



NYC TESTING INITIATIVE: “TAKE THE TRAIN? TAKE THE TEST!”

Angelica Ramirez MPA, CASAC
Regional Resource Coordinator

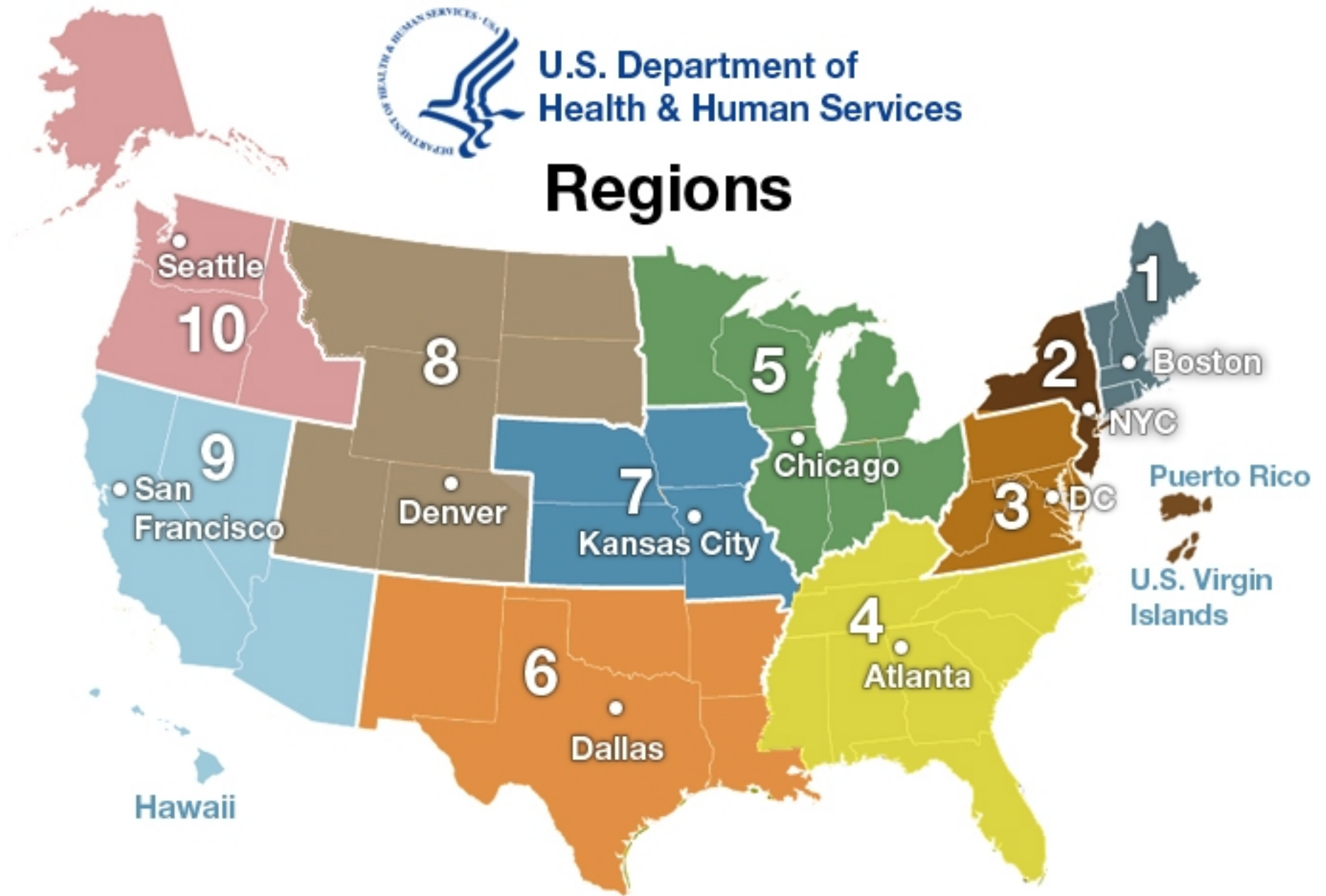
U.S. Department of Health and Human Services, Region II

