



2014 Annual Report

Together, we're creating
a healthier community.



Lead Sponsor



DESERT REGIONAL
MEDICAL CENTER

About Get Tested Coachella Valley

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

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

Our campaign was launched to the public in 2014 under the leadership of Desert AIDS Project and is driven by a coalition of more than 50 Community Partners including the Riverside County Department of Public Health; our region's major hospitals; leading medical clinics and physicians; leaders of community- and faith-based organizations; elected officials and local governments; educational institutions; businesses; foundations; and caring individuals.

2014 Highlights

Former **President Bill Clinton** enthusiastically endorsed Get Tested Coachella Valley at a January event for 100 community leaders hosted by Desert Regional Medical Center and JFK Memorial Hospital at Desert AIDS Project.

Representatives from the **Centers for Disease Control and Prevention** in Atlanta and the **State Office of AIDS** in Sacramento made a site visit in September for a collaborative work session with the Get Tested Coachella Valley team.

National HIV Testing Day, June 27, was declared "Get Tested Coachella Valley Day" in the cities of Palm Springs, Rancho Mirage, and Indio as the Get Tested Roadshow raised community awareness and offered free testing at Desert Regional Medical Center, Eisenhower Medical Center's Rimrock Clinic, and JFK Memorial Hospital events attended by local leaders and elected officials.



Welcome to the Campaign




In the Coachella Valley, we have reason to have greater concern with HIV transmission than in most of the United States. The prevalence of HIV here is more than twice the national rate—putting everyone at greater risk.

But we also have reason for tremendous optimism.

- Today's HIV medications greatly reduce the likelihood of passing the infection to others.
- Behavioral studies have shown that people who test HIV-positive take steps to keep others from being exposed.
- Our region has the knowledge, the technology, and the medical infrastructure to test all adults and adolescents, ensure linkage to care, and set in motion an end to the spread of the virus.

More than 30 years into the HIV epidemic, the solution may be within our reach. All we need now is the community will.

No one agency can do it alone. Our thanks to all of our Community Partners, funders, and supporters for pulling together to end the epidemic, once and for all.

A handwritten signature in black ink, appearing to read 'David Brinkman'.

David Brinkman, MBA
CEO, Desert AIDS Project



Viruses do not discriminate. Anyone can get HIV. Estimates vary, but there are certainly hundreds, and perhaps thousands of people in our community who have HIV today—and don't know it.

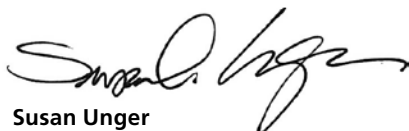
Every month we hear painful stories of individuals beset by illness who have sought treatment from healthcare providers but leave undiagnosed. Then finally, after becoming extremely ill, someone tests them for HIV.

Together, we can put these heartrending missed opportunities to an end. The sooner someone gets onto treatment, the longer and healthier life they will have—and the more successful our community will be at suppressing new infections.

Making HIV a medical standard of care eliminates stigma and an ineffective guessing game for healthcare providers. If everyone in the Coachella Valley gets tested for HIV, and anyone with the virus gets onto medication, we can effectively end the epidemic.

Your medical clinic or community event may be that one place where a person discovers they have HIV and gets referred to needed treatment.

Thank you for being a part of this historic, community-wide effort to make the Coachella Valley the first place anywhere to stop the spread of HIV.

A handwritten signature in black ink, appearing to read 'Susan Unger'.

Susan Unger
Project Director, Get Tested Coachella Valley

About Get Tested Coachella Valley

An Inspiring Mission

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

Since 2006, the Centers for Disease Control and Prevention has recommended that all American adolescents and adults get tested for HIV.

Yet more than half of Coachella Valley residents have never been tested for HIV. [Source: HARC]

An international study, hailed by the journal Science as the “2011 Breakthrough of the Year,” proved that if an individual who is HIV positive takes the right medications, he or she is 96% less infectious.

By combining 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.

