



Collaborating for a Healthy Community

Results Recap: 2014–2016



Visítenos
en el Festival!



Proud to be a Partner
Desert Regional
Medical Center



Be Au
Get T

Hazte
La Prueba!



Get Teste
a Healt
Commur



Proud to be a Partner
Clinicas de Salud
del Pueblo



Everybody
Get Tested



Proud to be a
Partn
amily Care





About Get Tested Coachella Valley



In 2014, a coalition of community partners under the leadership of Desert AIDS Project launched Get Tested Coachella Valley, a three-year, \$5 million public health initiative to dramatically reduce 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 and motivating individuals, whether HIV-negative or -positive, to protect their own health and prevent others from becoming infected

Get Tested Coachella Valley community partners include: the Riverside County Department of Public Health; our region's major hospitals; leading physicians and medical clinics; community- and faith-based organizations; elected officials and local governments; educational institutions; businesses; foundations; and caring individuals.

Unique in the Nation

Inspired by campaigns in a number of major U.S. cities, several factors make Get Tested Coachella Valley unique:

- Broad regional reach
- Led by a nonprofit healthcare organization
- Executed by a community coalition
- Simultaneous investment in:
 - Free & confidential testing
 - Linkage to care
 - Clinical outreach
 - Community education
- Monitored by an outside evaluator
- Intent to be sustainable and replicable model

Sharing Our Strategy, Results, and Next Steps

By combining education, routine HIV testing and linkage to care, Get Tested Coachella Valley is pursuing a highly effective means of prevention and a realistic, achievable path to dramatic reductions in HIV transmission.

This report describes our campaign design and strategy. It recaps our progress in 2014, 2015 and 2016. Last but not least, it lays the foundation for our continuing efforts in 2017 and beyond. We hope that other communities and regions of the country will find this description of our journey informative, useful and inspiring to their own efforts to stop the spread of HIV.



Lead Sponsor/Patrocinador Principal



A Multi-year Journey



David Brinkman,
Chief Executive Officer, MBA
Desert AIDS Project



Susan Unger, Project Director,
Get Tested Coachella Valley

The story of the Get Tested Coachella Valley campaign began five years ago, in March 2012, when Marsha Martin, an internationally-recognized consultant on HIV prevention, suggested that Desert AIDS Project (D.A.P.) consider leading an HIV testing campaign in the Coachella Valley.

For more than 30 years, Desert AIDS Project had been committed to not only treating HIV, but to ending the epidemic once and for all. A recently-published international study, published in the journal *Science*, announced an exciting, breakthrough finding: when individuals who are HIV positive take the appropriate medications, they become 96% less infectious. That meant that if everyone in the Coachella Valley got tested, and anyone who tested positive got onto medication, we could become the first place anywhere to stop the spread of HIV.

How could we reach local people and educate and motivate them to get tested? How could we inspire the medical community to respond to the CDC's guidance to make HIV testing a standard of care? And how could we engage, energize, and mobilize our entire Coachella Valley community to join us in this effort?

The Get Tested Coachella Valley campaign has been a multi-year journey to answering these questions. Along the way, we've learned that great change is possible in a relatively short amount of time. We are proud of our accomplishments from 2014 to 2016, documented in this report.

We also learned, not surprisingly, that achieving true population-wide behavior change realistically takes more time than our intensive 3-year campaign. For this reason, the community coalition that implemented the campaign remains dedicated to promoting HIV testing and to related initiatives that will enhance public health in the Coachella Valley.

We thank all of those who have made Get Tested Coachella Valley a success so far, and even more so, an ongoing catalyst for change. Our shared story of commitment continues, and we invite you to join us.



Our Starting Point

In the Spring of 2012:

- Data from the Centers for Disease Control and Prevention (CDC) and the Riverside County Department of Public Health (RCDPH) indicated that the HIV/AIDS prevalence rate in the Coachella Valley was **over two times higher** than the national rate—putting everyone at greater risk
- CDC data also showed that **one in five** Americans with HIV was unaware they carried the virus
- Since 2006, the CDC had recommended that all American adolescents and adults get tested for HIV. Yet a survey by HARC, Inc., (Health Assessment and Research for Communities) confirmed that **70% of Coachella Valley residents** had never been tested for HIV

In 2013, the State of California Office of AIDS estimated that 12% of Californians infected with HIV were unaware they were infected. Even more striking, roughly 30% of those diagnosed with HIV were not receiving treatment.

Understanding the HIV Care Continuum

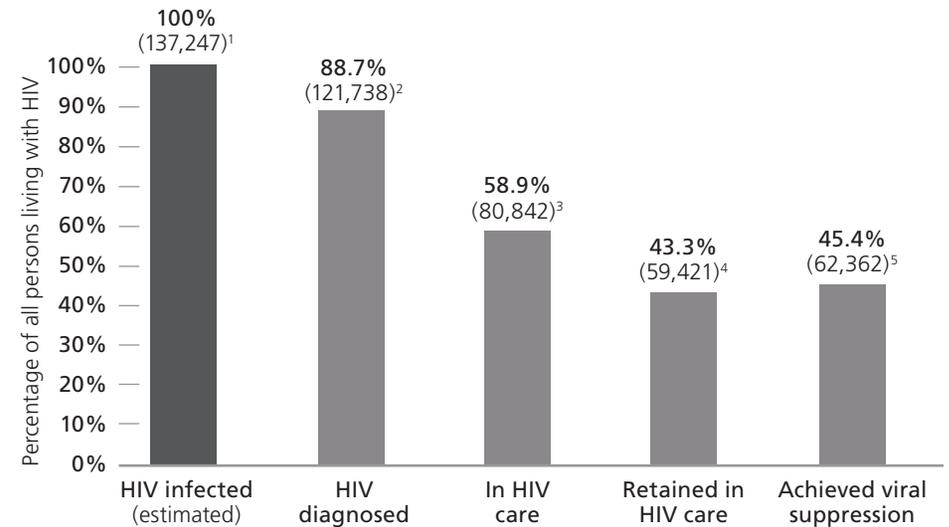
The HIV Care Continuum depicts the series of steps from the time a person is diagnosed with HIV through the successful treatment of their infection with HIV medications. It's been scientifically proven that antiretroviral therapy (ART) not only preserves the health of people living with HIV, but also 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, December 2014]

In 2013, the State of California Office of AIDS estimated that 12% of Californians infected with HIV were unaware they carried the virus. Even more striking, roughly 30% of those diagnosed with HIV were not receiving treatment.

California's Continuum of HIV Care—2013

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



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.

Strategies for Success

Four Core Strategies

To address the challenge, we designed a campaign action plan combining four powerful strategies:

1. Engage the local healthcare community (hospitals, clinics, physicians) to make voluntary HIV testing a standard and routine medical practice
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. Enable providers to quickly and easily refer their patients who test positive for HIV to early intervention services, 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.

Nine-Phase Project Plan

We structured the project into nine phases:



Think Tanks, Community Partnerships & Working Groups

In the summer and fall of 2012, having completed the preliminary research phase, Desert AIDS Project hosted a series of think tanks and planning sessions attended by over 150 community leaders. During the following 12 months, more than 50 community leaders representing organizations and municipalities region-wide signed Get Tested Coachella Valley Partnership Pledges—demonstrating their commitment to share endorsements, education, expertise, and implementation assistance to support the success of the campaign.

Key Learnings

Create a broad-based community coalition. No one agency can do it alone. Start by building partnerships with leading healthcare organizations.

Identify champions. Gaining the visibility and support of community leaders helps to put the campaign “on the map” rapidly, open doors, and grow the coalition.

Talk about HIV. For many people, HIV—a virus that anyone can get—is a more relatable and approachable topic than the medical diagnosis of AIDS.

Highlight public health benefits. While HIV testing is the focused goal of the campaign, highlight the broader public health benefits for everyone in the community.

HIV Testing in Clinical Settings

Healthcare providers play a pivotal role in our quest to end the HIV epidemic. Many healthcare providers personally serve 1,000 patients or more. This means that making HIV testing a standard of care for all patients—similar to blood pressure, blood sugar, and cholesterol tests—will increase testing rates exponentially.

Making HIV testing a medical standard of care also helps to eliminate stigma and an ineffective guessing game for healthcare providers. Anyone can acquire HIV; you can't tell by looking at someone whether or not they carry the virus.

Throughout the campaign we heard painful stories of individuals beset by illness who sought treatment from healthcare providers but left untested and undiagnosed for HIV. Finally, after becoming extremely ill, someone tested them for HIV. Routine testing can put these heartrending missed opportunities to an end. The sooner someone gets into treatment, the longer and healthier life they will have—and the more successful our community will be at suppressing new infections.

Our 2014 Community Survey confirmed that the vast majority of Coachella Valley residents trust the recommendations of their healthcare provider on the topic of HIV testing. While California law allows an individual to opt-out, those who have been tested for HIV cited “my healthcare provider offered me the test” as the number one reason they chose to get tested. Get Tested Coachella Valley also encourages patients to “Request the Test!” when they see their healthcare providers.

Our Get Tested Public Health Liaisons assist clinical providers and staff to integrate HIV testing into patient care. Providers need only check the box on the lab order for a conventional HIV blood test and patient test results are returned to the clinic. In the rare case that a patient tests positive, providers can refer them directly to specialized HIV care and /or consult with our trained and experienced Early Intervention Specialists for linkage to specialized HIV care and referral to other resources that support treatment and adherence.