May 6, 2013



U.S. Department of
Health & Human Services

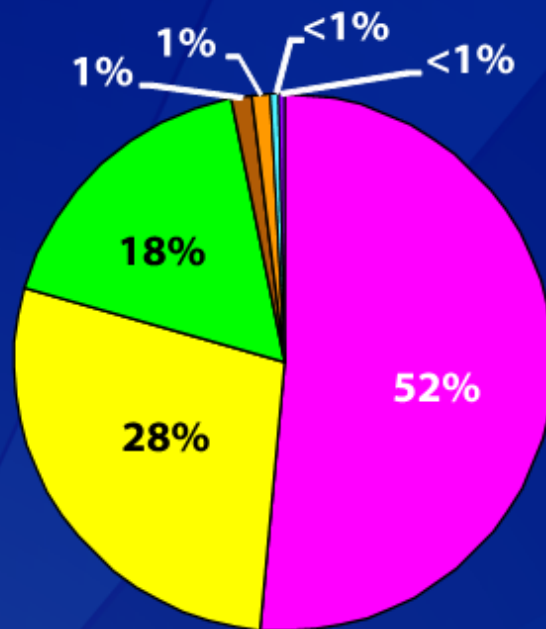
Regions



Diagnoses of HIV Infection and Population, by Race/Ethnicity, 2009—40 States

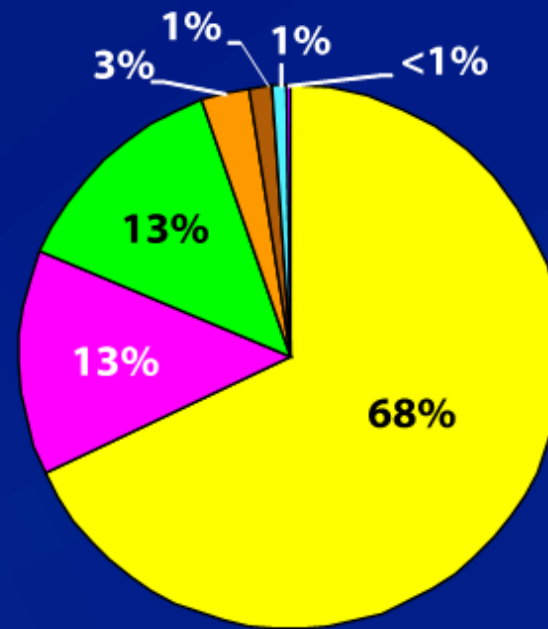
Diagnoses of HIV infection

N=42,011



Population, 40 States

N=241,832,054



American Indian/Alaska Native

Asian

Black/African American

Multiple races

Hispanic/Latino^a

Native Hawaiian/Other Pacific Islander

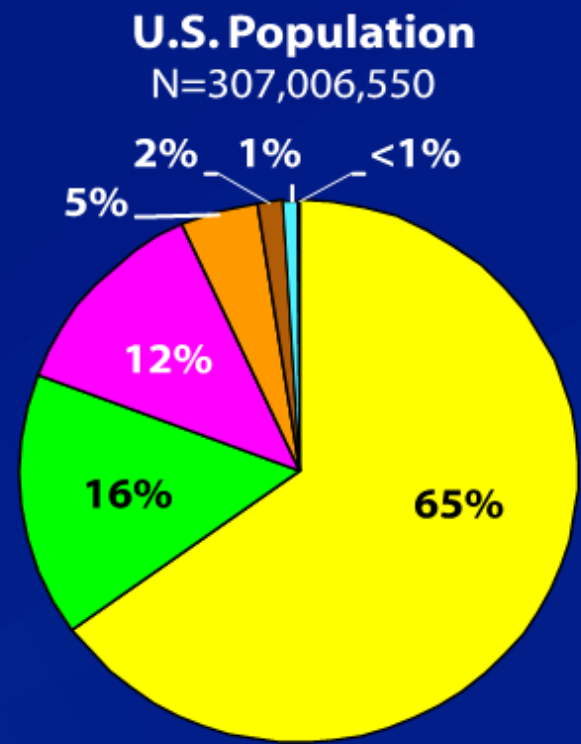
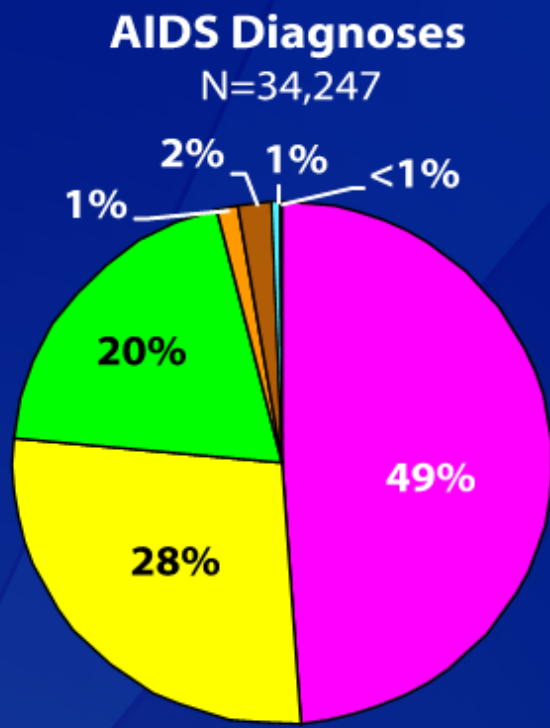
White

Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays, but not for incomplete reporting.

^a Hispanics/Latinos can be of any race.



AIDS Diagnoses and Population, by Race/Ethnicity, 2009—United States



- American Indian/Alaska Native
- Hispanic/Latino^a
- Asian
- Native Hawaiian/Other Pacific Islander
- Black/African American
- White
- Multiple races

Note. All displayed data have been statistically adjusted to account for reporting delays, but not for incomplete reporting.

^aHispanics/Latinos can be of any race.



NYC SUBWAY HIV TESTING INITIATIVE IN 2009





NLAAD es un proyecto de Latino Commission on AIDS y Hispanic Federation

EL TREN EN VIA A TU SALUD

DIA NACIONAL LATINO PARA LA CONCIENTIZACION DEL SIDA

- Qué:** Se ofrecerá material informativo y la prueba gratuita y confidencial del VIH.
- Dónde:** Material informativo en todas las estaciones entre la calle 61 hasta la calle 111. La prueba del VIH en las unidades móviles localizadas en las estaciones de la calle 61, calle 74, calle 82, calle 90 y Junction Blvd.
- Cuándo:** Jueves, 15 de octubre, de 2 a 7 pm.
- Contacto:** Rosa Bramble-Weed, Vida Positivas (917) 501-2894, Rosabw@aol.com o Maria Schreiber, Vida Positivas (917) 501-2894

QUEENS NLAAD EVENT PARTNERS: Office of Assemblyman Jose R. Peralta, Vida Positiva (Positive Life), Latino Commission on AIDS, Hispanic Federation, Latinos Unidos Contra el SIDA (LUCES), Hispanic AIDS Forum, Harlem United, ACQC, Queens Pride House, Elmhurst Hospital, Queens HIV Care Network, Centro Civico Colombiano, Voces Latinas, US Department of Health and Human Services, HEAT, Mixteca Organization, Community Healthcare Network, Safe Horizon, Valgo, Super Pharmacy.



OUTCOMES OF 2009 INITIATIVE

- More than 25 volunteers
- More than 20 staff
- 3 mobile units
- 21 organizations
- Total of 205 individuals received an HIV Test
- More than 400 individuals received materials and prevention education on HIV/AIDS, STIs and other health issues



THE EXPANSION...



TAKE THE TRAIN? TAKE THE TEST!
TOMA EL TREN? HAZTE LA PRUEBA!



TOMA EL TREN? HAZTE LA PRUEBA!

- October 12, 2011 for NLAAD
- Expansion of 2009 “El Tren en Vía a Tu Salud”
- NYC 5 Boroughs (Manhattan, Bronx, Queens, Brooklyn and Staten Island)
- More than 32 Organizations
- 27 Subway Train Stations
- Media coverage: Univision and NY1



2012 PARTNERS

- Voces Latinas
- Exponents
- Bronx AIDS Services
- Montefiore Medical Center
- CitiWide Harm Reduction
- Hispanic AIDS Forum
- Uptown Health Link
- Dominican Women's Development Center
- Washington Heights Corner Project
- National Black Leadership Commission on AIDS
- Harlem United
- Community HealthCare Network
- AIDS Service Center
- Lower East Side Harm Reduction Center
- Ryan-NENA Community Health Center
- El Puente
- Morris Heights Health Center
- Regional Resource Network Program, Region II
- Project Street Beat
- HEAT
- St. Barnabas Hospital
- NYC DOH
- Brooklyn AIDS Task Force
- Project Street Beat
- GMHC
- Turning Point
- Brooklyn Plaza Medical Center
- Bedford-Stuyvesant Family Center
- Community Health Action of Staten Island
- ACQC
- Clergy United
- Promesa



Take the Train? Test!

