

PrEP Aware Week 2021

Social Media Toolkit



New York State Department of Health, AIDS Institute
October 2021

About the Campaign

PrEP Aware Week, 2021 is a public education campaign supported by the New York State Department of Health AIDS Institute. From October 25 – 31, 2021, a host of virtual and in-person events and activities will occur with the objective of boosting awareness and knowledge of PrEP (Pre-Exposure Prophylaxis) as a highly effective HIV prevention and sexual health tool that is available to priority populations.

The theme for *PrEP Aware Week, 2021* is “My PrEP.” and the official campaign website is www.PrepForSex.org. The campaign features images and videos of eight new ambassadors from across the state. Collectively, they reflect a variety of races, ethnicities, gender identities and sexual orientations. These individuals were selected based on their strong social media presence and connection with the communities that they represent – utilizing their personal platforms to advocate for PrEP and sexual health.

How to Participate

This toolkit includes everything that you’ll need to participate in *PrEP Aware Week, 2021* on Twitter, Facebook, and Instagram. We’ve included social media messages, graphics, videos, and a GIF for you to download and share on your social media channels.

Remember that the most powerful stories are personal ones, so feel free to be creative and tell your own personal story about what PrEP means to you and why you want others to be aware that PrEP can prevent HIV and promote sexual health. Use the **#PrEPAwareWeek2021** hashtag to spread the word about PrEP before, during and after PrEP Aware Week.

A special thanks to:

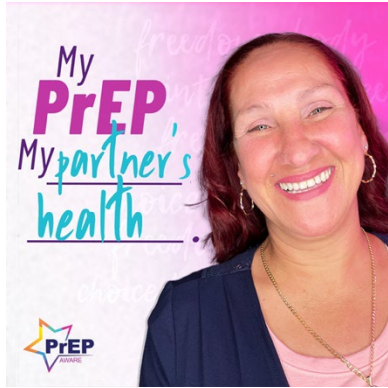
Each of the Ambassadors for their courage to speak out about their experience with PrEP.

Impact Marketing for the production of all campaign materials.

