

## Introduction for Clinic Senior Leadership

### What is the Get Tested Coachella Valley campaign?

Get Tested Coachella Valley is a new public health initiative driven by a coalition of more than 75 community partners, including the Riverside County Department of Public Health, Riverside County Medical Association, our region's three major hospitals, and many local clinics and providers. The campaign is dedicated to dramatically reducing the spread of HIV by making voluntary HIV testing standard and routine medical practice; making HIV testing and HIV care available to all; and, educating the community on how to protect their health and prevent infection.

### Why are hospitals and clinics committed to this program?

Routine HIV testing for all American adults and adolescents is recommended by the Centers for Disease Control and Prevention (CDC). Additionally:

- Over half of Coachella Valley residents have never been tested for HIV.
- One in eight Americans with HIV does not know they are infected, increasing the chance they will spread the virus to others.
- The HIV/AIDS prevalence rate in the Coachella Valley is over twice the national rate—putting everyone at greater risk.

### Why is routine HIV testing critically important to the health of our patients and community?

A person can have the HIV virus for years and not know it. The sooner an HIV positive individual gets onto medication, the longer and healthier life they will have. Once on medication, individuals become 96% less infectious to others.

Testing everyone removes the stigma of only testing some people and not others. Testing everyone eliminates the guessing game of whom to test. You simply can't tell by looking at someone whether or not they should be tested for HIV. Viruses do not discriminate—anyone can get HIV, from adolescents to seniors. We're all at risk.

Your clinic may be the one place that finds that one HIV-positive person no one else did.

### Three Simple Steps to Get Started

#### 1. Initial Meeting

We will meet with your clinic's senior management team to provide an overview of the Get Tested Coachella Valley campaign and the regional leaders who support it; a list of hospitals/clinics that are already participating; and statistics confirming the vital importance of routine HIV testing to our region's public health.

#### 2. Getting Started Presentation

A Get Tested Coachella Valley Public Health Liaison will come to your clinic to present to your providers and staff. In 30-60 minutes, the lively, interactive Getting Started presentation covers all the essential information and guidelines, easy implementation process and best practices. We're happy to present to several groups and to provide lunch if it fits your team's schedule!

#### 3. Implementation & Ongoing Support

Beginning on the start date selected, your clinic will begin including an HIV test as a routine standard of care for all patients. Our Get Tested Public Health Liaisons will provide you with colorful and informative collateral to display and distribute to your patients. They will follow-up to answer any questions you may have and to provide additional collateral, information and resources.

### For further information on making HIV testing a standard of care at your clinic please contact:

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