National Latino AIDS Awareness Day

**Free, Quick & Painless
Oral HIV Test**

(only 20 minutes)

Wed. Oct. 12th, 12 PM-6 PM

**All Borough Subway HIV Testing
At a Stop Near You!**

For Locations, Times & Information go to:

www.nlaad.org/subway



ACDC • AIDS Service Center • Amity Care • Bronx AIDS Services • Brooklyn AIDS Task Force • CAP-CC
Citywide Harm Reduction • Clergy United • Community Health Action of Staten Island
Community HealthCare Network • Dominican Women's Development Center • El Puente • Exponente
GMHC • Harlem United • Hispanic AIDS Forum • Housing Works • Latino Commission on AIDS
Lower East Side Harm Reduction Center • Manhattan Adolescent AIDS Program • Morris Heights Health Center
National Black Leadership Initiative on AIDS • NYC DOH • Project Street Beat • Prisma • Ryan-REDA Community Health Center
St. Barnabas Hospital • Turning Point • Uptown Health Unit • Vozes Latinas • Washington Heights Corner Project





Take the Train? Take the Test!

National Latino AIDS Awareness Day

Oral HIV Test: Free, Quick & Painless

(only 20 minutes)

NYC All Borough Subway HIV Testing

Wed. Oct. 12th, 12 PM-6 PM • At a Stop Near You!

www.nlaad.org/subway • 212-675-3288

Location	Train
Bronx	
161 St/ Yankee Stadium	4
Fordham Road	4 D
3rd Ave/149th St.	2 5
Simpson St.	2
Hunts Point	6
E180th St.	2 5

Location	Train
Manhattan	
110th St.	6
116th St.	6
125th St.	2
125th St.	6
163rd St.	C
168th St.	A C 1
181st St./St. Nicholas	A
181st St./Broadway	1
Delancey & Essex St.	F
23rd St.	F

Location	Train
Queens	
74th St./Roosevelt	7
82nd St./Roosevelt	7
90th St.	7
103rd St.	7
Mott Ave.	A
Brooklyn	
Graham Ave.	L
Gates Ave.	J
Marcy Ave.	J
Staten Island	
Staten Island Ferry	Ferry





¿Toma el Tren? ¡Hazte la Prueba!

Día Nacional Latino para la Concientización del SIDA

Prueba del VIH Oral: Gratis, Rápido y Sin Dolor

(Respuesta en 20 minutos)

Prueba del VIH en las Estaciones del Tren

Miér. 12 de Oct., 12 PM-6 PM • *En una Estación cerca a Ti*

www.nlaad.org/subway • 212-675-3288

Estación	Tren
Bronx	
161 St/ Yankee Stadium	4
Fordham Road	4 D
3rd Ave/149th St.	2 5
Simpson St.	2
Hunts Point	6
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168th St.	A C 1
181st St./St. Nicholas	A
181st St./Broadway	1
Delancey & Essex St.	F
23rd St.	F

Estación	Tren
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74th St./Roosevelt	7
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90th St.	7
103rd St.	7
Mott Ave.	A
Brooklyn	
Graham Ave.	L
Gates Ave.	J
Marcy Ave.	J
Staten Island	
Staten Island Ferry	Ferry



BROOKLYN



MANHATTAN



QUEENS



STATEN ISLAND



OUTCOMES

- Over 800 individuals reached via outreach and HIV/AIDS prevention education
- Over 1900 male condoms distributed
- Over 700 female condoms distributed
- 546 individuals received HIV testing
- 40% identified as first-time testers
- 3 identified as preliminary positive



THANK YOU!

Angelica Ramirez
Angelica.Ramirez@hhs.gov





TAKE THE TEST BOSTON

Presented by:

Jennease Hyatt
Regional Resource Coordinator
HIV/AIDS Regional Resource Network Program
Office of the Assistant Secretary for Health
U.S. Department of Health and Human Services
Region I – New England

About Take the Test Boston

- Take the Test Boston, affectionately referred to as T3B, is a week-long, urban community, HIV-testing initiative led by a diverse group of community leaders (health and service providers, social, civic and faith based organizations, business, media, residents, activist, legislators) concerned with the impact of HIV/AIDS and health inequity in our communities.
 - T3B aims to:
 - (1) Mobilize community to take action though engage non-traditional organizations in supporting community
 - (2) Get communities of color informed of the importance of knowing their HIV status bring HIV testing resources into the community in non-clinical settings, and
 - (3) Reducing stigma around HIV and HIV Testing
-



About Take the Test Boston

- National HIV/AIDS Strategy
 - CDC – High Impact Prevention
 - Community Mobilization/Ownership
 - Fighting Stigma and Homophobia
 - Finding first time testers, high-risk individuals who don't present to care
 - Reducing Health Disparities
-

T3B 2012 Planners



Regional Resource
Network Program



T3B 2012 Partners

Alpha Phi Alpha Fraternity, Inc. EGL Chapter
BCYF – Perkins Community Center
Behind the ScenZez Health Upbeat
Blackstonian
Boston Happens
Boston Police Department
The Boston Praise Radio & TV
Boston Public Health Commission
Bridge Over Troubled Waters
Castle William Lodge No. 11 – Most Worshipful Prince Hall Grand Lodge of MA
CVS Caremark
Delta Sigma Theta Sorority, Inc. Boston Alumnae Chapter
Facing Love
F.A.M.I.L.Y Movement, Inc.
Fenway Health
Good Life Entertainment
Greater Lover Tabernacle
Greatest Minds
Grove Hall Getting Healthier (GH)² Project Harvard Center for AIDS Research
Healing Our Land Community Collaborative
Healing Our Land Inc. Ministry
Health Innovations/Project Health MOVES
Helping Communities in Crisis, Inc.
Hike4Life
Hispanic Black Gay Coalition

