

# News from The Bronx Knows

A quarterly update for our partners

## Welcome New Partners

We continue to grow, with new partners joining the Bronx HIV testing initiative every month. We look forward to working with you.

- BioScrip Pharmacy
- Gay Men's Health Crisis
- The HIV Center for Clinical and Behavioral Studies at the New York State Psychiatric Institute and Columbia University
- Manhattan College
- Monroe College
- Muslim Women's Institute for Research and Development
- New York Harm Reduction Educators, Inc.

Dear Partners:

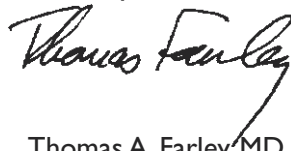
A year has passed since we launched "The Bronx Knows"—the largest HIV testing initiative in New York City history. With your support, the initiative now has more than 68 partners and is well on its way to reaching the nearly 250,000 Bronx adults who have never had an HIV test. In fact, results show that HIV testing in the Bronx has increased by 28% since last summer's kickoff.

With the Bronx accounting for nearly one quarter of the city's HIV infections and one third of AIDS deaths each year, it now has the opportunity to lead the city in the fight against HIV/AIDS by being the first borough to have all residents tested.

The Bronx Knows is also part of a wider effort to make HIV testing a part of routine medical care. By offering HIV tests as routinely as cholesterol or other blood tests, people who are HIV positive will learn their status earlier. This will greatly improve their chances of getting the lifesaving care they need and help them take steps to protect their partners.

The early success of The Bronx Knows has set a model not only for the city but for the whole country. We thank the many groups and health care providers who are helping to make HIV testing routine and accessible.

Sincerely,



Thomas A. Farley, MD, MPH  
Commissioner

New York City Department of Health and Mental Hygiene

## A message from Dr. Monica Sweeney, Assistant Commissioner for HIV/AIDS Prevention and Control

Welcome to *News from The Bronx Knows*.

We've developed this quarterly update to give you a glimpse into The Bronx Knows initiative and what we're working on. It includes information on our recent activities and events, as well as the initiative's progress. Each quarter, we will also feature a participating hospital, community health center or community-based organization that has provided exceptional service and leadership to the Bronx community. We have been inspired by their stories, and we hope you will be, too.

Thank you for your continuing support.

Questions? Need more information? Email [bronxtesting@health.nyc.gov](mailto:bronxtesting@health.nyc.gov) or visit [nyc.gov/bronxhivtesting](http://nyc.gov/bronxhivtesting).

# Past Events

## 2009

### June

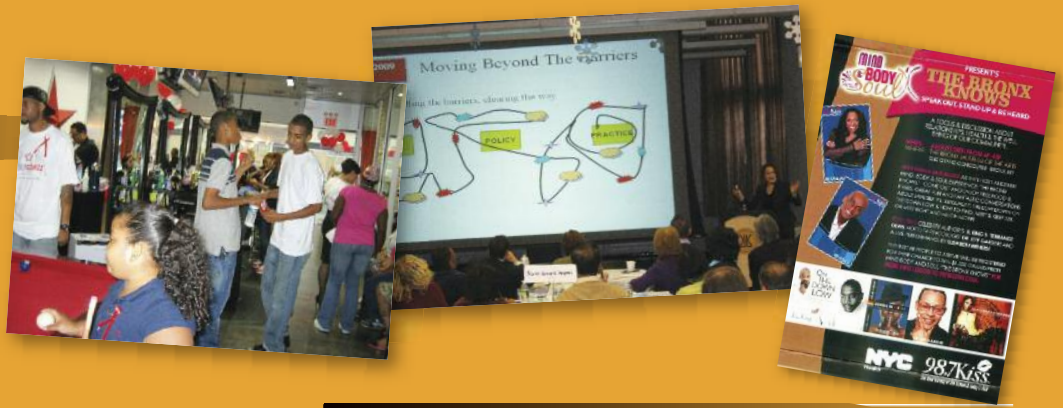
- Community Board 5 offers free HIV testing at annual business expo
- Connect to Protect holds HIV testing event
- The Bronx Knows celebrates its one-year anniversary
- Urban Starzz holds HIV testing event in recognition of National HIV Testing Day
- Community Healthcare Network and Hispanic AIDS Forum honor National HIV Testing Day with free HIV testing at Orchard Beach

### May

- Update web conference for partners
- Bronx Lebanon Hospital and Jacobi Medical Center hold HIV testing event

### April

- James J. Peters V.A. Hospital holds HIV testing event
- Update meeting for participating community health centers at Lehman College



### March

- Community Healthcare Network, Muslim Women's Institute, Morris Heights Health Center, Bronx AIDS Services and VIP Community Services offer free HIV testing in commemoration of National Women and Girls HIV/AIDS Awareness Day

### February

- Monroe College and Morris Heights Health Center offer free HIV testing to commemorate National Black HIV/AIDS Awareness Day

### January

- Update meeting for participating hospitals at Lehman College

## 2008

### December

- Community Board 4, Hispanic AIDS Forum, Monroe College and Morris Heights Health Center host World AIDS Day HIV testing event

