

# TAKE CHARGE! TAKE PrEP

**#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.

## Social Media Images

The images found within this folder are optimized for sharing in your Facebook and Instagram posts. The folder contains all the campaign images in English, Spanish & Haitian Creole.

## 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](http://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](http://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](http://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](http://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](http://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](http://endHIVnj.org). #prep4women
- Is #PrEP for you? Ask your doctor. Find out how to begin the conversation at [endHIVnj.org](http://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](http://endHIVnj.org) for more information. #TakePrEPTakeCharge #prep4women #HIVprevention