How We Will Succeed

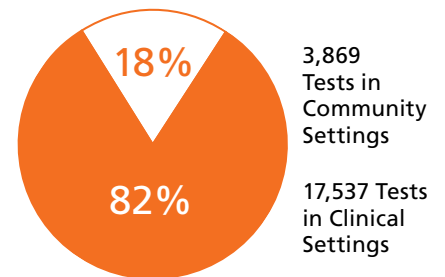
The Get Tested Coachella Valley action plan combines four powerful strategies:

1. Engage the local healthcare community (hospitals, clinics, physicians) to make HIV testing a standard of care;
2. Expand the network of HIV and STD/STI testing sites (including mobile units) to reach individuals at higher risk and those who lack regular contact with healthcare providers;
3. Create a new, regional Linkage to Care Network that enables providers to quickly and easily refer their patients, ensuring that any individual who tests positive for HIV receives early intervention to facilitate needed medical treatment and appropriate care and counseling;
4. Produce a communications campaign in both English and Spanish to educate and motivate individuals, whether HIV-negative or -positive, to reduce stigma, protect their own health and prevent others from becoming infected.

2014 Key Accomplishments

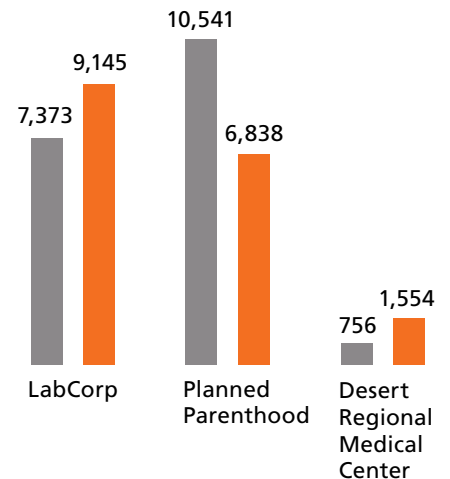
Total HIV Tests Reported = 21,406¹

¹ Sources reporting: Desert AIDS Project, Desert Regional Medical Center, LabCorp, Planned Parenthood of the Pacific Southwest. Other data sources have been contacted but are not yet reporting.



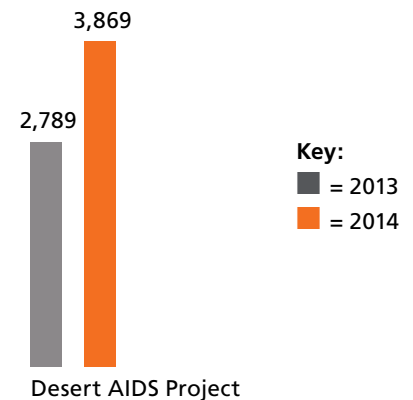
Clinical Testing Highlights

- The number of HIV tests ordered by Coachella Valley medical providers and processed by **LabCorp** increased 24% in 2014.
- **Planned Parenthood's** high number of tests in 2013 was due to testing every patient on every visit—an “over-testing” protocol that was revised in 2014. They identified 11 preliminary positives in 2014 vs. 7 in 2013.
- In May of 2014, **Desert Regional Medical Center** began Phase 1 of making HIV testing routine—more than doubling their 2013 total of tests conducted. They identified 5 positive test results.



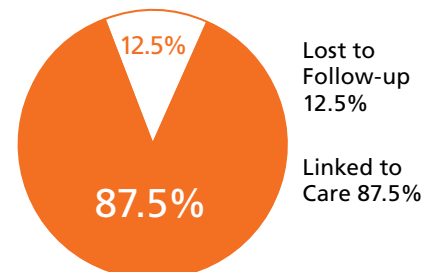
Community Testing Highlights

- The **Desert AIDS Project** testing team, under the banner of Get Tested Coachella Valley, increased the number of tests conducted at non-clinical community test sites and events by 39% in 2014.
- They increased the number of Community Test Sites (public and private) from 27 in 2013 to 41 in 2014—a 52% increase.
- The team identified 61 preliminary positive test results in 2014 vs. 50 in 2013—an increase of 22%. The 2014 positivity rate of 1.6% is well-above the CDC's expected 1% rate for non-clinical, targeted HIV testing.



