

## **PrEP Aware Week Collaborative: Community-based Article 28 Clinics with Expertise in HIV Pre-Exposure Prophylaxis**

Health Research, Inc (HRI), a not-for-profit corporation, seeks three (3) Community-based Article 28 Clinics with experience managing patients on PrEP and conducting at least one promotional campaign on PrEP to be part of a PrEP Aware Week Collaborative to support PrEP Aware Week in October 2021.

### **Background:**

The NYSDOH AIDS Institute implemented a public health campaign called PrEP Aware Week in October 2019 and 2020 to promote awareness and uptake of HIV Pre-exposure Prophylaxis or PrEP. PrEP Aware Week resources have included development of a PrEP Aware Week graphic, t-shirts, face masks and buttons featuring the graphic, as well as development of a social media toolkit comprised of brief videos, still ads and social media posts. PrEP Aware Week materials were shared with a wide range of stakeholders for secondary distribution to individuals and communities who can benefit from PrEP for HIV prevention and sexual health. Review of macro-level data indicates that PrEP Aware Week may be associated with a statistically significant increase in PrEP prescriptions.

### **Establishing a PrEP Aware Week Collaborative to Support PrEP Aware Week 2021**

The NYSDOH AIDS Institute seeks to create a community-based PrEP Aware Week Collaborative to help guide efforts and develop cutting edge materials for PrEP Aware Week 2021. The collaborative will focus PrEP Aware Week efforts to engage the following priority populations: (1) African American men who have sex with men; (2) Latinx men who have sex with men; (3) people of transgender/gender non-conforming experience; (4) Asian/ Pacific Islander; (5) Native American; (6) women; and, (7) people who use drugs.

The collaborative will include:

- Community-based Article 28 facilities with demonstrated clinical expertise in PrEP management and PrEP services for priority populations;
- Grassroots Black, Indigenous and People of Color (BIPOC)-led and/or Transgender/Gender Non-conforming (TG/GNC)-led non-clinical organizations that have strong ties to at least one or more priority population; and
- A social media marketing and production company with expertise in graphic design, video production, and crafting messages that appeal to priority populations.

### **Scope of Work**

#### **Community-based Article 28 Clinics with Expertise in HIV Pre-Exposure Prophylaxis**

The AIDS Institute seeks to fund a total of three (3) Community-based Article 28 Clinics with experience managing patients on PrEP and conducting at least one promotional campaign on PrEP. The maximum award will be \$20,000 and the proposed period of work will be July 1, 2021 to October 31, 2021.

Article 28 Clinics will work collaboratively with the AIDS Institute, four BIPOC-led grassroots organizations and a social media marketing and production company. The specific responsibilities of the Article 28 clinics will include:

1. Designate an individual or team of individuals to participate in meetings of the collaborative;
2. Participate in the creative process of brainstorming, reviewing story boards and commenting on drafts of a video for at least two of the above referenced priority populations;
3. Identify patient PrEP Ambassadors to highlight in the videos and reimburse them \$500 for their participation;

4. Identify patients/ community members from priority populations to participate in focus groups to test material and messages as needed, and provide travel reimbursement and a \$25 VISA gift card to support their participation;
5. Participate in the creative process of brainstorming, reviewing copy and commenting on draft digital/print ads and social media posts intended to align with the videos outlined in # 2;
6. Play a role in printing and distributing PrEP Aware Week t-shirts;
7. Work with the AIDS Institute to offer a statewide webinar and other mechanisms to share the developed materials with all community stakeholders for their use during PrEP Aware Week;
8. Conduct a virtual statewide or in-person local event or training during PrEP Aware Week;
9. Promote PrEP Aware week within their individual facility and across their parent organization, to the extent possible;
10. Develop recommendations for implementation of PrEP Aware Week at clinical settings

**\*Note:** The costs associated with designing and producing videos and digital print ads will be covered in the budget of the social media marketing and production company. Costs associated with graphic design, photography, studio production, filming, editing, etc. should NOT be included in the budget of Article 28 Clinic applicants.

### **Application Format**

**(Maximum 3 pages, double spaced)**

**Provide brief responses to the following items:**

1. Describe your agency, its mission and scope of operations.
2. Identify those priority populations which your agency has expertise reaching.
3. Describe your prior experience working with partners to develop and implement a public health education campaign.

Applicants are encouraged to demonstrate their ties to multiple priority populations and provide demonstrated experience providing services to one or more of the priority populations.

Applicants should share an example of a past effort to develop cutting edge materials to reach at least one priority population with public health messages.

Provide resumes that clearly describe the experience and qualifications of staff that would represent your agency in the collaborative (not counted in page total).

Provide at least one example of work you have done that relates in some way to this project (not counted in page total)

**Budget:** Provide a brief line-item budget of how your organization would spend up to \$20,000 to participate in this collaborative and conduct PrEP Aware Week events.

Please submit all questions and responses to this advertisement to Rachel Newport at [hivet@health.ny.gov](mailto:hivet@health.ny.gov) by May 14, 2021.

AA/EOE