



For Immediate Release

Media Contact:

Mikel Wadewitz
213.201.1521 (o)
mwadewitz@apla.org

New Phase of APLA Health & Wellness' "It Feels Good" PrEP Ad Campaign Rolls Out on Metro

Educational ads in English and Spanish appear in South L.A. and Long Beach and encourage people to take care of their sexual health

(Los Angeles, CA; May 10, 2016)—APLA Health & Wellness (APLAHW) is pleased to announce the second phase of our "It Feels Good" Pre-Exposure Prophylaxis (PrEP) advertising campaign is now on Metro's Blue, Green, and Expo Line trains and stations, as well as Metro bus lines in L.A. and Long Beach. This second phase of the campaign will appear through July and coincide with LGBT Pride celebrations. The new ads are in English and Spanish and feature men as well as transgender women. The campaign is also accompanied by [an informational video](#).

"While more and more people are hearing about PrEP, many still don't know exactly what it is or how it might be helpful for them," Terry Smith, associate director of prevention at APLA Health & Wellness, says. "Placing these ads on public transit throughout South Los Angeles and Long Beach helps us remove barriers to PrEP access in parts of L.A. County disproportionately affected by HIV and AIDS."

PrEP is a HIV prevention strategy that involves taking a once-daily pill and has been shown to be up to 99% effective in preventing HIV transmission. When used in conjunction with condoms, PrEP greatly reduces the risk of acquiring HIV. Condoms also protect against other sexually transmitted infections. The campaign uses the simple statement "It Feels Good..." and completes that sentence with a variety of endings, such as "It feels good protecting myself against HIV with PrEP," "It feels good discussing PrEP with my doctor," and "It feels good telling my friends that PrEP helps protect them against HIV."

APLA Health & Wellness offers PrEP counseling and management services, as well as help in finding assistance in covering the costs of the medication and enrolling in health insurance plans that cover it. PrEP services are currently available at its two health centers—the Gleicher/Chen Health Center in Baldwin Hills in South L.A. and the brand-new Long Beach Health Center on the St. Mary Medical Center campus in Long Beach.

Learn more about PrEP and APLA Health & Wellness' PrEP services by calling 844.830.PrEP or

visiting www.aplahw.org/prep.

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APLA Health & Wellness provides primary medical and oral health care, behavioral health services, HIV testing, PrEP counseling and management of eligible clients, STD screening/treatment, and health education and HIV-prevention services, with a specific focus on low-income LGBT people of color living in Los Angeles County. APLAHW is a federally qualified health center that includes: the Gleicher/Chen Health Center in South Los Angeles; the Long Beach Health Center; the Wilshire Dental Clinic downtown; the S. Mark Taper Foundation Dental Clinic in South Los Angeles; Behavioral Health Services at the David Geffen Center in Mid-City; and a mobile dental facility. APLA Health & Wellness serves more than 10,000 people each year. For more information, please visit www.aplahw.org.