Linkage to Care

- **Early Intervention Specialists** linked to care 87.5% of newly-diagnosed HIV positive patients in 2014.
- This linkage to care percentage compares very favorably to the California average of 52%, the national average of 66% and the Centers for Disease Control and Prevention's stated goal of 80%.



Our Community Partners

In the summer and fall of 2012, having completed preliminary research, 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. Our Community Partners have continued to play a leading role in implementing Get Tested Coachella Valley since our launch to the public in January 2014.

Meet the Champions



"Knowing your HIV status is an important way to take care of yourself, your family, and your community. I support the objectives of Get Tested Coachella Valley and encourage everyone to participate. We have the power to bring an end to the HIV epidemic if we join together as a community and each do our part."

Barbara Keller
Chair, Board of Directors
Desert AIDS Project

"Both as a physician and a U.S. Representative, I'm proud to be a champion for Get Tested Coachella Valley/Hazte la Prueba Valle de Coachella. Anyone can contract the HIV virus—regardless of age, gender, race/ethnicity, sexual orientation, gender identity or socio-economic circumstance. Staying healthy is much easier when you get tested and know your HIV status. Seek care if you're positive. If you're negative, do your best to stay that way. Let's put stigma and ignorance behind us and create a healthier, safer community."

Dr. Raul Ruiz
United States Representative, CA-36

"HIV is totally preventable, yet the epidemic persists. It's a serious issue here in the Coachella Valley. But as healthcare providers and members of the community, we can make a dramatic difference. If you're a healthcare provider, offer the test. If you're a patient, ask for one."

Carolyn Caldwell,
President & CEO
Desert Regional Medical Center

“The job of implementing the National HIV/AIDS Strategy...does not fall to the Federal Government alone, nor should it. Success will require the commitment of all parts of society, including State, tribal and local governments, businesses, faith communities, philanthropy, the scientific and medical communities, educational institutions, people living with HIV, and others.”

From the National HIV/AIDS Strategy issued by President Barak Obama in 2010.

Our Community Coalition

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

- AIDS Assistance Program
- Assemblyman V. Manuel Pérez
- Bienestar
- Bloom in the Desert Ministries UCC
- Brighthouse Marketing
- CCBC Resort
- Cal State University San Bernardino/
Palm Desert Campus
- City of Cathedral City
- City of Coachella
- City of Indio
- City of Palm Desert
- City of Palm Springs
- City of Rancho Mirage
- Clinicas de Salud del Pueblo, Inc.
- Clinton Health Matters Initiative
- Coachella Valley Volunteers in Medicine
- County of San Bernardino
Department of Public Health—
Ryan White HIV/AIDS Program
- Desert AIDS Project
- Desert Business Association
- Desert Healthcare District
- Desert Regional Medical Center
- Eisenhower Medical Center
- Equality California
- Family Services of the Desert
- First Community Baptist Church
- Gear
- Grau Vacation Rentals
- Health Assessment Resource Center
- JFK Memorial Hospital
- Martha's Village and Kitchen
- Mizell Senior Center
- Palm Springs Gay Men's Chorus
- Palm Springs Pride
- Planned Parenthood of the
Pacific Southwest
- Riverside County Department of
Public Health
- Riverside County Health System/
Riverside County Regional Medical Center
- Riverside County Medical Association
- Riverside County Office on Aging
- Riverside County Sheriff's
Inmate Training and Education Bureau
- Safe Schools Desert Cities
- The Church of St. Paul in the Desert
- The Desert Sun
- The LGBT Community Center of the Desert
- The Ranch Recovery Center
- The Salvation Army
- UCR School of Medicine
- U.S. Representative Raul Ruiz, MD
- U.S. Senator Barbara Boxer
- U.S. Senator Dianne Feinstein
- Walgreens

HIV Testing in Clinical Settings

In 2014, our three major Coachella Valley hospitals, two Riverside County Health System medical clinics, and individual physicians committed to make HIV a standard of care for their patients.

Our goal is for everyone in our community to know their current HIV status. Healthcare providers play a pivotal role in our quest to end the HIV epidemic. Get Tested Coachella Valley encourages medical providers to make HIV testing a standard of care and patients to “Request the Test!” when they see their healthcare providers.

