POZ Awards 2018 / Best HIV Prevention Media Campaign

Read about the nominees, then scroll down to vote for your favorite!

October 1, 2018

Welcome to the 3rd Annual POZ Awards, which spotlight the best representations of HIV/AIDS in media and culture.

The POZ editorial staff selects the nominees, but POZ readers choose the winners.

Eligible nominees were active or were presented, published or produced between October 1, 2017, and September 30, 2018.

Be sure to vote for your favorite nominees by the World AIDS Day deadline: Saturday, December 1, 2018. DEADLINE EXTENDED: Saturday, December 8!

Here are the nominees:

Anal About My Health (MPact Global Action)

MPact, devoted to the health and human rights of gay and bisexual men, has created a campaign that takes the mystery out of anal health for “anyone with a butt.” Anal About My Health offers practical information on lubrication, condoms, pre-exposure prophylaxis (PrEP), the effects of recreational drugs, and what it means to be undetectable. They also encourage a lot of talking, to everyone from your sex partners to your care providers, to be sure gay and bisexual men enjoy satisfying and healthy sexual lives.

Living Sure (NYC Department of Health)

When PrEP appeared on the scene several years ago, many people saw parallels, both in terms of acceptance and resistance, to the advent of the birth control pill for women in the 1960s. With that in mind, the Living Sure campaign could be viewed as a modern take on “the pill” for women. It makes PrEP a feminist call to action, and its messages and images are powerful and glorious.

PrEP’d AF (Los Angeles LGBT Center)

Any campaign with the cheeky opening tagline of “Do you want to be PrEP’d AF?” is, well, speaking our language. At the very least, it got our attention. The campaign of online and printed materials offers PrEP basics, provides information on local clinics, and even assists potential clients with patient assistance and insurance claims.

Viva PrEP (Instituto Familiar de la Raza)

This gorgeous Spanish-language campaign from San Francisco–based organization Instituto Familiar de la Raza offers culturally specific information on PrEP by putting it into the context of a strong family heritage and the importance of pride and holistic health. ¡Qué hermosa e importante campaña!

VOTING IS NOW CLOSED!

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