

Philly — PrEP — Awareness Week

October 26 - 30 **2026**



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 and Philly Keep On Loving logo

Hashtag: #PhillyPrEPAwarenessWeek2026

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:

- 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

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](#)

[Philly Keep On Loving For Providers](#)

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

Need help?

Contact: Philly Keep On Loving, Division of HIV Health

Email: PreventHIV@Phila.gov

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