

 **Our Vision**

Building a world where all communities have full access to innovative, high-quality, affordable, evidence-based sexual and reproductive health services, which will always include abortion, whenever, wherever, and however they are needed.

 **Our Mission**

PPNYC is a leading provider of sexual and reproductive health services and information, a fierce advocate, and a committed partner to advance equity and improve health outcomes for all.

 **Project Street Beat** is Planned Parenthood of New York City’s unique HIV prevention, risk reduction, and access-to-care program that serves adults and young people who live and work on the city’s streets. Traveling to Bronx, northern Manhattan, and Brooklyn neighborhoods in minivans and a mobile medical unit, we connect with the people who are at highest risk for HIV/AIDS.

Our clients include individuals who use intravenous drugs and other substances, are homeless, engage in commercial sex work, or have other circumstances that place them at increased risk.

We use an innovative targeted approach to street outreach during day, evening, and overnight shifts, concentrating on the places where people hang out. Our teams engage clients and provide services that help them make the transition from day-to-day survival to a safer, healthier lifestyle.

**Community Mobilization Project for HIV/STI Prevention**

Based at Project Street Beat, the Community Mobilization Project is a multi-year initiative to help prevent or reduce the spread of HIV and other STIs among African-American and Latina women aged 20-44 in priority areas in Brooklyn and the Bronx.

We use social marketing to promote HIV and STI testing and raise awareness about PrEP (Pre-Exposure Prophylaxis) among African-American and Latina women.

The campaign, known as “Your Body Needs You,” was created by and for the women we intend to reach. It provides resources, information, and support to help women stay HIV-negative.

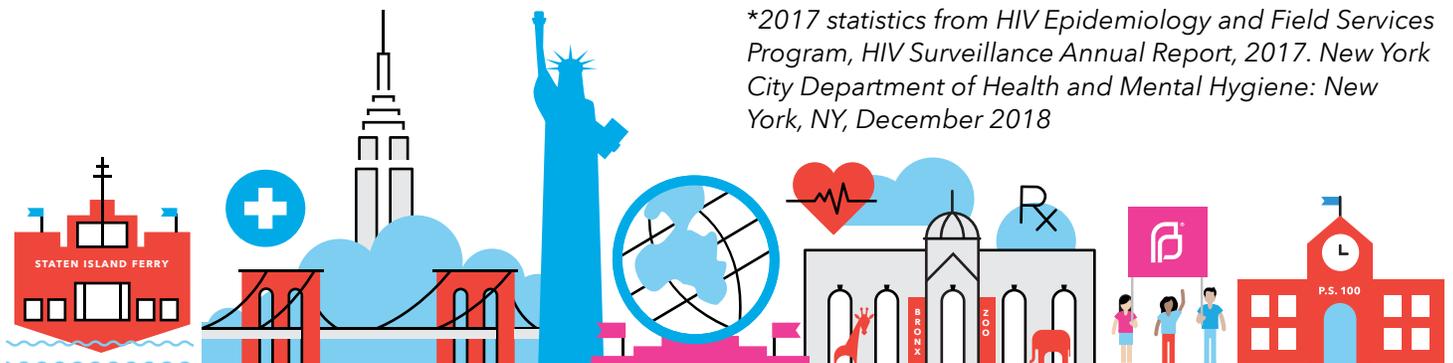
The project also provides HIV prevention education, including free campaign materials and safer sex supplies, to staff and clients of Brooklyn and Bronx organizations. We can arrange for testing services.



**Women and HIV/STIs\***

- **33,358** women living with HIV/AIDS in NYC
  - **91%** are African-American or Latina
  - **33%** live in the Bronx, **29%** live in Brooklyn
  - **59%** live in areas of high poverty
- There were **449** HIV diagnoses among NYC women in 2017
  - Most infections are attributed to sex with male partners
  - **29%** live in the Bronx, **33%** live in Brooklyn
- **32.3%** of deaths among NYC women living with HIV/AIDS occur in the Bronx, **31.6%** occur in Brooklyn
- A New York City Department of Health and Mental Hygiene study showed PrEP prescriptions increased significantly in NYC from 2014-2016 but only 5% of prescriptions at the end of study period were for women.\*\*

*\*2017 statistics from HIV Epidemiology and Field Services Program, HIV Surveillance Annual Report, 2017. New York City Department of Health and Mental Hygiene: New York, NY, December 2018*



*\*\*Trends and Associations with PrEP Prescription among 602 NYC Ambulatory Care Practices, 2014-16. New York City Department of Health and Mental Hygiene: New York, NY.*

## Project Street Beat's Services

- HIV testing and counseling
- Sexually transmitted infection screening and treatment
- Risk-reduction counseling
- PrEP (Pre-Exposure Prophylaxis)
- PEP (Post-Exposure Prophylaxis)
- Hepatitis C screening and referral
- Clean syringes and syringe disposal
- Narcan and overdose prevention counseling
- Birth control and emergency contraception
- Wellness exams
- Health insurance enrollment
- Case management, support groups, and connection to medical care

## Information

Visit [www.ProjectStreetBeat.org](http://www.ProjectStreetBeat.org) or call us at 855-778-BEAT (2328).

## Project Street Beat's Offices

349 East 149th Street, 3rd Floor  
Bronx, NY 10451

1406 Fulton Street, 2nd Floor  
Brooklyn, NY 11216



*The Community Mobilization Project postcards to promote HIV/STI testing and raise awareness of PrEP among African-American and Latina women*

**PrEP is a pill to prevent HIV. Get tested and ask about it.**

**We provide:**

- Free HIV rapid testing.
- PrEP counseling and referrals.
- Connection to medical care if you are HIV+ and haven't been to a doctor in the past 9 months.
- Free primary care, GYN care, STD testing and treatment, and Hepatitis C testing on our mobile medical unit.
- Free condoms.
- Free clean syringes, and a place to dispose of used syringes.
- Connection to treatment programs if you use alcohol or drugs.

**Our services are always confidential, non-judgmental, and professional. We will meet you where you are.**

349 East 149th Street, 3rd Floor  
Bronx, New York 10451  
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Contact Project Street Beat at 212-965-4850