



Nationally recognized... P-TAS (People Taking Action and Saving Lives)

A Bergen/Passaic Community wide approach to Prevent, Test and Treat one of the fastest growing chronic diseases to affect Minority communities - HIV.

A powerful public and private partnership has emerged, providing strategic, life saving resources for residents in the counties of Bergen-Passaic, NJ. The initiative known as P-TAS has successfully pioneered a model to save lives affected and infected by HIV disease through combined resources and human power, represented by HIV-clinics, the Passaic Division of Health, Faith- and Community-Based Organizations, NJ State Department of Health-DHAS, academic institutions, HIV Health Planning groups, and businesses, such as, RDE Systems and Abbott Laboratories.

“This is a treatable disease...”

“This is a treatable disease, but almost half of those who know they are living with HIV throughout NJ and in the Bergen-Passaic Counties are not in medical care. Recent trends show that ethnic minorities access emergency rooms at later stages of illness, thus reducing their options for quality of life and life in general,” according to Catherine Correa, Director of the federal Ryan White AIDS funding and co-founder of P-TAS. The P-TAS initiative has demonstrated the ability to get people tested for HIV and helped get patients into treatment, improving quality of life and reducing the harm for re-infection and spread of HIV virus.

During 2007, the P-TAS project workgroup of thirty-plus members, dozen of supporters, and fifty-plus students from Passaic County Community College launched a social marketing campaign in Paterson and Passaic to advertise and promote how HIV affects them through multiple marketing approaches. Outreach workers and volunteers are expanding communications and enhance their interaction with families, friends and colleagues. The P-TAS banner (shown at the top) has been displayed across many streets in the community and at HIV-testing sites located throughout the cities. Local businesses displayed the P-TAS logo and posters with tear off referral/reward card - documenting information about the RAPID HIV test.



The ability to measure and document success is being replicated in Bergen-Passaic Counties like the Paterson-based initiative. According to one of the existing P-TAS business partners, Jesse Thomas, RDE Systems, “the key to the P-TAS initiative is the ability to continually survey and report on community needs, and track outcomes, barriers, and success in real-time. This allows us to continuously refine our approach for each community based on data, not anecdote. We can see which strategies, events, and outreach workers are having an impact, so we can share best practices and target scarce resources. Paterson P-TAS is the first in the country using this real-time outcomes approach.” Bergen-Passaic is now the next community to put P-TAS into action.

Help our community to prosper, and become a supporter of the P-TAS initiative, share the facts, and help us tell the story. Visit us at www.P-TAS.com or call the Paterson Ryan White Administrative office at (973) 321-1336 for more information.

***Remember that HIV/AIDS is treatable
and the spreading of the disease is preventable.***

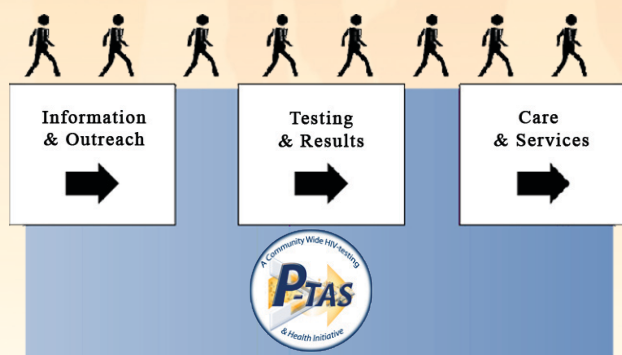
P-TAS's Unique Approach is First in the Nation

Traditional approaches

Do not encompass beginning-to-end oversight and collaboration, allowing people to fall through the cracks:

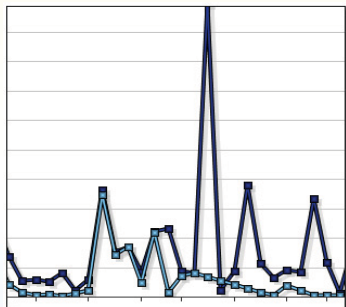


P-TAS Fills in the Cracks:



P-TAS Outcomes Tracking System

Enables the P-TAS members to monitor the outcomes of the initiative to see what's working, share best practices, and adapt to actual conditions on the ground in real-time, securely and anonymously on the Web. This screenshot shows the number and percentage of people each outreach worker engaged and was able to get tested. High performing outreach workers are recognized and their techniques are shared.



Get involved with P-TAS to save lives and make a difference.

Contact us at www.P-TAS.com



Eye-catching point-of-purchase stands with tear-off P-TAS Reward Cards

**Get tested
and help save a life.**

Thank you to everyone, from the:

The P-TAS COMMITTEE - committed to bringing back better health to the counties of Passaic and Bergen, New Jersey.