



PrEP Aware Week 2026

Social Media Toolkit



This is Peace. Power. PrEP..

PrEP Aware Week is back – and this year, it comes down to three words: **Peace. Power. PrEP.**

Peace is the calm that comes from knowing your status and knowing you're protected. It's the freedom to build relationships, explore your sexuality, and live your life without fear following you into the room.

Power is what you hold when you take control of your own health. It's the decision to be proactive, to have the conversation, to walk into your provider's office and ask for what you need – and to know that the choice is yours.

PrEP is how thousands of New Yorkers turn that peace and power into everyday protection. A once-a-day pill. An on-demand option. A long-acting injectable. Different forms for different lives – but the same promise: HIV prevention that fits you.

This year's campaign features eight New Yorkers who found their own peace and power through PrEP – an artist and educator from the Bronx, a performance artist in Brooklyn, an HIV-prevention worker, a future ER doctor, a retired social worker and senior, a high school student, and more. Different ages, identities, boroughs, and stories, united by one message: PrEP is for you.

Peace of mind. Power over your health. PrEP for your future. That's the movement. And it's defined by you.



The Official Campaign Website is PrEPforSex.org



About PrEP Aware Week

PrEP Aware Week is a public education campaign supported by the New York State Department of Health (NYDOH) AIDS Institute.

Held from October 19–25, 2026, 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 students to seniors, from Brooklyn to Buffalo – 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 help spread Peace. Power. PrEP. across New York State.

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.



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How to Participate

Peace. Power. PrEP 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. Here's how to get involved and make an impact:



Use the Ready-to-Post Content

We've included sample captions, ambassador quotes, and graphics you can post across Instagram, Facebook, Twitter/X, 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 the campaign and the creators wherever possible. Collaboration and visibility are key.

Tag the 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:

#PeacePowerPrEP

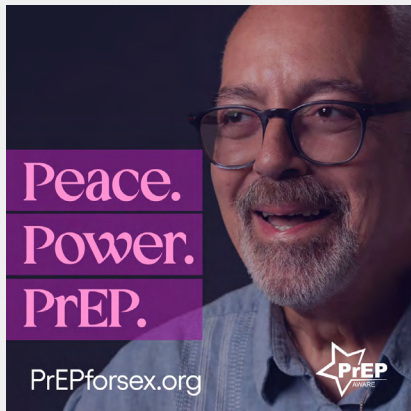
#PrEPAwareWeek2026

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



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Meet the Peace. Power. PrEP. Ambassadors



Felix
(He/Him)



Chelsy
(She/Her)



Skittlez
(They/Them)



Nuci
(She/Her)



Preston
(He/Him)



Ruby Reuben
(They/Them)



Nicki
(He/Him)



Saga
(She/Her)



Ambassador Videos

Horizontal Videos:

Felix (He/Him): <https://youtu.be/l9RFaZtdmOs>

Chelsy (She/Her): <https://youtu.be/MeTtuqqJUI0>

Skittlez (They/Them): <https://youtu.be/rspizJp5o2Q>

Nuci (She/Her): <https://youtu.be/NHSEPpGdccE>

Preston (He/Him): https://youtu.be/Y_dD5dNgEYI

Ruby Reuben (They/Them): <https://youtu.be/LI-n3UIhOp8>

Nicki (He/Him): <https://youtu.be/pTJ8UIr61ZM>

Saga (She/Her): <https://youtu.be/yYlo5YLNboA>

Messages from Our PrEP Ambassadors

Use these ambassador quotes as ready-to-post captions, graphic overlays, or reel pull-quotes. Pair any of them with **#PeacePowerPrEP** and **#PrEPAwareWeek2026**.

Felix (He/Him)

"As a senior, I can also be on PrEP. It gives you peace of mind, and the power to take control of your own health."

"Now I have peace of mind that if I do have a relationship, I don't have to worry about becoming HIV positive. As far as I'm concerned, PrEP is a miracle drug."

"Seniors are still sexually active – and that's something a lot of people don't think about. So protect yourself and stay HIV negative."

Chelsy (She/Her)

"Peace. Power. PrEP. means knowing that it's your body, and you can take care of it in so many ways – the way that you choose to."

"PrEP has changed the way I feel about my sexual health. Now I'm able to move more confidently within myself, with the assurance of knowing I'm protected."

"You don't have to be a certain age to take it, and you don't need to be sexually active to take it. Sometimes you just want to be protected – and there's nothing wrong with that."

Skittlez (They/Them)

"PrEP was introduced to me at a point when I needed that extra layer of protection – and the confidence to practice my own autonomy, freely and unapologetically."

"PrEP has changed how I feel about my sexual health. I move through the world more confidently, knowing I have that extra layer of protection."

"My message to anyone curious: do your own research, your own due diligence, and figure out what works for you."



