

# PrEP Aware Week 2023

PrEP Aware Week 2023 was planned by the  
NYSDOH AIDS Institute in conjunction with community partners\*.

*\*This document summarizes the activities of the members of the PrEP Aware Week Collaborative. It does not include the important work of the many other community agencies and individuals who hosted events or used the PrEP Aware Week Social Media Toolkit that was developed by the Collaborative.*



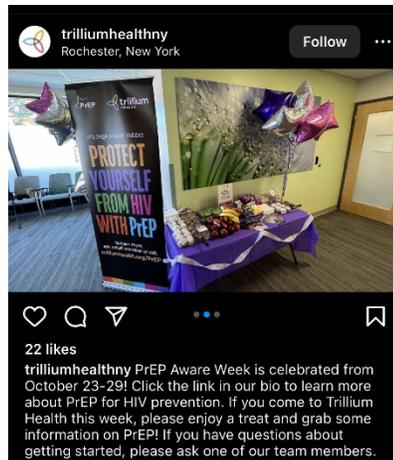
## PrEP Aware Week Collaborative:

Evergreen Health, In Our Own Voices Inc., Planned Parenthood GNY, Iris House, SUNY TBHC, Trillium, United Community Centers, NYTAG

## Events Hosted by the Collaborators:

Each collaborator engaged 3 community partners (such as CBOs, clinics and other types of organizations) to sponsor additional events

- Drag Bingo
- Halloween Parties
- Tabling Events
- Paint & Sips
- Street Outreach
- Game Night
- Workshops
- PrEP Presentations
- PrEP Panels
- Spelling Bee
- Open Mic Night
- Trunk or Treat
- College Campus Tabling and Information Sessions
- Basketball Game
- High School Information Sessions
- Sex and Body Positivity Party



Total Event Attendance: 4,160+

## Division of HIV/STD/HCV Prevention PrEP Aware Week Activities:

- Structured Discussion Topic Activities • Creation of PrEP Social Media materials in additional languages
- PrEP and PEP presentations with meals provided
  - Spanish interpreters at in person events to widen reach
  - Instagram Live Events
  - Zoom PrEP and PEP presentations
  - Outreach and testing events
  - Tabling Events
  - Safe Sex Kits distributed
  - PrEP Bingo
  - Social Media Advertisement
  - PrEP Nightlife Events
  - PrEP Rallies

**The Office of the Medical Director (OMD) sent daily Emails to 20 List Servs reaching Over 4,000 Individuals.**

**OMD Staff presented in 30+ meetings with information on PrEP Aware Week 2023, including, dates of occurrence, a website overview, and a walk through of the social media toolkit.**

**Total T-Shirts Given Away: 2,300+**

**Other Items Given Away Include:** Cups – Hats – Gift Cards – Sex Toys – Sandwiches – HIV Test Kits – Fentanyl Test Strips – Safe Sex Kits – Dignity Packs – Gift Bags – Candy – and more!



**PROUD TO CELEBRATE PrEP AWARE WEEK 2023**  
**PrEP IS FOR EVERY BODY**



**YouTube Views:**

Ambassador Name	Views	Ambassador Name	Views
Angelica	246	Alejandra	170
Ryan	172	Maur	170
Troy	262	Brooke Lynn	236
Faruq	165	Omari	151

**Total YouTube Views: 1,572**

**Trainings Offered:**

- How PrEPared are you? (Quizizz)
- PrEP for Older Adults
- Pre-Exposure Prophylaxis (PrEP)
- PrEP Aware Week: Long-Acting Injectables: What Next?
- PrEP for All Women: Prevention Opportunities in Clinical Practice
- PrEP for Adolescents and Young Adults
- PrEP-aring Adolescents and Young Adults to Promote Sexual Health



**Webinars Reached Over 225+ Participants!**

**Social Media Messages & Paid Ads:**

Facebook (Meta), Twitter (X), Instagram, TikTok, Grindr

**Total Spent on Social Media Buys by Collaborators: \$11,714.59**

(About 10% of each collaborator's budget was dedicated to a social media buy)

**Some Outstanding Social Media Highlights from our Collaborators:**

10,000+ views on multiple posts on TikTok, with one hitting over 83,000 • 54,000 impressions on Grindr and 150,000+ reach on Facebook • 31,000+ reached on Facebook with a video that was played through over 41,000 times • 10 Meta campaigns reached over 92,000 • Reach of over 2,000 individuals on Instagram alone!

