Watch “Portraits of PrEP” Boost Knowledge of the Meds to Prevent HIV

As part of PrEP Aware Week 2022, eight PrEP ambassadors promote PrEP to prevent HIV.

October 24, 2022 By Trent Straube

Monday, October 24, to Monday, October 31, is PrEP Aware Week 2022, a campaign to raise awareness of HIV prevention medications. Pre-exposure prophylaxis (PrEP) for HIV is available in the United States as either tablets taken daily or an injection administered every other month.

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> is finally here, join us for THREE free #testing
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> opportunities! ???????????? ???????? ????????????
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> #PrEPAwareWeek #KnowYourStatus #HIV #STI
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> #Gonorrhea #Chlamydia #Syphilis #PrEP
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> pic.twitter.com/JyTzwVlLEc
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> — Alliance for Positive Health: LGBTQ (@AllianceLGBTQ)
>
> October 24, 2022

The theme of PrEP Aware Week 2022 is “Portraits of PrEP.” As such, the campaign features eight New Yorkers who take PrEP discussing their experiences to raise awareness of the HIV prevention method. You can watch videos of the PrEP ambassadors on the campaign’s YouTube channel and its website. Another sample video is below:

The AIDS Institute in New York launched PrEP Aware week in 2019. Although it is an initiative of New York state, the idea is catching on across the nation, with several cities and organizations using PrEP Aware Week to promote HIV-prevention campaigns and events. For example, here's a campaign from Reading, Pennsylvania:

This week is #PrEPAwareWeek!

-#PrEP Aware Week aims to expand awareness about PrEP & how it can prevent #HIV. For more information visit https://t.co/ESUpxANotP pic.twitter.com/naE2I4Zdsv

— PrEPReading (@PrEPReading) October 24, 2022

PrEP is highly effective at preventing HIV. The POZ Basics on Pre-Exposure Prophylaxis offers more details and a quick history:

> When antiretroviral medication builds up in the human body, it can stop HIV from replicating and establishing an infection. PrEP was approved in 2012 by the U.S. Food and Drug Administration (FDA) with the requirement that it be used every day, even during periods of minimal or low-risk sexual activity. Studies are exploring intermittent dosing strategies (for example, using PrEP only during high-risk periods) as well as different medications that could be used as PrEP. In 2021, the first long-lasting injectable form of PrEP was approved.
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> PrEP only works if you take it. Data from the iPrEx trial show that daily adherence of oral PrEP reduces HIV risk between 96% and greater than 99%. Those who took four doses a week remained fully protected, and those who took two lowered their chance of getting HIV by 76%. Data from the HPTN 083 and HPTN 084 studies showed that long-acting injectable regimens are even more effective than PrEP pills at preventing HIV acquisition.

We are excited to support #PrEPAware Week in NY (Oct 24 - 31)—a great time to ensure that all New Yorkers are able to learn about and access #PrEP. Learn more

about PrEP access and if it is right for you:

https://t.co/8E5qnvoSHa @nysdoh #PrEPAwareWeek

pic.twitter.com/f5jkwZgmPR

— Amida Care (@AmidaCareNY) October 21, 2022

The awareness campaign arrives as coverage of PrEP under the Affordable Care Act (ACA) is being debated in the courts. (Per federal guidelines, PrEP is currently covered under the ACA.) For a collection of POZ articles on this HIV prevention, click #PrEP. You'll find headlines such as:

- "Judge Rules That the Mandate to Cover PrEP for HIV Prevention Violates Religious Freedom,"
- "Injectable PrEP Works Equally Well for Transgender Women,"
- "Black HIV Advocates Plan Summit to Address PrEP Disparities,"
- "Equity-Driven Advocacy for a National PrEP Program for Uninsured People,"
- "On-Demand PrEP Works as Well as Daily Pills,"
- "Over 100 HIV Groups Urge Congress to Fund a PrEP Program" and
- "Illinois Pharmacists Can Now Prescribe HIV Prevention Meds."

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