BIENESTAR HUMAN SERVICES

PREP LC: TAILORING PREP MESSAGING AND OUTREACH TO LATINO/HISPANIC COMMUNITIES

OCTOBER 29, 2026

BIENESTAR

OUR FOUNDATION

Who is BIENESTAR?

- Grassroots nonprofit established in 1989
- Created in response to the lack of culturally relevant HIV/AIDS services for Latino communities
- 7 service site in Los Angeles:
  - East Los Angeles Clinic
  - Hollywood
  - East LA Harm Reduction Center
  - Pomona
  - Long Beach
  - South Los Angeles
  - San Fernando Valley

  Monday – Friday, 10 a.m. - 7 p.m.

Community has always been the starting point.



HOW THE PROGRAMS CONNECT

One organization. Many doors.

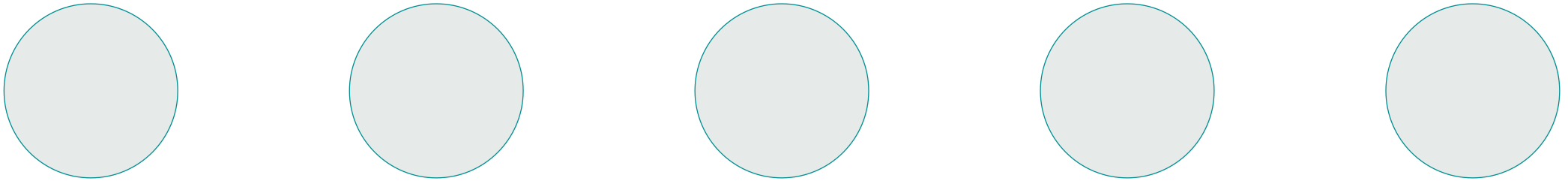
PREVENTION

BEHAVIORAL HEALTH

HARM REDUCTION

BASIC NEEDS & HOUSING/Food Bank

CLINICAL CARE



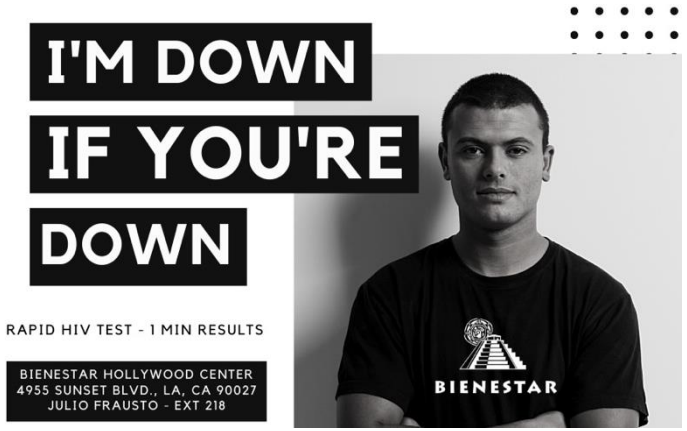
DATA + RESEARCH

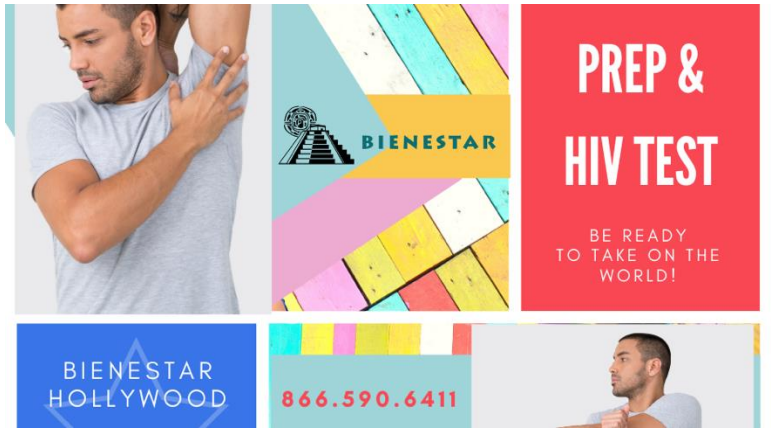
Community needs informed services — and services create new knowledge.

