“Let’s Talk About PrEP, Baby.” [MUSIC VIDEO]

The Salt-N-Pepa track gets an HIV prevention twist, thanks to Howard Brown Health.

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Let’s talk about PrEP, baby / Let’s talk about you and me / Let’s talk about all the good things and the bad things that may be / Let’s talk about PrEP.

If the latest HIV awareness campaign from Chicago-based Howard Brown Health sounds familiar, that’s because the song in the video (watch it above) is a remake of Salt-N-Pepa’s 1991 classic “Let’s Talk About Sex.” It stars local rapper KC Ortiz and features Big Dipper.

An image from the “Let’s Talk About PrEP” music videoYouTube/Howard Brown Health

PrEP refers to pre-exposure prophylaxis, an HIV prevention method in the form of the daily tablet Truvada, which HIV-negative people can take to keep from getting the virus.

“‘Let’s Talk about PrEP’ is both a celebration and a call to action,” said Erik Roldan, director of communications for Howard Brown Health, in a press release from the group. “We are on the precipice of an HIV-free generation, and PrEP is one of the tools we need to get us there. However, we must continue to increase PrEP access among communities who need it, particularly people of

color on the South Side of Chicago.”

Directed by Tobin Del Cuore, the video highlights several Chicago-area talents, including drag queen Lucy Stoole, comic Tien Tran and DJs [X]P and All the Way Kay. Plus, it was filmed at several Chicago locations, including Howard Brown’s Andersonville Elephant resale shop.

According to the press release, Howard Brown is the largest LGBTQ organization in the Midwest. Through its 10 clinics across Chicago, it reaches more than 32,000 clients a year, offering them primary and specialty health care, social services and screenings for infectious diseases. You can learn more at HowardBrown.org.

And if you’re not familiar with the sex-positive message of Salt-N-Pepa’s hit, check out their original video above. KC Ortiz’s twist on the song continues the track’s history of HIV advocacy. As Howard Brown points out, Salt-N-Pepa rerecorded their song two years after it debuted with the lyrics “Let’s Talk About AIDS.”

To learn the POZ Basics about HIV prevention, click here. And for more details about PrEP, click here.

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