



Creating a Prep Ambassadors Program

Dr. Yolanda Nicholson

Content Outline

At the completion of this discussion attendees will be able to

- 01** Understand the need for student PrEP (pre-exposure prophylaxis) Ambassadors on your campus.
- 02** Identify student leaders to become PrEP Ambassadors.
- 03** Create an environment for student to create programs/events to promote PrEP.



Statistics

HIV incidence declined 8% from 2015 to 2019. In 2019, the estimated number of HIV infections in the U.S. was 34,800 and the rate was 12.6 (per 100,000 people).

In 2019, Black/African MSM accounted for 26% (9,123) of new HIV diagnoses and 37.9% of diagnoses among all MSM

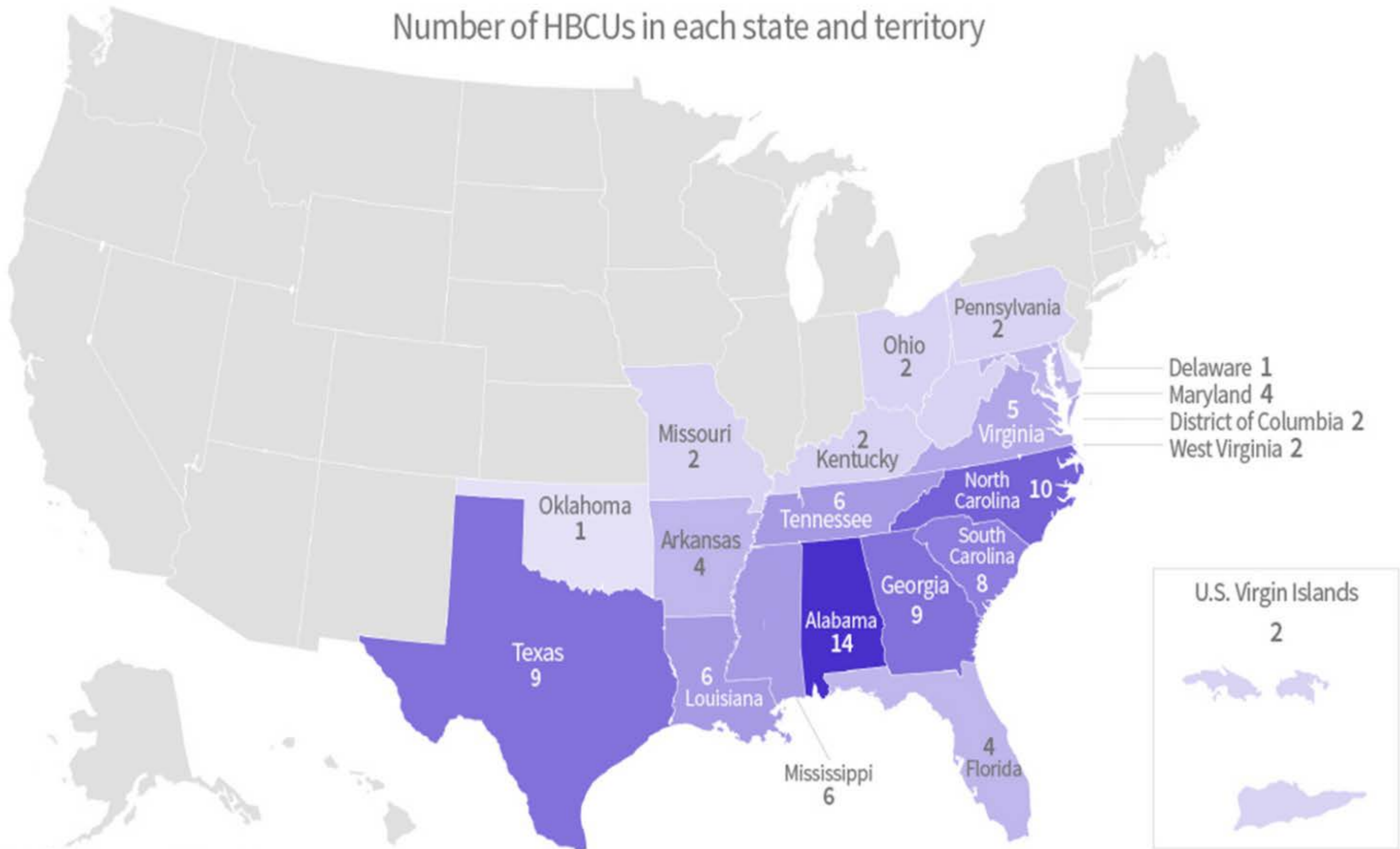
Statistics

•In 2019, Blacks/African Americans represented 13% of the U.S. population but accounted for 44% of new HIV diagnoses.

From 2015 through 2019, HIV diagnoses increased among persons aged 13-24 years, 35-44 years, and 45-54 years.

HIV diagnoses are not evenly distributed. From 2015 through 2019, the annual number and rate of diagnoses of HIV infection in the United States and 6 dependent areas decreased. In 2019, the rates were 15.2 in the South, 9.4 in the Northeast, 9.2 in the West, and 7.2 in the Midwest.

Number of HBCUs in each state and territory



Source: U.S. Department of Education



NCCU PrEP Recruitment Strategy Outline



Objective 1: Train Project SAFE Members



- NCATEC-focused training for early February (PrEP Ambassadors)
- Shortly after training, “Are you PrEP Ready?” T-shirts for members of Project SAFE
- Require T-shirt as “group uniform” during the scale-up period of the PrEP marketing campaign

Objective 2: Are you PrEP Ready Marketing Campaign



- Design logo for Marketing Campaign (“Are you PrEP Ready?” and “Got PrEP?”)
- Project SAFE T-shirts
- Laminated Posters
 - Student Union bulletin board
 - Library Bulletin Board
 - Cafeteria Bulletin Board
- Stickers
 - On condom boxes
 - On napkin holders in the cafeteria
- Biobags
 - Logo on Biobags
- On campus streaming informational service
- Social Media Campaign
 - Twitter, Facebook, Instagram (#prepreadyeagle)
 - Khalil skit video on PrEP
- QR codes for all advertising logos

Objective 3: Reflexive advertising opportunities

- Students presenting for condoms at student health (“Did you know there was a pill to prevent HIV?”)
- Condom delivery service by Project SAFE (“Did you know there was a pill to prevent HIV?”)

