



**ANY
BODY
CAN GET
HIV**

MAN OR WOMAN, GAY OR STRAIGHT, YOUNG OR OLD,
EVERY BODY NEEDS AN **HIV** TEST

BR⁺₋KLYN KNOWS
HIV TESTING INITIATIVE

BR⁺OKLYN KNOWS

HIV TESTING INITIATIVE

Brooklyn Knows is a bold new effort to help all Brooklyn residents learn their HIV status and take full advantage of the City's care and prevention services. The New York City Health Department is working with community organizations, clinics, hospitals, colleges, universities, faith-based organizations and businesses to make HIV testing available to everyone in Brooklyn.

THE GOALS OF THIS INITIATIVE ARE:

Goal 1: Provide a voluntary HIV test for every Brooklyn resident who has never been tested.

- In 2008, more than half a million Brooklyn residents aged 18-64 had never been tested for HIV.

Goal 2: Identify undiagnosed HIV-positive people in Brooklyn and link them to care.

- The CDC estimates that 21% of people infected with HIV do not know their status.
- Early identification helps HIV-positive people stay healthy and HIV-negative people stay safe.

Goal 3: Make HIV testing a routine part of health care in Brooklyn.

- New York State law requires providers to offer an HIV test during routine encounters with patients.
- Some facilities have yet to adopt this practice.

Through the Brooklyn Knows initiative, every Brooklyn resident will have access to quick and reliable testing. The results will be longer, healthier lives and a healthier Brooklyn.

WHAT BROOKLYN KNOWS PARTNERS WILL RECEIVE:

- **Technical assistance for hospitals, community health centers and community-based organizations on HIV counseling, testing and referrals.**
- **The Health Department will help testing sites get the training and state permits required for HIV testing.**
- **The Health Department will help partners set goals and coordinate with other sites.**
- **All partners will get help monitoring and evaluating their efforts.**
- **The Health Department will sponsor a media campaign to support the community's efforts.**

HOW TO GET INVOLVED:

Become part of the network of partners included in Brooklyn Knows events and receive updates on the initiative's progress. Your organization can join the initiative by emailing brooklyntesting@health.nyc.gov.

If you are an elected official...

- Place materials about the initiative in your office.
- Contact brooklyntesting@health.nyc.gov to receive materials.
- Talk about the initiative on radio interviews or at any press opportunity.
- Include links about Brooklyn Knows on your web site's home page.

If you lead a health care facility...

- Designate a point person at your facility to lead the initiative.
- Develop an institutional policy to increase testing.
- Collaborate with our community partners by referring patients for needed social services.
- Include links about Brooklyn Knows on your web site's home page.

If you lead a community-based organization...

- Designate a point person at your institution to lead the initiative.
- Collaborate with our medical partners by referring patients for needed health services.
- Help us reach vulnerable populations who might not be routinely tested in medical settings.
- Collaborate with other community organizations to coordinate testing services and link people to care.
- Host community testing events.
- Include links about Brooklyn Knows on your organization's home page.

If you lead a faith-based organization...

- Designate a main contact to be a liaison for the initiative.
- Host community testing events.
- Talk about the initiative to your congregation or members.
- Include links about Brooklyn Knows on your organization's home page.

If you are in the business community...

- Designate a main contact at your company to be a liaison for the initiative.
- Host community testing events.
- Include links about Brooklyn Knows on your company's home page.
- Talk publicly about the initiative.

CONTACT INFO

For questions or to join the Brooklyn Knows initiative, call **311** or e-mail brooklyntesting@health.nyc.gov

Visit us on Facebook at www.facebook.com/NYCKnows and become a fan.

BR⁺OKLYN KNOWS

WHAT'S YOUR HIV STATUS?

— stay safe + get care ? get tested

CONTACT INFO

For questions or to join the
Brooklyn Knows initiative, call **311**
or email brooklyntesting@health.nyc.gov

