher Schiessel, MD
James Sherman, LCSW
Joseph Schwartz, MD
Gabrielle Schwik, FNP-BC
Natalie Shemsonky, MD
Eric Shigeno, MD
Erick Sloan, PA
Eidene Smith, MD
Jean Soloman, MD
Nelly Song, MD
John Stansell, MD
Deborah Strelitz, MD
Christine Tellic, NP
Chito Uyanwane, MD
Francis Van De Carr, MD
Ricardo Vela, NP
Vinita Verghesse, MD
Abner Vilches, NP
Cindy Wakha, MD
Michelle Weaver, MD
Lynn Marie Weigart, NP
Herbert Weight, MD
Mike Wisotsky, MD
Melanie Wolfe, PhD, LMFT
Leon Yang, MD
Jessica Youk, MD
Less Zendle, MD
Physician Survey Highlights

In early 2015, Health Assessment and Research for Communities (HARC, Inc.) conducted a survey on behalf of Get Tested Coachella Valley which captured the attitudes, behaviors, and beliefs of 50 physicians in the region. This survey will be repeated at the end of our 3-year campaign to gauge our impact.

- On average, participating physicians had each treated 234 patients in the past 30 days, but by contrast, had only ordered or conducted eight HIV tests during that time—testing just 3% of their patients.

- Only two of the participating physicians had a standard protocol for HIV testing at their training institution.

- Roughly half strongly believe in the importance of routine HIV testing for teens and adults. About 9% indicated they do not have a professional opinion on the subject and roughly 7% do not believe that routine HIV testing is important.

- Among the barriers to testing cited by physicians:
  
  “I have other priorities at the time of the visit.”

  “I am concerned about how my patients might react to being offered the test.”

  “There is not enough time.”

  “I am uncomfortable broaching the subject with my patients.”

- Roughly two thirds of participating physicians had heard of the Get Tested Coachella Valley campaign prior to taking the survey; 10% indicated they are actively involved.

- When asked for their suggestions on how to increase routine HIV testing, physician responses echoed the primary tactics of the Get Tested Coachella Valley campaign: educate the public, educate providers, and work to reduce stigma.
HIV Testing in Community Settings

Get Tested Coachella Valley further expanded the availability of free and confidential HIV testing at community (non-clinical) test sites and events in 2015.

Highlights

- Expanded HIV testing from three Walgreens stores to seven.
- Initiated Get Tested on Arenas—free and confidential testing at our mobile clinic every Friday night from 5PM-10PM on this popular Palm Springs street for Gay bars, restaurants and retail stores.
- Served as lead sponsor for the Mecca Family & Farmworker Resource Fair for the second consecutive year.
- Established successful collaboration with FIND Food Bank resulting in free HIV testing at 22 of their food distribution events throughout the Coachella Valley.

**The Joslyn Center**

Left to right: Daniel Coover, Program Director; Bob Elias, Director of Social Services & Meals on Wheels; Kristine Gula, Membership and Marketing Assistant; Lee Vanderbeck, Executive Director; Diane Sylvester, Finance and Operations Director; Edie Willard, Volunteer Coordinator

**Mecca Family Resource Center**

Left to right: Rogelio Mendez, Social Services Assistant; Nancy Quiroz, Office Assistant; Maria Machuca, Community Program Specialist II; Carmen Lopez, Office Assistant
James O. Jesse Highland Unity Center

Left to right: Will Pellum, Recreation Program Director; Annjohnnette Collins, Recreation Program Assistant; Linda Gray, Literacy Coordinator; Jarvis Crawford, Community Center Manager

FIND Food Bank

Back row, left to right: Joel Gonzalez, Outreach Associate; Arturo Guzman, Truck Driver; Angelo Haskins, Volunteer

Front row, left to right: Alex Kason, Warehouse Associate; Socorro J. Anchondo, Shopping Area Outbound Coordinator; Randy Ruiz, Volunteer; Monica Franco, Front Desk Assistant; Lorena Marroquin, Agency Relations; Nikol Ocampo, Outreach Admin Support; Peter Canul, Volunteer; William Blackstone, Warehouse Associate; Georgie Salazar, Volunteer
2015 List of Events