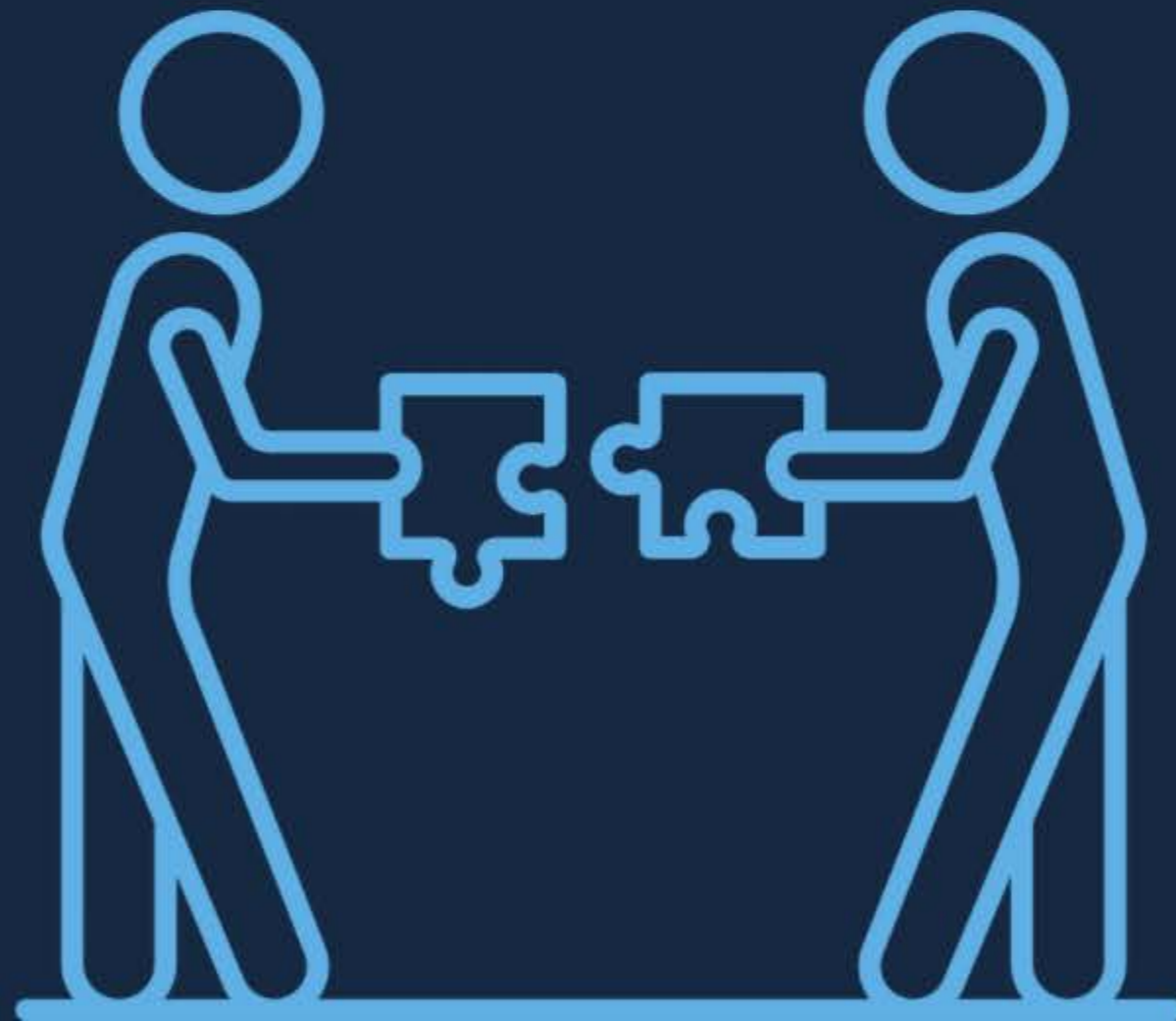


Objective 4: Synchronizing PrEP marketing campaign with student health center capacity to provide PrEP

Objective 5: Targeting “Keeping it Real” for incoming freshmen

Key Stakeholders

Student Health Services, Project SAFE, Project SUCCESS, Women's Center,
Office of Diversity and Inclusion, Colors, Lavender Group



Budget Line Items

T-shirts (Quantity: 30)	Bio-Bags (Quantity: 500)	Posters (Quantity: 20) (What size for bulletin boards?)
Stickers, Two sizes for Napkin Holders & Condom Boxes	Streaming on campus informational service	QR Codes

Action Items

Osaffo & Jamal:

- Price out line items
- Design Logo

Lance:

- Secure funding source once budget is formulated
- Contact Michele for PrEP Ambassadors Session

Both:

- Think of strategy to engage shareholders
- Assess capacity of student health clinic to provide PrEP





Are You at **Risk**?

PrEP can save your life

- SEX** with more than one person at a time?
- SEX** with an individual who is having sex with another person?
- SEX** with someone of your same sex?
- SEX** with someone who has sex with their same sex?
- SEX** without a condom or barrier?

