



PrEP **REVOLUTION**

PrEP Aware Week 2025

Social Media Toolkit

This is the PrEP Revolution.

In a time when our rights, our bodies, and our communities are being challenged across the country, we're choosing to stand up—for each other and for ourselves. **PrEP Revolution** is more than a campaign. It's a defiant stand for *health equity, self-determination, and unapologetic visibility*.

PrEP Revolution is not just a campaign—it's a rising.

A revolution built on the belief that HIV prevention is not a privilege, but a promise. A revolution that calls in everyone—across generations, identities, and communities—because the fight for health justice belongs to all of us.

PrEP is more than a medication—it's a symbol of choice, care, and community. And in a world that often tells us who we should be, this campaign is here to remind you that **your health journey is yours to define**.

We believe HIV prevention is a matter of justice. And we're building a future where prevention is not just available, but expected—and protected—for *all* of us.

We're taking prevention out of the shadows. Refusing stigma. And choosing a future where people are informed, empowered, free to make choices about their own bodies, and show up in the world how they feel unapologetically themselves.

Because a revolution doesn't wait for permission. It rises with purpose.

And this one - **It's defined by you.**



The Official Campaign Website is PrEPforSex.org



About PrEP Aware Week

PrEP Aware Week is New York State's bold initiative to center HIV prevention as a right—not a privilege. Held from **October 19th–25th** this year, the statewide campaign elevates the power of **PrEP (Pre-Exposure Prophylaxis)** as a *routine, accessible, and life-affirming* option for HIV prevention.

This year's campaign features **eight dynamic ambassadors** from across New York State, each reflecting the depth, diversity, and strength of the communities that PrEP is meant to serve. From youth to elders, from rural towns to city blocks—PrEP Aware Week uplifts the real stories of real people taking control of their health.

Throughout the week, you'll find a lineup of in-person and virtual events designed to **educate, empower, and eliminate stigma**. The goal? To make sure everyone—regardless of age, identity, or background—knows that PrEP is not only effective, it's *for them*.

Dive into the campaign. Use the graphics, share the messages, and be part of the PrEP Revolution that's rewriting what prevention looks like.

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 at NYSDOH AIDS Institute for overseeing development and managing the campaign.

How to Join the PrEP Revolution on Social Media

The **PrEP Revolution** is fueled by *you*—your voice, your platforms, and your presence. This toolkit is here to help you spread the word, spark conversation, and shift the narrative around HIV prevention.



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Here's how to get involved and make an impact:



Use the Ready-to-Post Content

We've included sample captions, graphics, and videos you can post across Instagram, Twitter/X, Facebook, and TikTok. Feel free to copy and paste or customize them with your own voice. Be bold. Be real. Be **unapologetically you**.



Tag & Credit

When using any materials from this toolkit, tag our campaign and the creators wherever possible. Collaboration and visibility are key to the revolution.

New York State Department of Health (NYSDOH)
NYSDOH Instagram – @NYSDOH
NYSDOH Facebook – @NYSDOH
NSYDOH Twitter – @HealthNYGov



Share Your Own Story

Personal stories are powerful. If PrEP is part of your journey—or if you're passionate about access and advocacy—share that. Whether it's a selfie, a reel, or a quote, your truth matters. Tag us and use the campaign hashtags to amplify your voice.



Use Our Hashtags

Help build the movement and make the campaign easy to find by including these in your posts:

#PrEPRevolution
#PrEPAwareWeek2025



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Questions?

Visit the campaign's FAQ page, found here: www.prepforsex.org/faqs.html

Together, we rise. Together, we *redefine* prevention.

Welcome to the PrEP Revolution.

