



News Release

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FOR IMMEDIATE RELEASE

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Family Service Receives Grant from M·A·C AIDS Fund

Lawrence, MA – Family Service, Inc. was recently awarded a \$10,000 grant from the M·A·C AIDS Fund to support an HIV/AIDS prevention program targeting adult Latina women in Lawrence. Adult Latina women are at especially high risk of exposure to HIV/AIDS because of their own and/or their partners' substance use, in addition to their limited capacity to negotiate condom use and violence in intimate partner relationships.

Similar to other low-income minority communities, Lawrence has been disproportionately affected by HIV/AIDS. The HIV/AIDS case rate in Lawrence is 507 (versus 269 statewide). The rate of newly diagnosed AIDS cases in Lawrence is 17.2 (versus 6.9 statewide). Nearly half (46%) of those newly diagnosed cases were among women, and over half (295) of the reported cases in Lawrence affect the Latino population.

Family Service's MAPA Program ("Mujeres en Accion Protegiendose Ahora" translation: Women in Action Protecting Themselves Now), recruits adult Latina women known to be at high risk for HIV/AIDS and engages them in a 14-week curriculum-based prevention education program. The program curriculum directly address the risk factors that lead to HIV/AIDS exposure among Latina women including skills for successful condom negotiation, forming and maintaining healthy intimate relationships, and using positive coping skills to deal with stress. To date, 265 women have participated the MAPA program at Family Service.

The grant from the M·A·C AIDS Fund results from the M·A·C Cosmetic Company's VIVA GLAM lipstick campaign to combat HIV/AIDS worldwide. M·A·C Cosmetics has underwritten the costs of developing the VIVA GLAM lipstick and contributed all profits associated with its sale to the M·A·C AIDS Fund. Worldwide sales of VIVA GLAM has enabled the M·A·C AIDS Fund has been able to commit more than \$135 million over the past 14 years to help men, women and children affected by HIV and AIDS.

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