

“PrEP is for Every Body” Social Media Toolkit
PrEP Aware Week 2023



About the 2023 Campaign

PrEP Aware Week, 2023 is a public education campaign supported by the New York State Department of Health (NYSDOH) AIDS Institute. From **October 23 – 29, 2023**, a host of in-person and virtual events and activities will occur, with the objective of boosting awareness and knowledge of PrEP (Pre-Exposure Prophylaxis), among priority populations, as a highly effective HIV prevention method.

The theme for *PrEP Aware Week 2023* is **“PrEP is for Every Body”** which references two social movements: **sex positivity**, which acknowledges sexuality as a natural and healthy part of human experience; and **body positivity**, which celebrates all bodies, regardless of size, shape, skin tone, gender, and physical abilities.

The **“PrEP is for Every Body”** campaign features images and videos of eight community ambassadors from across the state. Collectively, they reflect the spectrum of people who can benefit from PrEP.

The Official Campaign Website is PrEPforSex.org

How to Participate

This toolkit includes everything that you'll need to participate in *PrEP Aware Week 2023*. We've included a variety of social media messages, graphics, and videos on PrEPforSex.org for you to post on your personal and organization's social media channels. We have messages that correspond to each ambassador as well as broader messages about PrEP.

This year's theme **“PrEP is for Every Body,”** is a multi-meaning message, that celebrates healthy, pleasurable, and responsible sexual relationships for literally “every BODY.” We invite you to share your story to amplify the message to reduce stigma. Remember to use the official campaign hashtag: **#PrEPAwareWeek2023** to get the word out about PrEP for HIV prevention.

Tag the New York State Department of Health (NYSDOH) in your posts. Tagging NYSDOH means they we will be able to see and share your post!

NYSDOH Instagram – @NYSDOH

NYSDOH Facebook – @NYSDOH

NSYDOH Twitter – @HealthNYGov

A special thanks to:

Each of the Ambassadors for their courage to speak out about their experience with PrEP.

Impact Marketing for the production of all campaign materials.

Rachel Newport and Brianna Cifone for overseeing development and managing the campaign.

Meet the PrEP Ambassadors



Alejandra



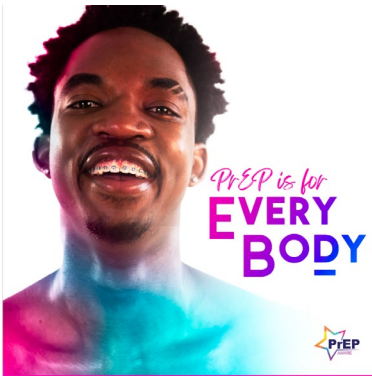
Angelica



Brooke-Lynn



Maur



Omari



Ryan



Troy



Faruq

Ambassador Videos

Watch and share campaign videos using the links below:

Alejandra - <https://vimeo.com/849502608/a7dc8b0c22?share=copy>

Angelica - <https://vimeo.com/849502458/b10a8e92de?share=copy>

Brooke-Lynn - <https://vimeo.com/849502322/af286580fd?share=copy>

Faruq - <https://vimeo.com/849502087/89ec029970?share=copy>

Maur - <https://vimeo.com/849503060/97fa80df34?share=copy>

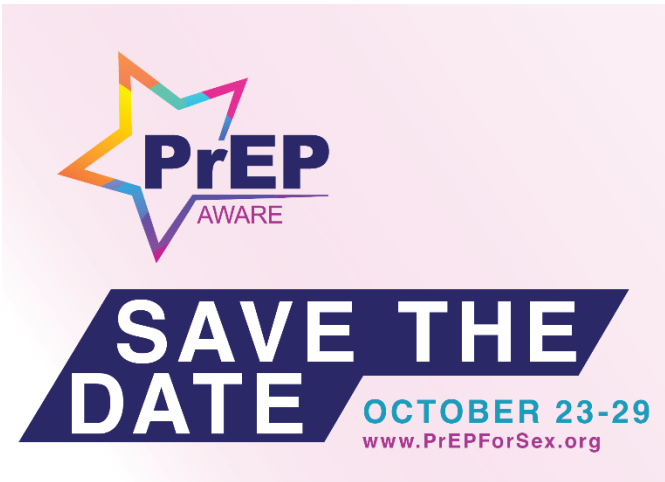
Omari - <https://vimeo.com/850200234/a063894b31?share=copy>