Get Tested Coachella Valley is 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.

Key Learnings

Start with the hospitals. Hospitals provide leadership for the region's medical providers.

Identify large clinical groups. Medical groups with multiple locations are major influencers as the largest employers of medical providers.

Meet with leadership. Gaining the support of a clinical group's senior management team, including their CEO and Medical Director, is the best route to engaging all providers and staff.

Saving lives is inspiring. When providers and staff begin to identify unaware HIV positive patients in their own clinics, they become more committed making testing standard and routine.

Phlebotomists can play a vital role. Authorize phlebotomists to add an HIV test to the patient's bloodwork if it was inadvertently skipped over during the appointment.

Fit into existing routines. For HIV testing to become routine, it must fit smoothly into the staff's existing routines, with little or no extra work or inconvenience.

Engage all staff. Patients interact as much (or more) with reception desk staff as they do with doctors and nurses. Front office staff are critical allies in many ways, including making campaign materials visible and available in waiting and exam rooms.

Notable Numbers: 2014-2016

Participating medical offices: 40

Physicians who have signed the Certificate of Participation: 170

Public Health Liaison presentations: 52

Physician Survey Highlights

In early 2015, HARC (Health Assessment and Research for Communities) 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 was repeated in early 2017, with 45 respondents of similar profile, to gauge potential impacts of our 3-year campaign.

Caution must be exercised in comparing the results of the two surveys, since random sampling was not used either time. However, nearly three-quarters of the participating physicians in 2017 (73.2%) had heard of Get Tested Coachella Valley, with nearly 15% saying they are actively involved.

Also, physicians who had no professional opinion on the topic of HIV testing dropped substantially—from 9.3% in 2015 to just 2.3% in 2017.

These survey results suggest that the Get Tested Coachella Valley message has successfully reached an increasing number of providers over time and that attitudes and behaviors relative to HIV testing have already begun to shift.

When asked for their suggestions on how to increase routine HIV testing in clinical settings, participating physicians echoed the primary tactics of the Get Tested campaign: educate and empower the public; provide continuing education and supporting materials to physicians; and, make changes in the office environment to make routinization of HIV testing simpler.

Physicians who have ordered 10 or more HIV tests in the past month



It is "critically important to have everyone tested for HIV at least once"



Routine HIV testing is "not very important"



Sample Success Stories

UCR Family Medical Center

Get Tested Coachella Valley Public Health Liaisons conducted a one-hour interactive presentation for the UCR Family Medical Center's providers and staff.

This lively and interactive lunchtime workshop included an overview of the campaign, step-by-step guidance on how to make HIV testing routine, Frequently Asked Questions (and answers), and situational role-playing—paving the way for helpful, open communications between providers and patients.

The clinic now displays Request the Test cards, posters, and patient education materials in its waiting room and patient exam rooms and offers the test to all patients. Testing levels have increased dramatically.

Desert Regional Medical Center

In April 2014, Desert Regional Medical Center, the Lead Sponsor of Get Tested Coachella Valley, began integrating HIV testing into care by testing patients who were admitted through the Emergency Department. They later made HIV testing available to all patients seen at the Emergency Department and implemented a point-of care finger stick HIV test with results in 60 seconds.

A multi-disciplinary team including nurses, physicians, social workers, lab personnel, risk manager, quality director, administration, and the various other disciplines were involved in making Get Tested Coachella Valley a success at Desert Regional Medical Center. They are proud to have tested over 2,500 patients during the campaign and, through a partnership with Desert AIDS Project, to successfully link 72 HIV positive patients to care and treatment.

As "the hospital you trust to care for those you love," Desert Regional Medical Center remains committed to the goal of zero new HIV infections and ensuring that all patients know their HIV status.

Participating Providers

The following healthcare providers have 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	Stewart Fleishman, MD	Victor Knutzer, MD	Dulce Oandasen, MD	Eric Shigeno, MD
Hilal Abuzahra, MD	Rodney Fox, NP	Joseph Kopp, MD	Cordelia Okwousah, FNP-BC	Zana Shirwan , MD
Kenneth Acha, MD	Mark Freitag, MD	Zeljka Kostich, MD	Eric Ory, MD	Erick Sloan, PA
Jessica Afable, MD	Alexander Frid, DO	John Kruba, MD	Erik Palmer, DO	Eidene Smith, MD
Suneil Agrawal, MD	Germaine Frid, MD	Joynce Kusuma NP	Manika Pandy, MD	Jean Soloman, MD
Barbara Allen, NP	James Gaede, MD	Sherri Langhorne, MD	Nykia Peace, MD	Nelly Song, MD
Albert Anderson, MD	Gloria Garcia, MD	Hortencia Lara, PA-C	Charles Penick, MD	Jonathan Sorci , MD
Brian Anderson, MD	Randolph Gibbs, MD	Jacqueline Le, MD	David Perez, MD	Edgar Stanley, MD
Steven Arendt, MD	Andrew Givner, MD	Ferdinand Limtao, NP	Brian Petrie, MD	John Stansell, MD
Huma Aziz, MD	Alison Gordon, MD	Richard Loftus, MD	Roy Pitken, MD	Deborah Streletz, MD
Jefferey Baker, DO	Glen Grayman, MD	Carolyn Lopez PHD	Meko Porter, MD	Patric Sweets , MD
Perpemelo Balasta, MD	Korbin Haycock, MD	Stephanie Lopez, MD	Maryam Poursartip, NP	Christine Tellic, NP
Sergio Barajas, MD	Peter Hein, MD	Theresa Lopez-Zepeda, NP	Jose Quintain, MD	Chito Uyanwane, MD
Clayton Barbour, MD	Salvador Hernandez, NP	Matthew Louis, MD	Barbara Ramos, NP	Francis Van De Carr, MD
Amy Begnoche, DO	David Hersh, MD	Allison Lovell, MD	Mario Ramos , MD	Lauren Van Putten , MD
Deborah Behringer, MD	Anthony Ho, DO	Michael Lovy, MD	Phyllis Ritchie, MD	Ricardo Vela, NP
Sandra Bender, MD	Kim Hoang, MD	Erik Luansing PA	John Roberts, MD	Vinita Verghese, MD
William Blaschko, MD	Eugene Hu, MD	Rosa Lucas, F-NP	Howard Rodman, MD	Abner Vilches, NP
Rajinvinder Brar, MD	Gary Huang, MD	Keyvan Maleksamran, MD	Katherine Roman, NP	Brent Wagner , MD
Malori Callender, MD	Michael Hughes, MD	Karen Melot NP	Ryan Roten, DO	Cindy Wakhla, MD
Tim Carrol, PHD	Michael Jardula, MD	Monique Mester-Robertson, MD	Scott Russell, MD	Michelle Weaver, MD
Daniela Cerantes NP	Timothy Jones, MD	Anne Marie Montgomery, MD	Gilberto Russo, MD	Lynn Marie Weigart, NP
Ken Clayton, MD	Evelyn Kachikwu, MD	Brett Moore, PA	Hani Salib, MD	Herbert Weight, MD
Daniel Crossgrove, MD	Murat Kaggum, MD	V. Stephen Moore, PA	Conrd Salinas, MD	Michael Will, MD
Vincent D'Auria, MD	Parabhakar Kavipurapu, MD	Matt Moran, NP	Rebecca Salness, MD	Sterling Williams, MD
Alex Davila, MD	Shubha Kerkar, MD	Yvonne Morgan , MD	John Sarrouf, MD	Michael Wisotsky, MD
Alex del Rosario, MD	Janet Kerrigan, DO	Christina Morris, F-NP	Charlie Schaeffer, MD	Micah Witter, DO
Connie Delgado, PA	Ashraf Khan, MD	David Morris, MD	Steven Scheibel, MD	Melanie Wolfe, PHD
Chrisne Deranceau, MD	Babak Khazaeni, MD	Matthew Morris, MD	Joseph Scherger, MD	Leon Yang, MD
Jason Domagalski, MD	Teresa Khoo, MD	Michelle Mouri DO	Christopher Schiessel, MD	Jessica Youk, MD
Zosimo Dulalia, MD	Gemma Kim, MD	David Neumann, MD	Joseph Schwartz, MD	Ashraf Zadshir, MD
Cameron Duncan, DNP	Tae Kim, MD	Steven Nguyen, MD	Gabrielle Schwik, FNP-BC	Shabnam Zagar, MD
Edgardo Felix, RN	Jin Kim-Paglingayen, MD	John Ninos, MD	Natalie Shemonsky, MD	Les Zendle, MD
Bruce Ferguson, MD	Fayssoux Kinder, MD	Henry Nosovitsky PA	James Sherman, LCSW	

The DOCK

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, Desert AIDS Project successfully launched The DOCK sexual health clinic, made possible by funding from Desert Healthcare District.

THE DOCK



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
- Well-Woman Exams

The DOCK has its own entrance via a loading dock ramp—one factor that inspired its name. Patients can walk-in Monday through Friday from 10:00AM to 6:30PM, 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?

One of the most dramatic developments during the course of the Get Tested Coachella Valley campaign has been the emergence of PrEP and PEP—efficacious medical treatments to prevent the acquisition of HIV, before or after exposure. Our campaign has integrated education about PrEP and PEP as well as the distribution of safe sex kits.