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

Meet the 2021 PrEP Ambassadors

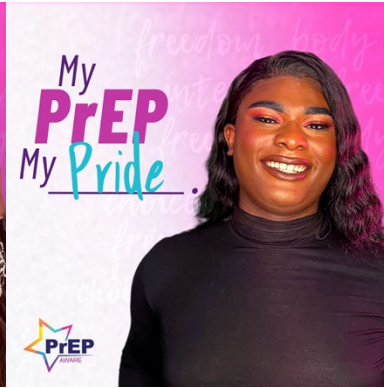
Ivette



Jenny



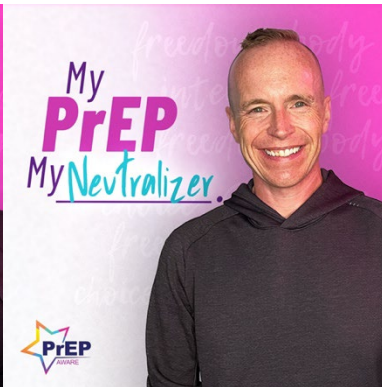
Johanna



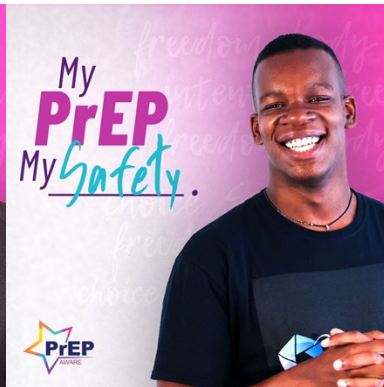
Marie-Adéline



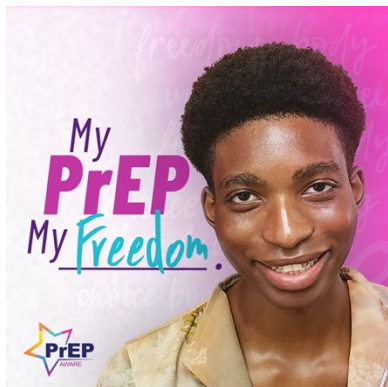
Matt



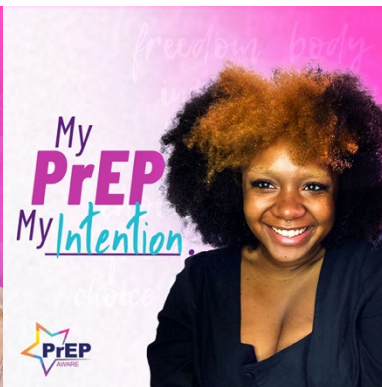
Shei



Theo

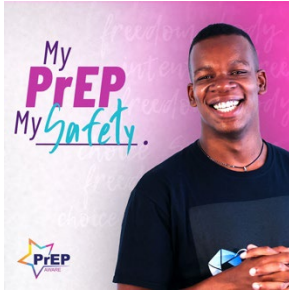


Zenobia



Messages from PrEP Ambassadors

Shei



“My PrEP allows me to feel confident and strong in owning my sexuality.” – PrEP Ambassador, Shei. prepforsex.org #PrEPAwareWeek2021

PrEP Ambassador, Shei, says “My PrEP gives me peace of mind knowing that I have another form of protection against getting HIV.” prepforsex.org #PrEPAwareWeek2021

“My PrEP allows me to embrace all of my sexual freedom.” – PrEP Ambassador, Shei. prepforsex.org #PrEPAwareWeek2021

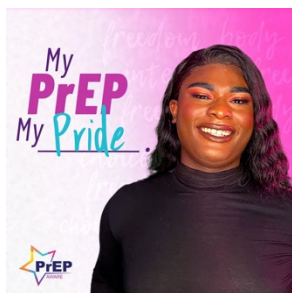
“My PrEP, my safety,” says PrEP Ambassador, Shei. “As a Black MSM, my risk of getting HIV is greater than my white counterparts.” prepforsex.org #PrEPAwareWeek2021

My PrEP, my understanding that I have more protection against getting HIV. prepforsex.org #PrEPAwareWeek2021

My PrEP, my health. I meet with my doctor regularly for STI testing and to ensure that there are minimal to no side effects. prepforsex.org #PrEPAwareWeek2021

Click to play or download [Shei's Video](#)

Johanna



My PrEP, my future. “Getting consistent with PrEP is one of the ways I take care of my future as a young person,” says PrEP Ambassador, Johanna. #PrEPAwareWeek2021 prepforsex.org

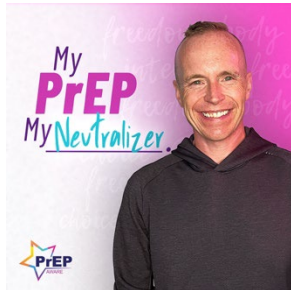
My PrEP, my pride. PrEP is an opportunity for us to say that we are proud of who we are and that there is nothing embarrassing about taking care of our sexual health. #PrEPAwareWeek2021 prepforsex.org

PrEP is power. PrEP is protection. PrEP is a daily pill that can help you stay HIV negative. Learn more about this easy, affordable, and effective method for HIV prevention: prepforsex.org
#PrEPAwareWeek2021

PrEP is a safe, affordable, and highly effective way to make sure you stay HIV negative. With or without insurance, PrEP is available to anyone who needs it. Learn more: prepforsex.org
#PrEPAwareWeel2021

Click to play or download [Johanna’s video](#)

Matt



My PrEP, my neutralizer. For such a long time, we could only talk about our HIV status on a binary. PrEP allows me to think of my HIV status as neutral. #PrEPAwareWeek2021 prepforsex.org

My PrEP, my options. Harm reduction is understanding everything that is available for my sexual health and choosing the options that work best for me. #PrEPAwareWeek2021 prepforsex.org

My PrEP, my options. PrEP gave me the option of thinking about my sexual health with my morning coffee rather than in the heat of the moment. #PrEPAwareWeek2021 prepforsex.org

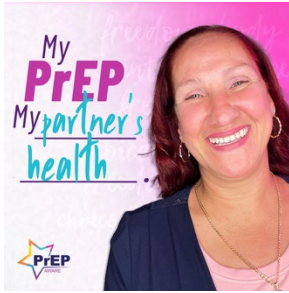
Condoms. Lube. PrEP. Prioritize your pleasure and protect your sexual health by taking PrEP, the daily pill to prevent HIV. Explore all of your HIV prevention options. Visit prepforsex.org #PrEPAwareWeek2021

With PrEP, I don't ever have to wonder about my partner's HIV status. My PrEP, my neutralizer. #PrEPAwareWeek2021 prepforsex.org

Matt encourages everyone to learn about U= U. Learn more about undetectable = untransmittable at <https://www.untransmittable.org/>

Click to play or download [Matt's video](#)

Ivette



As a person living with HIV, Ivette felt relieved knowing her partner could take PrEP to remain HIV negative.