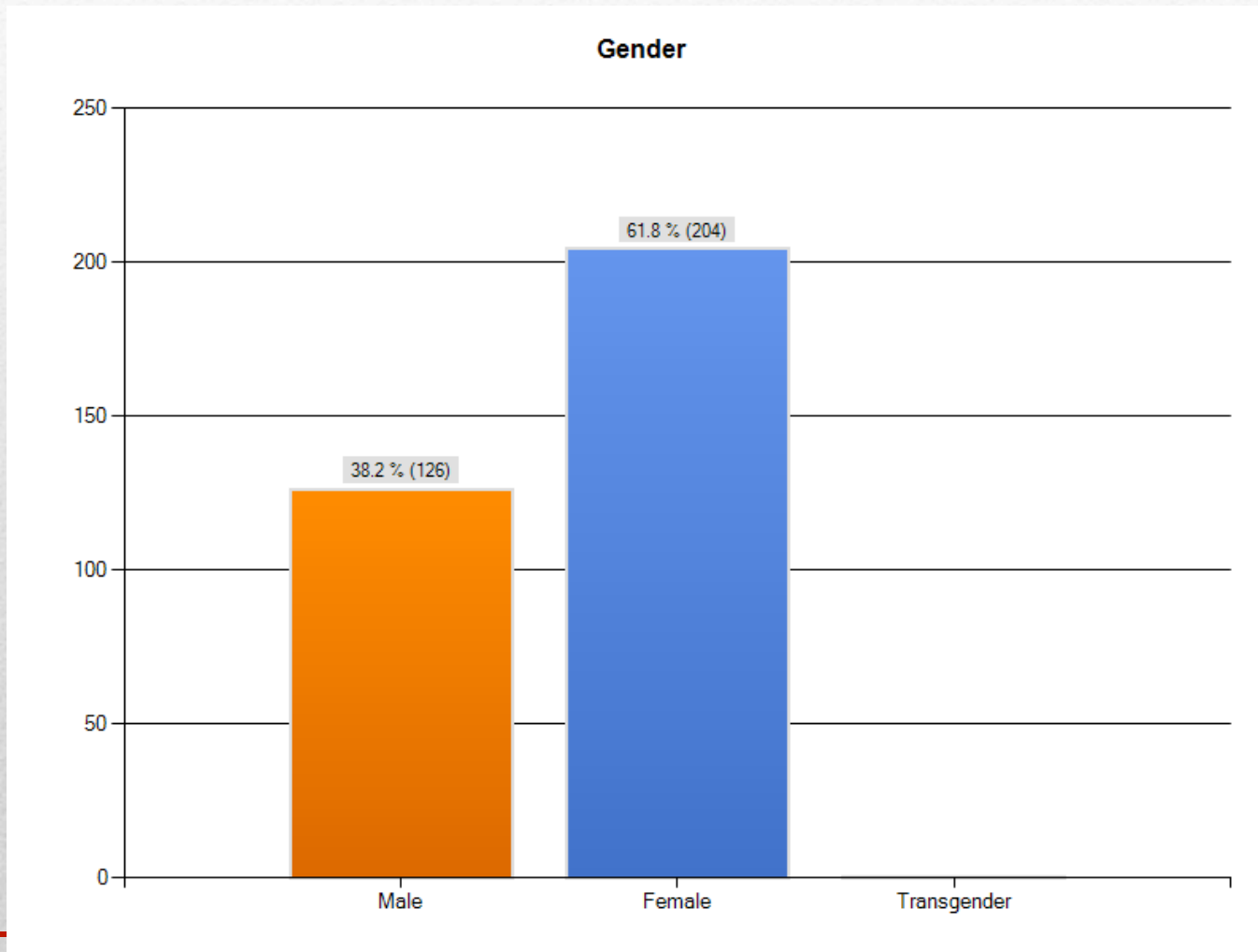
Justice Resource Institute
Liberty Tax Service
Martha Elliot Community Health Center
Mattapan Community Health Center
Mattapan Family Service Center – ABCD
Massachusetts Bay Transportation Authority
Massachusetts Black
and Latino Legislative Caucus
NAACP Boston Branch
National Black College Alliance
Neighborhood Health Plan
New England Audio Rental
Omega Psi Phi Fraternity, Inc. Eta Phi Chapter
Phi Beta Sigma Fraternity, Inc. Zeta Kappa Sigma Chapter
R.O.C.K. Your Life
Supreme Team
The Boston Society of Vulcans
The Dimock Center
Urban League of Eastern Massachusetts
Urban League of Eastern Massachusetts Guild
Whittier Street Health Center
Women Connecting Affecting Change
Zeta Phi Beta Sorority, Inc. Delta Omicron Zeta Chapter

Community Impact

**Engage 57 organizations
all levels of government, service providers. Faith and community based organizations,
fraternities and sororities;**

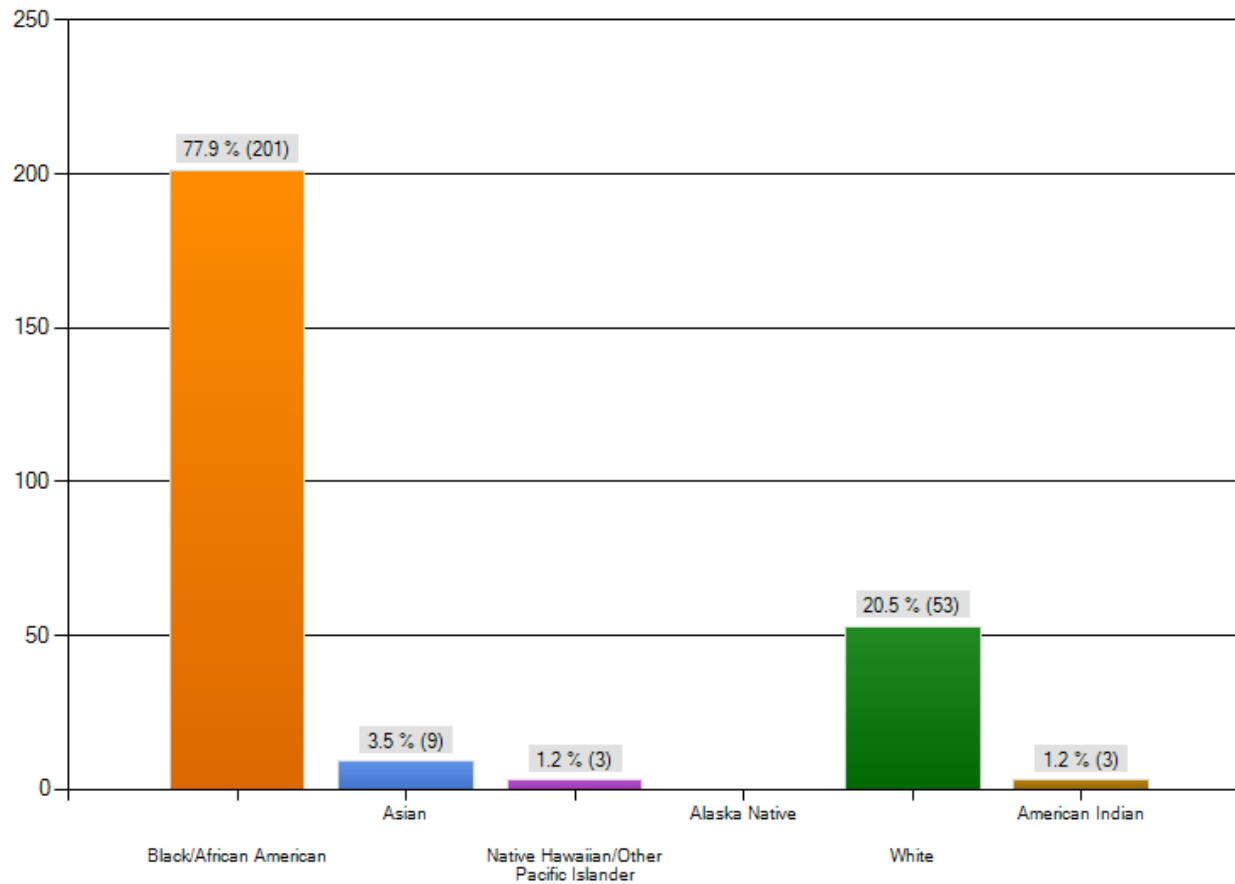
- Signed up 104 volunteers during the NHAS community meeting to provide street outreach and disseminate HIV/AIDS education, safe-sex kits and schedules for the HIV testing initiative;
 - Facilitated 39 volunteers to serve as Ambassadors between June 25th and June 29th to help guide community members to HIV testing locations;
 - Make direct contact with over 5000 people not including individuals reached through social media: Facebook, Linked In, Twitter, Email, Marketing listserves, Promotional Websites (Boston Offline, The Word Boston, 617Live, About Black Boston, Blackstonian), Big City 101.3 FM, and Touch 106.1FM;
 - Delivered publications to residences on a total of 105 streets (in neighborhoods with the highest incidence of HIV);
 - Distributed over 10,000 condoms;
 - Coordinated 8 non-traditional testing sites (Mattapan Family Service Center, Liberty Tax, Urban League of Eastern Massachusetts, Step Rox, Forest Hills train station, Ruggles train station, Jackson Square train station, and Mattapan Square) ;
 - Leveraged donation of 400 \$5 CVS gift cards from CVS Caremark
 - Leverage in-kind donations for venue space, food, safer sex materials and HIV testing kits
 - Tested approximately 350+ people
-

