



AIDS Institute PrEP Aware Campaign College Toolkit

The AIDS Institute will collaborate with colleges across New York State this Fall for PrEP Aware Week 2025, which will take place from October 19-October 25, 2025.

The purpose of this toolkit is to make PrEP Aware Week simple and manageable for college campuses to implement. Promoting PrEP Aware on campuses through this college toolkit will help students understand the benefits of preventing HIV transmission by taking PrEP.

What is PrEP?

Pre-exposure prophylaxis (PrEP) is a medication that can prevent the transmission of HIV. According to the CDC, 1 in 4 new cases of HIV are contracted in the 18-24 age range. This statistic makes it important for college students to learn more about how PrEP is an important tool for sexual health.

What is PrEP Aware Week?

The purpose of the PrEP Aware Week is to expand awareness about PrEP among individuals of all ages, races, sexual orientations, and gender identities. Much like the college experience, PrEP Aware Week brings people together to celebrate their differences.

This year New York State Department of Health AIDS Institute is working collaboratively with grassroots organizations and health clinics across the state to educate, create, and promote

PrEP Aware Week 2025. Utilizing PrEP Aware Week ambassadors from all different ages, races, sexual orientations, and gender identities, we are spreading the message that PrEP is a sexual health option for anyone.

This year's theme is "**PrEP Revolution**" which will feature PrEP campaign ambassadors statewide who share their experiences with PrEP, HIV prevention, and sexual health.

What is a College Toolkit?

This college toolkit was designed with college students in mind to promote PrEP virtually and in person. The toolkit can be customized to fit your college community by using our events and educational ideas or by creating your own.

The Toolkit will include:

- Suggestions for physical and virtual activities;
- Social media platform suggestions;
- Diverse educational materials.

Timeline:

- **Today: Spread the save the date!**
- **Full campaign Launch: September 2025**
- **PrEP Aware Week: Oct 19-Oct 25, 2025**

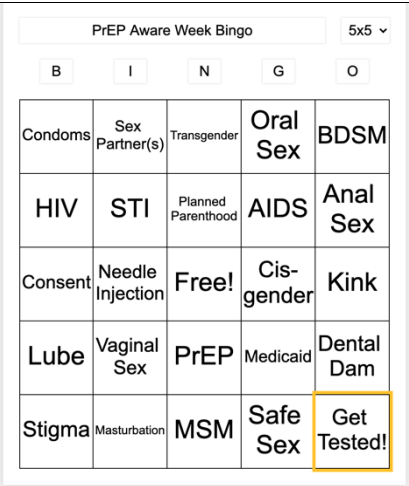
How can my college participate in PrEP Aware Week?

This PrEP Aware Week toolkit was designed to make planning activities simple for your campus community. Each college campus has its own unique student body and would be able to spread awareness of PrEP in their own way. We encourage involvement throughout your campus community. The creative possibilities are endless with PrEP Aware Week, and we want to invigorate your campus community's spirit. The activities list is meant to get resident halls, campus organizations, and health and wellness centers involved in PrEP Aware Week.

Below are some suggested activities for your campus community:

Activities	Description
PrEP Movie Night	<ul style="list-style-type: none">• Put on a movie night with a PrEP/HIV themed film. Be open with your film choices. You can choose documentaries, foreign films, indie

	<p>films, etc. Just remember to follow the theme;</p> <ul style="list-style-type: none"> • After the film, have a discussion about PrEP and have informational materials available to give to participants; • Film Suggestions: How to Survive a Plague (2012), Fire in the Blood (2013), The Normal Heart (2014), Moonlight (2015), Milk (2008), Dallas Buyers Club (2013), Tangerine (2015), Rent (2005), and Precious (2009).
PrEP Ed Bingo	<ul style="list-style-type: none"> • Have a bingo night on the topic of PrEP with prizes; • Design bingo cards with squares related to PrEP. Squares could include topics such as consent, STIs, condoms, etc.; • To attract more students, have a local drag queen host the event; • Website link to create your own bingo cards: https://bingobaker.com/ <p>Below is an example Bingo card that you may use as a template when creating your own. You are able to randomize on the link provided above.</p>