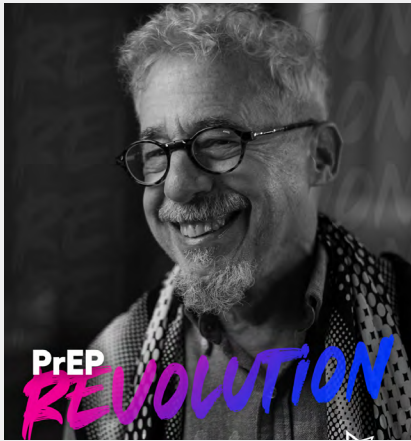
What's Inside

As part of the social media toolkit, you'll find PrEP Revolution campaign materials and PrEP advocacy messages:

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



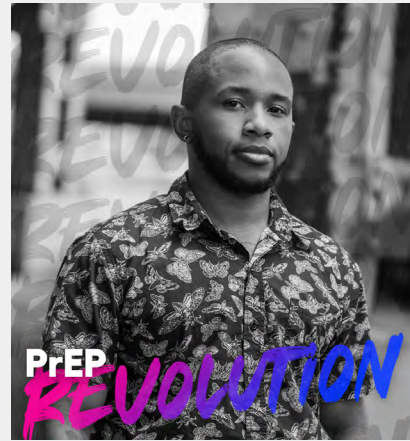
Meet the PrEP Ambassadors



Jeff



Ocean



Ivan



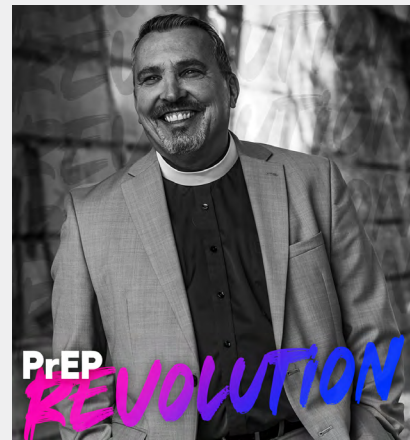
Midnight



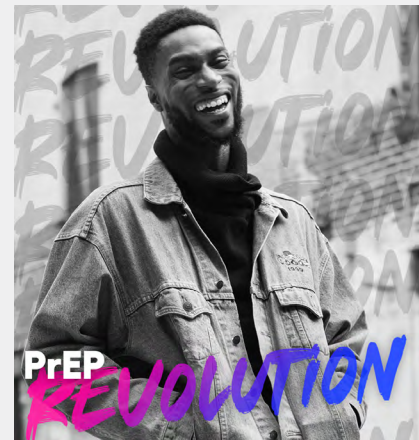
Angel



Lovinaia



Bishop Tony



Wylliam

Messages from Our PrEP Ambassadors

Jeff

"We have to fight for our access to PrEP."

"It's our responsibility to demand this care."

"This is our job... to make sure PrEP is available and people know about it and are cared for."

Bishop Tony

"We've come so far since the beginning of the epidemic. I'm old enough to have witnessed from the early days of the '80s, when people were getting very sick. And now here we are, where we can keep people healthier and prevent infection. So for me, that is revolutionary."

Ocean

"I worked on the first HIV prevention study for transgender women in the world, which is kind of crazy. And so the fact that it was the first means that there needs to be a lot of change within the science and research community regarding PrEP and how it's viewed."

"PrEP is for everyone. It's not just our community but is for anyone that has a sex life of any age, any ethnicity, any creed, wherever you come from."

Angel

"It's powerful and it's safe, and that's revolutionary about PrEP."

"Information is power. If you have the information then you can share it with more and more people."

"For me, PrEP makes me feel powerful. I'm in control of myself. Nobody can take that from me."

"El PrEP me da ese poder de decidir cuándo puedo hacer algo y me voy a sentir seguro y bien."



Ivan

"PrEP Revolution is about protecting people."

"People don't have to be ashamed of taking PrEP or its benefits."

"PrEP Revolution for me means that I am able to freely live my life and date."

Lovinia

"I want to revolutionize PrEP care by having these difficult conversations with young women who think PrEP is not an option for them."

Midnight

"PrEP Revolution means being out loud and proud about my PrEP use."

"It's cool to be on PrEP."

"This is important; this is small; this is easy. I take it every morning with my vitamins."

"We keep us safe. We really have to rely on each other to watch out for each other. Educate, care, and hold grace for each other and we keep us safe, so get on PrEP."

