

# Philly — PrEP — Awareness Week

October 27 - 31 **2025**



## How-To Guide for Events + Conversations

Here's a guide for planning a successful event during **PrEP Awareness Week**



# Goals for Events

- Increase awareness of PrEP and PEP in high-impact communities
- Normalize conversations about HIV prevention
- Link community members to local resources
- Center sex positivity and health equity

## Step-by-Step Organizer Checklist

### 1. Pick Your Event Format

*(Choose one that aligns with your audience)*

#### Potential Event Ideas:

- Barbershop/salon pop-in
- PrEP party/Community mixer
- On-site testing/PrEP screening
- Open mic, storytelling night
- Art/photography exhibit with health booth
- Film screening/Health panel
- Workshops/trainings/Health fair
- Pop-up PrEP Clinic/Mobile Testing

### 2. Secure the Details

- Date & Time
- Location/venue
- Partner organizations or co-hosts *(optional)*
- Transportation or incentives *(gift cards, food, SEPTA pass)*

### 4. Promote Your Event

- Submit event details for the official city calendar
- Use social media graphics from PrEP Awareness Week Toolkit
- Cross-promote with CBO partners, clinics, and influencers
- Invite potential PrEP clients and/or community leader

### 3. Brand It Up

#### All events must include:

- City of Philadelphia Health Dept & Philly PrEP Awareness Week logo

#### Hashtag:

#PhillyPrEPAwarenessWeek2025

### 5. Prep for the Day Of

- Have a designated event lead + check-in point

#### Set up a resource table with:

- PrEP/PEP flyers, referral guides
- Safer sex kits, condoms, swag
- Local clinic info + sign-up sheets
- Collect contact info for follow-up and services
- Take photos/videos *(with consent)* for recap and promotion

### 6. After the Event

Submit to PDPH via emailing [preventhiv@phila.gov](mailto:preventhiv@phila.gov):

- Attendance count & basic demographics
- 1–2 photos *(with captions/credits)*
- Quick summary of how it went
- **Optional:** Share testimonials, quotes, or mini video recap





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## Additional Resources

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Want to guide your community to more information about PrEP? The City of Philadelphia is here to help with additional educational resources.

[Philly Keep On Loving | Information for HIV, STIs, and PrEP](#)

[Where to get pre-exposure prophylaxis \(PrEP\) in Philadelphia | Department of Public Health | City of Philadelphia](#)

[Philly Keep On Loving For Providers](#)

[HIV and AIDS Resources | HIV.gov](#)

# Need help?

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**Public Health**