

PrEP Aware Week Activity Checklist

Disseminate NYSDOH PrEP Aware Week Materials

- Announce PrEP Aware Week on agency website by posting the PrEP Aware Week graphic
- Staff place PrEP Aware Week email signature on their email communications
- Post material from the PrEP Aware Week Social Media Toolkit on the agency website
- Post material from the PrEP Aware Week Social Media Toolkit on agency social media platforms
- Allocate funding to “boost” posts from the PrEP Aware Week Social Media Toolkit on agency social media platforms
- Allocate funding for paid on-line advertising using material from the PrEP Aware Week Social Media Toolkit
- Share PrEP Aware Week materials with regional online newspapers, magazines, journal, blogs, vlogs to promote PrEP Aware Week
- Distribute PrEP Aware Week masks to clients/ community
- Staff wear PrEP Aware Week buttons or masks to promote PrEP Aware week
- Distribute hard copies of NYSDOH PrEP educational materials to clients/ community

Create New Digital or Hard Copy materials to Promote PrEP

- Host a podcast or Facebook live on PrEP (personal stories, PrEP info, etc.)
- Recruit local celebrities or influencers to speak out about PrEP on social media or other platforms
- Develop and post educational videos or digital materials to promote PrEP
- Allocate funding for paid advertising featuring agency-developed educational videos or digital materials
- Develop and post hard copy posters, brochures, billboards in the community

Work with Traditional Media to Promote PrEP

- Ask your local media (newspapers, community papers, magazines, etc.) to write a special interest story/article about PrEP
- Work with local TV stations to develop a PrEP public service announcement
- Reach out to local radio stations and newspapers request an interview segment talking about PrEP

Hold Virtual Events to Observe PrEP Aware Week

- Offer a virtual event (Zoom, Webex, etc.) for clients/community to promote PrEP before or during PrEP Aware Week
- Offer a virtual event for other providers or community leaders to promote PrEP before or during PrEP Aware Week. Consider engaging any or all of the following:
 - Health care agencies
 - CBOs
 - School/ colleges
 - Faith Communities
 - Civic organizations
 - Elected officials:

Improve Local Collaboration

- Participate in meetings with other agencies in the area to improve collaboration related to PrEP services
- Establish an MOU or other working agreements with other local agencies in support of improving access to PrEP

Staff Training and Agency In-Reach

- Play PrEP educational videos in the waiting room
- Offer staff training on PrEP or have staff attend training on www.hivtrainingny.org or www.ceitraining.org
- Hold internal meetings to improve the provision of PrEP services in a seamless manner
- Review agency operations and service delivery data relating to PrEP and consider approaches to expanding PrEP services to all populations served

PrEP Services

- Offer screening for PrEP
- Offer HIV testing with referrals to PrEP
- Offer harm reduction services, condom distribution, etc. and referrals to PrEP
- Hold a PrEP clinic to prescribe PrEP