### November

- Community Board Annual Health Summit features The Bronx Knows
- Strategic planning workshop at Bronx Museum of the Arts
- 97 FM hosts HIV testing event

### October

- Morris Heights Health Center recognizes Latino HIV/AIDS Awareness Day by offering free HIV testing
- Jacobi Medical Center and North Central Bronx Hospital offer free HIV testing at Bronx Borough Court House

### September

- Urban Starzz holds HIV testing event

### August

- Kiss FM hosts HIV testing event at Bronx Museum of the Arts

### June

- The Bronx Knows kickoff at New York Botanical Garden

## First-Year Progress

We're well on our way to reaching the 250,000 Bronx adults who have not received an HIV test. Since The Bronx Knows launch, nearly 160,000 Bronx residents have been tested, with HIV testing up 28%.

Partners	HIV Tests	Confirmed Positive	% Confirmed Positive	HIV Testing % Increase <sup>2</sup>
Hospitals	97,183	863	0.9%	28%
Community Health Centers	49,867	388	0.8%	30%
Community-Based Organizations	12,884	255	2.0%	15%
<b>Total<sup>1</sup></b>	<b>159,934</b>	<b>1,506</b>	<b>0.9%</b>	<b>28%</b>

<sup>1</sup> April 1, 2008 - March 31, 2009

<sup>2</sup> Based on partners reporting complete data.

## Partner of the Quarter: The Bronx Community Pride Center



We would like to congratulate the Bronx Community Pride Center (BCPC) for their outstanding leadership in the fight against HIV/AIDS and dedication to The Bronx Knows initiative.

Founded in 1996, the Pride Center provides direct services and educational, cultural and wellness programs to promote the health and social growth of the Bronx lesbian, gay, bisexual and transgender (LGBT) community.

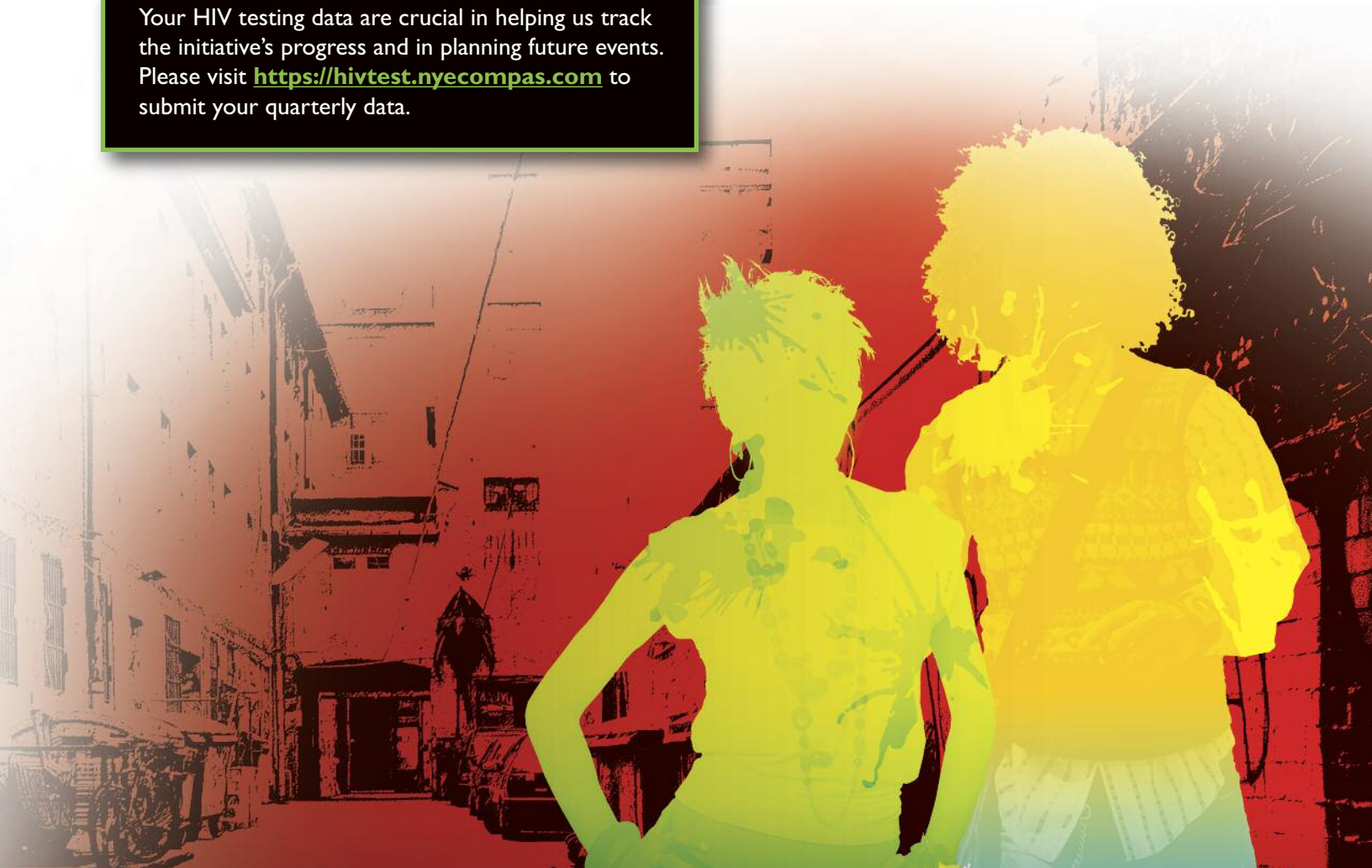
Last year, the Center was interested in expanding their services to include onsite HIV testing and counseling. They approached the Health Department for help with launching a testing program at their site. In a few short