	
Jeopardy PrEP/Safe Sex Edition	<ul style="list-style-type: none"> • Create categories that pertain to information about PrEP and safe sex practices; • Have participants divide into teams and reward the winners with PrEP-related prizes; • Have a local drag queen host the event; • COVID Option: Have a jeopardy night over Zoom; • Here is a link to example board that you may use: https://jeopardylabs.com/play/sex-education-jeopardy-119 • Click this link to customize your own jeopardy board: https://jeopardylabs.com/
PrEP Trivia Night	<ul style="list-style-type: none"> • Develop a PrEP Aware Week trivia night for college students to participant in; • Create questions that focus on facts about PrEP usage, its benefits, and the importance of PrEP on the campus community; • COVID Option: Have a trivia night over Zoom.
Q&A Informational Session on PrEP	<ul style="list-style-type: none"> • Sponsor a casual discussion around PrEP with snacks and small activities;

	<ul style="list-style-type: none"> • Start with an introduction to PrEP to make sure that students have an understanding of the medication; • Give students information on resources on campus where they can find out more about PrEP; • Collaborate with campus health workers or local organizations such as Planned Parenthood to feature a guest speaker; • <u>COVID Option:</u> Livestream a Q&A from Facebook, Instagram, or Twitter to educate and answer students' questions about PrEP.
Decorate Dorm Halls for PrEP Aware Week	<ul style="list-style-type: none"> • Get residential students informed about PrEP by spreading information throughout the dorms; • Residential Advisors can decorate dorms with posters advertising PrEP Aware Week or activities related to the week; • Create PSA posters with facts/statistics about PrEP. Remember to place posters in places to capture residents' attention: doors, hallways, windows, bathrooms, etc.; • Decorate student door tags with PrEP-related theme or decorate the bulletin boards to catch students' attention. Don't be afraid to be creative! • <u>COVID Option:</u> Promote PrEP Aware Week over social media accounts and email lists to the campus community.
PrEP Scavenger Hunt	<ul style="list-style-type: none"> • Make a scavenger hunt with clues and riddles featuring PrEP-related topics; • This is an activity that can be done either indoors or outdoors; • Reward winners with PrEP-related prizes and informational materials. • <u>COVID Option:</u> Hide facts about PrEP on your website or send daily quizzes to students to answer for a prize.

PrEP Informational Table	<ul style="list-style-type: none"> • Set up an informational table on campus promoting PrEP Aware Week. • Do this activity at campus-wide events such as health fairs or campus club promotion events; • Make sure to hand out PrEP informational materials as well as PrEP promotional gifts (these can be ordered FREE using the link below); • <u>COVID Option:</u> If you're unable to this event in person, promote PrEP on your college's social media page. Live stream a session explaining PrEP and answer viewers' questions. Consider having a small group discussion in break-out rooms about PrEP.
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Where can I order print materials?

Materials for PrEP Aware Week can be ordered free here at the AIDS Institute website:
https://www.health.ny.gov/forms/order_forms/hiv_educational_materials.htm

How can I promote PrEP Aware Week on social media?

Social media has made sharing events such as PrEP Aware Week easier than ever. Using your college's social media accounts, you can write statuses, live stream events, tweet about PrEP Aware, share PrEP information, etc. The creative possibilities of promoting PrEP Aware Week on social media are endless! The forthcoming PrEP Aware Week Social Media Toolkit will provide recommendations on spreading PrEP Aware on various social media sites and make reaching students simple for each college community.