HIV Testing Outcomes

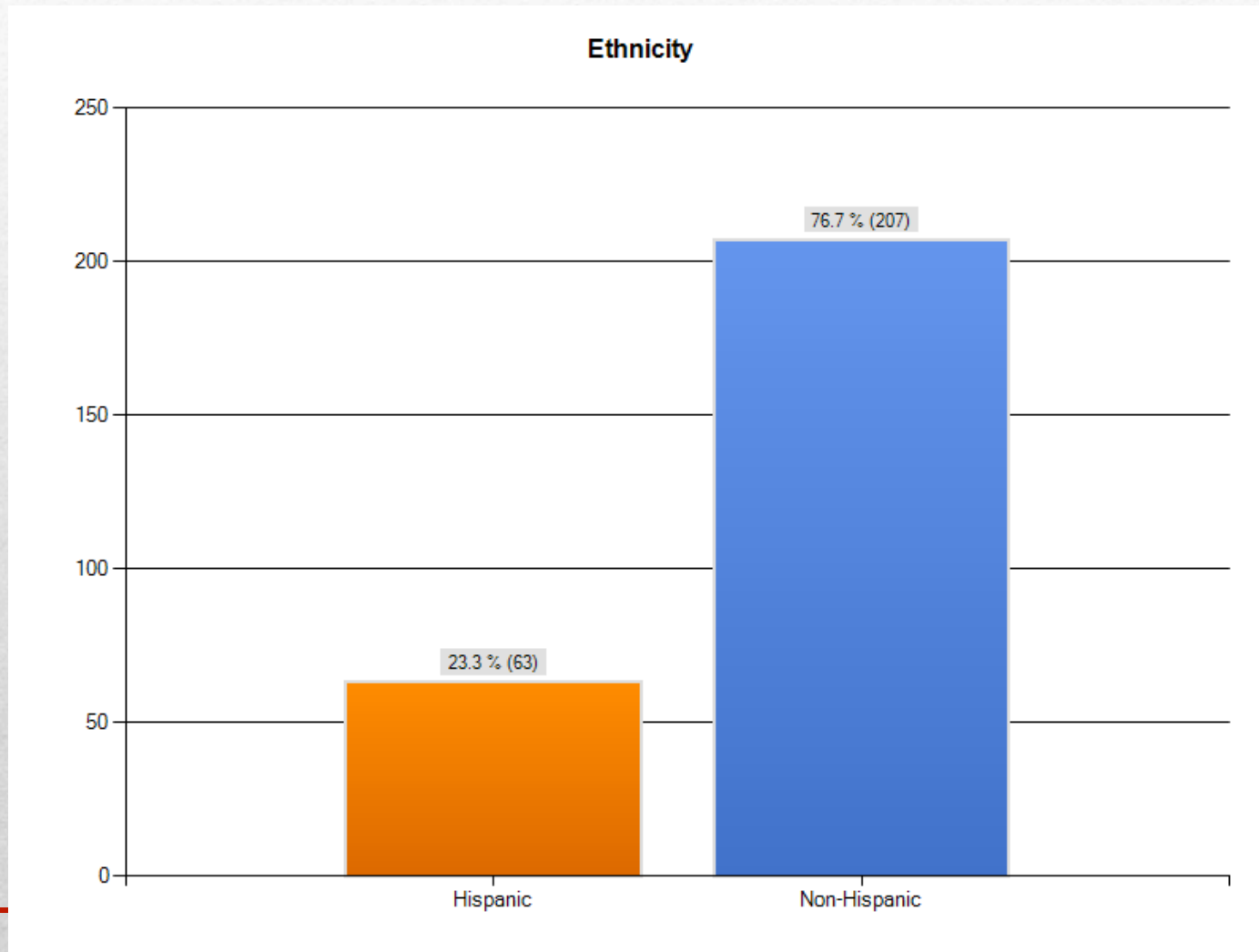


HIV Testing Outcomes

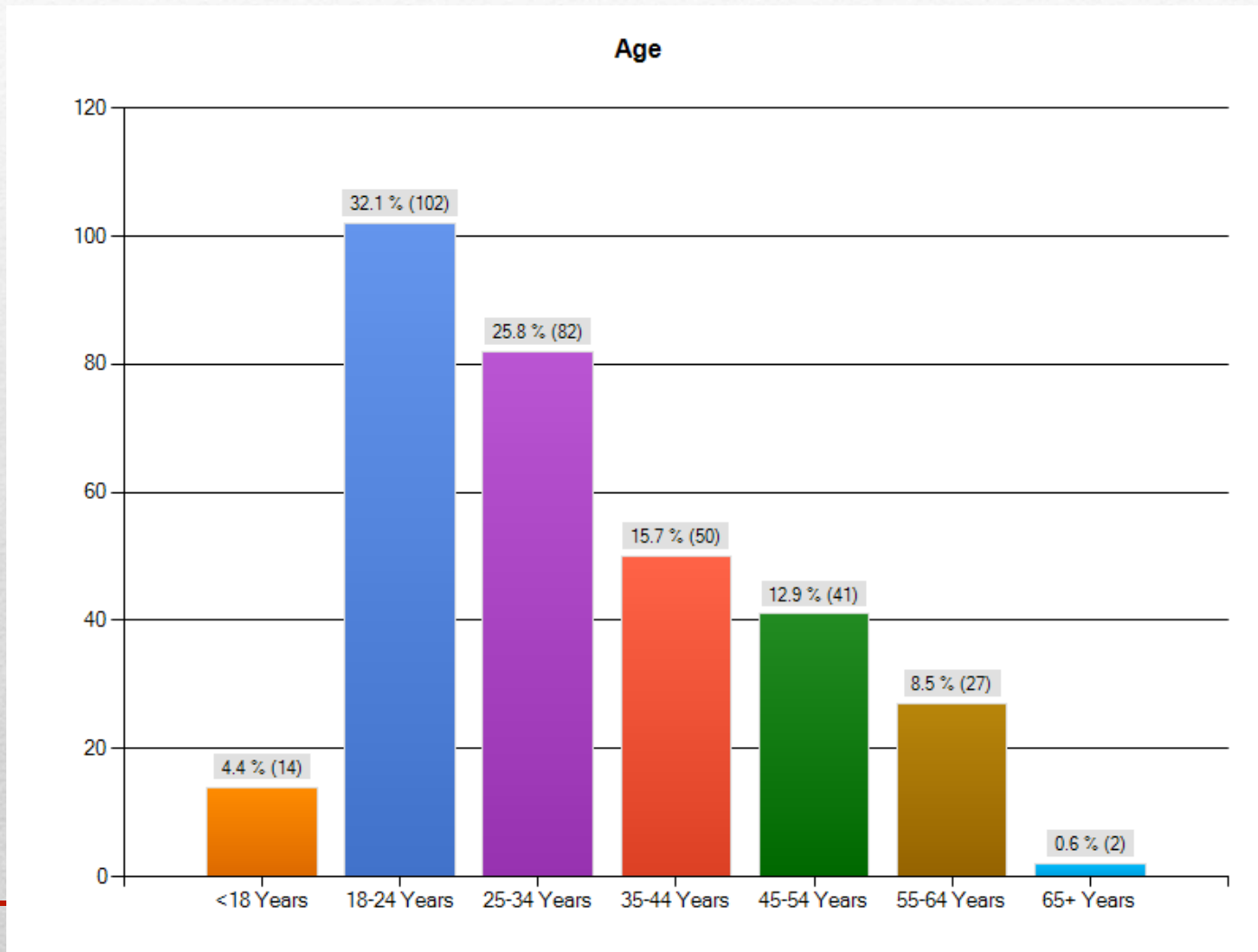
Race (Check all that apply)



