



Social Media Toolkit

PrEP Aware Week 2022





About the 2022 Campaign

PrEP Aware Week, 2022 is a public education campaign funded by the New York State Department of Health AIDS Institute. From October 24 – 31, 2022, a host of 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, 2022 is “Portraits of PrEP” and the official campaign website is health.ny.gov/prepforsex. 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 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, 2022 on Twitter, Facebook, and Instagram. We’ve included social media messages, graphics, and videos for you to share on your social media channels when you download them from health.ny.gov/prepforsex.

Remember that the most powerful stories are personal ones, so feel free to be creative and create your own “Portrait of PrEP” by sharing what PrEP means to you and why you want others to be aware that PrEP can prevent HIV. Remember to use the official campaign hashtags to get the word out about PrEP for HIV prevention: **#PrEPAwareWeek2022** and **#PortraitsOfPrEP**

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

NYSDOH Instagram – @NYSDOH

NYSDOH Facebook – @NYSDOH

NYSDOH Twitter – @HealthNYGov

Portraits of PrEP





PrEP Aware Week 2022 Social Media Toolkit

Web Banner

A web banner for PrEP Aware Week 2022. On the left, a group of seven diverse young adults (four women and three men) are smiling and posing. The background behind them is purple with a diagonal rainbow stripe. In the top left corner of the banner, there is a white star outline containing the text "PrEP" and "AWARE WEEK" below it. On the right side of the banner, the text "Portraits of PrEP" is displayed, with "Portraits of" in a purple script font and "PrEP" in a large, blue, outlined sans-serif font. Below this, the dates "October 24-31, 2022" are written in purple, and the website "health.ny.gov/PrepForSex" is written in a dark purple font.



Ambassador Videos

Watch and share campaign videos using the links below.

Campaign Teaser - <https://youtu.be/46K00oKIk2U>

Brielle - https://youtu.be/XHOT_dEOtMw

David - <https://youtu.be/1rS07mmrDu0>

Emily - <https://youtu.be/a0s8pLKn7iQ>

Jair - <https://youtu.be/2TDLNp0sNDg>

Shavoun - <https://youtu.be/wEXYWUUC2hI>

Victor - <https://youtu.be/Q-uKePC6b48>

Viviana - <https://youtu.be/tluGgYc6YCo>

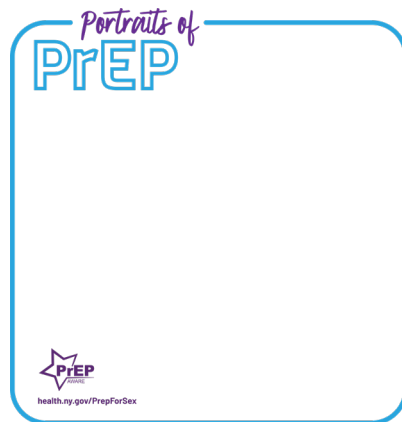
Aanya - <https://youtu.be/gKkE1AkeBHK>

Portraits of PrEP

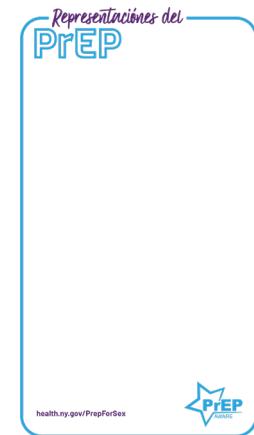
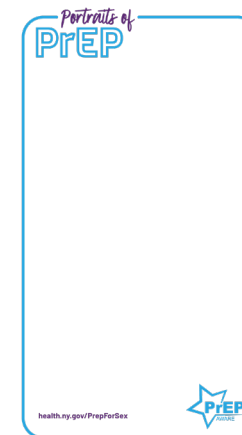
Social Media Photo Frames

Show your support for PrEP Aware Week by applying the official Portraits of PrEP social media frame to your Facebook profile photo or by applying it to an Instagram photo. Check them out:

Facebook Profile Frame



Instagram Frame





Messages from Our PrEP Ambassadors

Aanya

Did you know that there is an injectable medication that makes it virtually impossible for you to get HIV? With only 6 shots a year, you can remain confident that you are HIV negative. Injectable PrEP has been a game changer for me and I recommend it for anyone who is sexually active! health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Injectable PrEP isn't just for white gay men. I've been on all forms of PrEP and injectable PrEP has been a game changer for me. I've had no side effects and I haven't had to pay for it. If you're a sex worker, if you're trans or if you have multiple sex partners, be confident about your HIV status without having to take a pill every day: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Jair

What you see is what you get with me and PrEP is part of who I am. I take PrEP so I can be in control of my own health. One pill once a day makes me feel safe and empowered. My Portrait of PrEP is self-care. Learn more at health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