While California law allows patients to opt-out of HIV testing, our 2014 Community Survey confirmed that the vast majority of Coachella Valley residents trust the recommendations of their healthcare providers: Members of our community who have been tested for HIV cited “my healthcare provider offered me the test” as the number one reason they chose to get tested.

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.

Our Get Tested Public Health Liaisons collaborate with clinical providers and staff, assisting them 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 Counselors for linkage to specialized HIV care and referral to other resources that support treatment and adherence.



“Get tested. Know your status. If you’re a healthcare provider, make voluntary HIV testing a standard of care.”

Cameron Kaiser, MD
Public Health Officer,
County of Riverside

“If all HIV-positive persons are aware and on treatment, the spread can be halted. Let’s make it happen!”

Shubha Kerkar, MD
Infectious Disease & HIV Medicine

“Get Tested is a unique opportunity for medical providers and residents to work together to reduce the spread of HIV.”

Steven Scheibel, MD
Medical Director, Desert AIDS Project

Sample Success Stories



In May 2014, Desert Regional Medical Center began the process of integrating HIV testing into patient care. During this first phase, they are testing Emergency Department patients in the process of their admission as in-patients.

By the end of the year, they had tested more than 1,500 patients, more than double their 2013 total, and identified roughly one new HIV positive individual every two months.



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 already increased dramatically.



"If you're a healthcare provider, make voluntary HIV testing available to all of your patients."

Glen Grayman, MD
Medical Director, Centro Medico
Cathedral City/Borrego Community
Health Foundation

"Prevention, testing, and treatment are the keys to ending the epidemic."

Gemma Kim, MD
Director, UCR Family Medicine
Residency Program

"Today, HIV is eminently treatable. But the key is to find HIV early, before there are symptoms."

G. Richard Olds, MD
Dean, UCR School of Medicine

HIV Testing in Community Settings

For a variety of reasons, many people in our community are not seeing healthcare providers routinely—or at all.

Our campaign is 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.

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.

Community Test Sites

In 2014, the Get Tested Coachella Valley coalition of Community Partners dramatically increased the number of days, hours and locations that free and confidential HIV testing is available at community test sites, both public and private. Private sites, including drug rehab centers and probation programs, enable us to reach higher risk populations more readily.



In 2014, we tested weekly at **Walgreens**—three stores in Indio and one in Coachella—making HIV testing as mainstream and convenient as getting a flu shot.

Tony Alberts, Store Manager;
Josie Diaz, Community Liaison



We test on the first Tuesday at **The Salvation Army** in Cathedral City on food distribution day.

From left to right: Vicky Perez, Food Pantry Coordinator; Shonda Butler, Business Administration; Vanessa Lapioli, After School Coordinator; Liz Campos, Family Services Coordinator



At **The LGBT Community Center of the Desert**, we offer free and confidential HIV tests on the second and fourth Friday of each month.

From left to right: Candice Nichols, Director of Programs & Operations; Dr. Jill Gover, Director of Mental Health Services; Mike Thompson, Executive Director



Not So Innocent, a Palm Springs retail store, offers testing on selected Saturday nights. On World AIDS Day, December 1, they hosted an Orange Party for customers.

Other public testing locations include:

- CCBC Resort
- Desert AIDS Project
- Gear
- Helios Resort
- Martha's Village and Kitchen
- Revivals

Testing Events

In 2014, Get Tested Coachella Valley provided free and confidential HIV testing at events from Desert Hot Springs to Mecca.

Highlights included:

- Get Tested Coachella Valley was the presenting sponsor at the Mecca Family Resource Fair.
- We provided testing during the Blatino Oasis weekend of events and at the Palm Springs White Party—a first in the event's 25-year history.
- Our Get Tested Smart Cars and mobile testing clinic generated positive community attention at the annual Black History Month Parade and Town Fair.
- The Get Tested campaign made a major splash during Splash House weekend with our own pop-up shop, where spokesmodels invited partygoers to get a free test for free pizza.





