PrEP Aware Week 2024: HIV Prevention Is for All Ages

Meet the eight ambassadors promoting HIV prevention in New York State for PrEP Aware Week 2024.

October 25, 2024 By Trent Straube

HIV prevention isn't a concern only during a specific time of life. Plain and simple: PrEP is for all ages. That's the theme of PrEP Aware Week 2024, October 21 to 27, a campaign of the New York State Department of Health's AIDS Institute that aims to raise public awareness and uptake of pre-exposure prophylaxis, or PrEP, to prevent HIV.

> PrEP helps people take control of their sexual health. 30 years ago, HIV/AIDS was often a death sentence because effective treatments weren't available. Today, #PrEP lowers risk of HIV transmission, making safe sexual practices possible for those with HIV. #PrEPForAllAges pic.twitter.com/gkRiAqm3Xl
>
> — The Family Center (@FamilyCenterNY) October 25, 2024

This year's PrEP campaign to prevent HIV features eight ambassadors from diverse backgrounds across the state. They're part of social media messages, graphics, videos, in-person events and more. Though the campaign is based in New York, it's taking off outside the state. Anyone can find the campaign on social media using the hashtags #PrEPAwareWeek2024 and #PrEPforAllAges.

“PrEP for All Ages redefines what it means to take ownership of your health, no matter what season of life you’re in,” states the HIV campaign at PrEPforSex.org. “Whether you’re younger or older, single or partnered, career-focused or retired, exploring your sexuality, or simply enjoying sexual pleasure—PrEP is for people of all ages and in all phases of life experiences. Together, we celebrate sexual health, safety, and pleasure in all seasons of life.”

It’s time to kick off PrEP Aware Week 2024 with an exciting bang! BROOKLYN IS PrEP’d, and we’re thrilled to have our fabulous ambassadors Jewel @jewelsaction and Sherrod Williamson @sherrody_willtwins leading the charge. Join us in celebrating #PrEPforAll and learn how you can make a difference by visiting www.brooklynisprep.org. Let’s unite for a healthier community! #BrooklynIsPrEPd #PrEPforAll #SexualHealthAdvocate #LetsMakeADifference @hivgov @suny.downstate @tbhc_path @HEATprogram
Posted by Heat Program on Monday, October 21, 2024

To date, the Food and Drug Administration (FDA) has approved three forms of PrEP: Truvada and Descovy are daily pills; Apretude is a shot given every two months. Generic (and much cheaper) versions of Truvada are available. A twice-yearly injectable, lenacapavir as PrEP, may be added to prevention options in the near future, as clinical trial results have shown it to be highly effective in women, gay men and gender-diverse populations. To learn more about PrEP, see the POZ Basics on HIV Prevention: Pre-Exposure Prophylaxis (PrEP).

It’s #PrEPAwareWeek! PrEP is safe and effective medicine that prevents HIV. There are three ways to

take it:

Daily PrEP

Injectable Prep

PrEP on-demand

To get started on PrEP, talk to your health care provider or visit an NYC Sexual Health Clinic: https://t.co/X4dqmuuH5p pic.twitter.com/prcZZQumBF

— nychealthy (@nycHealthy) October 22, 2024

To help spread the news about PrEP, you can download PrEP Aware Week posters, brochures, logos, buttons and more at PrEPforSEx.org. They're available in a number of languages, from Arabic to Yiddish. The materials cover topics such as "PrEP for Women" and "Need Help Paying for PrEP?"

Tomar PrEP garantiza que me estoy cuidando a mí y a mi familia. Me da más confianza y me hace sentir saludable en mi vida sexual. Obtenga más información sobre sus opciones de prevención del VIH en https://t.co/JkVxl2mcCK.#PrEPAwareWeek2024 #PrEPforAllAges pic.twitter.com/MjegU8fGIL

— Trillium Health (@TrilliumNY) October 25, 2024

PrEP Aware Week was launched in 2019 and began making a difference right awat. Researchers looked at data related to that first campaign and published their findings in the National Library of Medicine in an article titled "Assessing the Impact of PrEP Aware Week Campaign on PrEP

Prescription Refills in NYS." Their findings stated:

PrEP Aware Week (PAW) 2019 "was associated with modest increases (6%–9%) in the number of PrEP prescription fills in NYS. The PAW impact lasted for about 2 months, generated an estimated 2,727 additional PrEP prescription fills statewide, and was realized across sex, region and racial and ethnic subgroups. Increased prescription fills were driven by those previously prescribed PrEP. Increases in new prescriptions were noted among Latinx individuals (21% increase, 55 additional prescriptions) but not overall or across other groups."

The last week of October was chosen for the annual campaign "because of the historically low number of PrEP prescriptions during this time of year and to not interfere with other HIV/AIDS–related awareness days, many of which occur in the spring or summer months," according to the researchers.

Since the 2019 launch, even more people have become aware of PrEP and its potential to prevent HIV.

In related news, updated guidance issued earlier this week from the Biden-Harris White House requires insurers to cover all three FDA-approved forms of PrEP and related services without cost-sharing. For more related stories, click #PrEP.

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http://beta.docker.realhealthmag.com/article/prep-aware-week-2024-hiv-prevention-ages