I started PrEP in 2020 which was a year of change for all of us. Starting PrEP was an act of self-discovery, I learned I had the power to protect myself from HIV with one tiny pill. Learn more about my personal portrait of PrEP at health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Shavoun

My decision for starting PrEP was to make sure I was protected, even if someone else isn't as prepared as me. I want to enjoy my experience using different forms of protection. This is my #PortraitofPrEP. Learn more: health.ny.gov/prepforsex #PrEPawareweek2022

Don't be discouraged by the stigma around taking a medication to prevent HIV. PrEP is okay and it's safe. Take charge of your sexual health by taking PrEP. Learn more: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP



Messages from Our PrEP Ambassadors

David

My experience taking PrEP has always been positive, I haven't had any side effects and it makes me feel more confident about my overall protection against HIV when I have sexual relationships. To learn more about PrEP visit health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

A social worker told me about PrEP in 2018 and referred me to doctor at an LGBTQ clinic who prescribed my PrEP medication. We are both gay and that makes me comfortable discussing my sexual health. Find a PrEP provider: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Brielle

I take PrEP to keep myself safe and to make sure all of my sexual partners are safe as well. For sex workers, PrEP is a tool that you can use to make sure that you have virtually no risk of getting HIV. Learn more about PrEP by visiting health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

My name is Brielle and I want you to know that PrEP is 99% effective at preventing HIV. Check out my Portrait of PrEP to learn more about why I take PrEP and why you should too! Visit health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP



Messages from Our PrEP Ambassadors

Viviana

Mi retrato de PrEP es fuerza. Para obtener más información, visita health.ny.gov/prepforsex
#PrEPAwareWeek2022 #PortraitsofPrEP

My Portrait of PrEP is Strength. For more information, visit health.ny.gov/prepforsex #PrEPAwareWeek2022
#PortraitsofPrEP

Te invito a que dejes de lado los estigmas sociales toma PrEP y cambia tu vida. Evitemos el riesgo de contraer el VIH.
Explora todos los recursos actualmente disponibles visitando health.ny.gov/prepforsex #PrEPAwareWeek2022
#PortraitsofPrEP

I invite you to put aside social stigmas, take PrEP and change your life. Let's avoid the risk of getting HIV. Explore all the
currently available resource by visiting health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP



Messages from Our PrEP Ambassadors

Victor

El estigma y los estereotipos en la comunidad latinx en torno al VIH y la PrEP me impidieron pedir consejo sobre la prevención del VIH. Debido a mi crianza, no pensé que necesitaba protección. Ahora yo sé que es importante hacerse la prueba con regularidad. Obtenga más información visitando health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Stigma and stereotypes within the Latinx community stopped me from asking for advice about HIV prevention. Due to my upbringing, I thought I didn't need protection. Now I know it's important to get tested regularly. health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Inicialmente era muy escéptico sobre PrEP. Pero luego me reuní con un especialista de PrEP y me informé. Aprendí que este medicamento es adecuado para mí. Ahora puedo vivir mi vida bajo mis propios términos. Tú puedes hacer lo mismo, comienza visitando health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

At first, I was skeptical about PrEP. Then I met with a Trillium PrEP specialist and educated myself. I learned that this medication is right for me. Now, I live my life on my terms. You can do the same, start by visiting: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

Emily

My PrEP is easily accessible with, or without insurance! My PrEP is for EVERYONE! Learn more at: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

My PrEP is taking care of my health. I meet with my doctor regularly to get tested for sexually transmitted infections and to get refills of my PrEP medication. PrEP is one of the ways I stay protected. Learn more about my PrEP story by visiting health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP



More Prepared Messages for Organizations and Advocates for PrEP

Your portrait of PrEP is your personal story about how PrEP has changed your life. Over the last 10 years, more than 70,000 New Yorkers have made the decision to prevent HIV by taking PrEP. These are some of their stories: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

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 is YOU can take PrEP to prevent HIV. health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

What PrEP is: A medication that prevents HIV and promotes sexual health + safer drug use. What PrEP is not: A replacement for condoms and other forms of protection against sexually transmitted infections. Get more PrEP info: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

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 health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

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: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP

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 health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsofPrEP



PrEP Aware Week 2022 Social Media Toolkit

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 so much about HIV prevention. Learn more: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsOfPrEP

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: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsOfPrEP

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: health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsOfPrEP

Step one: Take an HIV test. Step two: Start taking PrEP if you are HIV negative. PrEP is a medication that is 99% effective at preventing HIV. Need more information? Visit health.ny.gov/prepforsex #PrEPAwareWeek2022 #PortraitsOfPrEP