

PrEP Aware Week

Use this list of suggestions to develop awareness activities for this years PrEP Aware Week. Materials distributed can be DOH publications or agency developed.

Suggested Activities

Make promotional and education materials (digital and printed form) available routinely during the week:

- Email Signature Graphic
- PrEP Aware Week graphic
- Zoom Backgrounds
- Social Media Toolkit
- PrEP Awareness FAQ for consumers https://www.health.ny.gov/diseases/aids/providers/testing/docs/testing_fact_sheet.pdf
- PrEP Provider Directory <https://providerdirectory.aidsinstituteny.org/>
- Clinical Guidelines: <https://www.hivguidelines.org/guideline/hiv-prep/>
- PrEP Materials:
 - On Demand PrEP
 - PrEP Yourself Against HIV- Brochure & Poster versions
 - HIV PrEP: A Medication Can Prevent HIV
 - PrEP/PEP: Protect Yourself
 - Need Help Paying for PrEP?- Brochure & Card versions
 - You Can Say Yes - Booklet & Postcard
 - PrEP for Women: PrEP is a Medication to Prevent HIV
 - PrEP Talking Points for Pharmacists

PrEP Aware Week

Engage new sites and share materials for the week; encourage them to put up posters and hand out materials in their office and on their website/ social media platforms.

- Urgent Care Centers
- Health Centers
- Private medical providers
- Pediatric offices
- OB/GYN practices
- Family practices
- Hair/nail salons, fitness centers, spas, barbershops - particularly in high prevalence communities
- Women, Infants, and Children (WIC) offices
- Social Service agencies (including local departments of social services, youth-serving organizations, community action agencies, housing authorities, etc.)
- Mobile health vans – breast screening, primary care, dental, churches, and faith-based organizations
- Bars, entertainment venues and hook-up locations

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Social Media

- Create a cell phone video series (either on Facebook or YouTube or both) and post on agency website
- Develop brief Zoom video recording testimonials with persons representative of priority communities (MSM, persons of color, youth, women, other demographics) about the benefits of PrEP, their positive experiences using PrEP, and to encourage others to ask about PrEP, increase awareness, and increase exposure to what it is and how to receive it
- Post PrEP awareness week in person and virtual activities on agency social media (have staff take pictures of themselves conducting PrEP activities and post to agency social media)
- Utilize social media and celebrity influencers and local NYS-based influencers to promote PrEP on social media (provide customizable content about PrEP to help shape their posts)
- Ask influencers to record short videos/PSAs promoting the use of PrEP on Tik Tok.
- Work with influencers to develop memes and gifs to promote PrEP through social media
- Ask local and statewide elected officials to share information on PrEP through their social media channels and mailing lists
- Post PrEP information on social media platform. Use Posts (Instagram, snapchat, twitter, Hashtag, etc.) to promote PrEP
- Create engaging PrEP Aware Week e-blasts (using a platform like constant contact) that can be shared

Traditional Media

- Ask your local media (newspapers, community papers, magazines, etc.) to write a special interest story/article about PrEP
- Work with local TV stations to develop a PrEP public service announcement
- Reach out to local radio stations and newspapers to request an interview segment talking about PrEP
- Contact regional online, newspaper, magazine, journal, blogs, vlogs about promoting PrEP Aware Week. Provide them with PrEP Aware Week graphics and content.
- Partnering with local online publication can offset cost by sharing each other's logo or advertisements on your websites and other digital media
- Host a podcast or Facebook live on PrEP (personal stories, PrEP info, etc.)

PrEP Aware Week

Community Outreach

- Participate in community events, Zoom events, and meetings to promote PrEP Aware Week and provide links to resources and materials (use PrEP Aware Week Zoom background image).
- Recruit PrEP Ambassadors to speak at events and meetings about PrEP
- Conduct community informational meetings and utilize peers to discuss PrEP
- Speak at church/clergy events
- Host an online scavenger hunt. Moderator will have a list of items (loosely prevention related) that participants have to find in their homes.
- Street Outreach Events
- Reach out to your local politician/celebrities on Social Media to endorse PrEP Aware Week. Sometimes that's all it takes.

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Institution Specific Suggestions

Community based organization/inreach

- Change agency home page for the week to a PrEP message or have rotating PrEP messages on the home page throughout the week
- Host a virtual PrEP Gallery - artists can create PrEP art; video, dance competition/flash mob related to PrEP; theater/sketch
- Create and run internal PSAs – talk about PrEP at an “all” staff meeting
- Hold an open house
- Write an article about PrEP, PrEP services, the benefits of PrEP and where to go for PrEP for agency newsletter
- Challenge staff to tell 5 people about PrEP (“pass it on”)
- Include PrEP material links in other activities; events, online trainings, provider zoom meeting, agency emails
- Share PrEP Awareness week information with agency Board of Directors and ask them to promote PrEP in their businesses/ organizations

Health Care Institutions

- Promote the PrEP program through informational videos on TV sets in waiting rooms, news feeds, newsletters
- Write an article about PrEP, PrEP services, the benefits of PrEP and where to go for PrEP for the institution’s newsletter
- Invite patients to post online reviews about their PrEP experience on website
- Conduct a health fair and include PrEP materials
- Upon check-out at the PrEP clinic, give patients information about PrEP Aware Week
- Present information about PrEP during online training for medical residents, nursing meetings, other staff meetings to inform hospitalists about their PrEP program and where to refer patients for PrEP
- Participate in community health fairs - virtual and in person
- Have a recorded message about PrEP (PrEP Aware Week) for call waiting message

Colleges:

- Provide digital and printed posters and materials for college health clinics
- PrEP ads in college online news boards, podcasts (SUNY schools, private, vocational schools)
- Conduct social media outreach at local college event pages, online groups, Google hangouts
- Have a one-on-one zoom call with the resident advisors to educate and provide materials about PrEP
- Call or Zoom with campus health services staff to educate and provide materials about PrEP and PrEP Aware Week
- Hold PrEP awareness week events with giveaways