New Year’s Resolution Event—Desert Regional Medical Center
2nd Annual Senior Health Fair at Caliente Springs
4th Annual Mayor’s Race and Wellness Festival
Martha’s Village/Clinicas de Salud Covered CA Health Fair
Day of Action—Chelsea Clinton
Riverside County Homeless Youth Count & Survey 2015
Get Tested Coachella Valley Annual Update
Torres Martinez Tribal Resource Fairs
HIV Equal Event
24th Annual Migrant Health Conference & Resource Fair
Indio Senior Center Health Fair
Coachella Valley Health Festival
American Heart Association Heart Sales Kickoff
International Bear Convergence
28th Annual Black History Month Parade & Town Fair
National Women & Girls HIV/AIDS Awareness Day
Desert Hot Springs Family Wellness Day
California CareForce Coachella Expedition 2015
Palm Springs Office of Neighborhood Involvement 8th Annual Picnic
St. John’s Episcopal Church Fair
Cathedral City LGBT Days
National Youth HIV/AIDS Awareness Day
Desert Hot Springs Day of the Child Health and Wellness Festival
White Party 2015
White Party T-Dance
White Party Weekend: Test Site at the Renaissance
Oasis Apostolic Church Migrant Education Resource Fair
Blatino Oasis Welcome at Hacienda Beach Club
Blatino Oasis Party at Copa
Blatino Oasis Pool Party at CCBC
Artists for Recovery Art Show
Evening Under the Stars
Project R.I.S.E. Teen Resource Fair
Joslyn Center National Senior Health and Fitness Day
Sky Valley Resource Fair
National HIV Testing Day Roadshow
Trans-Pride Picnic
UCR Interns Presentation
Future Physician Leaders Event
Get Tested Coachella Valley MidPoint Update
Gay Men’s Chorus Community Outreach Event
Desert Hot Springs Family Resource Healthy Community Fair
The Oasis Flying Doctors & CV Medical Volunteers Health Fair
El Grito Fiestas Patrias—Coachella Cinema Diverse
Cathedral City Health and Resource Fair
On the Town with Desert Hot Springs Mizell Senior Center Town Hall
Agua Caliente Health and Wellness Fair
Mecca Family & Farmworker’s Center Resource Fair
Eat Smart, Play Hard Festival—Palm Springs Unified School District
Desert AIDS Walk
James O. Jesse Highland Community Center Annual Community Festival
Palm Springs Spa Resort Health and Wellness Day
Make a Difference Day—Desert Regional Medical Center
Joslyn Center Health Fair
Desert Hot Springs Family Resource Fair
Palm Springs Pride Parade & Festival
Centro Medico Oasis Resource Fair
Palm Springs Adventist Church Health and Fitness Expo
HIRE Workshop St. John’s Church
The DOCK Launch Party
HealthCorps Health Fair at Rancho Mirage High School
Transgender Day of Remembrance
Borrego Centro Medico Oasis Turkey Giveaway
Palm Springs Turkey Shootout
Not So Innocent Orange Party
World AIDS Day
FIND Food Bank Community Resource and Health Events:
San Anthony Trailer Park
Centro Medico Oasis
Destiny Church
Hovley Apartments
Coral Mountain Apartments
Casa la Paz Apartments
Orchard Apartments
Casa Grande Apartments
St. Louis Church
Legacy Apartments
Family Worship Center
Vista Dunes
Desert Meadows Apartments
River Canyon
Cathedral Palms
Boys & Girls Club of Palm Springs
St. John’s Church
2015 Key Accomplishments

Total HIV Tests Reported

Year 1 (2014) 25,371
Year 2 (2015) 26,456

Sources reporting: Desert AIDS Project, Desert Regional Medical Center, Eisenhower Medical Center, Kaiser, LabCorp, Planned Parenthood of the Pacific Southwest, Riverside County Department of Public Health. Not yet reporting: Quest.