PrEPAwareWeek2021 prepforsex.org

My PrEP, my health. People who use drugs deserve all options to protect our health and PrEP is one of the important ways that we can prevent the spread of HIV in our communities.

#PrEPAwareWeek2021 prepforsex.org

When Ivette first learned she was living with HIV she had to take a handful of pills. Treatment has progressed so much she only has to take one pill a day for treatment. It's amazing to her that HIV prevention can also be just as simple. #PrEPAwareWeek2021 prepforsex.org

I use PrEP for my sexual health and I get tested for STIs. I also educate people about syringe services so they have access to a new, clean needle every time they inject. Find out more: <http://thepointny.org/> #PrEPAwareWeek2021

Self-care for people who use drugs looks like: PrEP for my sexual health; naloxone for reversing an overdose, and syringe services for clean syringes and support. You matter and you are worth it. PrEPAwareWeek2021 prepforsex.org

Click to play or download [Ivette's video](#)

Jenny



“When I know I’m playing safe I can relax and have more fun. PrEP is an easy part of that safety net. I still wear my mask and I take PrEP because I take care of me. #MyPrEP, my health.” – Jenny, PrEP Ambassador #PrEPAwareWeek2021 #TGNC prepforsex.org

“Cuando sé que estoy jugando de manera segura, puedo relajarme y divertirme más. PrEP es un componente fácil de esa red de seguridad. Sigo utilizando mi mascara y sigo tomando PrEP porque yo me cuido. #MiPrEP, mi salud.” – Jenny #PrEPAwareWeek2021 www.prepforsex.org

“I take every opportunity to let my friends know that everyone can access PrEP regardless of health insurance coverage, immigration status, age and occupation – it is confidential and free.” – Jenny, PrEP Ambassador #PrEPAwareWeek2021 prepforsex.org

“Aprovecho cada oportunidad para hacerle saber a mis amigos que todos pueden acceder a la PrEP independientemente de cobertura de seguro médico, estado migratorio, edad y ocupación; es confidencial y gratuito.” – Jenny #PrEPAwareWeek2021 www.prepforsex.org

“Everyone talks about self-care these days; PrEP is a part of mine. Even on my worst days, when I take my PrEP I know I’ve done at least one thing to take care of myself. #MyPrEP, My Health.” – Jenny, PrEP Ambassador #PrEPAwareWeek2021 prepforsex.org

“Todo el mundo habla de autocuidado esto días, PrEP hace parte de mi autocuidado. Aun en mis dias más difíciles, cuando tomo PrEP se que he hecho por lo menos una cosa por cuidarme a mí misma. #MiPrEP, mi salud.” – Jenny #PrEPAwareWeek2021 www.prepforsex.org

Sex work is safer with PrEP. #PrEPforSex #PrEPAwareWeek2021 prepforsex.org

El trabajo sexual es trabajo legítimo y es más seguro con PrEP. #PrEPforSex #PrEPAwareWeek2021 www.prepforsex.org

PrEP and hormones go together like the sun and the moon. I’m proud of myself for taking PrEP. I put myself first and that makes me feel empowered. #PrEPAwareWeek2021 prepforsex.org

La PrEP y las hormonas van juntas como el sol y la luna. Estoy orgullosa de mí misma por tomar PrEP. Ponerme a mí misma en primer lugar me hace sentir empoderada. #PrEPAwareWeek2021 www.prepforsex.org

Keeping ourselves safe with PrEP is worth the first few days of discomfort from side effects. I was lucky to not experience any side effects and you might be too. #MyPrEP, my health. #PrEPAwareWeek2021 prepforssex.org

Las primeras semanas de malestar valen la pena por mantenernos protegidas con PrEP. Tuve la fortuna de no experimentar efectos secundarios, . #MiPrEP, mi salud. #PrEPAwareWeek2021 www.prepforssex.org

