



Amida Care, Colectivo Intercultural TRANSgrediendo, Community Healthcare Network (CHN), Destination Tomorrow, NEW Pride Agenda, and TransLatinx Network Launch Groundbreaking PrEP Campaign to Combat HIV Epidemic

DATE (New York City, NY) – A coalition of trans health organizations; Amida Care, Colectivo Intercultural, TRANSgrediendo, Community Healthcare Network (CHN), Destination Tomorrow, NEW Pride Agenda, and TransLatinx Network; announce a pioneering campaign aimed at raising awareness and access to pre-exposure prophylaxis (PrEP) in the fight against HIV/AIDS.

PrEP is a game-changing medication that reduces the risk of HIV from sex by 99%, but it is not reaching the people who could benefit from it the most. For example, of trans women who are HIV-negative and could benefit from PrEP, only 36% are using it. Trans women of color face even greater disparities: of all transgender women who are HIV positive, 62% of them are Black and 35% are Latinx; that's a total of 95%! This bilingual (English/Spanish) campaign, titled "My Body, My Life, My PrEP," aims to educate the trans community about PrEP.

"Our Coalition of trans health organizations is proud to introduce 'My Body, My Life, My PrEP,' an innovative campaign designed to empower individuals with knowledge and resources to take control of their sexual health," said Jessica Harvey, Transgender and Nonbinary Health Navigator at Amida Care. "At Amida Care, we are committed to breaking down barriers to care and advancing initiatives that combat the HIV epidemic, particularly among communities disproportionately affected by HIV."

"At TransLatinx Network, we hold community and connectivity at the forefront of our values," stated CEO and Founder of the TransLatinx Network, Cristina Herrera. "The 'My Body, My Life, My PrEP' Campaign aims to empower members of New York's trans community by connecting them with organizations that work within their communities to access PrEP and gender-affirming care."

The "My Body, My Life, My PrEP" campaign features a multi-faceted approach, including educational outreach, community engagement, and promoting access to PrEP services. Through strategic partnerships with healthcare providers, community organizations, and advocacy groups, the trans health coalition aims to amplify the visibility and understanding of PrEP, particularly among trans and gender-expansive communities of color, who are disproportionately impacted by HIV/AIDS.

Key components of the campaign include:

1. **Education and Awareness:** Comprehensive educational materials and resources to inform individuals about the benefits of PrEP, how it works, and where to access it.
2. **Community Engagement:** Collaborative efforts with local community leaders and organizations to host informational sessions and events aimed at destigmatizing PrEP and encouraging open dialogue about sexual health.
3. **Cultural Competency:** Tailored, gender-affirming messaging and outreach efforts to address the unique cultural and linguistic needs of trans communities, ensuring that PrEP information is accessible and relevant to all.



As part of its commitment to promoting health equity and social justice, the "My Body, My Life, My PrEP" campaign seeks to empower individuals to make informed decisions about their sexual health and take proactive steps towards HIV prevention.

For more information about the event and the coalition's PrEP campaign, follow the conversation on social media using the hashtag #PrEPforYourLife.

For the electronic press kit, please click [HERE](#)

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About Amida Care:

Amida Care is a private, nonprofit community health plan that specializes in providing comprehensive health coverage and coordinated care to Medicaid members with affected by HIV. Amida care is the leading expert in delivering HIV health and gender-affirming care. Amida Care currently serves almost 10,000 members throughout the five boroughs of New York City, including people living with HIV/AIDS; people who are experiencing homelessness, regardless of HIV status; and nearly 3,000 people of transgender experience, regardless of HIV status. For more information, please visit www.amidacareny.org

About Colectivo Intercultural TRANSgrediendo (CITG):

CITG is an organization that works to promote and defend human rights and access to comprehensive health care for TransGNB, QBIPOC and sex workers. By strengthening the social and cultural expression of diverse gender and gender-expansive, and intersex communities in the New York City, CITG seeks to guarantee well-being and the right to a life free from all types of violence. For more information, please visit www.ourvoicesarefree.org.

About Community Healthcare Network (CHN):

Community Healthcare Network (CHN) is a not-for-profit organization providing more than 65,000 New Yorkers with primary and behavioral healthcare, dental, nutrition, wellness, and needed support services.

CHN's network is made up of 14 federally qualified health centers throughout Brooklyn, the Bronx, Queens, and Manhattan, along with a fleet of mobile vans that bring health services to underserved people in need throughout New



York City. The organization provides judgment-free, high-quality healthcare, without regard to race, religion, orientation, gender identity, immigration status or ability to pay. For more information, please visit www.chnnyc.org.

About Destination Tomorrow:

Destination Tomorrow is a grassroots agency and the LGBTQ+ center of the Bronx borough. It is the organization's belief that no individual should have to leave his, her, or their neighborhood to access LGBTQ+ specific services.

Destination Tomorrow also believes that all LGBTQ+ young people deserve a space to grow, learn, and flourish, and that all people, regardless of their sexual identity or gender expression, deserve a space they can call their own.

Through its comprehensive programming and services, both in-house and referral based, Destination Tomorrow works diligently to make sure that Bronx LGBTQ+ community members, and those who love and support them, have this space. It also offers capacity building to agencies who wish to work with LGBTQ+ communities but lack the cultural competency, expertise, and space to do so. For more information, please visit www.destinationtomorrow.org.

About NEW Pride Agenda:

The mission of the NEW Pride Agenda (NPA) is to advance the economic, health, racial, and gender identity justice needs of marginalized LGBTQIA+ individuals in New York State. NPA believes that LGBTQIA rights are civil rights and influence the most critical impacts of everyday life from housing to employment. Working with a diverse network of communities and elected officials, NPA serves to educate members of the LGBTQIA community and its allies, as well as the general public, about legal protections and rights. For more information, please visit www.newprideagenda.org.

About TransLatinx Network:

TransLatinx Network has both a local and national focus, with a mission to promote the healthy development of trans people through the delivery of a wide range of information and services. Through promotion, outreach in education, and capacity-building, TransLatinx encourages and strengthens the creation of safe and productive environments for TGNC+ community members.

TransLatinx Network increases the capacity of all transgender community members through advocacy, education, and social support. For more information, please visit www.translatinxnetwork.org.