Total HIV Tests Reported 2014 and 2015 = 51,827

Total HIV Positive Diagnoses Reported = 250

Sources reporting: Desert AIDS Project, Desert Regional Medical Center, LabCorp, Planned Parenthood of the Pacific Southwest, Riverside County Department of Public Health. Not yet reporting: Eisenhower Medical Center, Kaiser, Quest

Results by Organization

2015 HIV Tests Reported by Organization

- 10,843 LabCorp
- 6,323 Planned Parenthood of the Pacific Southwest
- 5,018 Desert AIDS Project*
- 2,625 Eisenhower Medical Center
- 810 Desert Regional Medical Center
- 539 Riverside County Department of Public Health**

*Includes Community Testing at The DOCK 1,878; GTCV Community Test Sites 1,678; GTCV Events 1,462

HIV Positivity Rates Reported by Organization

The CDC estimates that HIV testing in healthcare settings is cost-effective when positivity rates are at least .1%, or one positive diagnosis out of 1,000 people tested. Several clinical sites are reporting positivity rates far higher than this threshold.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Riverside County Department of Public Health**</td>
<td>2.4%</td>
</tr>
<tr>
<td>Desert AIDS Project Palm Springs/The DOCK</td>
<td>2.3%</td>
</tr>
<tr>
<td>Desert Regional Medical Center</td>
<td>2.1%</td>
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<tr>
<td>LabCorp</td>
<td>1.3%</td>
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<tr>
<td>Get Tested Coachella Valley/Community Test Sites</td>
<td>.72%</td>
</tr>
<tr>
<td>Get Tested Coachella Valley/Events</td>
<td>.21%</td>
</tr>
<tr>
<td>Planned Parenthood of the Pacific Southwest</td>
<td>.1%</td>
</tr>
</tbody>
</table>

**RCDPH Clinics in Indio and Palm Springs. RCDPH positivity rate based on preliminary data; to be confirmed after further review.
Hospital Testing Highlights

Desert Regional Medical Center (DRMC) continued to enhance their Emergency Department (E.D.) testing program. Currently, the DRMC E.D. team routinely includes an opt-out HIV test during intake for all E.D. patients who are subsequently admitted as in-patients. Of the 810 individuals tested in 2015, 17 were HIV positive—a positivity rate of over 2%, or two individuals per hundred. DRMC is currently working toward a significant expansion of their E.D. testing program in 2016: rapid point-of-care tests for all E.D. patients, with results delivered in minutes.

Clinical Testing Highlights

We made groundbreaking progress during 2015 to make HIV testing a standard of care at medical clinics. Get Tested Coachella Valley’s Public Health Liaisons are now collaborating with seven of the 10 organizations that manage major clinics/clinical groups in our region: Borrego Health, Clinicas de Salud del Pueblo, Desert Oasis Healthcare, Desert Regional Medical Center, Eisenhower Medical Center, Riverside County Department of Public Health, and the UCR Family Medicine Center.

Participating Medical Offices

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<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
<tr>
<td>Year 1 (2014)</td>
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<tr>
<td>Year 2 (2015)</td>
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Participating Providers

<table>
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<th>Year</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Year 1 (2014)</td>
<td>27</td>
</tr>
<tr>
<td>Year 2 (2015)</td>
<td>124</td>
</tr>
</tbody>
</table>

Desert Regional Medical Center

Left to Right: Claude Stang, RN, Director of Emergency and Trauma Services; Steed McCotter, Manager, Patient Experience and Support Services; Babak Khazaeni, MD, Medical Director, Emergency Services; Fred Owusu, Chief HR Officer; Kristin Schmidt, DNP, Chief Nursing Officer; Rick Maser, RN, Clinical Manager Emergency Services
2015 Key Accomplishments, continued

Community Testing Highlights

Get Tested Coachella Valley has increased the number of free community test sites by nearly two and a half times over the past 24 months. Five additional Private sites have been added, such as drug rehabilitation centers. The number of Public sites (including locations served by our mobile clinic) has more than quadrupled.

