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Electronic Photo Attached

Rosalind Williams is preparing her presentation for the conference. Photo credit: Jeanne Covert

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**Contact: Jeanne Covert, Public Relations Specialist
South Jersey AIDS Alliance
856-285-4055 jeannec@sjaids.org**

SJAA Presents at Prestigious National AIDS Conference

MILLVILLE, NJ—The South Jersey AIDS Alliance (SJAA), one of New Jersey leaders in the fight against HIV/AIDS, was selected to present at a prestigious national conference, the 2007 United States Conference on AIDS, held November 7-10, 2007, in Palm Springs, CA.

SJAA was chosen to speak about its cutting edge quality assurance procedures and evaluation tools that hold staff accountable for providing client needs.

Since 1985, the non-profit grew from a handful of Atlantic City businessmen and private citizens to over 45 employees. SJAA's successful programs now span 1,300 square miles in three counties—Cumberland, Cape May and Atlantic—and serve around 2500 people annually.

It became clear during the organization's growth that there needed to be a system created to measure how effective its programs were in the community. Were clients getting their needs met?

Rosalind Williams, MSW, assistant program director, who works out of the Millville office, played a key role in developing and getting the quality assurance procedures and evaluation tools off the ground.

Williams explained, “A key element that makes our system stand out from other agencies is that our staff is heavily incorporated into the process. And to be able to improve our programs’ effectiveness, the staff is involved in making adjustments as needed.”

Since 1997, the United States Conference on AIDS has helped to increase the strength and diversity of the community-based response to the AIDS epidemic through education, training, new partnerships, collaboration and networking.

According to the Centers for Disease Control and Prevention an estimated 40,000 persons in the United States become infected with HIV each year. New Jersey ranks third in the U.S. in the number of reported HIV cases among adults/adolescents.

To learn more about SJAA’s services, go to its website at **www.southjerseyaidsalliance.org** or call 800-281-AIDS.

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