Ryan - <https://vimeo.com/849502799/088e06cfc2?share=copy>

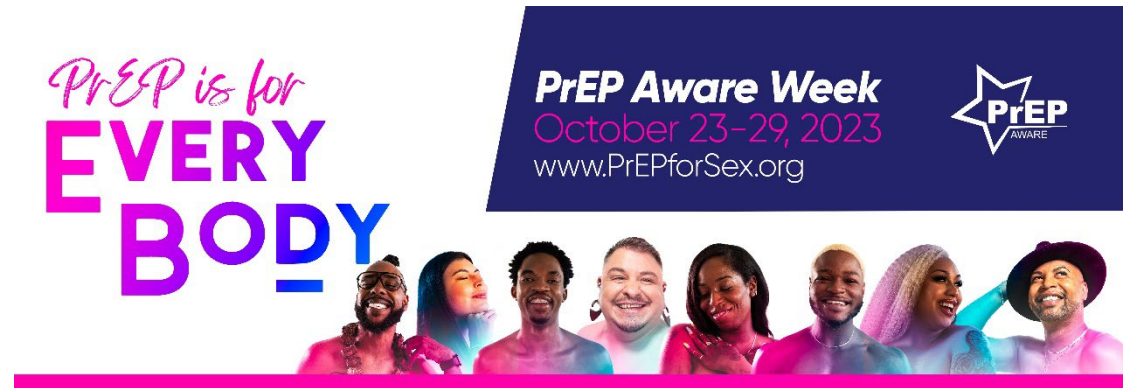
Troy - <https://vimeo.com/849501991/b50458a7cd?share=copy>

PrEP Aware Week Digital Resources

Save the Date



Web Banner



Logo



Zoom Background

PrEP is for
**EVERY
BODY**

www.PrEPforSex.org



Email Signature

PrEP is for
**EVERY
BODY**

PrEP Aware Week
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Messages from Our PrEP Ambassadors

Alejandra

For me, sex is a connection of souls, and taking PrEP is a form of self-respect and self-care. PrEPforSex.org #PrEPAwareWeek2023

I am thankful to #PlannedParenthood for providing access to PrEP and I hope my community will embrace safe sex without shame: To learn more visit PrEPforSex.org. #PrEPAwareWeek2023

Mensajes en redes sociales en Español

Para mí, el sexo es una conexión de almas, y tomar PrEP es una forma de autorespeto y autocuidado.

Estoy agradecido a #PlannedParenthood por facilitar el acceso a la PrEP y espero que mi comunidad adopte el sexo seguro sin vergüenza: Para obtener más información, visite PrEPforSex.org.

Angelica

PrEP isn't just for gay men. I want to speak to all the ladies, especially young women, and let them know PrEP is for Every Body. Visit PrEPforSex.org #PrEPAwareWeek2023

For me, taking PrEP is a sex positive option that can help women feel more confident and reassured so sex can be enjoyable, stress free, and most of all pleasurable! PrEPforSex.org #PrEPAwareWeek2023

Brooke-Lynn

As a Black trans woman, it is important for me to share that PrEP is for Every Body. I started taking PrEP at age 32 but I would have taken it sooner if I knew more people like me were taking it. Learn more: PrEPforSex.org #PrEPAwareWeek2023

With PrEP, Black trans women can be part of the solution to END the HIV epidemic. Learn more at PrEPforSex.org #PrEPAwareWeek2023

Faruq

As a bisexual West African man, I want to be a model for my community because PrEP is for Every Body. Being on PrEP has made it easier to talk about sexual health with my partners and even my mother. Visit PrEPforSex.org #PrEPAwareWeek2023

I started on the daily pill but switched to injectable PrEP so I don't have to worry about tracking my meds every day. Find a [PrEP provider](https://PrEPforSex.org): PrEPforSex.org #PrEPAwareWeek2023

Maur

PrEP was the right choice for me to celebrate my body comfortably. Being in a polyamorous relationship, I know that all the bodies in the mix deserve to be protected and celebrated. Learn more about PrEP by visiting PrEPforSex.org #PrEPAwareWeek2023

PrEP is for Every Body - a fat body, a trans body and a body that is old enough to be a parent or grandparent. Learn how to take one worry off your list. Visit PrEPforSex.org #PrEPAwareWeek2023