Pre-Exposure Prophylaxis (PrEP)

PrEP is a way for people who do not have HIV to prevent getting it by taking a daily pill. 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

The DOCK was the Get Tested Coachella Valley team's highest-volume test site and accounted for 121 HIV positive diagnoses—73% of the team's total.

setting, researchers found no new HIV infections among more than 600 patients during more than 2.5 years of observation. [Source: *Clinical Infectious Diseases*]

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.

Key Learnings

Create access to sexual health services.

Statistically, clinics specializing in sexual health are the leading venue for identifying new cases of HIV.

Make it welcoming. The DOCK branding was created to provide a welcoming, comfortable and discreet environment offering an open, nonjudgmental style of care.

Offer convenience. The DOCK is available on a walk-in basis, no appointment necessary.

HIV Testing in Community Settings

For a variety of reasons, many people in our community are not seeing healthcare providers routinely—or at all. Get Tested Coachella Valley has been committed to meeting people where they are—whether a food bank, retail store, church, senior center, or rock concert—with free and confidential HIV testing.

By collaborating with our coalition of Community Partners, we dramatically increased the number of locations, days, hours and that free and confidential HIV testing is available at community test sites, both public and private.

Private test sites, including drug rehab centers and probation programs, enable us to reach higher risk populations more readily. We also prioritize events that reach higher-risk groups.

Our trained and dedicated HIV Test Counselors, accompanied by our energetic community outreach team, participate in dozens of community events throughout the Coachella Valley. Quick and painless oral swab tests are utilized at all non-clinical test sites and events—providing individuals with test results in just 20 minutes. Our mobile testing clinic enables us to provide a clean, comfortable and confidential space for testing at outdoor events and at venues where suitable indoor testing space is not available.

The Get Tested event space is welcoming: branded in our signature orange and filled with enthusiastic, helpful staff and volunteers. Our signage, which promotes “Free Health Screening,” makes us approachable, helping to remove stigma about HIV/AIDS as a potential barrier to conversations and testing. We offer test incentives, such as \$10 grocery gift cards, at events serving very low-income communities.

Campaign Highlights

- Provided free and confidential testing at seven Walgreens stores

Walgreens

- Initiated Get Tested on Arenas at our mobile clinic every Friday night from 5PM-10PM on this popular Palm Springs street for gay bars, restaurants and retail stores
- Established successful collaboration with FIND Food Bank resulting in free HIV testing at dozens of their food distribution events throughout the Coachella Valley
- Launched free community testing at the Desert AIDS Project office in Indio

Orange Parties

During the summer of 2014, Get Tested Coachella Valley welcomed Health Career Connection (HCC) interns Luis Cardenas and Cristal Salcido. The pair designed and launched an educational grassroots initiative known as Orange Parties.

Aimed at creating a conversation about HIV testing among local youth, Orange Parties offer a fun, no-pressure environment for friends and family to learn and talk.

When a volunteer hosts an Orange Party, Get Tested Coachella Valley provides free pizza, soft drinks and a 15-minute presentation that breaks through stigma about HIV testing. Attendees are encouraged to host their own Orange Parties, allowing the Get Tested message to grow organically throughout the Coachella Valley.



Notable Numbers: 2014–2016

Increase in Number of Community Test Sites = 269%

29 Pre-Campaign (12/31/13)

78 Post-Campaign (12/31/16)



Key Learnings

Make testing convenient, accessible, and mainstream. Meet people where they are with free and confidential testing. Reduce stigma by testing at familiar, convenient and trusted locations, such as Walgreens.

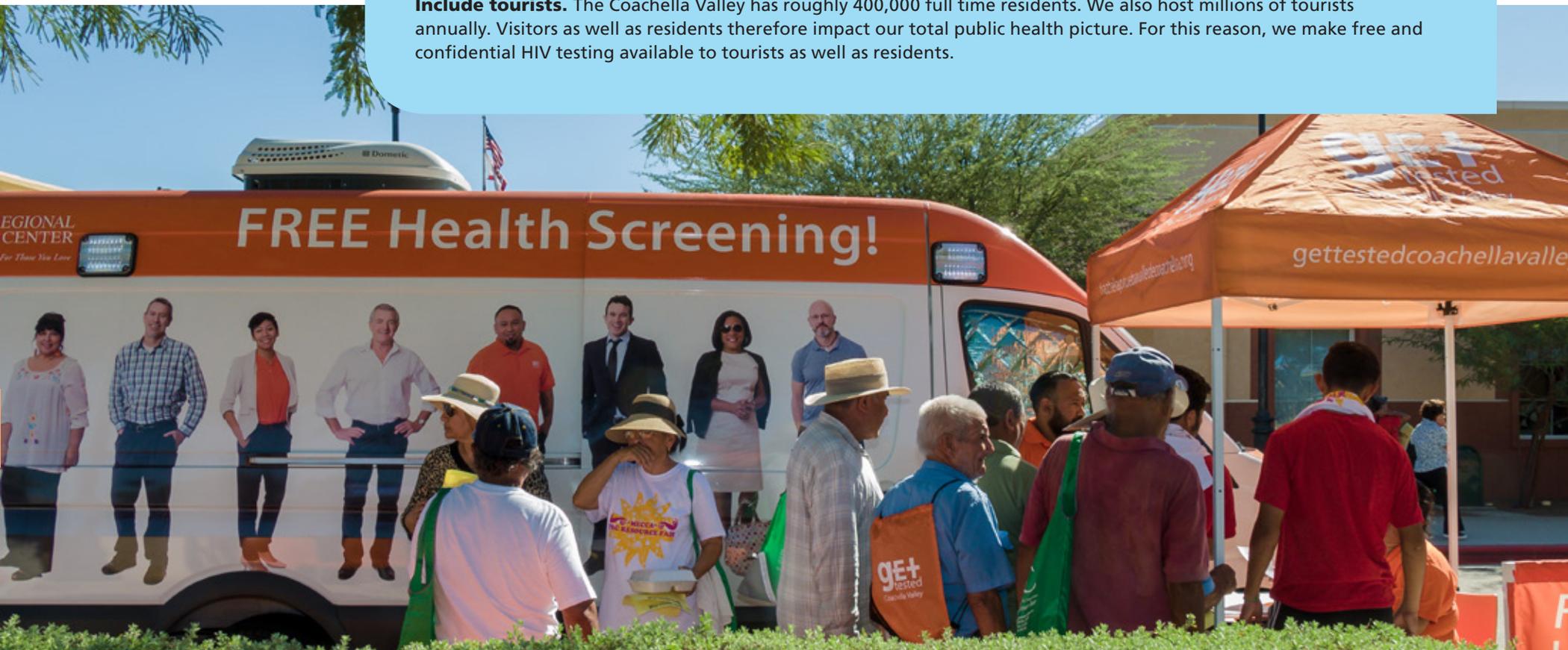
Create an event space that's inviting. Make it branded, colorful, eye-catching and welcoming.

A group of people attracts more people. Passersby are attracted by a lively event space that's filled with lots of campaign staff, volunteers, and supporters.

Generate engagement. We offer passersby a free orange campaign bracelet and brief introduction to the campaign. We then invite them to "Sign the Pledge" to support the mission of Get Tested Coachella Valley campaign. Afterward, they spin our prize wheel for free campaign-branded giveaways.

Prioritize events. To increase the number of HIV positive results, we give highest priority to community events that reach large numbers of individuals who are likely to be at higher risk.

Include tourists. The Coachella Valley has roughly 400,000 full time residents. We also host millions of tourists annually. Visitors as well as residents therefore impact our total public health picture. For this reason, we make free and confidential HIV testing available to tourists as well as residents.



Testing-Related Data

In order to dramatically reduce the HIV epidemic in our region, the Get Tested Coachella Valley campaign has pursued two distinct and complementary testing-related objectives: (1) to encourage everyone in our region to get tested; and (2) to identify as many HIV-positive individuals as possible and link them to care.

To achieve the first objective, we have worked to make HIV a routine standard of care in clinical settings and available free at community test sites and events. To achieve the second objective, we have targeted testing to higher-risk subgroups within the population. During our 3-year campaign, we have made significant progress toward both objectives.

HIV Positive Test Results Reported

Identification of HIV positive individuals was very successful and increased significantly year over year.



To put these results into context:

- A press release from the County of Riverside Department of Public Health on November 29, 2012 stated that new HIV Infections in all of Riverside County during the years 2002–2012 averaged 109 per year.
- In a January 2013 public health alert to physicians, Riverside County Medical Officer Dr. Cameron Kaiser estimated the number of individuals who were HIV positive but unaware of their infection to be 1,266 in Riverside County overall.

For a variety of reasons, it is not possible to directly correlate the number of positives identified during the campaign to either of these statistics. Nonetheless, it is safe to assert that the 482 positive tests reported during the campaign represent a significant impact to public health in the Coachella Valley.

Total Tests Reported

2013	18,148* (pre-campaign)
2014	25,358
2015	28,141
2016	27,650

81,149

**Total HIV Tests Reported
2014, 2015, 2016**

+49%

**Average Annual Increase in
Testing During 3-Year Campaign**
(Based on Tests Reported)

According to the U.S. Census Bureau, the Coachella Valley's estimated population aged 12 and above is roughly 334,000. Given that some residents may have been tested more than once, and that tourists as well as residents were tested, it may be reasonable to estimate that as much as 20% of the Coachella Valley's adult population was tested during the campaign.

