

PrEP Aware Week Collaborative: Grassroots Black, Indigenous, People of Color (BIPOC)-Led and/or Transgender/ Gender Non-Conforming (TG-GNC)-Led Non-Clinical Organizations

Health Research, Inc (HRI), a not-for-profit corporation, seeks four (4) Grassroots, BIPOC-Led and/or Transgender/ Gender Non-Conforming-Led non-clinical organizations 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

Grassroots, Non-Clinical Organizations

The AIDS Institute seeks to fund a total of four (4) Grassroots, non-clinical organizations at a maximum award of \$22,500 each. The proposed period of work will be July 1, 2021 to October 31, 2021.

Grassroots community organizations will work collaboratively with the AIDS Institute, clinical settings and social media marketing and production company. The specific responsibilities of the grassroots organizations will include:

1. Designate an individual or team of individuals to participate in meetings of the collaborative;
2. Participate in the creative process for brainstorming, reviewing story board and commenting on drafts of a video for one or more priority populations outlined above;
3. Participate in the creative process for brainstorming, reviewing text and commenting on draft digital/print ads that align with the videos outlined in # 2;
4. Identify community PrEP Ambassadors to highlight in the videos and reimburse them \$500 each for their participation;
5. Identify clients/ community members from priority populations to participate in focus groups to test material and messages as needed, and provide travel and a \$25 VISA gift card to support their participation;
6. Participate in the creative process for the design and development of PrEP Aware Week t-shirts;
7. Play a role in printing and distributing PrEP Aware Week t-shirts;
8. Participate in the creative process to develop an educational material for young people in comic strip or another interesting format;
9. Conduct a virtual statewide or in-person local event or training during PrEP Aware Week;
10. 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; and
11. Develop recommendations for participation in PrEP Aware Week by CBOs.

***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 grassroots community organization 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 \$22,500 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 by May 14, 2021.

AA/EOE