



HIV/AIDS in Sonoma County

- 2,000 people living with HIV
- Of those, 500 do not know they are infected.



HIV/AIDS in Sonoma County

- In California, Sonoma County has the 7th highest prevalence of HIV cases of all 58 counties.
- And this only reflects those who were diagnosed here, not those who moved here since diagnosis, or who live here, but tested out of county.



HIV/AIDS in Sonoma County

- Current Demographics
 - 90% Male, 10% Female
 - 73% White, 20% Latino
 - 4% African American
 - 3% other
- Growing trends include:
 - women/heterosexual exposure, Latino(a)s,
 - homelessness/poverty, mental illness,
 - substance abuse



HIV/AIDS in Sonoma County

- Most people with HIV/AIDS are living longer, relatively healthy lives
- People continue to become infected
- People with HIV continue to move here
- Our largest caseload in our 27-year history



Face to Face

- Our Mission:

To improve the lives of people affected by HIV,
and to reduce the number of new infections.



Face to Face

- A community response
- Began in 1983
- Change with the epidemic
- Innovative
- Collaborative
- Resilient despite funding
- Part of a coalition of other healthcare and social service providers, creating a network of coordinated services.



Face to Face

- Programs and Services
 - Direct services to those with HIV/AIDS
 - HIV Prevention
 - Advocacy



Services to People with HIV

- Newly diagnosed
- Assessment of need
- In-depth information and referrals
- Benefits Counseling
- Case Management
- Housing Assistance
- Other – support groups, acupuncture, massage, self-management training, legal assistance workshops



HIV Prevention

- HIV testing and risk-reduction counseling
- Speakers' Bureau
- Education – health education materials, condoms, tabling, outreach, HIV 101 presentations.



Policy Advocacy

- On a local, state, and national level
- Community organizing, and dissemination of information
- Membership and participation in advocacy groups



Current Initiatives

- Increase HIV awareness in Sonoma County
- Improve our capacity to serve the Latino community
- Increase our presence in outlying areas of the county, in particular Sonoma Valley, and Petaluma



Current Initiatives

- Our overriding goal:

To find those 500 people who do not know they are infected, and get them into care and less risky behaviors.



Current Initiatives

How we will achieve our goal:

- Grow and diversify our Board of Directors
- Leadership and vision
- Strategic partnerships