



NEWS RELEASE

For Immediate Release: April 15, 2008
Long Island Association for AIDS Care, Inc.
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The Long Island Association for AIDS Care's (LIAAC) launches the "I GET CARE" INITIATIVE

LIAAC is awarded funding through Ryan White's Bi-County Out of Care Initiative

The New York State Department of Health data indicates that there are over 5,300 persons living with HIV/AIDS in Nassau and Suffolk counties (NYSDOH Bureau of HIV/AIDS Epidemiology 2006). The Nassau/Suffolk Transitional Grant Area estimates that 2,010 of these individuals are "out of care"- aware of their HIV positive status, but not engaged in primary medical care. The Bi-County Out of Care Initiative addresses the "out of care" HIV positive population. The intent is to reduce the number of individuals who are out of care through a bi-county culturally competent, linguistically appropriate, educational marketing campaign targeted to high-risk communities; communities of color; communities most disproportionately impacted by HIV/AIDS. (Nassau-Suffolk Ryan White 2008)

This funding will allow LIAAC to continue a comprehensive multimedia campaign designed foremost to reduce the number of out-of-care HIV-positive individuals in Nassau and Suffolk counties. Our strategy is an escalating "Call-to-Action" approach, first inspiring those reached to call a dedicated new toll-free hotline (1-866-930-7227) and/or to visit a dedicated new website (www.igetcare.com). Those who call the number, visit the website, or receive targeted materials, will be encouraged to: 1) re-engage into primary medical services; 2) increase their awareness and knowledge of the availability and benefits of Ryan White services in both counties; and 3) understand the importance of remaining in primary medical care.

LIAAC's Call-to-Action campaign has two main tracks: 1) Mass media communication via television, radio, print publication, outdoor advertising and the internet; and 2) targeted street outreach and distribution of culturally and linguistically appropriate literature will be conducted by our professional and culturally diverse staff in high need communities in Nassau and Suffolk counties.

For more information on LIAAC's "I GET CARE" initiative, please visit the website at www.igetcare.com or call our toll free number at 1-866-930-7227

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