*Adjusted for 2013 "over-testing" protocol at Planned Parenthood that was revised in 2014.

Testing by Organization

2014, 2015, 2016 HIV Tests Reported by Organization



*Includes testing at The DOCK; GTCV Community Test Sites; GTCV Events

** Complete 2016 data not reported as of publication date

Positivity Rate by Organization/Venue

The DOCK	2.19%
Desert Regional Medical Center	2.04%
LabCorp	1.59%
Eisenhower Medical Center	1.19%
Riverside County Department of Public Health Clinics	.85%
GTCV Community Test Sites	.80%
GTCV Events	.21%
Planned Parenthood of the Pacific Southwest	.13%

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.

During the campaign, several clinical sites reported positivity rates far higher than this threshold—**exceeding two positive diagnoses per 100 people tested.**

Results by Testing Venue Type: Desert AIDS Project

Over the course of the 3-year campaign, Desert AIDS Project provided free and confidential HIV testing in three main venue types—The DOCK sexual health clinic, Community Test Sites, and Events—in roughly equivalent numbers. This offers the opportunity to consider which of these venue types proved most successful for identifying HIV positive individuals.

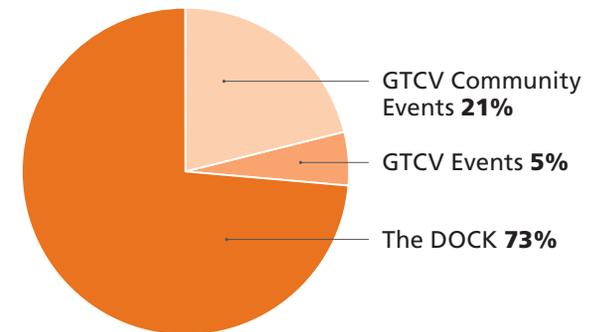
Testing by Desert AIDS Project in 2014, 2015, 2016

Venue	# Tests	# Positives	% of Positives Identified
The DOCK	5,534	121	73%
GTCV Community Test Sites	4,389	35	21%
GTCV Events*	4,216	9	5%
Total	14,239	165	

*If events were held at community test sites, positive test results were recorded in the Community Test Site category.

From a strategy perspective, these statistics confirm that the creation and promotion of The DOCK sexual health clinic was an extremely effective approach for finding HIV positive individuals. By also testing at Community Test Sites and Events, D.A.P.'s Get Tested Coachella Valley team **identified 44 additional HIV-positive individuals** who may not have been found absent these efforts.

% of Positives by Venue Type—
Desert AIDS Project

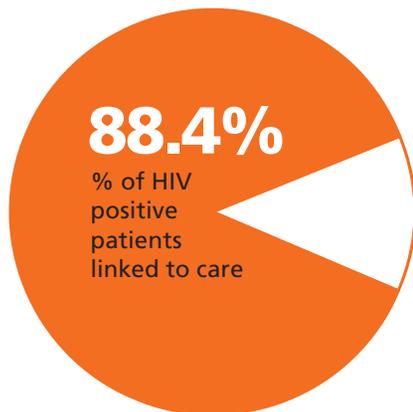


Linkage to Care

People with HIV who are not in care account for virtually all new cases of HIV.

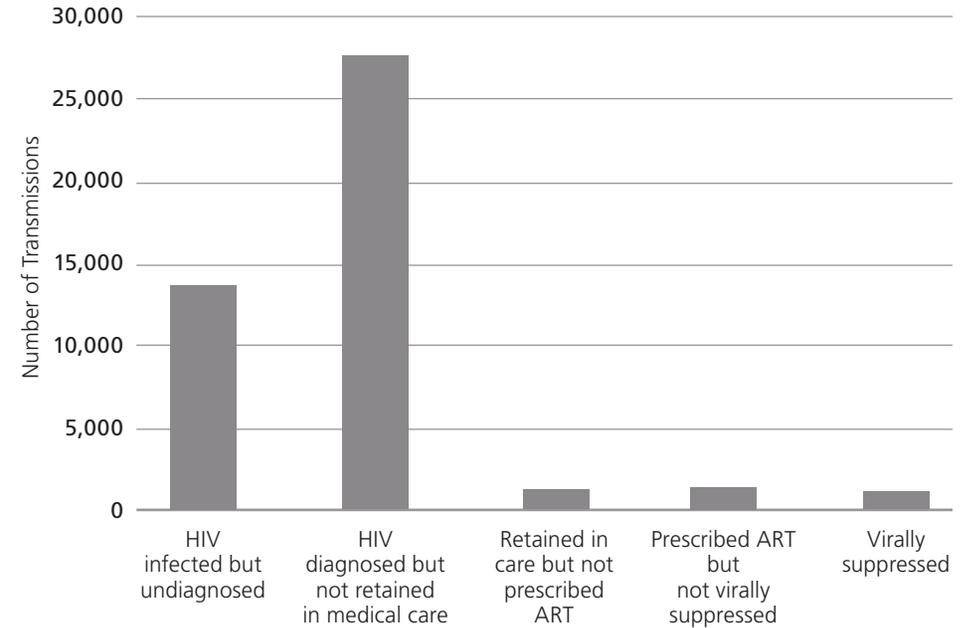
The Get Tested Coachella Valley campaign has been highly committed not only to testing, but to ensuring that HIV-positive individuals are linked to and retained in care—reducing their infectiousness and increasing their life expectancy by decades. Get Tested Coachella Valley Early Intervention Specialists linked to care 88.4% of patients testing HIV positive over the course of the 3-year campaign.

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] The National HIV/AIDS Strategy issued by the White House in July 2015 sought to increase the percentage of newly diagnosed persons linked to HIV medical care within one month of their HIV diagnosis to at least 85 percent.



Estimated Transmission of HIV at Each Step of the Care Continuum

[Source: JAMA Internal Medicine, April 2015]



Public Health & Financial Impacts

How will the number of HIV positive diagnoses and individuals linked to care during the Get Tested Coachella Valley campaign impact public health? It's challenging to quantify precisely. For example, no reliable statistic exists for the number of new infections averted for every HIV positive individual identified.

What we do know is that the hundreds of individuals who tested positive during the campaign and are now on medication will enjoy significantly longer and healthier lives. We also know that when individuals who are HIV positive take the appropriate medications, they become 96% less infectious to others. We can therefore assert with reasonable certitude that hundreds, and perhaps thousands, of new infections in the Coachella Valley will be averted as the result of our campaign. This in turn translates into tremendous cost-savings: according to the Centers for Disease Control & Prevention (CDC), the current lifetime treatment cost of an HIV infection is estimated at \$379,668 (in 2010 dollars).

The Get Tested Coachella Valley (GTCV) campaign lasted three years, cost \$5.5 million, and identified 482 HIV positive people. This means that the cost per new HIV diagnosis was \$11,411.

This compares *extremely* favorably to HIV testing programs by other community-based organizations; most of these range between \$11,588 to \$22,891 per new HIV diagnosis. [Source: CDC *HIV Cost-Effectiveness, adjusted to 2017 dollars*: <https://www.cdc.gov/hiv/programresources/guidance/costeffectiveness/index.html>]

Better still, we know that this number of reported positive test results is definitely short of what actually occurred. The cost per new HIV diagnosis was therefore even lower.

Major Successful Outcomes

- **Hundreds of new HIV positive diagnoses**
- **Significantly longer, healthier lives for those in care**
- **Greatly reduced infectiousness = new infections averted**
- **Tremendous cost-savings by reducing new cases**
- **Highly cost-effective campaign**

Our Data Collection Process

When we researched other HIV testing campaigns in major U.S. cities, we found little in the way of published post-campaign results data. We also learned that, in the Coachella Valley, no organization had tracked comprehensive data on the number of HIV tests, positive results, and linkage to care. We therefore adopted data tracking and analysis as one of our primary campaign objectives.

With hundreds of healthcare providers in the Coachella Valley, we quickly realized that asking each individual provider to report monthly data was unrealistic. We instead asked agencies already tracking data and those that operate HIV test processing equipment to report their statistics to us. All data is de-identified to protect client confidentiality.

The number of organizations reporting their data to us has steadily increased over the course of the three-year campaign period. Reporting agencies now include: Coachella Valley Volunteers in Medicine, Desert AIDS Project, Desert Regional Medical Center, Eisenhower Medical Center, Kaiser, LabCorp, Planned Parenthood of the Pacific Southwest, Riverside County Department of Public Health. Only one major test processor in the region is not yet reporting their data to us.

Although some gaps still exist, the data we have captured provides a robust and illuminating sense of testing activity and progress regionally.

Campaign Communications

The overarching goal of Get Tested Coachella Valley campaign communications has been to create a new community conversation about HIV, overcoming decades of stigma and inspiring individuals to learn their HIV status.

Tactics

- Broadcast advertising
- Print advertising
- Digital communications, including websites in English and Spanish, blog, multiple social media channels, advertising
- Print collateral
- Signage
- Promotional items

Prominent Themes & Messages

- HIV is a virus anyone can get; viruses do not discriminate
- HIV is both preventable and treatable
- The only way to know if you have HIV is to get tested
- Get tested early: the sooner someone gets onto treatment, the longer and healthier life they will have
- Testing + Treatment = Prevention
- Protect yourself and those you love
- H is for Human
- Request the Test!