BIENESTAR

Prevention Department







- HIV / STI testing
- LGBTQ+ support groups
- Support groups for people living with HIV
- Community outreach
- Hate & Violence Prevention

Prevention works best when information, trust and community are in the same room.

SUPPORT Groups

Belonging is part of prevention.







LGBTQ+ and HIV+ peer spaces create connection, support and continuity.

SHOWING UP WHERE COMMUNITY ALREADY IS

Community Outreach









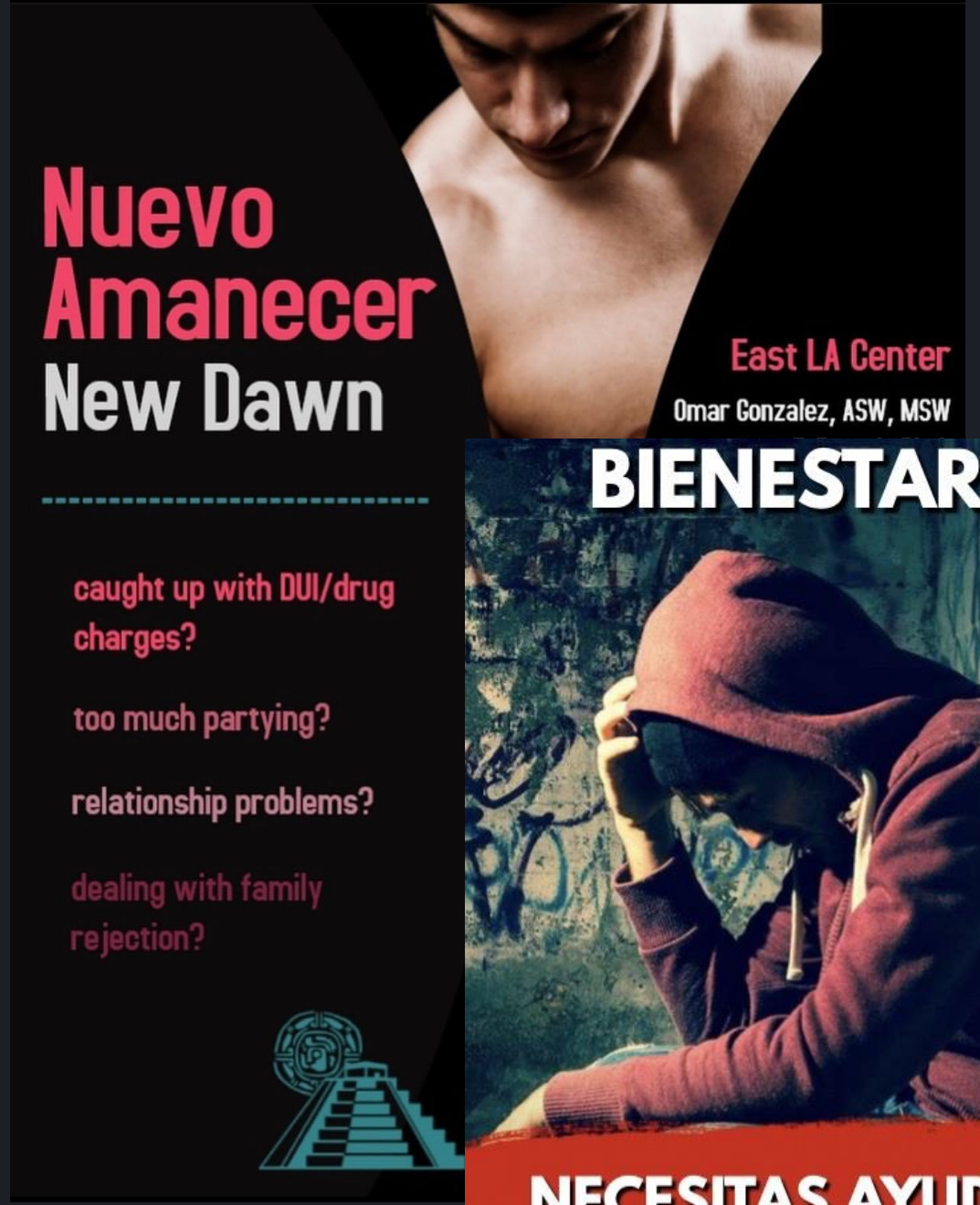
Outreach can look like a beach event, a cultural performance, a neighborhood table—or a mobile unit.

