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](http://www.hivtrainingny.org) or [www.ceitraining.org](http://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