2014 List of Events

Black History Month Parade	Blatino Oasis Trina Concert	Color Run
Black History Month Town Fair	Blatino Oasis Pool Party	Palm Springs Unified School District
ICUC Health Fair	AIDS Assistance Program's	Eat Smart Play Hard Festival
Migrant Health Conference	Evening Under the Stars	Senior Lifestyle Expo
Probation Dept. Event—Coachella	Indio WIN Resource and Employment Fair	Mecca Family & Farmworker's Service
Rainbow Youth Summit	Harvey Milk Diversity Breakfast	Center Resource Fair
Sunline Health Fair	Joslyn Center Senior Health and	Desert AIDS Walk
UCR Health ACA Event Fair	Fitness Day	Equality California Palm Springs
Desert Regional Medical Center	Celebrando el Bienestar y La Salud	D.H.S. Family Resource Center
Mega Mixer	Mental de la Familia	"Resource Fair"
California CareForce	Splash House Pop-Up Shop at BAR	Make a Difference Day
PSNIC Picnic and Expo	National HIV Testing Day GTCV	Joslyn Center Health Fair
Coachella Valley Health Collaborative—	Roadshow	Palm Springs Leather Pride
Mental Health Summit	Sky Valley Resource Fair	Palm Spring Pride Parade & Festival
Community Women's Conference	Dining Out for Life International	Transgender Day of Remembrance Vigil
Community Women's Conference	Conference	HOSA Orange Party at College
Testing at Spurline—	FIND FOOD BANK Community Event	of the Desert
White Party Weekend	ICUC Medi-Cal Enrollment	Not So Innocent World AIDS Day
White Party Check In Event	El Grito Fiestas Patrias - Coachella	Orange Party
White Party 2014	Connections Health Fair	Squats for Tots
White Party T-Dance	Cathedral Center Health Fair	Tamale Festival
Blatino Oasis Welcome Reception	Flying Doctors Event	Leadership Coachella Valley

Campaign Communications

Utilizing a combination of print, digital, social and broadcast media—and featuring photos and video appeals from local residents—our aim is to create a new community conversation about HIV, overcoming stigma and inspiring individuals to know their HIV status.

The Digital Campaign

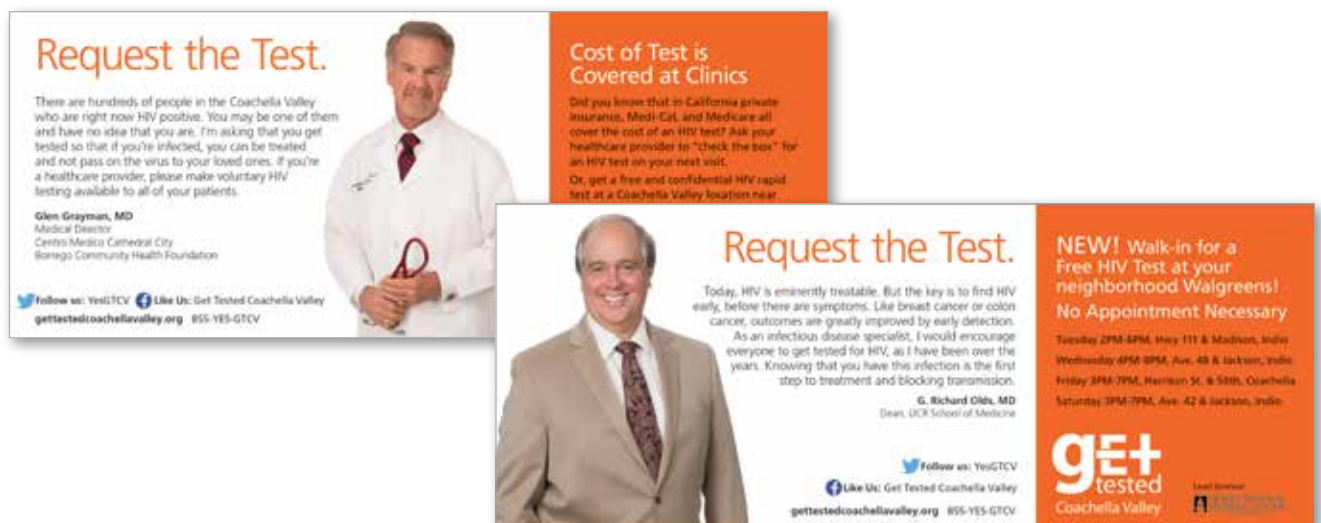


- Get Tested Coachella Valley has entered the digital world in a big way through our English and Spanish websites, Get Talking blog, and multiple social media channels.
- Our unique Social Ambassador platform, YesGTCV, engages an interactive, sustainable online community to amplify the Get Tested message across social channels.
- YesGTCV leverages peer influence and organic reach, empowering our Social Ambassadors to share content and have authentic conversations that inform and influence their friends and followers.



