



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

