

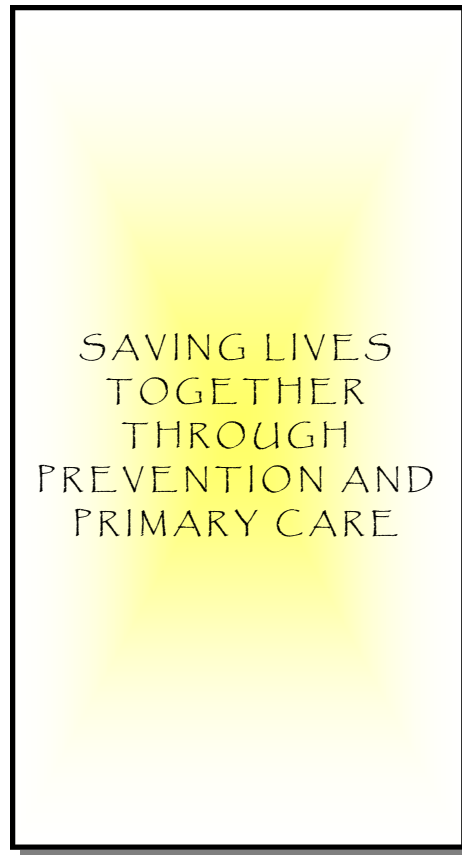
Program Goals

Our goal is to act as a gateway for individuals to access HIV related services and resources. The program aims to expand existing services. We offer the following services:

- HIV Counseling and Testing
- Primary Care
- Nutrition
- Mental Health
- Alcohol and Substance abuse
- Case Management
- Community Education
- Street Outreach

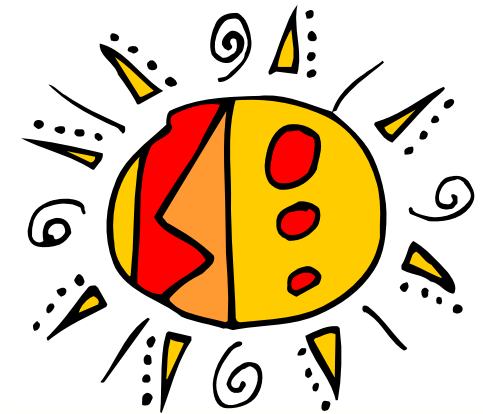


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For more information:

Jacqueline Jordan
Program Services Manager
1070 Southern Blvd.
Bronx, NY 10459
Phone: 718-542-5555 ext. 130
Email: jacqueline.jordan@urbanhealthplan.org



PROJECT SUNRISE



Project Sunrise

**Saving lives
together through
prevention and
primary care**



What is Urban Health Plan's mission?

Urban Health Plan's mission is to continuously improve the health status of underserved communities by providing affordable, high quality primary and specialty medical care. Urban Health Plan is dedicated to rendering care in a culturally sensitive, culturally competent, barrier free, individualized and family oriented manner with an emphasis on prevention through education.

What is Project Sunrise's mission?

The vision of Urban Health Plan's HIV Services Program is to provide the South Bronx community the highest quality HIV education, testing, counseling, case management, and medical care possible. Through awareness, education, harm reduction, and a culturally sensitive and linguistic environment, we are dedicated to meeting people where they are at, and working to empower them with knowledge and services.

HIV Counseling and Testing

Counseling and Testing

We are devoted to bringing people in for HIV counseling and testing. These services are offered on-site and delivered in a manner that is culturally and linguistically competent, developmentally appropriate, and ensures patient confidentiality. UHP recommends this service to all adults and sexually active adolescents.

Primary Care

Medical Care

A multidisciplinary team approach is utilized to provide comprehensive HIV services. This includes Primary and Specialty Medical Care, Nutrition, Case Management, Social Work, Mental Health and Substance Abuse services.

Nutritional Services

Nutritional services are provided to HIV positive patients. All patients must be screened to determine their level of nutritional risk. Patients who are at nutritional risk are provided with ongoing nutritional counseling.

Behavioral Health Services

Mental Health

Professional assessments and access to psychiatric and psychotherapeutic services will be provided.

Alcohol and Substance Abuse

Screening assessment, referral counseling, and follow-up are provided by a certified alcohol and substance abuse counselor.

Social Services

Case Management

Assessment, service plan development, counseling, entitlement assistance, and direct referrals to COBRA case management programs are provided.

Community Education and Outreach

Community Education

Plans for community education activities are based on community needs. These activities include internal and external prevention education, waiting-room presentations and HIV/AIDS videos, health fairs, and other tabling events.

Street Outreach

Street outreach activities exist to identify high-risk individuals and impart the value of knowing their sero-status. These activities take place on the street, in high-risk venues, and engage at-risk individuals in a series of interactive, one-on-one, in-depth encounters with the goal of gaining trust and developing helping relationships.