BEHAVIORAL HEALTH

Care for Mental Health and Substance Use.

- Outpatient Programs (5-6 Months)
- Individual Mental Health Therapy
- Substance Use Disorder Counseling
- 12-Step Support Groups: AA & CMA
- Psychiatric Evaluations

Accessible care. Culturally responsive care. No shame.



MEETING PEOPLE WHERE THEY ARE

Harm Reduction Department

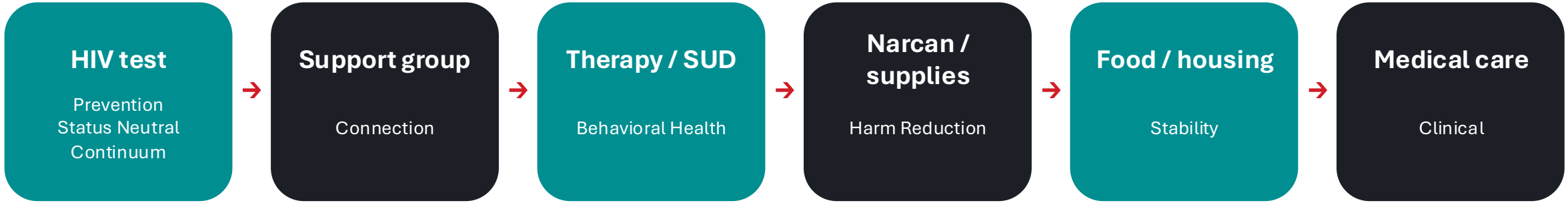
- Drop-in center + phone charging
- Syringe exchange
- Wound healing / wound care
- Community clothing closet
- Narcan distribution
- Hygiene packets



Immediate needs matter.

THE CONTINUUM IN PRACTICE

A Person May Enter Through Any Door



Different doors. One goal: Bienestar.

The strength is not only in each program—it is in the connections between them.

PrEP Service Delivery

- PrEP services provided via two clinics and telehealth.
  - No wrong door for entry
  - We educate patients about private insurance, public programs when eligible, manufacturer assistance, and other coverage resources.

- Access for PrEP
  - Staff review insurance eligibility and available assistance programs with each patient.
    - PrEP-AP site
    - Advancing Access
    - Medi-Cal & Private Insurance
    - PrEP for those uninsured (next slide)

- Ongoing Support
  - Case management
  - Linkage to support services

PrEP for those uninsured

- For eligible uninsured PrEP patients, we can help them explore Pride Life Insurance as an option for obtaining comprehensive coverage.
- The clinic supports patients through the enrollment process so they can maintain access to PrEP, medical visits, laboratory services, and other needed care.
- This approach can also support long-term sustainability through appropriate use of the 340B program.

PrEP workflow

- Patient requests PrEP → Screen for insurance/coverage → Educate on available options → Assist with enrollment or assistance program → Use sliding fee only when appropriate → Maintain PrEP follow-up and care → Ongoing Case Management.

The Future

- Successes:
  - Expanding services to 2nd medical clinic in Pomona
  - Retention rate of Pride Life Program-
    - Only lost 7% of clients
  - Bilingual providers and services

- Challenges:
  - Political climate and Immigration rhetoric
  - Funding cuts
  - Loss of 340b funding
  - Injectable PrEP does not support current model

THANK YOU!
Q&A

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