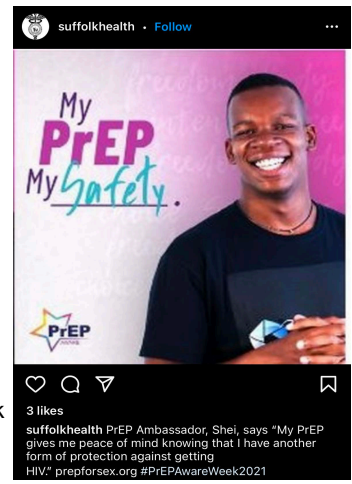




PrEP Aware Week 2021

PrEP Aware Week Collaborative Agencies:

- Evergreen Health
- SUNY TBHC
- In Our Own Voices, Inc
- Translatinx Network
- Planned Parenthood GNY
- Trillium
- Iris House
- UCC



Events:

Agency	Event	Attendance	Agency	Event	Attendance
Evergreen Health	PrEP Aware Weeklong Event	500	SUNY TBHC	THEO (Teens Helping Each Other) PrEP Aware Interview of Damian and Natalia	N/A
	PrEP Aware Week - Jamestown	50		Diversity of PrEP Use	N/A
	PrEP Aware Week - Bailey	50		Young Women and PrEP Community Advisory Group	5
	Lighthouse Clinic	20		TBHC CAG	4
In Our Own Voices, Inc	PrEP Aware Week Brunch	24	Translatinx Network	Panel: Providers and consumers reflections about PrEP	55
Iris House	PAW Mixer with Iris House	30		Street Community Fair	25
	Street Outreach and Awareness	50	Trillium	T-shirt distribution done via appointments, testing, and outreach	N/A
	Hospital Client Recruitment	15		UCC	Outreach: Pennsylvania and New Lots L Train Station
	PAW Recruitment	1	Health POP Up Fair		219
	PAW Outreach FBO	40	Outreach: Pitkin and Euclid Avenue A Train Station		83
	PAW Food Pantry Distribution	150	EVENT: 10am to 3pm		102
PPGNY	Hofstra University	300	Total Attendance for PrEP Aware Week Events:	2, 317	
	Grand Concourse - PPGNY	200			
	Brooklyn - PPGNY	150			
	Medgar Evers University	100			

CEI Webinars:

Pre-exposure Prophylaxis (PrEP)-statewide webinar presented by Rona Vail, MD	PrEP for Transgender and Gender-Diverse People by Asa Radix, MD, MPH
PrEP for All Women: Prevention Opportunities in Clinical Practice-statewide webinar with Stella Safo, MD	PrEP for Adolescents and Young Adults: What Providers Need to Know-statewide webinar presented by Jeffrey Birnbaum, MD, MPH, and Natalia Louis, MPH

Webinars Offered for Non-clinical Staff:

- A PrEP Confab
- Test Your PrEP: Trivia Challenge
- PrEP Trivia and Tools for People who Work with PWUD: It's Not Trivia!
- PrEP BINGO

PrEP Webinars for the week reached 310 individuals.





Total T-shirts Given Away: 4,452

T-shirts were given to:

- Health Organizations
- Community Members
- Community Partners
- Clients
- Staff



Other Items Given Away:

- Safer Sex Kits
- Dignity Packs
- PrEP Aware Week Logo Cookies
- HIV Testing Kits
- Hand Sanitizers
- PrEP Hats
- Narcan Kits
- Pens
- Home STI Testing Kits

YouTube Views:

Ambassador Name	Total Views	Ambassador Name	Total Views
Johanna	88	Ivette	123
Jenny	96	Zenobia	123
Shei	100	Theo	70
My future, my PrEP	37	Matt	108
Marie Adéline	102	Total views:	847

**videos were also organically posted to social media accounts making total video views numbers higher*

Social Media Messages & Paid Ads Featured On:

- Facebook
- Instagram
- Twitter
- TikTok
- Grindr
- LinkedIn
- YouTube



Social Media Highlights:

- On Grindr, paid ads received over 80,000 impressions and over 14,000 clicks
- Facebook/Instagram Paid Ads reached over 27,000 impressions and over 750 clicks from a single PrEP Agency