Selected Highlights

- Created a unique Social Ambassador platform, YesGTCV, to engage an interactive, sustainable online community to amplify the Get Tested message across social channels. YesGTCV leveraged peer influence and organic reach, empowering our Social Ambassadors to share content and have authentic conversations to inform and influence their friends and followers
- Created a 6-month newspaper ad series featuring leading local physicians to inform and influence other medical providers and the public
- Launched a bilingual Every Door Direct Mail campaign offering testing incentives to residents in low-income East Valley neighborhoods
- Campaign Champion Rep. Raul Ruiz,, MD recorded inspiring radio and TV public service announcements in Spanish for targeted outreach to the Hispanic community. State Assemblymembers Eduardo Garcia and Chad Mayes recorded radio and TV spots
- Published several Valley Voice editorials in local newspaper, The Desert Sun
- Developed Get Tested Coachella Valley Tip of the Day series for local radio stations

Key Strategies

Take the lead in starting the conversation. Breakthrough stigma by modeling open communication

Create a welcoming, trusted brand. Brand all materials consistently

Keep the message local. Feature local residents, community leaders, leading physicians

Identify and feature Campaign Champions. Ideal candidates are highly visible, engaging, and respected community leaders

Make materials language-accessible. Produce all campaign materials in both English and Spanish including a Spanish campaign name and logo

Target outreach to subpopulations. Examples include: Hispanic/Latino, African-American, Older Gay Men, Younger Gay Men, Transgender, Youth, Seniors, Women

Tailor messaging to people of different attitudes/mindsets. Take into account that any given individual may be unaware, unconcerned, concerned, stigmatized, or resistant to learning about HIV and HIV testing

Notable Numbers 2014, 2015, 2016

Over 50 million Total Media Impressions

2.9 million Facebook Impressions

5,217 Facebook Fans

651,900 Twitter Impressions

1,109 Twitter Followers

931 Instagram Followers

77 Get Tested Coachella Valley Social Ambassadors

2,871 Ambassador Shares

5,235,530 Social Ambassador Impressions

HIVictory

**Glad I
GOT TESTED!**

**get+
tested**
Coachella Valley

Estoy contento que hice la prueba.



ADMIT ONE

Blatino Oasis 2015

Freak Out!
Mega Dance, Pool Party & After Hours Soiree

Thanks for Getting Tested!

Saturday, May 2
9PM at CCBC
Must Be 18+

get tested
Coachella Valley

Unidos vencemos. ¡Derrotemos al VIH!

Cuando todos hacemos la prueba, todos ganamos.

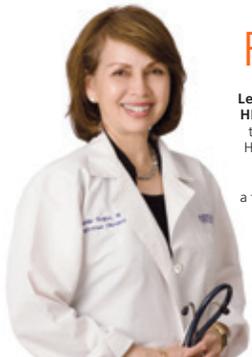
Haz+e
la prueba
Valle de Coachella



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



Stephanie Cienfuegos
Public Health Liaison



Request the Test.

Let's work toward a future of generations free of HIV. HIV is transmitted by persons who may not know they have it, when there is no sign of illness. But if all HIV-positive persons are aware and on treatment, the spread can be halted. As a community, let's act with courage to ensure a future free of HIV by becoming informed, aware and taking action to get tested. **Let's make it happen!**

Shubha Kerkar, MD
Infectious Disease & HIV Medicine

Follow us: YesGTCV

Like Us: Get Tested Coachella Valley

gettestedcoachellavalley.org 855-YES-GTCV

NEW!
Get Tested Coachella Valley office in Indio!

Walk-in for a Free HIV Test
No Appointment Necessary

Monday, Tuesday, Wednesday Only
8:00AM – 4:30PM
81-880 Dr. Carreon Blvd., Suite B-107, Indio

get tested
Coachella Valley

Lead Sponsor
DESERT REGIONAL MEDICAL CENTER

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

- PrEP Education and Referral for Treatment
- STD Testing and Treatment
- Free & Confidential HIV Testing for Individuals and Couples

Accessible, Affordable, At Your Service

- Daytime Hours for All Services
Monday – Friday 8:00AM – 5:00PM
(closed for lunch noon to 1PM)
Walk-in: No Appointment Necessary
- Evening Hours – Free HIV Testing By Appointment Or Walk-in
Monday & Thursday Only 5:00PM – 6:30PM
For appointment, call 760-992-0492
- Insurance Accepted – But Not Required
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.



THE DOCK
CONSULTATION + TESTING + TREATMENT

1695 N. Sunrise Way (at Vista Chino)
Palm Springs, CA 92262
760-992-0492

Enter through loading dock ramp on south side of Desert AIDS Project

thedockclinic.org

Funded by Desert Healthcare District

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.**



get tested
Coachella Valley

Community Surveys

In the summer of 2014, our consultant and Community Partner, HARC, developed and deployed a community survey in English and Spanish to collect data on local attitudes, behaviors and knowledge related to HIV testing. 35 local students from the Future Physician Leaders (FPL) program, founded by Campaign Champion Rep. Raul Ruiz, MD, helped to survey 995 members of the community.

In spring 2017, HARC deployed a slightly revised version of the 2014 survey, this time with 552 participants. The two participant groups were very similar in demographic characteristics, and both surveys provided helpful insights to guide our efforts.

2017 Survey Results

Reasons for getting tested for HIV

Participants were encouraged to check all reasons that apply.

Reason	%
It was offered for free at an event or community location	29.5%
Experts recommend that everyone get tested, so I did	25.7%
My healthcare provider offered to do the test	25.0%
I was concerned I might have been exposed to HIV	16.1%
My friend or family member said testing is a good idea, so I got tested	6.2%
It was required by my employer or insurer	4.1%
My sexual partner is HIV positive	1.7%
Other	14.7%

Reasons for not getting tested

Participants were encouraged to check all reasons that apply.

Reason	%
I don't think I'm at risk for getting HIV	43.6%
My doctor/healthcare provider has never offered to test me	26.7%
I'm not sexually active	24.2%
I don't know where to get tested	8.5%
I don't have health insurance	8.5%
I don't WANT to know if I have HIV	4.7%
I'm too embarrassed to get tested	3.0%
I don't want my doctor or anyone else to judge me	1.7%
Other (responses primarily cited monogamous relationships)	6.8%

Who should be tested for HIV?

Group	%
No one needs to be tested for HIV	1.0%
Only those people with high risk of getting HIV, like gay men or drug users, need to be tested	4.1%
All sexually active people need to be tested for HIV	48.8%
All adults and teens need to be tested	46.1%
Total	100.0%

Location of most recent HIV test

Location	%
At a doctor's office	43.4%
At a community clinic	22.9%
At a health fair, testing van, or event	17.9%
At the hospital or emergency room (ER)	3.6%
At home	1.8%
At a local business or store	1.4%
At a drug treatment facility (rehab)	0.7%
In jail or prison	0.4%
Other	7.9%
Total	100.0%

Comfortable location for future HIV test

Participants were encouraged to check all reasons that apply.

Location	%
Doctor's office	64.9%
Community clinic	38.4%
Health fair, testing van, or other community event	25.5%
Hospital or ER	16.7%
Home	14.1%
Drug treatment facility (rehab)	6.2%
I would not be comfortable getting tested at any of these sites	2.4%

Comparing the Two Surveys

Caution must be exercised in comparing the results of the two surveys since random sampling was not used either time, and we cannot say with certainty that the differences that appear exist in the community as a whole.

Why DO people get tested?

People who had been tested for HIV were asked why they were tested for HIV. The top three reasons for getting tested remained the same across the two surveys, although the ordering shifted somewhat.

Reason	2014	2017
My healthcare provider offered to do the test	26.4%	25.0%
It was offered for free at an event or community location	22.5%	29.5%
Experts recommend that everyone get tested, so I did	21.9%	25.7%

Why DON'T people get tested?

People who had never been tested for HIV were asked to list their reasons. The top three—and their sequence—did not shift over time.

Reason	2014	2017
I don't think I'm at risk for getting HIV	57.0%	43.6%
My doctor/healthcare provider has never offered to test me	26.5%	26.7%
I'm not sexually active	23.4%	24.2%

Key Findings & Insights

Our community sees the need for HIV testing. Only 1% of participants agreed with the statement “No one needs to be tested for HIV.”

Free community testing makes a measurable difference. More than 45% of respondents indicated they heard about Get Tested Coachella Valley at a community event. The proportion of people who've been tested at a community event nearly doubled—from 9.2% of tested participants in 2014 to 17.9% in 2017. Similarly, “[the test] was offered for free at a community event” is now the #1 reason why people got tested (up from #3 in 2014). These changes are likely due to our presence at community events with the mobile testing clinic.

Stigma is a minimal barrier. Relatively few people—3% or less—indicated stigma-related factors (embarrassment or fear of judgement) as personal barriers to being tested.

Healthcare providers play a critical role. The majority of participants report that they would be comfortable being tested at a doctor's office and doctor's offices are the number one location for recent tests.

Our campaign has made major impact. 59.5% of 2017 survey participants indicated that they are familiar with Get Tested Coachella Valley. When asked to state the campaign's message in their own words, the vast majority of participants were on-target. Their responses emphasized awareness, prevention, and education; that HIV testing was free and accessible, and that everyone should be tested.