Number of Community Test Sites

<table>
<thead>
<tr>
<th></th>
<th>Pre-Campaign 12/31/13</th>
<th>12 Months 12/31/2014</th>
<th>24 Months 12/31/2015</th>
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<tbody>
<tr>
<td>Public</td>
<td>12</td>
<td>21</td>
<td>56</td>
</tr>
<tr>
<td>Private</td>
<td>17</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>45</td>
<td>78</td>
</tr>
</tbody>
</table>

Number of Free Public Test Sites compared to pre-campaign

Testing in Community Settings

<table>
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<tr>
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<tbody>
<tr>
<td></td>
<td>2,825</td>
<td>3,869</td>
<td>5,018</td>
</tr>
</tbody>
</table>

Includes Community Testing at The DOCK 1,878; GTCV Community Test Sites 1,678; GTCV Events 1,462

Linkage to Care

During 2015, Get Tested Coachella Valley Early Intervention Specialists linked to care 90.9% of patients testing HIV positive. By contrast, only 39.1% of individuals in the U.S. diagnosed with HIV (2012 data) and 58.9% in California (2013 data) are receiving HIV care. [Source: California Department of Public Health Office of AIDS, 2015]

The updated National HIV/AIDS Strategy issued by the White House in July 2015 seeks to increase the percentage of newly diagnosed persons linked to HIV medical care within one month of their HIV diagnosis to at least 85%.
From our earliest think tank sessions with Community Partners in 2012, the launch of a new sexual health clinic was integral to the Get Tested Coachella Valley blueprint. Among the many reasons:

- The rates of sexually transmitted diseases (STDs) in the Coachella Valley are high.

- HIV is itself an STD, most commonly transmitted through intimate sexual contact.

- Individuals infected with other STDs are at higher risk of acquiring HIV.

- Many clinics that test and treat STDs have not yet made HIV testing a routine standard of care.

In March 2015, we successfully launched The DOCK sexual health clinic, made possible by funding from Desert Healthcare District. The clinic’s quick, caring, and confidential services for people of all gender identities include:

- STD Testing & Treatment, including Chlamydia, Gonorrhea, Hepatitis B, Hepatitis C (HCV), HIV, Human Papilloma Virus (HPV), and Syphilis

- Pre-Exposure Prophylaxis (PrEP) & Post-Exposure Prophylaxis (PEP)

- Free HIV Oral Rapid Testing for Individuals & Couples

- Well-Woman Exams

The DOCK, located at Desert AIDS Project in Palm Springs, has its own entrance via a loading dock ramp—one factor that inspired its name. Patients can walk-in, Monday through Friday from 8AM to 5PM, with no appointment necessary. The DOCK accepts most insurance plans, including MediCare and Medi-Cal. Uninsured income-qualified patients can receive care at reduced costs and will not be turned away for inability to pay.

What are PrEP and PEP?

**Pre-Exposure Prophylaxis (PrEP)**

PrEP is a way for people who do not have HIV to prevent getting it by taking a daily pill. The first step for someone interested in PrEP is to take an HIV test—an additional factor that links the services of The DOCK to the goals of Get Tested Coachella Valley.

**Post-Exposure Prophylaxis (PEP)**

PEP is a preventive medical treatment started immediately after exposure to HIV to prevent infection for anyone who may have been exposed to HIV during a single high-risk event of potential HIV exposure—such as sex without a condom or needle-sharing injection drug use. PEP must begin within 72 hours of exposure and should be taken for 28 days.
Campaign Communications

Sampling of 2015 Statistics
- Over 30 Million Media Impressions
- 1.7 million Facebook Impressions
- 4,221 Facebook Fans
- 283,000 Twitter Impressions
- 778 Twitter Followers
- 366 Instagram Fans
- 54 Get Tested Coachella Valley Social Ambassadors
- 2,422 Ambassador Shares
- 3,920,530 Social Ambassador Impressions

When We All Test, We All Win.

It’s been medically proven: when a person with HIV takes the appropriate medications, they become 96% less infectious. So if everyone gets tested, and anyone with HIV gets onto medication, we can bring an end to the epidemic. To make it happen, each of us must do our part and get tested.

Let’s make the Coachella Valley the first place anywhere to stop the spread of HIV.

Ask your doctor for the test, or get a free and confidential HIV test at a community test site near you. Encourage your partner, friends and family to get tested, too.

When We All Test, We All Win.

