



October 24-31, 2022

PrEP Aware Week Collaborative*:

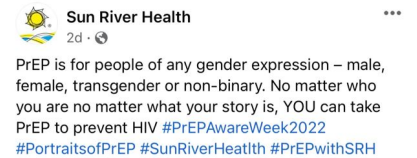
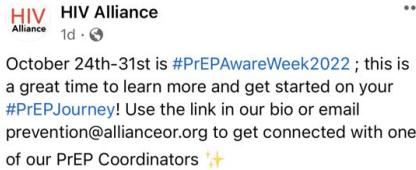
PrEP Aware Week 2022 was planned by the NYSDOH AIDS Institute in conjunction with the following community partners:

Evergreen Health, In Our Own Voices Inc., Planned Parenthood GNY, Iris House, SUNY TBHC, Trillium, United Community Centers, NYTAG

Events Hosted by the PrEP Aware Week Collaborative and their Recruited Community Partners:

*This document summarizes the activities of the members of the PrEP Aware Week Collaborative. It does not include the important work of the many other community agencies and individuals who hosted events or used the PrEP Aware Week Social Media Toolkit that was developed by the Collaborative.

- Movie Nights
- Community Outreach Events
- College Tabling Events
- PrEP Parties
- Trivia and Jeopardy Events
- Open Mic Events
- PrEP Rally's
- Roundtable Talks and Virtual Panels
- Halloween Parties
- Educational Events
- Instagram Live Events with Influencers
- Facebook Live Talks



Total Event Attendance: 3,022+

T-Shirts Given Away: 3,034



Colleges Engaged:

- SUNY Poly
- Corning CC
- Buffalo State
- Postdam
- SUNY New Paltz
- Canton
- Ithaca
- Cansius
- RPI
- Pratt
- Bronx CC
- Daemen College
- University at Buffalo
- York
- Hartwick
- University at Albany
- Monroe CC
- Old Westbury
- Nazareth
- Lehman
- RIT
- Fordham
- Sage
- Hofstra
- Nassau CC
- Brooklyn College

Trainings Offered by AIDS Institute Funded Training Centers:

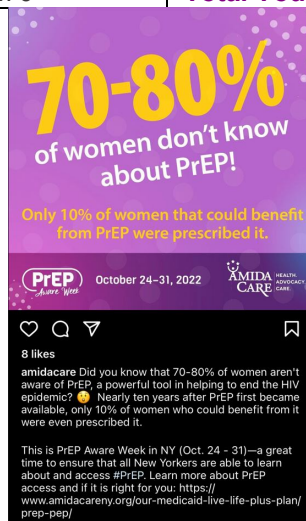
- Pre-Exposure Prophylaxis (PrEP)
- PrEP for All Women
- PrEP for Adolescents and Young Adults
- PrEP for Older Adults
- PrEP Aware Week 2022 Long-Acting Injectables: A Panel Discussion How PrEPared Are you? (Family Feud)
- How PrEPared Are you? (Quizziz)
- PrEP Aware Week 2022: PrEP Family Feud
- PrEP Aware Week 2022: Core Concepts & Updates
- PrEP BINGO

Webinars reached over 300 participants!



Ambassador Video YouTube Views

Ambassador Name	Total Views	Ambassador Name	Total Views
Campaign Teaser	130	Jair	149
Aanya	274	Emily	114
Viviana	144	David	145
Victor	128	Brielle	273
Shavoun	270	Total YouTube Views:	1,627



Social Media Highlights:

- Gindr Ads: 42,380 impressions; 5,197 clicks
- Facebook/Instagram: 97,145 impressions; 8,943 clicks from a single PrEP Agency
- Instagram Reels: 600 views clicks from a single PrEP Agency

Social Media Messages & Paid Ads Appeared On:

Facebook, Twitter, Instagram, TikTok, Grindr, YouTube