If your partner is undetectable, and you take PrEP, it doubles your safety– and your pleasure. #PrEPforSex #PrEPAwareWeek2021 prepforssex.org

Si su pareja es indetectable y usted toma PrEP, tienen el doble de protección -y de placer. #PrEPforSex #PrEPAwareWeek2021 www.prepforssex.org

PrEP is for everyone – trans, cis, all along the spectrum. #PrEPforSex #PrEPAwareWeek2021 prepforssex.org

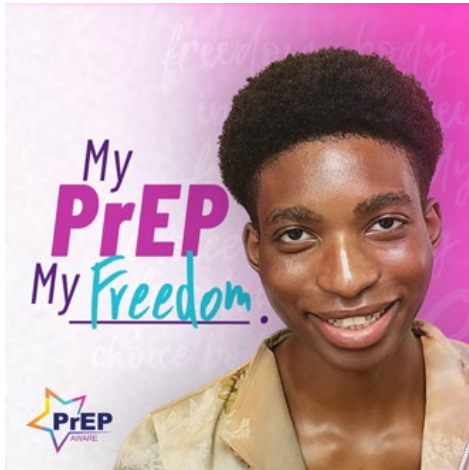
PrEP es para todes: trans, cis y todo el espectro. #PrEPforSex #PrEPAwareWeek2021 www.prepforssex.org

The last thing I need is another item on my to-do list, but PrEP is as easy as brushing my teeth. #PrEPforSex #PrEPAwareWeek2021 prepforssex.org

Lo último que necesito es otro punto en mi lista de pendientes, pero PrEP es tan fácil como lavarme los dientes. #PrEPforSex #PrEPAwareWeek2021 www.prepforssex.org

Click to play or download [Jenny's video](#)

Theo



“At first I was nervous to start taking PrEP pills. But my body got used to it and now I feel great. I’m protecting myself against HIV and I’m feeling free,” says PrEP Ambassador, Theo. Learn more about PrEP for HIV prevention at prepforsex.org.

“People sometimes think about HIV as something that only affects gay men, but that’s not true. To take care of myself, I got tested for STIs and got started on PrEP. It was easier to get than I expected and my doctor explained how the costs would be covered,” says PrEP Ambassador, Theo. Learn more at prepforsex.org.

PrEP is a safe and effective way to prevent HIV. It is for people of all genders. Ask a health care provider about an HIV test and whether PrEP might be right for you. Learn more at prepforsex.org.

PrEP es una píldora diaria para personas que no tienen VIH. La protege en caso de que está arriesgada al VIH en el futuro. PrEP está bajo SU CONTROL – la puede usar con o sin el conocimiento de su pareja. Aprende más prepforsex.org.

PrEP está cubierta por Medicaid y muchos seguros médicos. Hay programas de asistencia para ayudarle a cubrir los costos. Hable con su médico acerca de las opciones de pago. Aprende más prepforsex.org.

Click to play or download [Theo’s video](#)

Marie-Adéline



#MyPrEP – My Strength. PrEP gives me peace of mind to live my life without worrying about HIV. Learn more at prepforsex.org
#PrEPAwareWeek2021

#MyPrEP – My Control. PrEP lets me take control of my sexual health. Learn more about #PrEPforSex to prevent HIV at prepforsex.org
#PrEPAwareWeek2021

PrEP gives me the power to prevent HIV. One pill a day is all it takes for up to 99% protection when taken as prescribed. #MyPrEP – My Power. prepforsex.org #PrEPAwareWeek2021

I choose safe, affordable protection from HIV. I choose PrEP. #MyPrEP – My Choice. prepforsex.org #PrEPAwareWeek2021

Thanks to PrEP, I don't have to worry about HIV. PrEP is a safe, affordable option for protecting against HIV. Learn more at prepforsex.org #PrEPAwareWeek2021

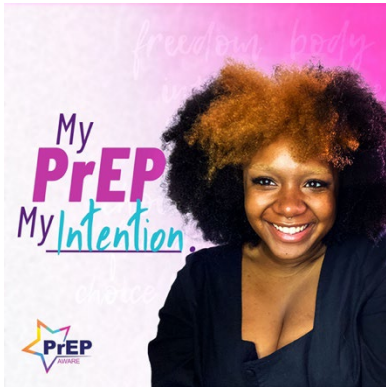
PrEP gives me the freedom to be me. Protect yourself from HIV with PrEP. #MyPrEP – My Freedom. prepforsex.org #PrEPAwareWeek2021