United vencemos.
¡Derrotemos al VIH!

Cuando todos hacemos la prueba, todos ganamos.

¡Házte la prueba!
Valle de Coachella

Para obtener una lista de sitios comunitarios y eventos para la prueba gratuita del VIH, por favor visita: gettestedcoachellavalley.org

I’m glad I got tested.

Estoy contento que hice la prueba.
PrEP yourself.

Pre-Exposure Prophylaxis, or PrEP, is a way for people who do not have HIV to prevent getting it by taking a daily pill.

Quick, Caring, Confidential
- PRP Education and Referral for Treatment
- STB Testing and Treatment
- Free & Confidential HIV Testing for Individuals and Couples

Accessible, Affordable, At Your Service
- Begins Here for All Services
  Monday – Friday 9:00AM – 5:00PM
  Closed for lunch from 11:30AM to 1:00PM
- Walk-in, No Appointment Necessary
- During Hours – Free HIV Testing & Brief Intervention
- Walk-in Hours: Monday – Friday, 9:00AM – 5:00PM
  For appointments, call 760-325-9245
- Insurance Accepted – Not Required
  The Dock accepts most insurance plans, including Medicare and Medi-Cal.

The Dock

Chireptometry • Testing • Treatment

555 E. Santa Fe Blvd, Suite D
Coachella, CA 92236
760-325-9245

Coachella Valley Health Clinic
Funded by Desert Healthcare District

CONSULTATION • TESTING • TREATMENT

Your desert destination for sexual health.
Walk-in, No appointment necessary
760-392-0492
thedockclinic.org

Request the Test.
The prevalence of HIV/AIDS in the Coachella Valley is more than twice the national rate—putting everyone at greater risk.
That’s why the Department of Public Health is a proud partner of the Get Tested Coachella Valley public health campaign.

HIV treatment is prevention. Get tested.
Know your status. If you’re a healthcare provider, make voluntary HIV testing a standard of care.
Let’s work together to stop the spread of HIV.

Cameron Kaiser, MD
Public Health Officer, County of Riverside

Follow us: YoGETCV
Like Us: Get Tested Coachella Valley
gettestedcoachellavalley.org 815-733-8785

World AIDS Day is December 1
Get a Head Start on a Healthy New Year.

For a list of free community HIV test sites, CLICK HERE.

New Public Health Campaign!
Get Tested Coachella Valley is a 3-year campaign driven by a coalition of more than 50 community partners led by Desert AIDC Project, including these leaders of our local medical community:
- Desert Regional Medical Center—LEAD SPONSOR
- Desert Healthcare District
- Eisenhower Medical Center
- John P. Kennedy Memorial Hospital
- Riverside County Department of Public Health
- Riverside County Medical Association
- UCR Riverside School of Medicine

Glad I GOT TESTED!
Funding Update
As of publication date

We thank the following individuals, foundations, corporations, and public agencies whose support has made the Get Tested Coachella Valley campaign possible.

Ambassador
Annette Bloch

Advocate
Foundation/Corporation Commitments
- Goodwin Family Memorial Trust
Public Grants & Contracts
- Riverside University Health System—Behavioral Health
- Riverside University Health System—Public Health

Activist
- Steve Tobin/Grace Helen Spearman Charitable Foundation

Ally
Individual Commitments
- David Kaplan and Glenn Ostergaard
- Steve Kaufer
- Barbara Keller
- Walter Leiss
- Bruce Purdy

Foundation/Corporation Commitments
- H.N. and Frances C. Berger Foundation

Gold
Individual Commitments
- Tammy Fox
- Shelli Goodman
- Patrick Jordan
- David Perez

Foundation/Corporation Commitments
- Elton John AIDS Foundation
- Kaiser Foundation Hospitals, Riverside

Sterling
Individual Commitments
- Carolyn Caldwell

Silver
Individual Commitments
- Kevin Bass
- David Brinkman
- Doug Donenfeld
- Dr. Robert Karl, Jr.
- Terri Ketover
- Greg Rodriguez
- Ann Sheffer