months, BCPC transformed an empty office into a confidential HIV testing room, trained staff and began offering rapid HIV testing and counseling to their clients.

We salute BCPC for getting HIV testing started at their site so quickly and for making testing more accessible to the Bronx community.

### We Need Your Help

Your HIV testing data are crucial in helping us track the initiative's progress and in planning future events. Please visit <https://hivtest.nyecompas.com> to submit your quarterly data.



## The Bronx Knows Partners

Adolescent AIDS Program,  
Montefiore Medical Center

Africa Redemption Alliance International

African Services Committee

Albert Einstein College of Medicine  
Division of Substance Abuse

All Med Medical and Rehabilitation Centers

Bronx AIDS Services

Bronx Borough President's Office

Bronx Clergy Task Force

Bronx Community Health Network, Inc.

Bronx Community Pride Center

Bronx HIV Care Network

Bronx-Lebanon Hospital Center

Bronx-Lebanon Dr. Martin Luther King, Jr.  
Health Center

Care for the Homeless

Centers for Disease Control  
and Prevention

Citizen's Advice Bureau

Children's Aid Society,  
Bronx Family Center

Community Health Care  
Association of New York State

Community Healthcare Network  
Bronx Health Center

Dominican Sisters Family Health Service

East Harlem Council for Human Services,  
Inc., Boriken Neighborhood Health Center

Gay Men's Health Crisis

Health People

Hispanic AIDS Forum

The HIV Center for Clinical and Behavioral  
Studies at the New York State Psychiatric  
Institute and Columbia University

Hunts Point Multi-Service Center, Inc.

Institute for Urban Family Health

Jacobi Medical Center

James J. Peters V.A. Medical Center

Latino Commission on AIDS

Lincoln Medical and Mental  
Health Center

Manhattan College

MIC Women's Health Services

Monroe College

Montefiore Medical Center

Morris Heights Health Center

Morrisania Diagnostic and Treatment Center

Muslim Women's Institute for  
Research and Development

National Black Leadership  
Commission on AIDS

National HIV Testing Mobilization  
Campaign, U.S. Department of Health and  
Human Services, Office of HIV/AIDS Policy

New York City Health and  
Hospitals Corporation

New York Harm Reduction Educators , Inc.

New York State Department of Health,  
AIDS Institute

New York Westchester Square  
Medical Center

North Central Bronx Hospital

NY/NJ AIDS Education and Training Center

NYC Department of Health and Mental  
Hygiene, Correctional Health Services

NYC Department of Health and Mental  
Hygiene, Bureau of HIV/AIDS Prevention  
and Control

NYC Department of Health and  
Mental Hygiene, Bureau of STD Control

NYC Department of Health and Mental  
Hygiene, Bureau of Tuberculosis Control

Planned Parenthood of New York City

Planned Parenthood Project Street Beat

Project Achieve

Promesa Systems, Inc.

Public Health Solutions

Segundo Ruiz Belvis Diagnostic  
and Treatment Center

Soundview HealthCare Network

South Bronx Mental Health Council, Inc.

St. Ann's Corner of Harm Reduction

St. Barnabas Hospital

STD Center for Excellence,  
Montefiore Medical Center

The Floating Hospital

Union Community Health Center

United Bronx Parents, Inc.

La Casa de Salud

Urban Health Plan, Inc.

Vocational Instruction Project  
Community Services, Inc.

## The Bronx Knows Steering Committee

Susan Amenechi-Enahoro, MD, MPH  
*Morris Heights Health Center*

Ralph Belloise  
*St. Barnabas Hospital*

Yvette Calderon, MD, MS  
*Jacobi Medical Center*

Eunice Casey  
*New York City Health and  
Hospitals Corporation*

Blayne Cutler, MD, PhD  
*New York City Department of  
Health and Mental Hygiene*

Jose Davila (Community Co-Chair)  
*Bronx AIDS Services*

Donna Futterman, MD (Community Co-Chair)  
*Montefiore Medical Center*

Michael Henry, MD  
*Bronx-Lebanon Hospital*

Jason Leider, MD, PhD  
*Jacobi Medical Center*

Luis Freddy Molano, MD  
*Community Healthcare Network*

Darryl Ng  
*Community Health Care Association  
of New York State*

Stephen Stafford  
*Montefiore Medical Center*

Lisa Winters  
*Bronx Community Pride Center*