More education is still needed. Among those who have never been tested for HIV, the belief that they are not at risk is a deeply entrenched attitude. About a quarter of individuals who have not been tested say they would not get tested even if their healthcare provider offered to test them and the test was free or covered by their insurance. More education is needed regarding the CDC guidelines, which recommend at least one lifetime test for everyone, regardless of perceived risk.

Acknowledging Our Funders

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

Lead Sponsor



Individual, Corporate and Foundation Supporters

Kevin Bass and Brent Bloesser

Annette Bloch

David Brinkman

Carolyn Caldwell

Fred Drewette

Coachella Valley Wellness Foundation

Doug Donenfeld

Elton John AIDS Foundation

Entertainment AIDS Alliance

Tammy Fox

Gilead Sciences, Inc.

Shelli Goodman

Goodwin Family Memorial Trust

Mark Hamilton

Hazelden-Betty Ford Foundation

H.N. and Frances C. Berger Foundation

Janssen Therapeutics

Jewish Federation of
Palm Springs & Desert Area

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Regional Access Project Foundation

Curt Ringness and Barry Ralph

Greg Rodriguez and Alejandro Flores

Ann Sheffer and Bill Scheffler

The California Endowment

The Green Foundation

Steve Tobin/Grace Helen Spearman
Charitable Foundation

Union Pacific Foundation

Sheila Williams

Public Grants & Contracts

California Department of Public Health,
Center for Infectious Diseases,
Office of AIDS

Centers for Disease Control and Prevention

County of Riverside Community
Improvement Designation Funds,
Fourth District

Riverside University Health System—
Public Health

Riverside University Health System—
Behavioral Health

San Bernardino County Department of
Public Health Ryan White Program

Thanking Our Community Partners

Our Community Partners have played a leading role in Get Tested Coachella Valley from campaign planning through implementation.

We thank our Community Partners for being a part of this historic, community-wide effort.

During the course of the campaign, the following organizations, agencies, municipalities, elected officials and community leaders contributed a combination of educational outreach, specialized expertise, and implementation support to achieve the goals of the campaign.

ABC Recovery Center
AIDS Assistance Program
Assembly Member Chad Mayes
Assembly Member Eduardo Garcia
Axis Residential Treatment
Beaumont Adult School
Bienestar
Blatino Oasis
Bloom in the Desert Ministries
Blythe Mental Health Clinic
Borrego Health
Boys & Girls Club of Palm Springs
Brighthouse Marketing
CCBC
Cal State University San Bernardino Palm Desert Campus Student Health Center
Camelot Theatres
Casa Cecilia
Casa las Palmas Recovery Home
Center for Employment Training
Chill Bar
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 County Supervisor V. Manuel Perez
Desert AIDS Project
Desert Business Association
Desert Center for Sexuality Awareness
Desert Gay Tourism Guild
Desert Healthcare District
Desert Hot Springs Family Resource Center
Desert Oasis Healthcare
Desert Palms Recovery
Desert Regional Medical Center
East Coachella Valley Pride
Eisenhower Medical Center
Entravision Palm Springs
Equality California
Family Services of the Desert
FIND Food Bank
First Community Baptist Church
First Step House
GayDesertGuide.com
Gear
Hacienda Valdez
Hard Rock Hotel Palm Springs
Hazelden Betty Ford Foundation
Health Assessment Resource Center

Health Career Connection
Health to Hope Clinics
Hemet Center for Change
Hemet Valley Recovery Center
House of Hope
Indio Drug and Alcohol Program
Indio Senior Center
James O Jesse Desert Highland Unity Center
Jewish Family Services
JFK Memorial Hospital
KDES Mix 100 KPTR
Ken Seeley Recovery Community – Intervention 911
LifeSmart CPR
Martha’s Village and Kitchen
Mecca Family and Farm Workers Service Center
Metcalf Recovery Ranch
Michael’s House
Milestones Board & Care
Miss Coachella Valley Scholarship Program
Mizell Senior Center
Not So Innocent
Palm Desert Recovery Center
Palm Springs Chamber of Commerce
Palm Springs Convention Center
Palm Springs Cultural Center
Palm Springs Gay Men’s Chorus
Palm Springs Hot Rodeo
Palm Springs Pride
Planned Parenthood of the Pacific Southwest
Rancho Anka
Regional Access Project Foundation
Renaissance Palm Springs Hotel
Revivals
Ristretto for Coffee Lovers

Riverside County Department of Mental Health
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
Roy’s Desert Resource Center
RR Broadcasting
Safe Schools Desert Cities
San Bernardino County Public Health Department Ryan White HIV/AIDS Program
Senator Barbara Boxer
Senator Dianne Feinstein
Shelter from the Storm
Sovereign Health
State Senator Jeff Stone
Supervisor John Benoit
The Alert Program
The Awareness Group—Indio
The Cathedral Center
The Church of St. Paul in the Desert
The Desert Sun
The Joslyn Center
The LGBT Community Center of the Desert
The Ranch Recovery Center
The Salvation Army
The White Party
Time Warner Cable/Charter Spectrum
Toucans Tiki Lounge
Transgender Community Coalition
UCR Future Physician Leaders
UCR School of Medicine
Walgreens
Well in the Desert

Our Get Tested Coachella Valley Team

From the start of the campaign to today, the day-to-day work of Get Tested Coachella Valley has been carried forward by a growing and evolving team of dedicated Desert AIDS Project staff members. Their efforts have been supported by the significant contributions of an incredible group, including colleagues in all other departments of D.A.P., student interns, Community Partners, Social Ambassadors, contractors and vendors. A remarkable group of volunteer test counselors participated in a rigorous training and certification process, enabling us to substantially increase our testing capacity. Hundreds of other community volunteers provided outreach at events, assembled educational materials and safe sex kits, marched with us in parades, and much more.

We want to express our boundless gratitude to each of these individuals for stepping up to raise awareness, educate and engage the community to know their HIV status and connect to health services. Each of them brought the vision and mission of Get Tested Coachella Valley to life. We sincerely thank each of them for sharing their time, talents and a phenomenal level of commitment.

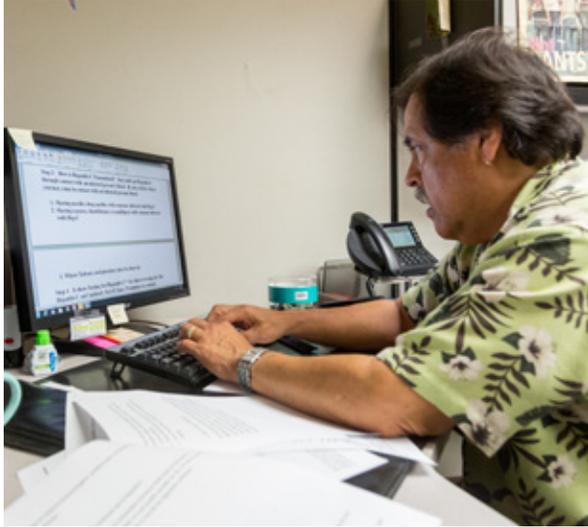
While it's not possible to list every participant here, the photo below provides one "snapshot in time"—the D.A.P. staff, interns, and volunteer test counselors who were part of the Get Tested Coachella Valley team in June 2016, Year 3 of the campaign.



Community outreach and testing at Blatino Oasis event

Below, left to right: Robert Martinez, Iliana Aguero, Randy Gaston, Stephanie Cienfuegos, Jeremy De La Cruz, Brendan Walsh, April Cruz, Robert Avina, Christian Hellwig, Krystal Godinez, Clive Ongley, Chris Christensen, Bruce Weiss, Susan Unger, Frank Roman, Vivianna Raya, Todd Watkins, Linda Sue Rosefsky, Jose De La Cruz, Ralph Gonzalez, Paul Yinger, Raven Mendez, Bill Brindamour, Genesis Ordonez, Peter Tognalli, JP Allen





Jose De La Cruz, HIV Tester and Educator



Cole Gibson, Videographer and Sue Lowe, Digital Strategist



Our team at the Mecca Family Resource Fair

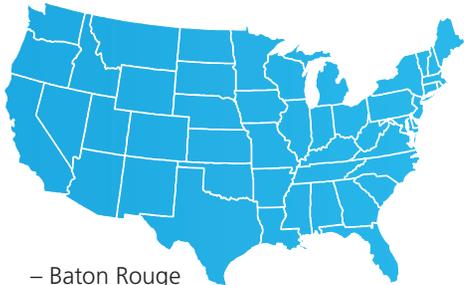


March

- Nine-phase project outline developed

April

- Research phase begins
- Interview leaders of HIV testing programs and campaigns in major U.S. cities:



- Baton Rouge
- Fort Lauderdale
- Los Angeles
- Miami
- New York
- Oakland
- San Francisco
- Washington DC

July

- Design phase begins
- Project vision statement developed
- Preliminary name: Test the Valley Initiative

August

- The Get Tested Coachella Valley campaign defines the Coachella Valley region as the communities of Bermuda Dunes, Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Mecca, Palm Desert, Palm Springs, Rancho Mirage, Thermal, Thousand Palms, and adjacent unincorporated areas
- Think Tanks #1 and #2 held with over 100 community leaders
- Campaign names are brainstormed
- Partnership Pledge developed
- Clinton Foundation announces launch of Clinton Health Matters Initiative with initial focus on the Coachella Valley