Foundation/Corporation Commitments
- Coachella Valley Wellness Foundation
- Entertainment AIDS Alliance
- Janssen Therapeutics
- Jewish Federation of Palm Springs & Desert Area
- Union Pacific Foundation

Public Grants & Contracts
- County of Riverside Community Improvement Designation Funds, Fourth District

Bronze
- Mark Hamilton

Copper
- Fred Drewette
- Curt Ringness

Commitments to Date:
$4,221,028

Campaign Goal: $5 Million

Angel
Lead Sponsor
DESERt REGIONAL MEDICAL CENTER

Architect
- California Department of Public Health, Center for Infectious Diseases, Office of AIDS
- San Bernardino County Department of Public Health Ryan White Program
Our Community Partners

The following organizations, agencies, municipalities, elected officials and community leaders endorse Get Tested Coachella Valley. Each has signed a Partnership Pledge—a commitment to contribute educational outreach, specialized expertise, and implementation support to achieve the goals of the campaign. We welcome you to join us!

AIDS Assistance Program
The Awareness Group—Indio
Assemblymember V. Manuel Perez
Assemblymember Chad Mayes
Assemblymember Eduardo Garcia
Axis Residential Treatment
Bienestar
Bloom in the Desert Ministries
Borrego Health
Boys & Girls Club of Palm Springs
Brighthouse Marketing
CCBC
Cal State University San Bernardino Palm Desert Campus Student Health Center
Casa Cecilia
Casa Las Palmas
Center for Employment Training
City of Cathedral City
City of Coachella
City of Desert Hot Springs
City of Indian Wells
City of Indio
City of La Quinta
City of Palm Desert
City of Palm Springs
City of Rancho Mirage
Clinicas de Salud del Pueblo
Clinton Health Matters Initiative
Coachella Valley Economic Partnership
Coachella Valley Volunteers in Medicine
Coachella Valley Weekly
College of the Desert
Coachella Valley Independent
Desert AIDS Project
Desert Business Association
Desert Center for Sexuality Awareness
Desert Gay Tourism Guild
Desert Healthcare District
Desert Oasis Healthcare
Desert Regional Medical Center
Eisenhower Medical Center
Equality California
Family Services of the Desert
FIND Food Bank
First Community Baptist Church
GayDesertGuide.com
Gear
Hard Rock Hotel Palm Springs
Health Assessment and Research for Communities (HARC)
Health Career Connection
Health to Hope Clinics
Indio Senior Center
Jewish Family Services
JFK Memorial Hospital
Joslyn Senior Center
LifeSmart CPR
Martha’s Village and Kitchen
Metcalf Ranch
Miss Coachella Valley Scholarship Program
Mizell Senior Center
Not So Innocent
Palm Springs Chamber of Commerce
Palm Springs Gay Men’s Chorus
Palm Springs Pride
Palm Springs Cultural Center
Planned Parenthood of the Pacific Southwest
Regional Access Project Foundation
Ristretto for Coffee Lovers
Riverside County Department of Public Health
Riverside County Department of Public Social Services
Riverside County Health System
Riverside County Medical Association
Riverside County Office on Aging
Riverside County Sheriff’s Inmate Training
RR Broadcasting
San Bernardino County
Ryan White Program
Safe Schools Desert Cities
Senator Barbara Boxer
Senator Dianne Feinstein
Senator Jeff Stone
Shelter from the Storm
Supervisor John Benoit
The Cathedral Center
The Church of St. Paul in the Desert
The Desert Sun
The LGBT Center of the Desert
The Ranch Recovery Center
The Salvation Army
Time Warner Cable
Toucans Tiki Lounge
Transgender Community Coalition
UCR Future Physician Leaders
UCR School of Medicine
Walgreens
Well in the Desert
Looking Ahead

Year Three of the Campaign and Beyond

We now have 12 short months remaining to reach the goals of the Get Tested Coachella Valley campaign. It’s an exciting time for all of us—medical providers, community partners, civic leaders, and members of the public—to build on our momentum and redouble our efforts for this final year.

In 2016 our campaign will leverage best practices we’ve learned during Years 1 and 2. We’ll integrate the new developments and tools for HIV prevention that have emerged since we started, notably new HIV testing methodologies and the medication that prevents HIV infection known as pre-exposure prophylaxis, or PrEP.