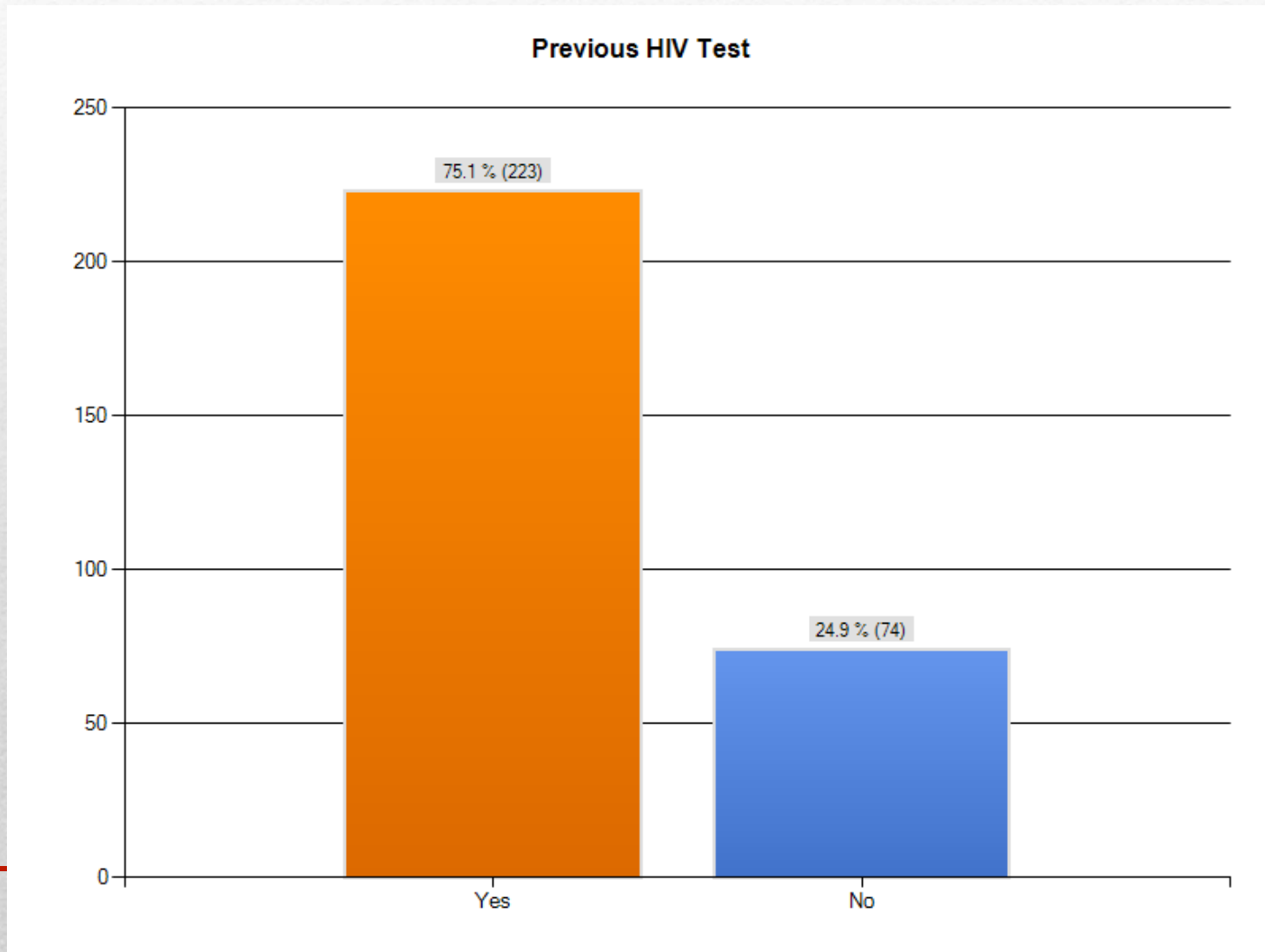
HIV Testing Outcomes



HIV Testing Outcomes

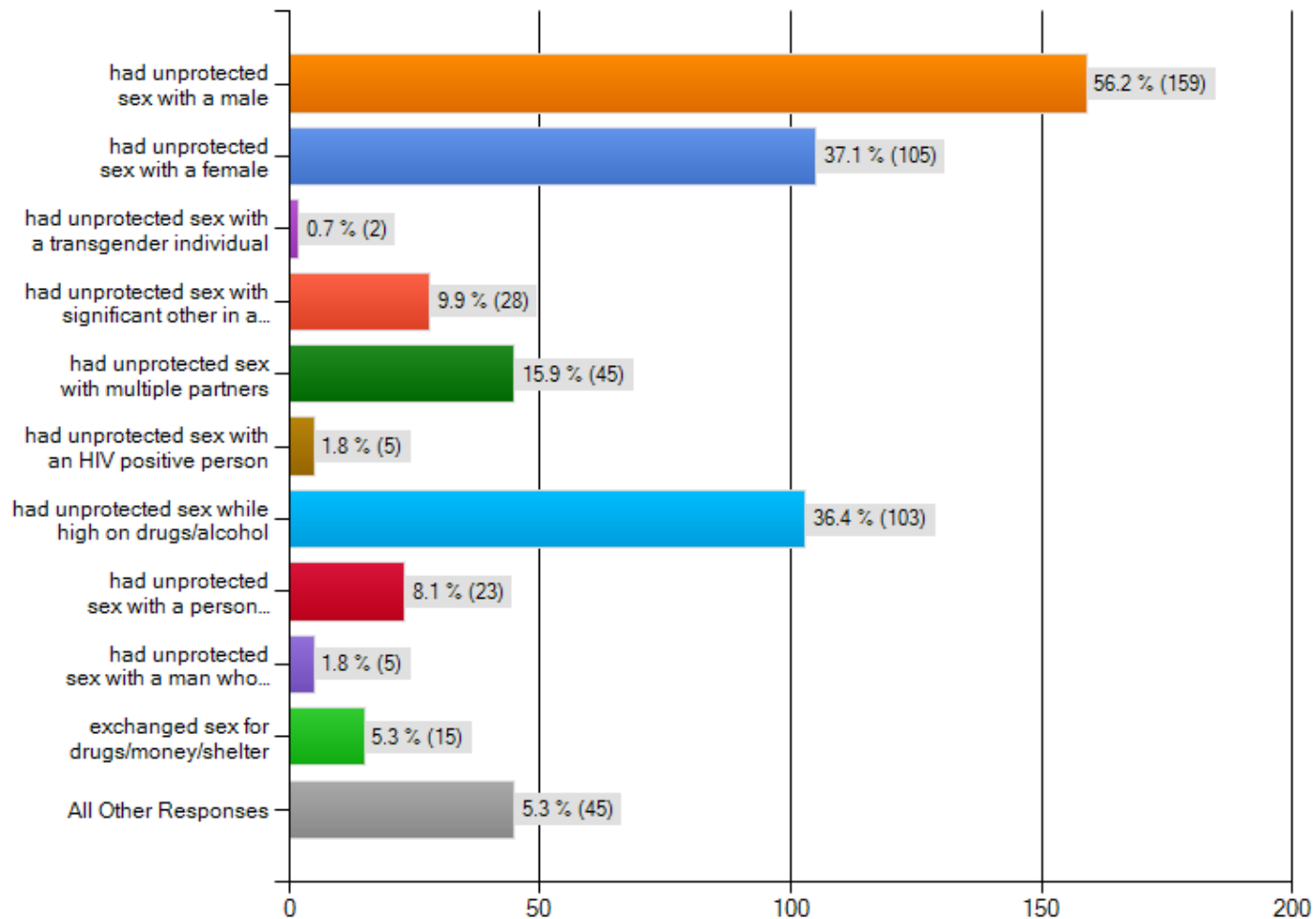


HIV Testing Outcomes



