AIDS Institute PrEP Aware Campaign College Toolkit

The AIDS Institute will be looking to collaborate with colleges all across New York State this Fall for PrEP Aware Week 2020, which will take place from October 25 - October 31, 2020. The purpose of this toolkit is to make PrEP Aware Week simple and manageable for college campuses to implement. Promoting PrEP Aware on campuses through this college toolkit will help students understand the benefits of preventing HIV transmission with taking PrEP. Look out for more emails with information about PrEP Aware Week.

What is PrEP?

PrEP is a medication that can prevent the transmission of HIV. According to the CDC, 1 in 4 new cases of HIV are contracted in the 18-24 age range. This statistic makes it important for college students to learn about PrEP and how it can make sex safer.

What is PrEP Aware Week?

The purpose of the PrEP Aware Week is to expand awareness about PrEP usage with individuals of all ages, races, sexual orientations, and gender identities. Much like the college experience, PrEP Aware Week brings people together to celebrate their differences. This year’s theme for PrEP Aware Week is: “This is Why I PrEP,” which will feature PrEP campaign ambassadors statewide who share their knowledge and experiences with taking PrEP, HIV prevention, and sexual health.

What is a college toolkit?

This college toolkit was designed with college students in mind to promote PrEP virtually and in person. The toolkit can be customized to fit your college community by using our events and educational ideas or by creating your own. A virtual tutorial will be offered to explain how to use the toolkit during PrEP Aware Week.

The Toolkit will include:

- Suggestions for physical and virtual activities;
• Resources to order free PrEP promotional materials;
• PrEP Aware Week Logo - available now;
• PrEP Aware Week Signature – available now;
• Written social media Posts;
• Social Media platform suggestions;
• Diverse educational materials;
• Videos featuring campaign Ambassadors.

What is the “Virtual Tutorial?”

The virtual tutorial will be a session dedicated to discuss the toolkit and allow faculty and students to ask questions and share ideas. This session will be given to review each section of the toolkit and the resources that will be provided.

What is the PrEP Aware Week Calendar?

The PrEP Aware Week calendar is a full seven days of celebration. Each day will highlight a specific demographic to promote the idea that PrEP can be for anyone and the help reach all members of the campus community. The PrEP Aware Week toolkit will provide videos and diverse promotional images of PrEP ambassadors representative of each demographic dedicated to a day in the calendar. Make use of the calendar as it applies to your student demographics.

<table>
<thead>
<tr>
<th>PrEP Aware Week Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONDAY</strong></td>
</tr>
<tr>
<td>Cis and trans men</td>
</tr>
</tbody>
</table>

Each day celebrates specific demographics of all ages, genders, sexual orientations, and cultures and why they PrEP.

Timeline:

• Today: add the PrEP email signature to your email!
• Full campaign Launch: Early October, 2020
• Virtual Webinar to explain the toolkit: Oct 8th
• PrEP Aware Week: Oct 25th-Oct 31st

How can my college participate in PrEP Aware Week?

This PrEP Aware Week toolkit was designed to make planning activities simple for your campus community. Each college campus has its own unique student body and would be able to spread awareness of PrEP in their own way. We encourage involvement throughout your campus community. The creative possibilities are endless with PrEP Aware Week and we want to
invigorate your campus community’s spirit. The activities list is meant to get resident halls, campus organizations, and health and wellness centers involved in PrEP Aware Week.

Participating in the virtual tutorial will be an opportunity to discuss ideas and answer your questions about developing activities.

Below are some suggested activities for your campus community:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Description</th>
</tr>
</thead>
</table>
| PrEP Movie Night    | • Put on a movie night with a PrEP/HIV themed film. Be open with your film choices. You can choose documentaries, foreign films, indie films etc. Just remember to follow the theme;  
                     • After the film have a discussion about PrEP and have informational materials available to give to participants;  
                     • Here is a link to a video about PrEP to play before the movie: [https://www.youtube.com/watch?v=TR8-3uAuZGo&feature=emb_title](https://www.youtube.com/watch?v=TR8-3uAuZGo&feature=emb_title)  
                     • **COVID Option:** Have a watch party of the film over zoom.  
| PrEP Ed Bingo       | • Have a bingo night on the topic of PrEP with prizes;  
                     • Design bingo cards with squares related to PrEP. Squares could include topics such as consent, STIs, condoms etc.;  
                     • To attract more students, have a local drag queen host the event;  
                     • Website link to create your own bingo cards: [https://bingobaker.com/](https://bingobaker.com/)  
                     Below is an example Bingo card that you may use as a template when creating |
Jeopardy PrEP/Safe Sex Edition

- Create categories that pertain to information about PrEP and safe sex practices;
- Have participants divide into teams and reward the winners with PrEP related prizes;
- Have a local drag queen host the event;
- **COVID Option:** Have a jeopardy night over zoom;
- Here is a link to example board that you may use: [https://jeopardylabs.com/play/sex-education-jeopardy-119](https://jeopardylabs.com/play/sex-education-jeopardy-119)
- Click this link to customize your own jeopardy board: [https://jeopardylabs.com/](https://jeopardylabs.com/)