Nuci (She/Her)

"PrEP is for anybody. You don't have to look a certain way or be a certain way – it fits right with you."

"PrEP gives me peace of mind. That control is in my own hands, and it just feels way safer."

"I want to be representation for women of all kinds – especially young women – that PrEP can be for us too."

Preston (He/Him)

"PrEP has been my place to feel safe and continue to do what I love."

"For something so easy and accessible, choosing not to is a disservice."

"Peace. Power. PrEP. to me is about community empowerment – a way you can protect yourself, protect your community, and find peace and power."

Ruby Reuben (They/Them)

"PrEP helped me regain autonomy and agency over my body."

"There are people like me who will never stigmatize you or see you as any less because of your status. I'm one hundred percent judgment-free."

"PrEP is for you. It's one of the only ways we can fully combat this virus."



Nicki (He/Him)

"I'm all about self-empowerment – taking control of your own life and your own health."

"PrEP allows you to take control of your sexual health. It's your responsibility to take care of yourself. That's that self-empowerment."

"The best move you can make is to be proactive about your health and well-being – and PrEP is probably the best thing you can do right now."

Saga (She/Her)

"Being put on PrEP granted me a lot of peace and solidarity."

"This has nothing to do with sex, gender, or sexuality. At the end of the day, how lucky are we to have something to protect us and let us know our status?"

"I see people in my own community who just aren't aware of the resources – or how easy PrEP is to get."



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It's Peace. Power. PrEP.

Use these messages to share about the campaign itself.

Peace. Power. PrEP. Find your peace of mind, take your power, and make PrEP part of how you protect yourself and your community. PrEP Aware Week is October 19–25. www.PrEPforSex.org
#PeacePowerPrEP #PrEPAwareWeek2026

This #PrEPAwareWeek, we're talking about three things: Peace of mind knowing your status. Power to take control of your health. And PrEP to protect your future. Your health journey is yours to define. www.PrEPforSex.org
#PeacePowerPrEP #PrEPAwareWeek2026

Your body. Your health. Your choice. This PrEP Aware Week (October 19–25), eight New Yorkers are sharing how they found peace and power through PrEP. Hear their stories at www.PrEPforSex.org
#PeacePowerPrEP #PrEPAwareWeek2026

Mark your calendar: Peace. Power. PrEP. is coming October 19–25. HIV prevention should be expected, protected, and celebrated – for all of us. www.PrEPforSex.org
#PeacePowerPrEP #PrEPAwareWeek2026



Advocating for PrEP

Use these messages to educate about the benefits of PrEP. All copy is kept brand-neutral – referring to the daily pill, on-demand (2-1-1), and the injectable rather than any product name.

Curious if you're a good fit for taking PrEP? PrEP for HIV prevention is for all people of all sexual and gender expressions – and it's 99% effective at protecting you from HIV. Find a provider near you at www.PrEPforSex.org

#PeacePowerPrEP #PrEPAwareWeek2026

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 www.PrEPforSex.org

#PeacePowerPrEP #PrEPAwareWeek2026

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

#PeacePowerPrEP #PrEPAwareWeek2026

Medicaid, Medicare, and most insurance plans cover PrEP for HIV prevention at no cost to you. There are also Patient Assistance Programs. Ask your doctor if PrEP is right for you and how you can start taking PrEP for free. Learn more at www.PrEPforSex.org

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The injectable is a safe option for people who want an alternative to a once-a-day pill to prevent HIV. Learn more at www.PrEPforSex.org

#PeacePowerPrEP #PrEPAwareWeek2026

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

#PeacePowerPrEP #PrEPAwareWeek2026

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 www.PrEPforSex.org

#PeacePowerPrEP #PrEPAwareWeek2026

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 which PrEP option may be right for you at www.PrEPforSex.org

#PeacePowerPrEP #PrEPAwareWeek2026



Peace. Power. PrEP. Digital Resources

The Complete Campaign Materials Toolkit includes ready-to-use digital assets carrying the Peace. Power. PrEP. Look. This includes:

Web Banner

Save the Date

Lock up



Peace. Power. PrEP. Digital Resources

Zoom Background



Email Signature



Other Campaign Resources

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

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

PrEP FAQs: www.PrEPforSex.org/faqs.html

Provider Directory: <https://providerdirectory.aidsinstituteny.org>

Sexual Health: <https://campaigns.health.ny.gov/SexualHealth>

NYSDOH Consumer Education Materials: www.health.ny.gov/diseases/aids/general/publications/index.htm

Post-Exposure Prophylaxis Hotline: www.hivtrainingny.org/pephotline

Clinical Education Initiative: www.health.ny.gov/diseases/aids/providers/training/clinical.htm

Training for Health and Human Service Providers: www.hivtrainingny.org