September

- Planning phase begins
- Three Working Groups—Expanded HIV Testing, Linkage to Care, and Campaign Communications—meet over 90-day period to map out strategy

October

- Get Tested Coachella Valley is selected as campaign name
- Campaign branding and logos in English and Spanish are designed



November

- Project Action Plan created
- Think Tanks #3 and #4 held with additional 50 community leaders
- Three Campaign Champions are announced: Barbara Keller, Board Chair, Desert AIDS Project; Rep. Raul Ruiz, MD; Carolyn Caldwell, CEO, Desert Regional Medical Center ▼



- Number of Community Partners: 50

December

- GTCV's mission is named "A Bold Step" in the Clinton Health Matters Initiative's Blueprint for Action in the Coachella Valley

January

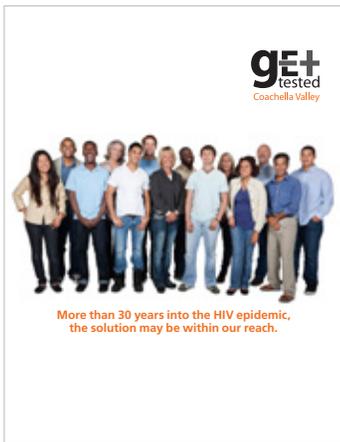
- Funding phase begins
- Case Statement produced

February—June

- Objectives and outcomes defined

July—August

- Staffing and Scheduling phases begin
- Campaign Prospectus produced ▼



- Grant writing and fundraising underway
- Detailed project plans prepared

September

- Three Smart Cars for clinical and community outreach leased and branded ▼



- Mobile Testing Clinic purchased, customized, branded ▼



October

- Website launched
- Get Tested Coachella Valley free community testing introduced to public for first time at Desert AIDS Walk Health & Wellness Fair ▼



- Launch press conference at Desert Regional Medical Center announces campaign to the community and media
- Desert Regional Medical Center announced as Lead Sponsor of Get Tested Coachella Valley Initiative; \$1.5 million commitment over three years

Lead Sponsor



- Mobile Testing Clinic unveiled to the community
- GTCV makes its debut at Palm Springs Pride Parade and Festival ▼



January

- Implementation and Tracking phase begins
- First Public Health Liaison hired
- President Bill Clinton visits D.A.P., tours GTCV mobile testing clinic ▼



February

- GTCV participates in Black History Parade and Town Fair

March

- Focus groups held with healthcare providers and healthcare company representatives
- GTCV participates in Migrant Health Conference

April

- Desert Regional Medical Center launches opt out testing in Emergency Department
- GTCV is presenting sponsor of Blatino Oasis ▼



- First-ever HIV testing in White Party history provided by GTCV at five events ▼



May

- Clinical Outreach promotional materials printed for display at clinics ▼



- Desert Regional Medical Center Emergency Department reports first HIV positive test result
- Rafael Gonzalez, Desert AIDS Project Community Health Educator Risk Reduction Counselor, is promoted to Get Tested Coachella Valley Program Manager ▶



June

- Community Partner Update held at Desert Regional Medical Center
- Two Health Career Connection (HCC) summer interns join the team—Cristal Salcido and Luis Cardenas
- GTCV presents to HCC interns at UCR Palm Desert
- Testing begins at four Walgreens stores ▼



- National HIV Testing Day, June 27, declared “Get Tested Coachella Valley Day” in cities of Palm Springs, Rancho Mirage, and Indio ▼



- Pop-up shop testing at Splash House event ▼



July

- Social media channels launched ▼



- Leading physicians ad series is launched in The Desert Sun. First ad features Dr. Kaiser ▼



- Salvation Army signs on as new community test site ▼



- Dr. Cameron Kaiser, County Medical Officer, sends letter to all local physicians in support of Get Tested Coachella Valley

- Clinical outreach presentation developed
- Course corrections phase begins
- Orange Party concept is developed by HCC interns
- Future Physician Leaders (FPL) assist with community survey ▼



August

- GTCV Public Health Liaisons make first three Getting Started presentations at local medical clinics
- Desert AIDS Project expands free HIV testing from two evenings/week to Monday–Friday ▼



September

- Representatives from Centers for Disease Control and Prevention (CDC) in Atlanta and State Office of AIDS in Sacramento make site visit and hold collaborative working session with Get Tested Coachella Valley team
- Social Ambassador platform launched ▼



- Eisenhower Medical Center commits to opt-out HIV testing at 9 primary care clinics
- FIND Food Bank and Well in the Desert launch free testing
- Every Door Direct Mail promotes testing at three Walgreens stores and D.A.P. Indio office ▼



- First Orange Party for youth is held



October

- Get Tested Coachella Valley is presenting sponsor of Mecca Family Resource Fair on Wednesday, October 15—National Latino HIV Awareness Day ▼



- Spanish language radio and TV spots begin, featuring Rep. Raul Ruiz, MD ▼



- GTCV tests at Desert AIDS Walk Health Fair

November

- GTCV participates in Palm Springs Pride Parade and provides free testing at Festival ▼



- Gay Men's Health Forum presented by The DOCK at Escena ▼



- GTCV participates at Transgender Day of Remembrance

December

- First Orange Party for adults held on World AIDS Day
- Free testing begins at UCR Health Family Medicine ▼



- 12 active Social Ambassadors
- Community test sites (Public & Private) increased 52%—from 27 in 2013 to 41 in 2014
- Testing in community settings increased 39% in 2014, from 2,789 in 2013 to 3,869 in 2014
- In eight months of 2014, DRMC more than doubled 2013 testing total



January

- Get Tested Coachella Valley is honored with an award from the Palm Springs Human Rights Commission
- Testing expands to seven Walgreens stores



- GTCV presented by David Brinkman at national Clinton Health Matters Initiative conference



- Routine testing underway at 10 major Coachella Valley clinics ▼



- Reporting phase begins

February

- Community Partner Annual Update held Thursday, February 5 at UCR/Palm Desert ▼



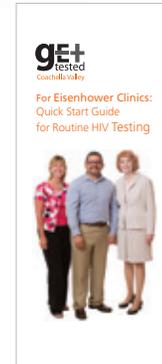
- 2014 Annual Report is distributed ▼



- Centro Medico/Cathedral City and Borrego Healthcare in Desert Hot Springs begin routine, opt-out HIV testing



- Eisenhower Medical Center begins rollout of routine, opt-out HIV testing at 9 Primary Care Clinics
- LabCorp: January 2015 total set 1-month HIV testing record; February 2015 topped January 2015; February 2015 total is 66% increase compared to February 2013 (pre-campaign)



March

- The DOCK sexual health clinic opens at Desert AIDS Project offering free HIV and HCV testing, STD testing & treatment; PEP & PrEP
- Desert Gay Tourism Guild Board of Directors tours The DOCK



April

- 52 Community Test Site locations: 26 private, 26 public; 92% increase vs. pre-campaign
- At White Party 2015, GTCV mobile clinic at Renaissance Hotel, Arenas Road, Saturday night White Party, Sunday T-Dance
- Community Test Site Mini-Booklets produced in English & Spanish
- “H is for Human” series launched on social channels
- Video FAQs produced featuring Get Tested team members
- Facebook and pay-per-click campaigns launched



May

- Routine testing begins at Clinicas de Salud del Pueblo in Mecca and Coachella ▼



- LabCorp begins reporting monthly number of HIV-positive tests results
- GTCV mobile clinic begins weekly testing on Arenas in Palm Springs ▼



- Blatino Oasis—six events
- Community Partner total = 61



- Each month of 2015 so far has set a new 1-month testing record

June

- Health Career Connection (HCC) summer interns Jerry Quintana & Joanna Hernandez join the team
- Coachella Valley Spotlight Award received from the Berger Foundation ▼



- Get Tested Coachella Valley Tip of the Day is featured on local radio stations
- For National HIV Testing Day, GTCV collaborates with Walgreens and Greater Than AIDS national campaign
- Community Partners total = 71
- D.A.P., DRMC, Kaiser, LabCorp, Planned Parenthood, and RCDPH are now reporting their HIV testing data to GTCV
- HARC completes 2014 GTCV Evaluation Report

July

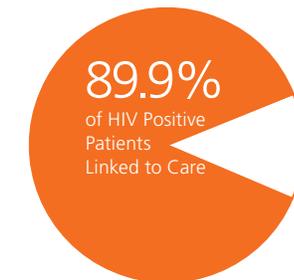


- Campaign Midpoint Update at UCR Palm Desert ▲
- Campaign at the Midpoint report is distributed ▼



- Eisenhower Medical Center expands testing to 13 clinics—10 primary care clinics and 3 urgent care centers
- Community Partners total = 73
- Average monthly testing +40% in 2015 compared to 2014

- LabCorp June 2015 testing total up 58% compared to June 2013 (pre-campaign)
- Community testing up 28% compared to pre-campaign
- GTCV positivity rates exceed CDC cost-effectiveness target for both clinical and non-clinical testing
- Linkage to Care at 89.9%—exceeding state and federal rates and CDC target goal of 80%



- GTCV Public Health Liaisons present to UCR Residents ▼



August

- Free safe sex kits branded for The DOCK are introduced. Thousands assembled monthly by Desert AIDS Project's Condom Club volunteers ▼