Wylliam

"HIV has no gender. It has no sexuality, so neither should PrEP"

"What if I'm just talking about sexual health normally?"



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It's a PrEP Revolution!

Use these messages to share about the campaign.

This is the PrEP Revolution. We're rising—for our health, our futures, and our right to choose. #PrEPAwareWeek2025 #PrEPRevolution

Your health journey is yours to define. PrEP Aware Week (Oct 19–25) is about showing up, speaking out, and standing in your truth. Because HIV prevention should be expected, protected, and celebrated. #PrEPAwareWeek2025 #PrEPRevolution

A revolution doesn't wait for permission. It rises—with purpose, with pride, and with people who know their worth. This #PrEPRevolution is about *all of us*. Mark your calendar: The #PrEPRevolution is coming. #PrEPAwareWeek2025 #PrEPRevolution

Advocating for PrEP

Use these messages to educate about the benefits of PrEP.

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. #PrEPAwareWeek2025

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 every 6 months

Learn which option is right for you at PrEPforSex.org #PrEPAwareWeek2025 #PrEPRevolution

Healthcare providers across the State of New York can prescribe PrEP for HIV prevention. Find a PrEP provider near you at PrEPforSex.org #PrEPAwareWeek2025 #PrEPRevolution

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 #PrEPAwareWeek2025 #PrEPRevolution



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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
#PrEPAwareWeek2025 #PrEPRevolution

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
#PrEPAwareWeek2025 #PrEPRevolution

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. #PrEPAwareWeek2025 #PrEPRevolution

PrEP is 99% effective at preventing HIV. Find a PrEP provider near you today at PrEPforSex.org #PrEPAwareWeek2025 #PrEPRevolution

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 #PrEPAwareWeek2025 #PrEPRevolution

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 #PrEPAwareWeek2025 #PrEPRevolution



Ambassador Videos

Horizontal Videos:

Angel: <https://youtu.be/zcqiiNivvE>

Angel's Spanish video: <https://youtu.be/6xCs0nV0T8E>

Bishop Tony: https://youtu.be/-3-PFj_gORk

Ivan: <https://youtu.be/UUPdi0nwRtc>

Lovinia: <https://youtu.be/Y5lex97cNdY>

Midnight: <https://youtu.be/1-iesvJgiuY>

Midnight (Korean short promo): <https://youtu.be/3cgkWm0yhK8>

Ocean: <https://youtu.be/A3C0cJTKVLQ>

Ocean (Spanish short promo): <https://youtu.be/ZjFBF39nljQ>

Wylliam: <https://youtu.be/MIHQ9HEn0K0>

Jeff: <https://youtu.be/Yc65c2CN7mU>

Vertical Videos:

Angel: <https://youtube.com/shorts/IXVfikk7y44?feature=share>

Angel's Spanish video: <https://youtube.com/shorts/Br1RldQaDkM?feature=share>

Bishop Tony: <https://youtube.com/shorts/Q-F63HUFogk?feature=share>

Ivan: <https://youtube.com/shorts/SfP-mvzmnWo?feature=share>

Lovinia: <https://youtube.com/shorts/UNbEdskDS9g?feature=share>

Midnight: <https://youtube.com/shorts/f9KOOoYdzuc?feature=share>

Midnight (Korean short promo): <https://youtube.com/shorts/6qPwgb2xIVo?feature=share>

Ocean: <https://youtube.com/shorts/M26HfvODxMM?feature=share>

Ocean (Spanish short promo): https://youtube.com/shorts/sXMtWgV7X_0?feature=share

Wylliam: <https://youtube.com/shorts/oWgCqAAgdDc?feature=share>

Jeff: https://youtube.com/shorts/-JXe8_VjiQE?feature=share



PrEP Aware Week Digital Resources

Web Banner



Save the Date



Lock up



PrEP Aware Week Digital Resources

Zoom Background



Email Signature



Other Campaign Resources

Agency Resources: www.prepforsex.org/resources.html

Additional PrEP Materials: www.prepforsex.org/PrEPMaterials.html

