

#TakePrEPTakeCharge campaign aims to increase awareness about the availability of PrEP for cisgender women (**#prep4women**).

PrEP (pre-exposure prophylaxis) is an HIV prevention method that is safe and is about 99% effective for reducing the risk of getting HIV from sex when taken as prescribed. Women account for 1 in 5 new HIV diagnoses in New Jersey, and the disease most impacts communities of color ([AIDSVu, 2021](#)). Primarily marketed to men, most women do not know that PrEP is a viable HIV prevention option that is discreet, self-controlled, and widely available for them, too. Through this awareness campaign targeting Black and Hispanic/Latina women living in New Jersey, we hope to increase the number of women who know that PrEP is also for them.

Purpose of this toolkit

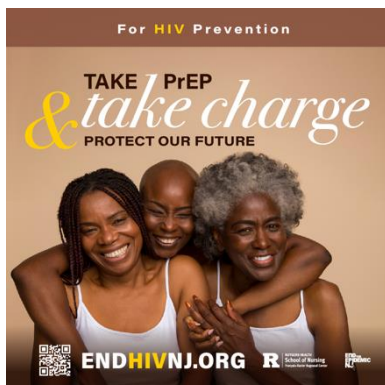
To introduce partner organizations, advocates, and consumers to #TakePrEPTakeCharge and increase awareness about #prep4women among their networks via social media. We hope to empower women to take charge of their sexual health and encourage more dialogue about HIV prevention options with their providers.

How you can help

- Copy and paste the suggested social media posts and share them with your networks.
- When communicating about PrEP and HIV prevention, add the #TakePrEPTakeCharge and #prep4women hashtags to your social media posts.
- If you see our #TakePrEPTakeCharge campaign images in the community, snap a photo, and upload it to Facebook and/or Instagram with one of the suggested captions.
- Follow @fxbcenterrutgers on [Facebook](#), [Instagram](#) and [YouTube](#) and share their #TakePrEPTakeCharge and #prep4women content.
- Visit [endHIVnj.org](#) for information about this campaign and to learn more about Ending the HIV Epidemic in New Jersey projects, resources, and services.

Facebook & Instagram Images

Click on a campaign image to copy, paste, and share in a Facebook and/or Instagram post.



For HIV Prevention

you NEVER know

TAKE PrEP & TAKE CHARGE

ENDHIVNJ.ORG

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For HIV Prevention

TAKE PrEP & TAKE CHARGE

IT'S NOT JUST FOR MEN

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For HIV Prevention

TAKE CHARGE!

TAKE PrEP

IT'S NOT JUST FOR MEN

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For HIV Prevention

TAKE PrEP & TAKE CHARGE

show yourself some love

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For HIV Prevention

TAKE PrEP & TAKE CHARGE

show yourself some love

ENDHIVNJ.ORG

For HIV Prevention

TAKE PrEP TAKE CHARGE

ENDHIVNJ.ORG

Are you PrEP'd?

Take PrEP & Take Charge!
#HIVprevention

100 #prep4women

ENDHIVNJ.ORG

Did you PrEP today?

Take PrEP & Take Charge!
#HIVprevention

Today & every day
#PrEP4Women

ENDHIVNJ.ORG

Suggested Facebook & Instagram Posts

- #PrEP is a medication that is taken either by mouth or by injection that can protect you from getting #HIV when taken as prescribed. See if #PrEP is for you. Check out endHIVnj.org for tips about how to discuss #PrEP with your doctor. #prep4women #TakePrEPTakeCharge #HIVprevention
- #PrEP is for #women, too! Ladies, ask your doctor about #PrEP for #HIVprevention. Visit endHIVnj.org for information about where to find PrEP service providers in #NJ. #prepisnotjustformen #TakePrEPTakeCharge #prep4women #endHIVnj
- Ladies, show yourself some love! Take control of your #sexualhealth with #PrEP for #HIVprevention. Visit endHIVnj.org for more about #prep4women and where to find #NJ #PrEP service providers. #TakePrEPTakeCharge #showyourselfsome love
- Ladies, find out why you should #TakePrEPTakeCharge to prevent #HIV. Learn more about #PrEP at endHIVnj.org. #HIVprevention #prep4women #itsnotjustformen
- Ladies, did you know that more than 80% of new #HIV infections among #women are from heterosexual contact? Visit endHIVnj.org to learn more about the #HIVprevention option #PrEP. #TakePrEPTakeCharge #prep4women
- Ladies, did you know women account for 1 in 5 new HIV diagnoses a year? #TakePrEPTakeCharge for #HIVprevention and #ProtectOurFuture. Learn more at endHIVnj.org. #prep4women
- Is #PrEP for you? Ask your doctor. Find out how to begin the conversation at endHIVnj.org. #prep4women #HIVprevention #TakePrEPTakeCharge
- You're only in control of yourself, so take #PrEP and take charge for #HIVprevention because #youneverknow your HIV risk. Visit endHIVnj.org for more information. #TakePrEPTakeCharge #prep4women #HIVprevention