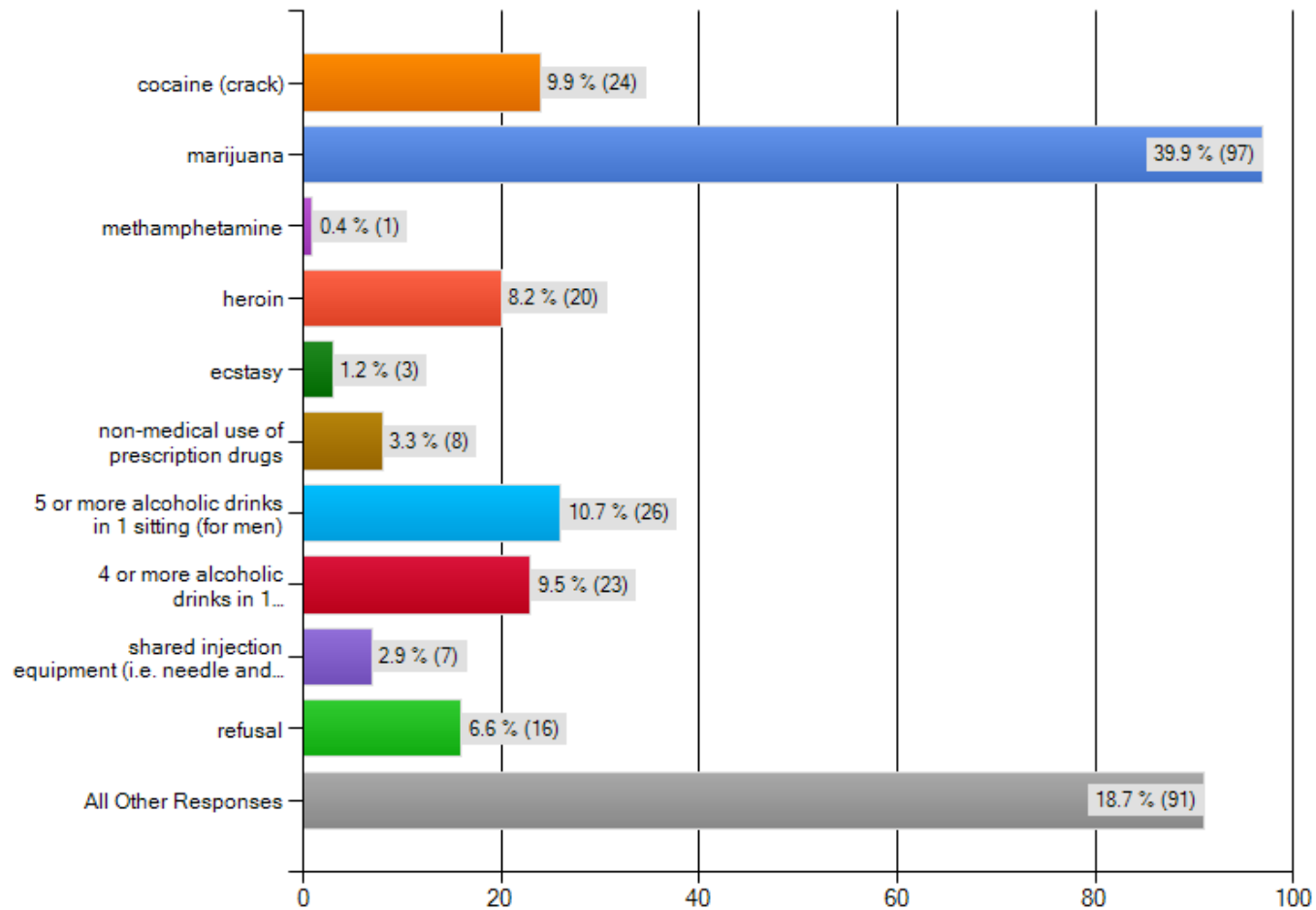
HIV Testing Outcomes

During the past 30 days have you...? (From the date of this form, check all that apply).

