

## **PrEP Aware Week Collaborative: Minority-Run or Woman-Owned Social Media Marketing and Production Company**

Health Research, Inc (HRI), a not-for-profit corporation, seeks one (1) Minority Run or Woman Owned Social Media Marketing and Production company 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**

#### **Minority-Run or Woman-Owned Social Media Marketing and Production Company**

The AIDS Institute seeks to fund a total of one (1) social media marketing and production company up to \$50,000 for the proposed period of July 1, 2021 to October 31, 2021.

The social media marketing and production company will work collaboratively with the AIDS Institute, four BIPOC-led grassroots organizations and three Article 28 clinics.

Under the guidance of the AIDS Institute and with input from the collaborative members from clinical and grassroots organizations, the social media marketing and production company will:

1. Develop a series of seven (7), 30-45 second population-specific videos for the following priority populations: African American men who have sex with men; Latinx men who have sex with men; people of transgender/ gender non-conforming experience; women; Asian/ Pacific Islander; Native American; and, young people who use drugs;
2. Develop a series of digital/print ads intended to accompany each of the videos outlined in #1;
3. Design, develop, print and distribute PrEP Aware Week t-shirts (cost shared across all members of the collaborative);
4. Develop an educational material for young people in comic strip or another interesting format;

5. 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;
6. Provide recommendations to the AIDS Institute for a targeted grassroots social media campaign to reach priority populations;
7. Prepare materials in a fashion that will allow other agencies to add their own branding, contact information, etc. so that any NYS agency can use the material in their PAW efforts.

**\*Note:** All costs associated with designing and producing videos and digital print ads including photo shoot(s), recording sessions, editing, graphic design, etc. must be included in the budget of the social media marketing and production company. Note: The Article 28 clinics and grassroots organizations will be responsible for recruiting and paying community PrEP ambassadors/ spokespeople to be featured in the videos and print ads.

### **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 \$50,000 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