

Pre-Exposure Prophylaxis (PrEP) for All Ages Social Media Toolkit

PrEP Aware Week 2024



About the 2024 Campaign

PrEP for All Ages

The New York State Department of Health (NYSDOH) AIDS Institute is excited to announce the official theme for PrEP Aware Week 2024 honoring PrEP across the lifespan: PrEP for All Ages.

PrEP for All Ages redefines what it means to take ownership of your health, no matter what season of life you're in. Whether you're younger or older, single or partnered, career-focused or retired, exploring your sexuality, or simply enjoying sexual pleasure, PrEP is for people of all ages and in all phases of life experiences.

Together, **we celebrate sexual health, safety, and pleasure in all seasons of life.**

What is PrEP Aware Week?

PrEP Aware Week is a public health education campaign in New York that promotes the routine use of Pre-Exposure Prophylaxis (PrEP) to prevent HIV. The campaign features eight ambassadors from across the state that represent the diverse experiences of New Yorkers and of those that can benefit from PrEP. This year, PrEP Aware Week will be observed from October 21-27, 2024. During that time, 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.

Learn more about PrEP, find shareable social media graphics and messages, and help reduce stigma around accessing PrEP for HIV prevention.

PrEP Aware Week is supported by the New York State Department of Health (NYSDOH) AIDS Institute.

A special thanks to:

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

Impact Marketing + Communications for the production of all campaign materials.

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

The Official Campaign Website is PrEPforSex.org



2024 PrEP Aware Week Social Media Toolkit

How to Participate

This social media toolkit includes everything you'll need to participate in PrEP Aware Week 2024. We've included a variety of messages, graphics, and videos on PrEPforSex.org to post to your personal and organization's social media channels.

The 2024 campaign theme—PrEP for All Ages—empowers individuals to **embrace PrEP** for HIV prevention **no matter what season of life they're in**, and at all ages. PrEP can be a fit for you, too.

To get involved, share the campaign messages, graphics, and videos to both your personal and organization's social media channels. We also invite you to share your personal story about how PrEP fits your season of life!

Be sure to use the official campaign hashtags when posting: #PrEPAwareWeek2024 #PrEPforallAges

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

NYSDOH Instagram – @NYSDOH

NYSDOH Facebook – @NYSDOH

NSYDOH Twitter – @HealthNYGov

What's Inside

As part of the social media toolkit, you'll find a number of campaign materials alongside some information on PrEP:

- 1 - Ambassador graphics with campaign name
- 2 - Ambassador videos
- 3 - Messages from the Ambassadors
- 4 - General PrEP advocacy messages + frequently asked questions

How to Use the Toolkit

In the toolkit, you'll find a series of graphics, videos, and messages.

Pair one of the images or videos with one or more of the messages. You can post these to Instagram, Facebook, X (formerly Twitter), and LinkedIn. You can even post the ambassador videos with a message to TikTok or YouTube!

The PrEP Aware Week materials can be shared on your personal and your organization's accounts. Be sure to use the official campaign hashtags.



2024 PrEP Aware Week Social Media Toolkit

Meet the PrEP Ambassadors



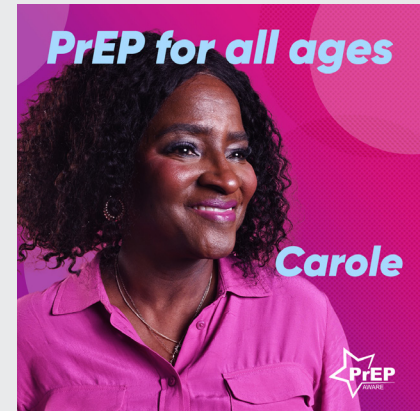
Allen



Ansi



Bo-Andrea



Carol



Emmanuel



Jaya



Jewel



Will



Ambassador Videos

Watch and share campaign videos using the links below.

Allen: <https://youtu.be/mmvlimjk1dg>

Ansi: <https://youtu.be/il4Fdf5RI5w>

Bo-Andrea: https://youtu.be/xS_mjA6gu5k

Carole: https://youtu.be/O_bh0RWPW7A

Emmanuel (English): <https://youtu.be/GluqwUqvuQw>

Emmanuel (Spanish/Español): <https://youtu.be/WzjAWijOVfE>

Jaya: https://youtu.be/7iDG2g7_wRQ

Jewel: <https://youtu.be/DolJ5hCC-88>

Will: <https://youtu.be/iloxAz3--xQ>



Messages from Our PrEP Ambassadors

Share these messages with the campaign hashtags to educate your friends and community about the benefits of taking PrEP.

Ansi

PrEP for all Ages means PrEP isn't just for someone who is sexually active. If you're thinking about being sexually active, consider taking PrEP to make sure you're protected. #PrEPAwareWeek2024 #PrEPforAllAges

Don't shy away from protecting yourself! PrEP is pure prevention. Find a provider near you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

The PrEP pill is part of my daily regimen - I take it with my vitamins to make sure my day is off to the right start. Learn more about PrEP options at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

PrEP para todos. #PrEPAwareWeek2024 #PrEPforAllAges

Allen

Taking PrEP helps make sure that someone else's choice doesn't affect my health. Find a PrEP provider near you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

As long as I know what I got going on, I don't need to worry about what others got going on. That's why PrEP is an important part of my sexual health. Learn more about PrEP for HIV prevention at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Bo-Andrea

Taking PrEP helps me navigate what safety really means for me and allows me to be in charge of my sexual health. Learn how PrEP puts YOU at the center of your sexual health at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges