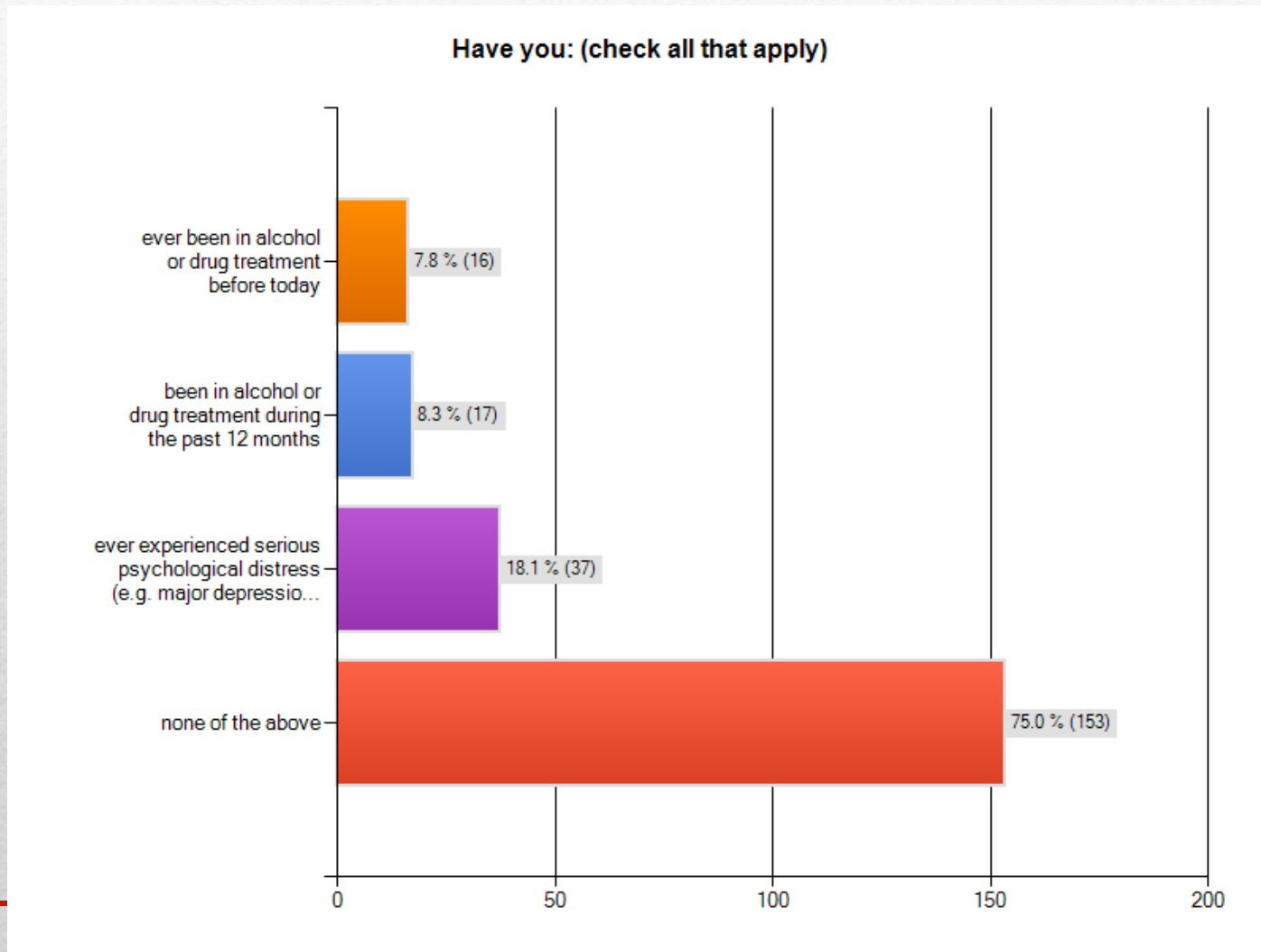


HIV Testing Outcomes

During the past 30 days have you used: (check all that apply)



HIV Testing Outcomes



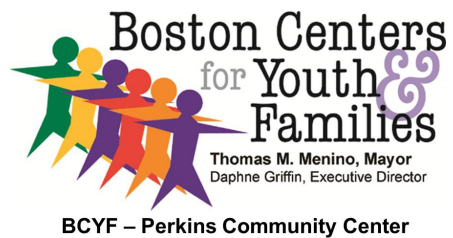
Why Did People Test?

- Want to know status
 - Risk
 - Never tested before
 - Does not know status
 - Unprotected sex
 - Gift card
 - “Double Checking”
 - Update HIV status
 - Was incarcerated with HIV+ roommate
 - To learn more about HIV
 - Trying to conceive with partner
 - Partner is HIV +
 - Injection drug user
 - Curious
 - Was asked /Solicited during outreach
 - Wanted to know
 - Annual check up
 - Concerned about last relationship
 - Need to be careful due to age
 - Just wanted to know – married for 20 years
 - Per mothers suggestion
 - Pregnant
 - Uncle recently diagnosed
 - Best friend suggested /came to test with best friend
 - Older sister recommended
 - Sleep with a man without a condom
 - Free condoms
 - “liked” the t-shirt
-

Sponsors



STATE OF
EMERGENCY
INITIATIVE



What's New In 2013

- **Utilization of Radio Sponsors**
 - **Evaluation**
 - **Marketing - Outside the Box Agency**
 - **Brand Management**
 - Social Media
 - Develop & manage Twitter, Facebook, Youtube, Instagram social media networks
 - Social Media campaign encouraging communities to share positive quotes, HIV awareness, #T3B
 - Viral content for Youtube
 - **Guerilla Marketing/Grassroots**
 - Stencil campaign
 - Window clings
 - Flyer distribution in high traffic areas
 - **Public Relations campaigns**
 - Creating PR Blitz campaigns (nightlife interaction)
 - Kickstarter
 - Music Promo
-



Thank you!

TakeTheTestBoston@gmail.com

