

PrEP Marketing/Educational Resources: A Focus on Heterosexual People, Cisgender Women, and Pregnant/Breastfeeding People

Updated August 2024

General PrEP Consumer Educational Materials

- Information from: [CDC page](#)
 - [Brochure PEP and PrEP: not specific to any population](#)
 - [Prevention Toolkit](#)
 - Social media materials about PrEP, preventing HIV
 - Many videos, etc. about PrEP – some though not all focus on MSM
 - [WhatisPrEP Video](#): not specific to any population
-

PrEP for Non-MSM

- [Poster](#) depicting heterosexual couple in English and Spanish
 - [Informal blog post](#) about PrEP for straight people (images with straight men)
-

PrEP for Cisgender Women

- [Brochure: PrEP is for Women](#)
 - Inclusive re: other people assigned female at birth
 - Includes info re: Apretude (injectable PrEP)
 - Mentioned PrEP can be taken during pregnancy or while breastfeeding
 - Discusses PrEP and birth control
- [A User's Guide to PrEP](#)
 - For cis women, discusses reproductive health
 - NYC Department of Health
 - Specifically focused on Truvada and daily PrEP
- PrEP for Women from [pleaseprepme.org](#)
 - Links to videos, basics, resources, and more
- Black AIDS Institute
 - [Black Women and PrEP](#) brochure
 - [Black Women and HIV](#) brochure
 - [PrEP posters](#) farther down this page
- [PrEP is for Women](#)
 - Some info specific to NYS
 - [Spanish too](#)
- [#ShesWell: PrEP for women](#) – social media campaign from CDC
 - Social media graphics, messaging, videos etc.
- Video: [PrEP is for Women Too](#)
 - From Planned Parenthood in NY, includes NY specific info
 - [Campaign page](#)

PrEP Marketing/Educational Resources: A Focus on Heterosexual People, Cisgender Women, and Pregnant/Breastfeeding People

Updated August 2024

Campaigns

- [PrEP For Her – DC](#), PrEP for women
-

PrEP Education for Clinicians

- [HIV Nexus: CDC Resources for Clinicians](#)
- [Clinicians' Quick Guide](#)
- [NYC PTC Course: PrEP Guidelines 2021 Update](#)
- Other free [continuing education opportunities](#)
- [Pre-Exposure Prophylaxis \(PrEP\) to Prevent HIV During Periconception, Antepartum, and Postpartum Periods](#)