The Normal Anomaly Initiative Advocates for Black and Queer People During Pride Month

The Houston-based nonprofit promotes access to sexual healthcare, HIV prevention and empowerment for queer Black women.

June 5, 2026 By Eva Lorenz

The Normal Anomaly Initiative, a Houston-based Black and LGBTQ nonprofit that seeks to empower and advocate for queer and marginalized communities, recently launched two initiatives—the Black Women Matter Campaign and the Matriarchy PSA Series—to promote well-being among Black women and femmes in the LGBTQ community. Both campaigns center authentic representation, access to sexual healthcare, pleasure, identity and empowerment among queer Black women.

The Black Women Matter Campaign showcases Black women engaging in intimate conversations about their worth, power and healing. The campaign will stream on various platforms throughout Texas and aims to encourage women to prioritize their health and access health resources without shame.

Two weeks ago, the Normal Anomaly Initiative launched its Matriarchy PSA Series on Instagram with the following caption:

> "This is not about any awareness day or a special celebration. This is #ForTheCulture. Let us be steadfast in our support of women and femmes: cisgender, transgender, heterosexual, lesbian, bisexual, pansexual, demisexual, sapiosexual, non-binary, gender conforming, and any other piece of the spectrum. #BlackWomenMatter"

View this post on Instagram

A post shared by The Normal Anomaly Initiative (@thenormalanomaly)

The Instagram series focuses on increasing awareness and expanding access to pre-exposure prophylaxis (PrEP), a highly effective HIV prevention medication. The series is part of Normal Anomaly's Luminate program. Sponsored by Gilead Sciences, Luminate hosts a weekend-long training, peer support and education retreat that aims to equip people with resources to build communities and reduce HIV transmission.

In 2023, Black women, who make up only 12.8% of women in the United States, accounted for 49.3% of new HIV diagnoses, the highest rate among women of all races and ethnicities, according to AIDSvu.org. Although data on HIV rates in transgender women is relatively limited, a 2026 study found that HIV incidence was highest for Black trans women. The same study suggested trans women would benefit from long-acting injectable PrEP.

To date, the Food and Drug Administration has approved four forms of PrEP: Truvada and Descovy are daily pills; Apretude is a shot given every two months; and Yeztugo is a twice-yearly injectable that is highly effective in women, gay men and gender-diverse populations. Due to insufficient evidence, Descovy is not yet indicated as PrEP for cisgender women and trans men. Generic (and much cheaper) versions of Truvada are available. To learn more about PrEP, see the POZ Basics on HIV Prevention: Pre-Exposure Prophylaxis (PrEP).

ViiV Healthcare invited members of Luminate's Matriarchy cohort to create original Instagram campaigns centering women, pleasure and HIV prevention. The campaigns with the most engagement (comments, likes, shares and reposts) will win cash prizes.

“Oh yes, we have something we need your help with. Remember our #Matriarchy cohort? Well, after a weekend of learning, planning, and activation, they had a special opportunity, sponsored by @viivhealthcare, to create individual campaigns centered on #Women #Pleasure and #HIVPrevention. Help us pick the winners of 1st Place ($1,000) and 2nd Place ($500).

