



Mobilizing Black Gay Men to Fight Mpox

The #FactsAndVax campaign enlists Black influencers.

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One of last year's biggest health stories was the outbreak of monkeypox, now referred to as mpox, which primarily affects men who have sex with men. Although cases have dramatically decreased since its peak during the summer, disparities remain among people of color and in the South. To engage African-American gay men, the LGBTQ advocacy group GLAAD teamed up with influencers in the community for a series of Instagram Reels and a social media campaign.

The first video in the #FactsAndVax influencer campaign launched November 20 with a humorous Reels in which life coach Obio Jones, playing multiple roles, brings up the topic with a friend who says he got vaxxed two years ago—he is likely confusing the mpox shots with COVID-19 vaccines, because mpox vaccines weren't out in 2020. When he's corrected on the facts, he disappears, presumably off to his health care provider.

The campaign directs folks to GLAAD's "Factsheet for the LGBTQ Community on Mpox," which includes answers to questions such as "Am I eligible to be vaccinated against Mpox?" and "Are people "living with HIV/AIDS more likely to get Mpox?"

Seven other reels have been posted since the debut.

The influencers are:

Kvng David, an Atlanta-based musician

Reggie Rich, a Washington, DC-based party promoter

Obio Jones, an Atlanta-based life coach and LGBTQ advocate

Dustin Ross, a New York City-based actor, writer and television host

Antonio "Forever Mistah," an Atlanta-based party promoter

Kenni Javon, a New York City-based DJ and party promoter

Henry Philyaw, a New York City-based writer

Maria Van Cartier, a New York City-based actor and producer.