- Community Partners total = 75
- California State Assemblymembers Eduardo Garcia and Chad Mayes shoot TV and radio Public Service Announcements ▼



September

- Free safe sex kits branded for GTCV are introduced ▼



- Videos of clinical testing success stories featuring leading physicians are produced ▼



- Pilot program launched at Indio Jail to test inmates at time of release

October

- Introduction for Clinic Leadership and Quick Start Guide for providers and staff produced ▼



November

- GTCV participates in Palm Springs Pride Parade and Festival, including free testing at Festival Youth Zone ▼



- The DOCK Launch Party held ▼



- David Brinkman, C.E.O., Desert AIDS Project presents Get Tested Coachella Valley at Fast Track Cities Initiative (FTCI) & National HIV/AIDS Strategy Technical Consultation at White House



December

- National CDC HIV Prevention Conference in Atlanta; Ralph Gonzalez and Susan Unger present GTCV at showcase event

- 100 Coachella Valley providers have signed a Certificate of Participation & Partnership to make HIV testing a routine standard of care

- David Brinkman is featured panelist at White House World AIDS Day event



- Over 30 million media impressions in 2015, including 1.4 million on Facebook and 3.9 million by social ambassadors

- GTCV tested at more than 100 community events in 2015

- Damon Jacobs, nationally-recognized PrEP advocate, presents at D.A.P. and at a community forum ▼



- Every city in the Coachella Valley is now a GTCV Community Partner

January

- Get Tested Coachella Valley highlighted as success story at national Clinton Health Matters Initiative Summit
- GTCV now working with 7 out of 10 major clinics/clinical groups in the Coachella Valley

February

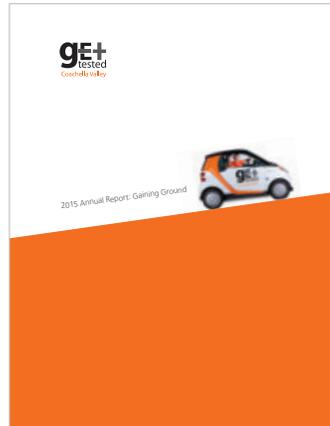
- Karen Mark, MD, PhD, Chief, Office of AIDS, California Department of Public Health, speaks at GTCV Annual Update ▼



- Coachella Valley Volunteers in Medicine begins free, opt-out HIV testing ▼



- 2015 Annual Report is distributed ▼



- GTCV team members attend California Office of AIDS/Pacific AIDS Education Training Center conference in Berkeley
- Damon Jacobs speaks at PrEP Summit for Providers in Palm Springs ▼

Free PrEP Education Event! Open to the Community!

Come hear PrEP Advocate Damon Jacobs, LMFT

Wednesday, Dec. 28
5PM-7PM
Chill Bar, Palm Springs
217 E. Arenas Road

One Free Drink Ticket
Hot & Cold Appetizers
Must be 21+



PrEP Yourself for the New Year

PrEP (pre-exposure prophylaxis)—a daily pill that prevents HIV—can keep you healthy with a new sense of freedom and pleasure. Learn the latest—including medical news and insurance updates—from Damon Jacobs, Licensed Marriage and Family Therapist, HIV prevention specialist, and nationally recognized PrEP advocate.

Sponsored by



This program is sponsored by funding from United Way of Southern California. The DOCK is a division of Desert Oasis Hospital and is a subsidiary of Desert Healthcare District.

March

- GTCV Public Health Liaisons initiate “Next Level” presentations for clinic leadership, providers, and staff
- Orange Party at COPA; Black History Month Parade & Town Fair; Rainbow Youth Summit
- Rapid point-of-care testing begins at Desert Regional Medical Center

April

- New D.A.P. Department of Community Health created, led by Director Bruce Weiss
- Desert Regional Cancer Center begins screening all blood draws for HIV
- GTCV Public Health Liaisons begin distributing campaign materials to 80 Desert Oasis Healthcare clinics ▼



DESERT OASIS HEALTHCARE

Your Health. Your Life. Our Passion.

- GTCV is lead sponsor of Tachevah music festival
- California Careforce (3-day event); C.O.D. Health and Resource Fair; National Transgender HIV Testing Day Lunch & Tour of the DOCK



POP
by and see us this weekend!

Free and Confidential HIV Testing
Results in 20 Minutes – Rapid Oral Swab

Free PrEP Info
Get Your Questions Answered

Mobile Clinic Location
Arenas Road (in front of Chill Bar)



gettestedcoachellavalley.org
YesGTCV Get Tested Coachella Valley

- Testing at White Party weekend
- The Journal of Acquired Immune Deficiency Syndromes (JAIDS) publishes article on GTCV

May

- Coachella Valley Volunteers in Medicine pilots oral swab testing in their dental clinic
- Hazelden Betty Ford Foundation invites GTCV to provide HIV education and testing services ▼



- Rancho Mirage Chamber of Commerce awards Humanitarian of the Year Award to Get Tested Coachella Valley
- Pride Prom sponsored by Safe Schools Desert Cities—GTCV provides free HIV tests
- GTCV tests at Joslyn Senior Center ▼



June

- CDC and State Office of AIDS visit D.A.P. for a progress update on GTCV
- Elected Leaders Breakfast Summit on National HIV Testing Day ▼



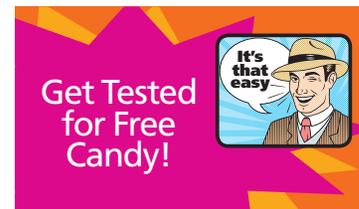
July

- GTCV team and HCC summer interns Genesis Ordonez and Robert Avina plan series of youth Orange Parties ▼



August

- Faith-Based Leaders Forum held at DRMC
- At Comic Con Palm Springs, GTCV team provides record-breaking number of tests ▼



September

- National HIV & Aging Conference at Mizell Senior Center ▼



- FIND Food Bank event at St. Louis Church

October

- Oasis Flying Doctors and CV Medical Volunteers event in Thermal
- Joslyn Center Health Fair

November

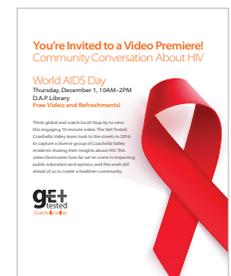
- GTCV participates in Palm Springs Pride Parade and Festival, including free testing in Pride Youth Zone ▼



- Church of St. Paul in the Desert Testing Event
- Hazelden Betty Ford Testing Event

December

- World AIDS Day video premiere: Community Conversation about HIV
- Transgender Holiday Reception
- Damon Jacobs returns to the Coachella Valley to present on PrEP



Looking Ahead

Where do we go from here?

Our intensive, 3-year campaign period has ended, but our commitment continues.

The Get Tested Coachella Valley strategy has demonstrated success. We are now committed to evolving this effort into an ongoing, sustainable infrastructure.

In 2016, Desert AIDS Project established a new department, Community Health, dedicated to all community-facing aspects of D.A.P.'s mission. This department is now leading the work of Get Tested Coachella Valley into the future.

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

During the campaign we “pulled out the stops” to bring education, testing, and visibility everywhere—within what our campaign budget would allow. We now need to become even more targeted and strategic, leveraging the best practices we’ve learned over the past three years. We will also begin to integrate the new tools and approaches for HIV prevention that have emerged since we started.

Our scope will expand beyond HIV alone. Infectious diseases and related public health issues do not exist in isolation. To successfully address these issues, we recognize the need for a holistic approach. Specific objectives include:

- Adopt new and improved HIV testing methodologies as they become available to provide greater accuracy, reduce the “window period” for detecting the virus, and render results more quickly
- Expand education and promotion of Pre-Exposure Prophylaxis (PrEP) and Post-Exposure Prophylaxis (PEP)
- Add testing for other conditions and infectious diseases under the banner of Get Tested Coachella Valley—most notably Hepatitis C (HCV), Syphilis, Chlamydia and Gonorrhea—which are all at epidemic levels in our community
- Enhance educational outreach to populations known to be at higher risk, for example, men who have sex with men (MSM), men of color, youth, the transgender community, IV drug users, and sex workers
- Increase HIV testing in hospital emergency departments, which have proven to be high-volume, cost-effective venues
- Support the efforts of other cities and regions seeking to replicate the Get Tested Coachella Valley model—including comprehensive testing, messaging, condoms, PrEP and PEP

As is evident from this ambitious agenda, Get Tested Coachella Valley is not “over.” By pursuing these bold objectives and more, Get Tested Coachella Valley will continue to benefit the health of our community.

How You Can Help

- Get tested. Encourage friends and family members to get tested, too.
- If you are a medical provider, make voluntary HIV testing a standard of care for all patients. Your clinic may be that one place where a person discovers they have HIV.
- As a patient, make your providers aware of Get Tested Coachella Valley and encourage 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 Get Tested Coachella Valley message and support our success.

Our Inspiring Mission

If everyone in the Coachella Valley gets tested for HIV, and anyone with the virus gets onto medication, we can become the first place anywhere to end the epidemic.

“More than 30 years into the HIV epidemic, the solution is within our reach. Our region has the knowledge, technology, and medical infrastructure. All we need is the community will. By continuing to pull together, we can end the epidemic, once and for all.”

David Brinkman, CEO, Desert AIDS Project



YesGTCV



Get Tested Coachella Valley

gettestedcoachellavalley.org