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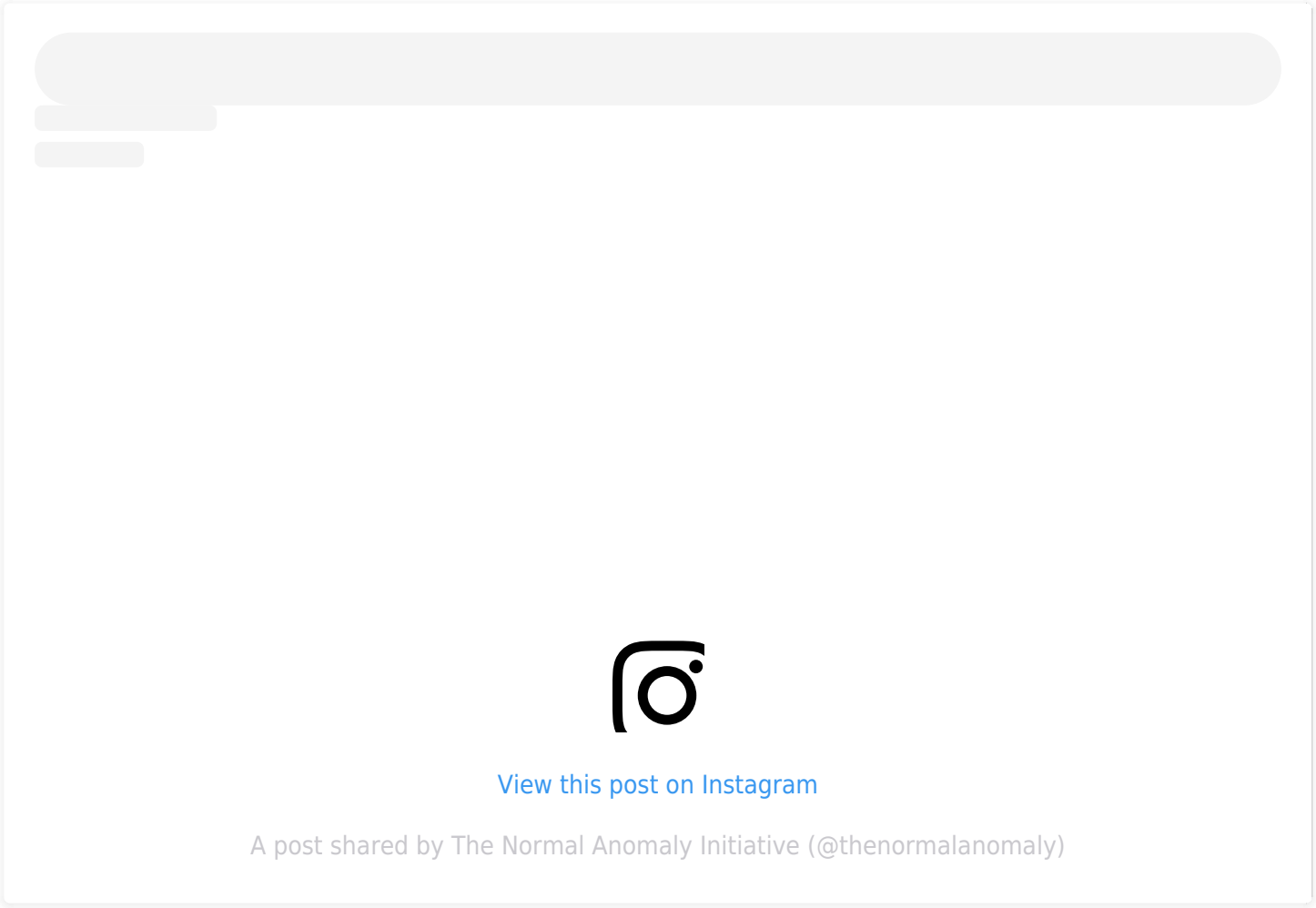
All you have to do is engage with their posts coming out later this week: share, comment, like, and repost. The person who has the most engagement will be that much closer to winning the prize.”



Campaign scores will be calculated on June 15; winners will be announced at Houston’s fifth annual Black Like That Community Festival, presented by the Normal Anomaly Initiative in partnership with Pride Houston 365. The music and cultural event celebrates queer people of color during Pride Month and will feature performances by local and national LGBTQ artists, vendors showcasing their work and spaces for community storytelling and cultural expression. This year’s theme is “We Ain’t Going Nowhere,” a celebratory phrase that speaks to the resilience of Black and queer communities. Tickets for Black Like That, which takes place June 27 from 2 p.m. to 9

p.m. at The Hall at Ironworks in Houston, are currently on sale.

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