Cis-women get protection from HIV from once-a-day PrEP. When taken every day as prescribed, PrEP reduces the risk of getting HIV by up to 99%. Learn more at prepforsex.org #MyPrEP #PrEPAwareWeek2021

I took PEP (post-exposure prophylaxis) to prevent HIV right after I had a possible exposure. Now I take PrEP every day so I am always protected. Learn about PEP and PrEP at prepforsex.org #PrEPAwareWeek2021.

Click to play or download [Marie-Adéline's Video](#)

Zenobia



PrEP means to be safe and mindful of what I put inside my body. PrEP means taking control of my future. Go to prepforsex.org for more information.

I can consent to PrEP on my own, without my parents knowing. By doing this I am taking control over my future. My PrEP, My Intention. #PrEPAwareWeek2021

“There’s no one person that takes PrEP, it’s for everyone!” PrEP ambassador, Zenobia, reminds us that regardless of your gender identity or sexual orientation, PrEP is HIV prevention medication

for YOU. Learn more: prepforsex.org #PrEPAwareWeek2021

I’m young and I thought PrEP would be expensive. My health care provider helped me access PrEP at no cost to me. Learn more: prepforsex.org #PrEPAwareWeek2021

Click to play or download [Zenobia’s video](#)

Additional Messages for Organizations and Advocates for PrEP

Not sure about your sexual partner's HIV status? Ask your health care provider about PrEP, a daily pill that prevents HIV, and take control of your sexual health. prepforsex.org #PrEPAwareWeek2021

PrEP today, prepared whenever! With PrEP you've got an HIV prevention method that comes with peace of mind. Learn more: prepforsex.org #PrEPAwareWeek2021

My PrEP. My Protection. One pill, once a day can help you stay HIV-negative. Explore your HIV prevention options at prepforsex.org #PrEPAwareWeek2021

The decision to protect your sexual health is in your hands, literally. PrEP is an affordable and effective pill you can take once daily or on-demand to keep you from getting HIV. Learn more: prepforsex.org #PrEPAwareWeek2021

PrEP + condoms = HIV prevention perfection. Explore your options for staying HIV negative at prepforsex.org #PrEPAwareWeek2021

For gay and bisexual men, PrEP is the HIV prevention pill that can be taken on-demand using the "2-1-1" schedule. That means taking 2 pills 2-24 hours before sex, one pill 24 hours after sex, and one more pill 24 hours after your last day of sex. Learn more about your options for taking PrEP: prepforsex.org #PrEPAwareWeek2021

Planned or spontaneous, stay ready for sex with PrEP – the once daily pill that prevents HIV. Get all the info at prepforsex.org #PrEPAwareWeek2021

Use the hashtag #PrEPAwareWeek2021 to spread the word about pre-exposure prophylaxis (PrEP), a daily medication for HIV prevention. One pill, once a day to prevent HIV. It's that easy. prepforsex.org

When it comes to HIV prevention options, you've got a few. Consider adding daily PrEP or on-demand (2-1-1) PrEP to your plan for protection against HIV. Explore all your options, visit prepforsex.org #PrEPAwareWeek2021

Learn about PrEP and how easy and affordable it is to stay HIV negative! PrEP is safe and effective at preventing HIV for people who use drugs. Just one pill once a day to keep you healthy. Find out more at prepforsex.org #PrEPAwareWeek2021

Maybe you've heard of PrEP, the pill you take before sex to prevent HIV, but have you heard of PEP? Taking PEP medication for 28 days after you've been exposed will prevent HIV. Take PEP within 72 hours of a possible exposure to stay HIV negative. PEP Hotline: Outside NYC: 844-PEP4NOW (844-737-4669) In NYC: 844-3-PEPNYC (844-373-7692)

It's #PrEPAwareWeek2021 and you should know that PrEP is:

- ✓ a form of prevention for HIV-negative people
- ✓ covered by Medicaid and most insurance plans
- ✓ safe and highly effective