Print and Broadcast Highlights

- Campaign Champion Rep. Raul Ruiz, MD recorded inspiring radio and TV public service announcements in Spanish for targeted outreach to the Hispanic community.
- We launched a bilingual Every Door Direct Mail campaign offering testing incentives to residents in low-income East Valley neighborhoods.
- Leading physicians from throughout the region are informing the public and influencing medical colleagues by appearing in our ad series in The Desert Sun.





Orange Parties

During the summer of 2014, Get Tested Coachella Valley welcomed Health Career Connections (HCC) interns Luis Cardenas, a biochemistry major at College of the Desert, and Cristal Salcido, a biology major at University of California, Riverside.

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.



"When I learned that our HIV prevalence rate is more than twice the national rate, that more than half of Coachella Valley residents have never even been tested for HIV, and that the medicine nowadays can make an HIV positive person 96% less infectious, I knew I wanted to be part of the campaign."—**Cristal Salcido, HCC Intern**

"For us both, the end of our internship does not end our enthusiasm in helping to end the HIV epidemic."

—**Luis Cardenas, HCC Intern**

From Left to Right: Cristal Salcido, Denise Leon, Kendra Barcenas, Rep. Raul Ruiz, MD, Franklyn Toatley, Luis Cardenas



HARC Community Survey

Our consultant and Community Partner Health Assessment Resource Center (HARC), developed and deployed a community survey in summer 2014, collecting 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 members of the community.

Thanks to HARC and these future healthcare leaders, we now have a clearer picture of the general health and HIV testing needs in the Coachella Valley.



“This experience showed me the importance of preventative care and advocating in the community.”

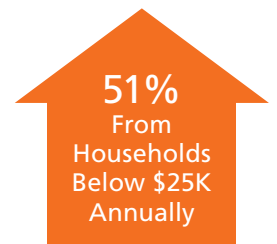
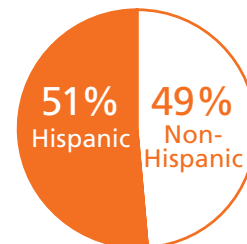
—Franklyn Toatley, HCC Intern and FPL Student Leader

Survey Participants

- 995 valid participants
- From all nine cities in the Coachella Valley and adjacent unincorporated areas
- Participant age range: 12 to 93
- 51% Hispanic, 49% Non-Hispanic
- 51% from households with annual income below \$25,000



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TO 93



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.

Key Findings



Over 70% have been tested for high cholesterol, high blood pressure and diabetes



But only 56% have EVER been tested for HIV

HARC's 2013 Community Health Monitor reported that only 44.9% of Coachella Valley adults had been tested for HIV. Our 2014 Survey's somewhat higher figure of 56% may be due to the fact that the 2014 study was not a random sample. Overall, what's significant is that Coachella Valley residents are getting tested for HIV with much less frequency than for other chronic health conditions.

Why DO People Get Tested?



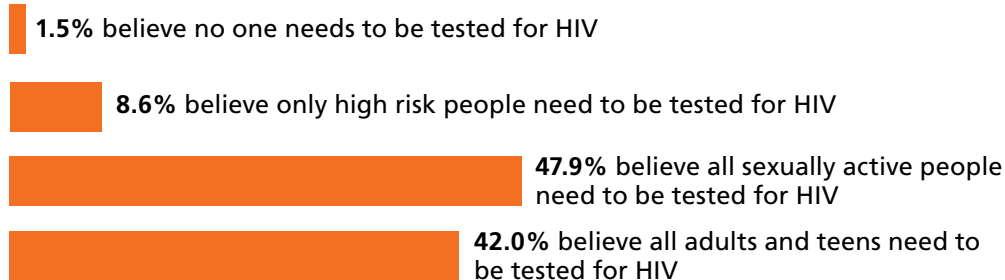
1. "My healthcare provider offered to do the test." 26.4%
2. "It was offered for free at an event or community location." 22.5%
3. "Experts recommend that everyone get tested, so I did." 21.9%

Why DON'T People Get Tested?



