



CRUSH Project

Alameda County, CA



Snapshot

TARGET POPULATION
MSM of color ages 18-29

SETTING
Sexual Health Clinic

FOUNDED
2012

DESIGN/THEORY
Community-Based Participatory Research and Practice

HIV CARE CONTINUUM
Bar before the Bars to Retention in Care
Diagnosis
Prevention
Linkage to Care
Retention in Care
HAART Therapy
Viral Suppression

CRUSH Project Program Overview Video



Innovation

CRUSH, or Connecting Resources for Urban Sexual Health, is a sexual health clinic resulting from a collaborative research study that leverages existing public health partnerships with the goal of expanding sexual health services for youth in Alameda County, California. The primary aims of the CRUSH Project are to test and link young MSM of color to sexual health services; enhance and evaluate engagement and retention strategies for HIV-positive young MSM of color; and engage and retain HIV-negative young MSM of color in sexual health services, including PrEP and PEP.


The CRUSH Project's success lies within its Community Advisory Board (CAB), a group of engaged clients and community partners that advise the design and direction of CRUSH Project programming. CAB members serve as leaders in program education, outreach and research. They are the voices and faces that engage the community and guide project initiatives.


Services

The CRUSH program is administered within a larger hospital system, Sutter Health Alta Bates Summit Medical Center, allowing for access and seamless referral to primary care and specialty services.

Free and confidential HIV/STI counseling and testing services are available daily onsite. Participants receive ongoing risk reduction counseling, referrals for personal development programs, and PrEP or PEP as needed. Partnerships with community-based organizations and ASOs link clients to resources for the following services:

- Care coordination
- Domestic Violence Prevention
- Family Counseling
- HAART support
- Housing
- Social services
- Medicaid enrollment
- Transportation Services

over
70% 
of **ENROLLED
PARTICIPANTS**
present with an **STI**

Approximately
20% to **30%** 
of **CRUSH
PARTICIPANTS**
are **Black gay men**

“ If we had more clinics that actually looked at a behavior and didn't put you in a box, you would actually have more people coming in and taking advantage of the services as well.”

SOCCORRO 'CORY' MORELAND
CRUSH COMMUNITY ADVISORY
BOARD






Contact

DR. IFEOMA UDOH
Project Director and Co-Principle Investigator

 (510) 863-0021

 iudoh@pangaeaglobal.org



Downloads

From Implementation to Practice - His Health Presentation ([download](#))



Links

Website

NPR CRUSH Interview – Nadji Dawkins

CRUSH CAB Webisode

Clinical Trial Study Record



Podcasts

Coming Soon!

Other Featured Models



BROTHERS UNITED / THE DAMIEN CENTER

Two of Indianapolis' oldest ASOs join forces to offer targeted linkage services for Black LGBT communities.

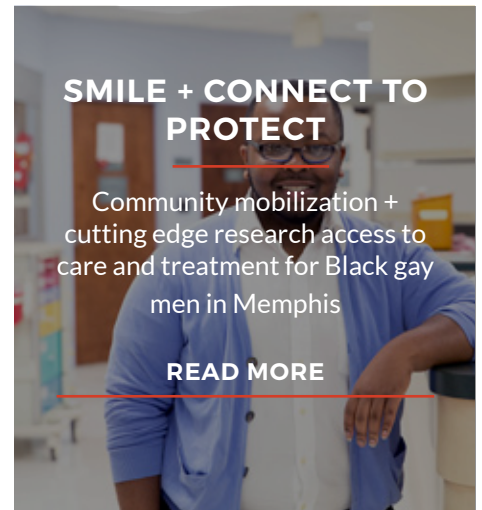
[READ MORE](#)



PROJECT SILK: A SAFE SPACE PROGRAM

In downtown Pittsburg, a recreation based community health center unapologetically centers the needs of Black LGBT patients in sexual health service delivery.

[READ MORE](#)



SMILE + CONNECT TO PROTECT

Community mobilization + cutting edge research access to care and treatment for Black gay men in Memphis

[READ MORE](#)

