Prevention: Take the Fight to Hard-Hit Streets

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In a new study examining how geographics affect the HIV epidemic, researchers created detailed maps of hard-hit minority neighborhoods in New York and Philadelphia. The maps illustrate that the residents of areas more heavily populated by blacks and Latinos are more likely to die of AIDS-related causes when compared with those who live in high-incidence neighborhoods that are more affluent and more populated by whites. The researchers theorize that this disparity is a result of a lack of access to testing, treatment and care services in the more minority-populated neighborhoods. Consequently, they argue that greater resources should be funneled into combatting HIV's disproportionate impact on specific urban neighborhoods—notably those with high concentrations of minorities. Specifically they call for increased targeted social marketing campaigns advocating HIV testing and treatment.

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