Messages from Our PrEP Ambassadors

I'm a 24 year-old up and coming transwoman and I believe PrEP is for everyone - whether you're young or an older and more experienced sexual being, you should be able to protect yourself from HIV. Learn more about your HIV prevention options at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

After being a victim of sexual assault and having to take post-exposure prophylaxis, I knew I wanted to take PrEP for HIV prevention. I knew taking one pill once- a- day would help me feel safe and secure. Learn more at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Carole

PrEP makes me feel empowered. As women, we *do* have the right to ask to be safe and take care of ourselves. Learn more about PrEP for HIV prevention at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

As I get older, I sometimes feel lonely and may seek companionship, but that doesn't mean my risk of HIV goes away. Taking PrEP ensures I'm safe if I opt for a good night! #PrEPAwareWeek2024 #PrEPforAllAges

Emmanuel

Taking PrEP ensures I am taking care of myself and my family. It gives me more confidence and makes me feel healthy in my sexual life. Learn more about your HIV prevention options at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

PrEP is for all people, young or old, regardless of your relationship status. Learn more about how you can prevent HIV at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Tomar PrEP garantiza que me estoy cuidando a mí y a mi familia. Me da más confianza y me hace sentir saludable en mi vida sexual. Obtenga más información sobre sus opciones de prevención del VIH en PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

La PrEP es para todas las personas, jóvenes o mayores, independientemente de su estado civil. Obtenga más información sobre cómo prevenir el VIH en PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges



Messages from Our PrEP Ambassadors

Jaya

Our joy is supreme. Taking PrEP has been an important part of reclaiming joy for me. It gives me the opportunity to decide what's best for myself, and for me, that is safety. Learn more about your HIV prevention options at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Being on PrEP empowers me to have a more free, open, and enjoyable life. Learn how PrEP may be right for you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Jewel

Taking PrEP makes me feel sexy! Learn how PrEP may be right for you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

As a military veteran, I'm used to leading a healthy and conscious lifestyle. Taking PrEP for HIV prevention helps me stay on my health regimen. Find a provider near you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Will

Being on PrEP for 10 years, PrEP has been a constant for me navigating through different life moments whether I was single or partnered. Find a PrEP provider near you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

I'm on PrEP because I want control over my sexual health. What motivates you to learn more about PrEP and HIV prevention? Check out PrEPforSex.org to find a PrEP provider near you. #PrEPAwareWeek2024 #PrEPforAllAges



More Prepared Messages for Organizations and Advocates for PrEP

Pair one or more of these messages with an image or video when posting to social media. These messages can be posted to Instagram, Facebook, TikTok, X (formerly Twitter), and LinkedIn. Remember to use the official campaign hashtags! #PrEPAwareWeek2024 #PrEPforAllAges

PrEP for All Ages Messages

PrEP is for people who want to be ready for all of life's moments. Learn if PrEP is right for you at PrEPforSex.org #PrEPAwareWeek2024

PrEP for All Ages means PrEP isn't just for someone who is sexually active. If you're thinking about being sexually active then think about how PrEP can protect yourself. #PrEPAwareWeek2024 #PrEPforAllAges

As I get older, I sometimes feel lonely and may seek companionship, but that doesn't mean my risk of HIV goes away. Taking PrEP ensures I'm safe if I opt for a good night! #PrEPAwareWeek2024 #PrEPforAllAges

General PrEP Advocacy

Curious if you're a good fit for taking PrEP? PrEP for HIV prevention is for all people of all sexual and gender expressions – straight, gay, bisexual, cisgender men, cisgender women, transgender individuals, or gender non-conforming individuals. #PrEPAwareWeek2024

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

1. A once-a-day pill
2. On-demand (also known as 2-1-1)
3. An injection you take every 2 months or 6 months

Learn which option is right for you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Healthcare providers across the State of New York can prescribe PrEP for HIV prevention. Find a PrEP provider near you at PrEPforSex.org #PrEPAwareWeek2024 #PrEPforAllAges

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 how you can start taking PrEP for free. To learn more, visit PrEPforSex.org #PrEPAwareWeek2024 #PrEPforAllAges



More Prepared Messages for Organizations and Advocates for PrEP

Injectable PrEP is a safe option for people who want an alternative to a once-a-day pill to prevent HIV. Learn more at PrEPforSex.org #PrEPAwareWeek2024 #PrEPforAllAges

Sex should be pleasurable! Make PrEP part of your pleasure routine today. Learn more about how PrEP is a good fit for you at PrepforSex.org #PrEPAwareWeek2024 #PrEPforAllAges

Redefine sexual liberation! PrEP for HIV prevention gives you greater freedom to explore sex and pleasure while reducing your risk of HIV. Visit PrEPforSex.org to hear from people like you who have opted to make PrEP part of their pleasure routine. #PrEPAwareWeek2024 #PrEPforAllAges

PrEP is 99% effective at preventing HIV. Find a PrEP provider near you today at PrEPforSex.org #PrEPAwareWeek2024 #PrEPforAllAges

No matter how your relationships evolve or what phase of life you're in, PrEP is along for the journey. Empower and protect yourself with HIV prevention that fits you. Learn more at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges

Getting on PrEP to prevent HIV may be simpler than you think! All you need to start is a negative HIV test. Find a provider to learn more about what PrEP options may be right for you at PrEPforSex.org. #PrEPAwareWeek2024 #PrEPforAllAges



2024 PrEP Aware Week Social Media Toolkit

PrEP Aware Week Digital Resources

Web Banner



Save the Date



Lock up

**PrEP for
all ages**

October 21-27, 2024

**PrEP for
all ages**

October 21-27, 2024



2024 PrEP Aware Week Social Media Toolkit

PrEP Aware Week Digital Resources

Zoom Background



Email Signature