What Will Happen at the End of 2016?

At the conclusion of our 3-year campaign, we’ll take stock of what we’ve accomplished—the number of tests conducted, HIV-positive individuals identified, and number linked to care. We’ll measure the percentage of Coachella Valley residents who report they’ve been tested for HIV at least once and compare that to our starting point. We’ll repeat our Community and Provider Surveys to assess our impact on attitudes, behaviors and beliefs. But whatever the extent of our accomplishments at that time, our commitment to this work will continue.

Introducing Our New Department: Community Health

Get Tested Coachella Valley has proven so successful that we want this 3-year campaign to evolve into an ongoing, sustainable infrastructure. During 2016, Desert AIDS Project will establish a new department, Community Health, dedicated to all community-facing aspects of D.A.P.’s mission, including 1) Community Health Education Programs, 2) the Get Tested Coachella Valley prevention program including HIV/STD testing, early intervention, linkage to care, and promotional campaign, and 3) Advocacy—Public Policy at the federal, state and local levels. A new Director will be named shortly, allowing time for a smooth transition from Year 3 of the campaign to a sustainable future.

Our Get Tested Coachella Valley coalition of Community Partners will continue to play a pivotal role in 2016 and beyond. Working collaboratively with our Community Partners, the new Community Health department team will maintain and build on the programs and services launched during the 3-year Get Tested Coachella Valley campaign.

How Can You Help?

• Get tested. Encourage friends and family members to get tested, too.

• If you are a medical provider, make 2016 the year that you make voluntary HIV testing a standard of care for all patients.

• As a patient, make your providers aware of our campaign and urge them to participate.

• Learn more about PrEP—a valuable breakthrough in HIV prevention—and share what you learn with others.

• Do what you can as an individual and in your professional capacity to spread the message of the campaign and support our success.
Our Get Tested Coachella Valley Team

Left to Right: Frank Roman, Marketing Assistant; Marissa Willman, Community Liaison; Stephanie Cienfuegos, Public Health Liaison; Jeremy De La Cruz, Early Intervention Specialist; Todd Watkins, Health Educator/HIV/HCV Test Counselor; Susan Unger, Project Director; Raven Mendez, Health Educator/HIV/HCV Test Counselor; Jose De La Cruz, GTCV Testing Coordinator; April Cruz, Program Data Specialist; Ralph Gonzalez, GTCV Program Manager; Krystal Godinez, Early Intervention Specialist; Viviana Raya, Early Intervention Specialist; Robert Martinez, Public Health Liaison; Greg Rodriguez, Operations Manager; Clive Ongley, Event Set-Up Coordinator

Our Inspiring Mission

The HIV/AIDS prevalence rate in the Coachella Valley is over two times higher than the national rate—putting everyone at greater risk. [Sources: Centers for Disease Control and Prevention; County of Riverside Department of Public Health Epidemiology and Program Evaluation, 2013.]

Since 2006, the Centers for Disease Control and Prevention has recommended that all American adolescents and adults get tested for HIV. Yet more than half of Coachella Valley residents have never been tested for HIV. [Source: Health Assessment and Research for Communities (HARC, Inc.), 2013]

In 2011, the HPTN 052 study confirmed that treating HIV-positive individuals with antiretroviral (ARV) drugs reduces the risk of transmitting the virus to HIV-negative sexual partners by 96%.

In September 2015, in one of the first and largest published evaluations of the use of pre-exposure prophylaxis (PrEP) to prevent HIV infection in a clinical practice setting, researchers found no new HIV infections among more than 600 patients during more than 2.5 years of observation. [Source: Clinical Infectious Diseases]

By combining routine HIV testing and linkage to care, Get Tested Coachella Valley is pursuing highly effective means of prevention and a realistic, achievable path to dramatic reductions in HIV transmission.
“All communities must come together at this critical moment to show the world that in our community we believe in one another and we believe in taking care of one another.”

Raul Ruiz, MD, United States Representative, CA-36
Speaking at the Get Tested Coachella Valley launch event