



# **Protecting Me is Protecting My Family: The Women's Project of APICHA Observes National Women and Girls HIV Awareness Day**

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**FOR IMMEDIATE RELEASE**

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New York, NY – The Women's Project of APICHA (Asian and Pacific Islander Coalition on HIV and AIDS) is taking action in the fight against HIV and AIDS by taking part in observing National Women and Girls HIV/AIDS Awareness Day on March 10.

Specialized women's services will be offered throughout the month on the following days:

Monday (1PM-4:30PM)

Tuesday (2PM-5:00PM)

Wednesday (2PM-6:30PM)

These include free gonorrhea and Chlamydia screenings, peer counseling in negotiation and communication, and condom demonstrations. The Women's Project offers culturally competent, free HIV testing, with interpreters in several Asian languages, including Mandarin, Cantonese, Japanese, Korean, Tagalog, Bengali and Urdu.

The Women's Project of APICHA believes that women taking action by protecting themselves will, likewise, protect their families and loved ones. Often, the lack of awareness of the need to access HIV and STI screening and testing for sexually active Asian and Pacific Islander women puts them at risk. In our communities, there is a cultural silence that prevents us from having discussions about our health, and that puts women at greater risk. But in protecting ourselves, we are protecting our families. So, use condoms and get tested. Take action against HIV and AIDS.



This is the latest effort in APICHA's larger campaign to encourage Asians and Pacific Islanders to get tested, by asking "Have you done IT lately?" HIV counselors and peer educators were interviewed in MTV's Vox Pop, about getting tested for HIV. To see the interviews, follow this link: <http://www.staying-alive.org/en/2011/02/vox-pop-sex-educators-tell-all/>.

APICHA's mission is to improve the health of our community and to increase access to comprehensive primary care, preventive health services, mental health and supportive services. We are committed to excellence and to providing culturally competent services that enhance the quality of life. APICHA advocates for and provides a welcoming environment for underserved and vulnerable people, especially Asians and Pacific Islanders, the LGBT Community and individuals living with and affected by HIV/AIDS. We are located at 400 Broadway, entrance on Walker Street, New York, NY 10013.

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#### ABOUT APICHA

Founded in 1989, Asian & Pacific Islander Coalition on HIV/AIDS Inc. (APICHA) provides comprehensive primary care and other medical services, including mental health, STD and Hepatitis and supportive services targeted to Asians and Pacific Islanders, the LGBT community and individuals living with and affected by HIV/AIDS. Over the last twenty-one years, APICHA has shown a considerable growth from a grassroots HIV prevention-focused organization to a patient-centered medical home.

In 2010, the National Committee for Quality Assurance (NCQA) awarded APICHA Medical Services Level 3 recognition as a Patient-Centered Medical Home, the highest level of recognition. In 2011, APICHA served over 2,600 patients, including a majority of people of color, LGBTQ and low income individuals in New York City. About a half of APICHA's patients identify themselves as A&PIs from over 20 ethnic groups, including Chinese, Japanese, Filipino, Korean, Asian Indian, Vietnamese, Thai, or Indonesians. APICHA has been a pan-Asian organization with multilingual/multicultural staff fluent in 17 languages with 24 fulltime staff capable of speaking one or more Asian languages.

For more information: [www.apicha.org](http://www.apicha.org)