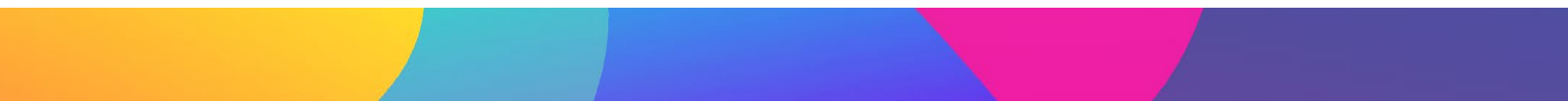
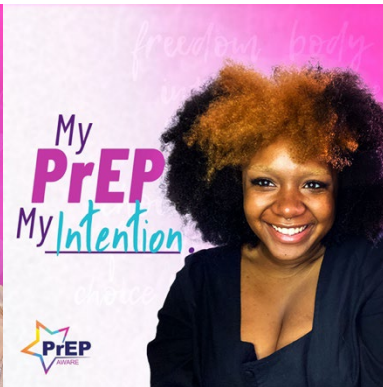
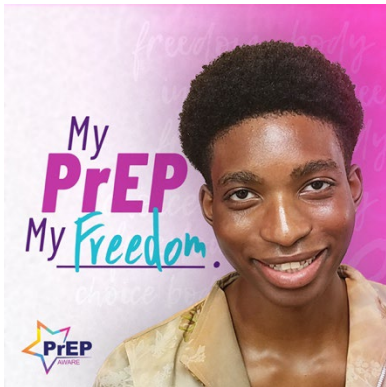
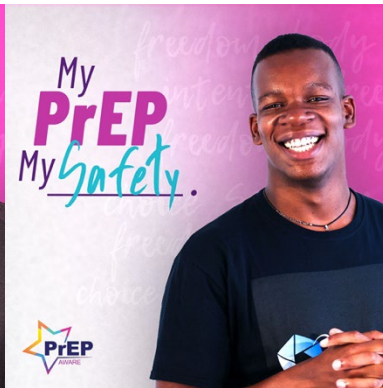
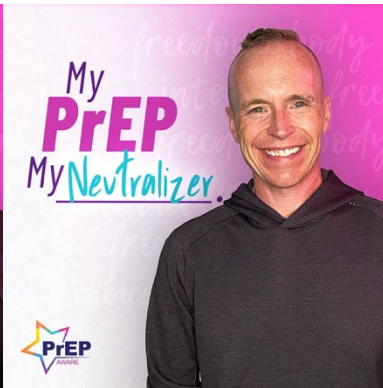
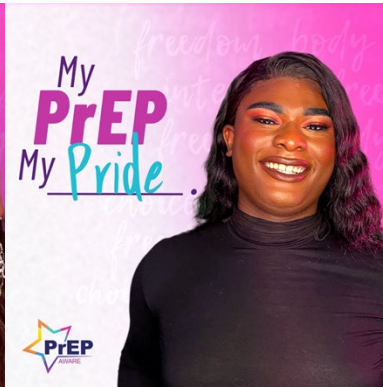
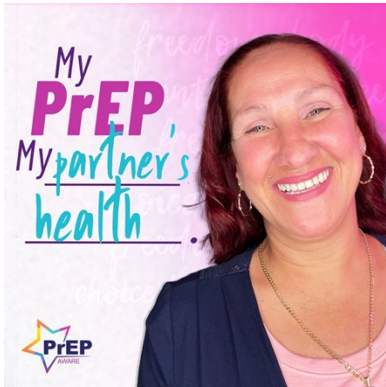
Learn more about PrEP for HIV prevention at prepforsex.org

Social Shareables

Facebook/Twitter Images



Instagram Images



Complete URL Links to Videos

Theo: <https://youtu.be/plrl7JK9vV8>

Shei: <https://youtu.be/9P3eFzZIVRc>

Matt: https://youtu.be/_vL33fN-Brw

Marie-Adéline: <https://youtu.be/shBGHlcb7P0>

Johanna: <https://youtu.be/dQWTy1ZP0s0>

Zenobia: <https://youtu.be/2dQ0vTSD49s>

Jenny: <https://youtu.be/6dx6B0wbCPY>

Ivette: https://youtu.be/T43J_3JQ2Hc

Latinx model for social media short (Spanish): <https://youtu.be/jcrnk-4XCDw>

Latinx model for social media short (English): <https://vimeo.com/583497845/e500f57b2b>