PrEP Trivia Night

- Develop a PrEP Aware Week trivia night for college students to participate in;
- Create questions that focus on facts about PrEP usage, its benefits, and the importance of PrEP on the campus community;
- **COVID Option:** Have a trivia night over Zoom.
<table>
<thead>
<tr>
<th>Q&amp;A Informational Session on PrEP</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor a casual discussion around PrEP with snacks and small activities;</td>
<td></td>
</tr>
<tr>
<td>• Start with an introduction to PrEP to make sure that students have an understanding of the medication;</td>
<td></td>
</tr>
<tr>
<td>• Give students information on resources on campus where they can find out more about PrEP;</td>
<td></td>
</tr>
<tr>
<td>• Collaborate with campus health workers or local organizations such as Planned Parenthood to feature a guest speaker;</td>
<td></td>
</tr>
<tr>
<td>• <strong>COVID Option:</strong> Livestream a Q&amp;A from Facebook, Instagram, or Twitter to educate and answer students’ questions about PrEP.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Decorate Dorm Halls for PrEP Aware Week</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Get residential students informed about PrEP by spreading information throughout the dorms;</td>
<td></td>
</tr>
<tr>
<td>• Residential Advisors can decorate dorms with posters advertising PrEP Aware Week or activities related to the week;</td>
<td></td>
</tr>
<tr>
<td>• Create PSA posters with facts/statistics about PrEP. Remember to place posters in places to capture resident’s attention: Doors, hallways, windows, bathrooms etc.;</td>
<td></td>
</tr>
<tr>
<td>• Decorate student door tags with PrEP related theme or decorate the bulletin boards to catch student’s attention. Don’t be afraid to be creative!</td>
<td></td>
</tr>
<tr>
<td>• <strong>COVID Option:</strong> Promote PrEP Aware Week over social media accounts and email lists to the campus community.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PrEP Scavenger Hunt</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Make a scavenger hunt with clues and riddles featuring PrEP related topics;</td>
<td></td>
</tr>
<tr>
<td>• This is an activity that could be done either indoors or outdoors;</td>
<td></td>
</tr>
<tr>
<td>• Reward winners with PrEP related prizes and informational materials.</td>
<td></td>
</tr>
</tbody>
</table>
Where can I order materials?

Materials for PrEP Aware Week can be ordered free here at the AIDS Institute’s website: https://www.health.ny.gov/forms/order_forms/hiv_educational_materials.htm

How can I promote PrEP Aware Week on social media?

Social media has made sharing events such as PrEP Aware Week easier than ever. Using your college’s social media accounts, you can write statuses, live stream events, tweet about PrEP Aware, share PrEP information etc. The creative possibilities of promoting PrEP Aware Week on social media are endless! The forthcoming PrEP Aware Week Social Media Toolkit will provide recommendations on spreading PrEP Aware on various social media sites and make reaching students simple for each college community.

Here are some social media outlets to post on below:

<table>
<thead>
<tr>
<th>Social Media Sites</th>
<th>Suggested Ideas</th>
</tr>
</thead>
</table>
| Facebook           | • Post statuses advertising PrEP Aware events with hashtags;  
|                    | • Post pictures from PrEP events/activities to get students interested;  
<p>|                    | • Livestream events happening on your campus; |</p>
<table>
<thead>
<tr>
<th>Social Media</th>
<th>Advertisements and Promotions</th>
</tr>
</thead>
</table>
| Tik Tok      | • Advertise events on your Facebook’s story.  
• Create unique videos promoting PrEP;  
• Share facts about PrEP, make your own dances, and be trendy with your Tik Toks so students are interested. |
| Twitter      | • Tweet out PrEP related events to your campus community;  
• Tweet pictures of events to attract more students;  
• Livestream information about the event or the event itself;  
• Tweet information and resources related to PrEP. |
| Instagram    | • Capture pictures of PrEP Aware events and activities;  
• Share PrEP Aware Week calendar and events happening on your campus;  
• Use Instagram Live to promote events and activities;  
• Let special guests take over your Instagram story to talk about PrEP Aware Week and PrEP in general. |
| Snapchat     | • Advertise and post pictures of your events on your Snap stories;  
• Feature sexual health workers and PrEP users to share information and their experiences with PrEP;  
• Follow the PrEP Aware Week calendar and dedicate a post each day to a specific PrEP demographic. |

*If there are any social media outlets that we didn’t mention, feel free use our recommendations for PrEP Aware promotion on them.*

**Does PrEP Aware Week have a hashtag?**

Share your activities by using #PrEPAwareWeek2020 or #ThisiswhyIPrEP on social media accounts. We encourage colleges to use the hashtag to spread awareness and attention to PrEP.

The goal is for more students to be engaged and learn about PrEP. Branch out on a variety of social media outlets and be creative about customizing this hashtag into your posts.
Why is it important to use the email signature?

Featured below is an email signature that we encourage you or your student organization to put in emails, especially during PrEP Aware Week. This signature features the logo for PrEP Aware Week and the dates for 2020. If in-person events are cancelled due to COVID then, it is even more crucial to put this signature in promotional emails. We encourage you to copy and paste this signature into any PrEP related promotional material that will be used on your campus.

October 25-31, let’s make everyone Aware that PrEP can prevent HIV. www.prepforsex.org

How can I use promotional images and videos?

The promotional videos and images of the PrEP ambassadors are meant to be used in emails and social media posts. We encourage you to use these on all social media pages to promote PrEP Aware Week. Our ambassadors represent a diverse group of PrEP users that reflect the college student demographic. Sharing these images and videos will also be beneficial if your college follows the PrEP Aware Calendar.

Where can I find a high-resolution version of the logo to make my own t-shirts or other promotional item?

You can download the logo free from https://www.hivtrainingny.org/uploads/PrEPAware2020Logofinalhighres.jpg

Do you have any more questions about the toolkit?

- If so please contact us at anthony.malloni@health.ny.gov
- Please send us pictures of your college’s PrEP Aware Week events and activities!
- We want to see your PrEP Aware Week festivities and hear feedback from you.
- Keep an eye out for emails and surveys for PrEP Aware Week!