Omari

As a young heterosexual man, I didn't think I had to worry about HIV. But now I realize HIV impacts everyone. PrEP is for Every Body. Take action at PrEPforSex.org #PrEPAwareWeek2023

I want people who look like me to know that being on PrEP helps me feel more comfortable and more mature. I'm proud to help remove the stigma around HIV. Learn more at PrEPforSex.org #PrEPAwareWeek2023

Ryan

I have a condition that affects my bones, so I knew it was important to do research about the different PrEP options. My provider worked with me to find the option that works best for my body. PrEPforSex.org #PrEPAwareWeek2023

PrEP is a tool for your sexual health toolkit. Consider using condoms, taking prescription doxy (doxycycline) after sex to prevent STIs, and get regular STI testing. Learn more at PrEPforSex.org #PrEPAwareWeek2023

With PrEP, there is a fit for Every Body. It's easy. I take the pill as part of my daily routine, but there are injectables and on-demand. Make sure you explore your options and find out what works for you at PrEPforSex.org #PrEPAwareWeek2023

Troy

I was initially skeptical of taking pharmaceutical drugs. I'd rather be more natural. But I'm a Scorpio and I love sex. Being on PrEP allows me to feel free, protected, and confident. To learn more visit PrEPforSex.org #PrEPAwareWeek2023

I'm a father, an entertainer, and a future substance use counselor. I take PrEP because it's important to protect me, my partner, and my children. PrEP is for Every Body to have a healthier sex life. Learn about your options: PrEPforSex.org #PrEPAwareWeek2023

PrEP is like armor that's protecting me from HIV. It's important to tell everyone that we have the tools to protect ourselves. We can move past the fear and stigma that so often surrounds sexual health and HIV. PrEPforSex.org #PrEPAwareWeek2023

More Prepared Messages for Organizations and Advocates for PrEP

PrEP is for Every Body. That's why more than 70,000 New Yorkers have made the decision to prevent HIV by taking PrEP. These are some of their stories: PrEPforSex.org #PrEPAwareWeek2023

#PrEPAwareWeek2023's theme is "PrEP is for Every Body" honoring sex positivity and celebrating all bodies, regardless of size, shape, skin tone, gender, and physical abilities. PrEPforSex.org

PrEP is for anyone – straight, gay, bisexual or pan. PrEP is for people of any gender expression – male, female, transgender or non-binary. No matter who you are, no matter what your story, if you are HIV (-) YOU can take PrEP to prevent HIV. PrEPforSex.org #PrEPAwareWeek2023

Did you know there are three ways to take PrEP to prevent HIV?

- 1) A daily pill
- 2) On-demand (the 2-1-1 method)
- 3) An injection you take every 2 months

Which option is right for you? Learn more at PrEPforSex.org #PrEPAwareWeek2023

There are healthcare providers all over New York state who can prescribe PrEP for HIV prevention. Use this PrEP FAQ to get your questions answered and find a PrEP provider near you: PrEPforSex.org #PrEPAwareWeek2023

Medicaid and most insurance plans cover PrEP for HIV prevention at no cost to you. Ask your doctor if PrEP is right for you and see if you can start taking PrEP for free. To learn more, visit PrEPforSex.org #PrEPAwareWeek2023

Maybe a daily pill to prevent HIV isn't right for you, but what about a shot you only need to take every two months? Injectable PrEP is an option for people who don't want to think every day about HIV prevention. Learn more: PrEPforSex.org #PrEPAwareWeek2023

Pleasure means something different to everyone. Make PrEP a part of how you define pleasure and help prevent the spread of HIV. Learn more about PrEP: PrEPforSex.org #PrEPAwareWeek2023

Preventing HIV with PrEP is more than just health care, it's sexual liberation! Find the freedom to explore sexually without the risk of HIV: PrEPforSex.org #PrEPAwareWeek2023

Step one: Take an HIV test. Step two: Start taking PrEP if you don't have HIV. PrEP is a medication that is 99% effective at preventing HIV. Need more information? Visit PrEPforSex.org #PrEPAwareWeek2023

Resources

[PrEP Consumer FAQ](#)

[Provider Directory](#)

[Beyond Status and U=U](#)

[Sexual Health](#)

[NYSDOH Consumer Education Materials](#)

[Post-Exposure Prophylaxis Hotline](#)

[Training for Health and Human Services Providers](#)

[Clinical Education Initiative](#)