1. "I don't think I'm at risk for getting HIV." 57.0%
2. "My healthcare provider has never offered to test me." 26.5%
3. "I'm not sexually active." 23.4%

Beliefs About HIV Testing:



Have Had an HIV Test

Lower-income **49.9%** vs. Higher-income **63.1%**



Most comfortable setting for an HIV test

#1 Response = **Doctor's Office**

Funding Update

Many generous contributors are making the Get Tested Coachella Valley campaign possible. Two departments at Desert AIDS Project, Resource Development and Grants, are the driving forces behind fundraising. Here is a recap of fundraising highlights to date toward the overall campaign budget of \$5 million.



- Members of Desert AIDS Project's Board of Directors launched the fundraising effort by personally committing over \$500,000 over the life of the campaign.

Lead Sponsor



- Our Lead Sponsor, Desert Regional Medical Center, has committed \$1.5 million to the campaign over a 3-period, the largest single gift the hospital has made to the community.



- A multi-year grant of \$498,625 beginning January 2015 was made possible by funding from Desert Healthcare District.

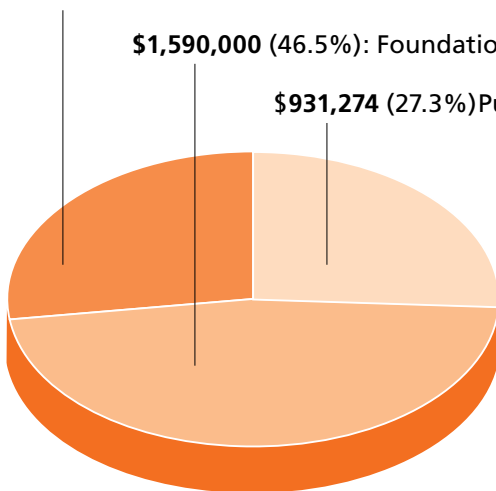
We are profoundly grateful to Desert Regional Medical Center for their leadership, and to all of the individuals, foundations and corporations who are making the Get Tested Coachella Valley campaign possible.

\$895,400 (26.2%): Individuals commitments to the campaign

\$1,590,000 (46.5%): Foundation/Corporation commitments

\$931,274 (27.3%): Public Grants & Contracts

\$3,416,674 (100%)
Total Commitments



Our Get Tested Coachella Valley Team

Clinical and community outreach is the daily focus of our HIV Test Counselors, Health Educators, Early Intervention/Linkage to Care Specialists, Public Health Liaisons, and Campaign Communications team.



Left to right: **Jeremy De La Cruz**, Community Health Educator/HIV Test Counselor; **Jose De La Cruz**, Test Site Coordinator/ HIV Test Counselor; **Sasha Acuna**, Communicable Disease Specialist; **Vivianna Raya**, Early Intervention Specialist; **Todd Watkins**, Community Health Educator/HIV Test Counselor; **Leticia Aguilera**, Early Intervention Specialist/HIV Test Counselor; **Ralph Gonzalez**, Prevention, Intervention and Education Manager; **Steven Michael Chacon**, Community Health Educator/HIV Test Counselor



From left to right: **Frank Roman**, Marketing Assistant; **Marissa Willman**, Community Liaison; **Susan Unger**, Project Director; **Stephanie Cienfuegos**, Public Health Liaison; **Robert Martinez**, Public Health Liaison



We invite you to be part of our broad coalition of community partners who have come together to design, implement, and support the Get Tested Coachella Valley public health initiative. Join us. Together, we can launch the beginning of the end for HIV in our community.



YesGTCV



Get Tested Coachella Valley

gettestedcoachellavalley.org | haztelapruebavalledecoachella.org