Here are some social media outlets:

Social Media Sites	Suggested Ideas
Facebook	<ul style="list-style-type: none"> • Post statuses advertising PrEP Aware events with hashtags; • Post pictures from PrEP events/activities to attract students; • Livestream events happening on your campus;

	<ul style="list-style-type: none"> • Advertise events on your Facebook's story.
Tik Tok	<ul style="list-style-type: none"> • Create unique videos promoting PrEP; • Share facts about PrEP, make your own dances, and be trendy with your Tik Toks so students are interested.
Twitter, "X"	<ul style="list-style-type: none"> • Tweet out PrEP-related events to your campus community; • Tweet pictures of events to attract more students; • Livestream information about the event or the event itself; • Tweet information and resources related to PrEP.
Instagram	<ul style="list-style-type: none"> • Capture pictures of PrEP Aware events and activities; • Share PrEP Aware Week calendar and events happening on your campus; • Use Instagram Live to promote events and activities; • Let special guests take over your Instagram story to talk about PrEP Aware Week and PrEP in general.
Snapchat	<ul style="list-style-type: none"> • Advertise and post pictures of your events on your Snap stories; • Feature sexual health workers and PrEP users to share information and their experiences with PrEP; • Follow the PrEP Aware Week calendar and dedicate a post each day to a specific PrEP demographic.

If there are any social media outlets that we didn't mention, feel free use our recommendations for PrEP Aware promotion on them.

Does PrEP Aware Week have a hashtag?

Share your activities by using **#PrEPAwareWeek2025**, **#PAW2025**, **#PrEPRevolution** or **#PrEPforSex** on social media accounts. We encourage colleges to use the hashtag to spread awareness and attention to PrEP.

The goal is for more students to be engaged and learn about PrEP. Branch out on a variety of social media outlets and be creative about customizing this hashtag into your posts.

How can I use promotional images and videos?

The promotional videos and images of the PrEP ambassadors are meant to be used in emails and social media posts. We encourage you to use these on all social media pages to promote PrEP Aware Week. Our ambassadors represent a diverse group of PrEP users that reflect the college student demographic.

Where can I find a high-resolution version of the logo to make my own t-shirts or other promotional items?

You can download the logo free from www.prepforsex.org

Do you have any more questions about the toolkit?
<ul style="list-style-type: none">• If so, please contact jennifer.goldman@health.ny.gov and brianna.cifone@health.ny.gov• Please send us pictures of your college's PrEP Aware Week events and activities!• We want to see your PrEP Aware Week festivities and hear feedback from you.• Keep an eye out for emails and surveys for PrEP Aware Week!

Please scroll to the next page to view our “Toilet Talk” flyer!

This is a resource to be printed and hung in campus bathrooms and placed on the interior door of stalls!

Celebrate

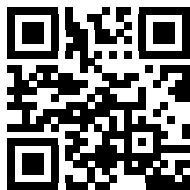
October 19-25, 2025

PrEP Aware Week

Share what you've learned about PrEP with intimate partners.

PrEP reduces the risk of HIV by 99% if taken daily.

According to the CDC, 1 in 4 new transmissions of HIV occur in individuals ages 18-24.



What is PrEP Aware Week?

PrEP Aware Week is a week dedicated to spreading awareness about PrEP usage for individuals of all ages, races, sexual orientations, and gender identities.

What is PrEP?

Pre-exposure prophylaxis (PrEP) is a medication that prevents the transmission of HIV

How do I get PrEP?

You can get PrEP by visiting a health care provider. Talk to your health care provider to see if PrEP is right for you.

How can I participate in PrEP Aware Week?

- Educate yourself about PrEP.
- Tell a friend or family member what PrEP is.
- Consider posting about PrEP on your social media.

Want to do more?

- Talk to your RAs about planning activities in your residence halls such as PrEP movie night or PrEP bingo.
- Contact the campus Health and Wellness Centers
- Check out events happening on your campus!

How can I afford PrEP?

Medicaid and all other insurance plans with a prescription drug plan cover PrEP. Assistance is available if uninsured, or if the co-pay or deductible is too high.

Want to know more?

Go to www.prepforsex.org.



**Department
of Health**