Pre-exposure prophylaxis
One pill a day
Prevent HIV infection

For more information, please contact
North Carolina A&T State University Student Health Center
Dr. Yolanda Johnson or Dr. Padonda Webb
(336)334-7880



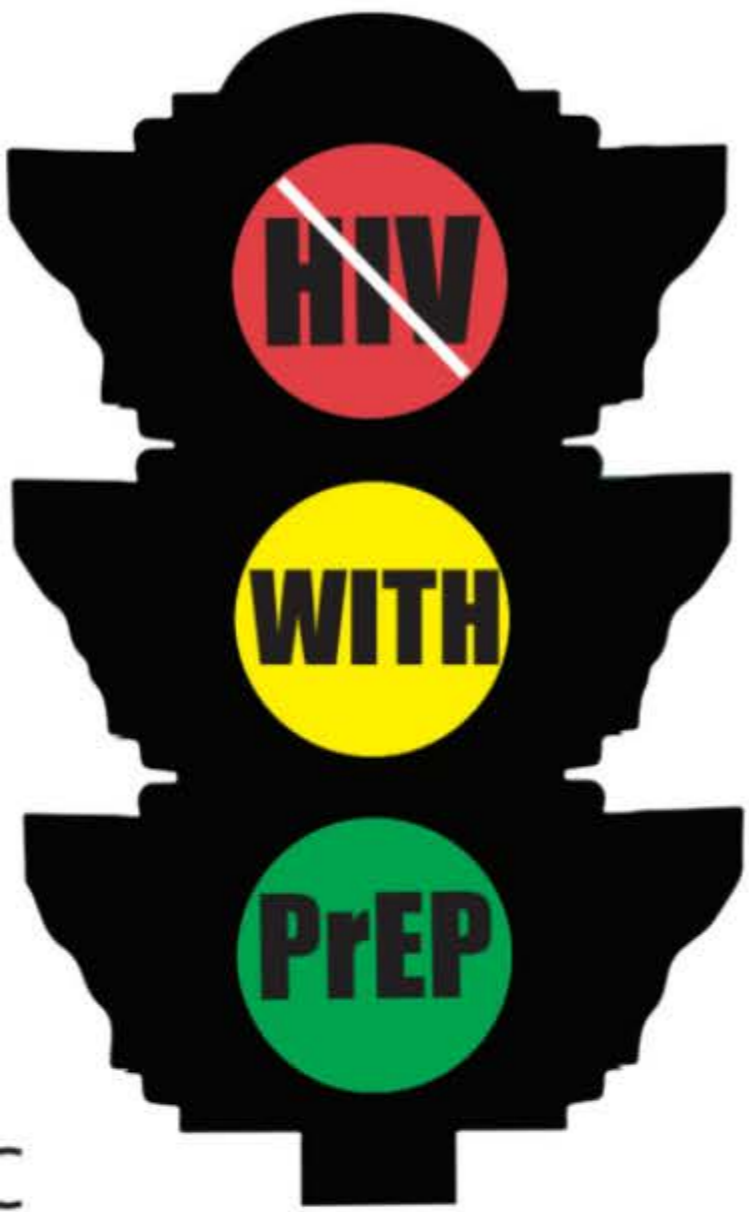
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XRC GRAPHICS



AMBASSADOR

You are at risk for HIV because..
their previous partners=your previous partners



Pre-exposure prophylaxis-One pill a day-Prevents HIV infection
for more information, please contact
North Carolina A&T State University
Student Health Center
for an appointment
336-334-7880

NORTH CAROLINA A&T STATE UNIVERSITY
STUDENT HEALTH CENTER

Who's at Risk for HIV?



 ALL THE ABOVE

Pre-exposure prophylaxis - One pill a day - Prevents HIV infection

For more information, please contact
North Carolina A&T State University Health Center for an appointment

(336) 334-7880





PROOF FORM

PRINT DIMENSIONS	PRINT COLORS
FRONT: 10 inches wide	
BACK:	

Customer: Zariah
 Job: GP_2020-1-27
 Ver: V1

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 Order Confirmation must be approved within 48 hours of product kit to meet specified due date.
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FRONT



BACK

JOB INFO:

Garment: Gildan 2000

Shirt Colors: Red

Product No: G2000

Notes: This is for layout purposes only

Sizing Info

XS	S	M	L	XL	2XL	3XL	4XL
0	0	0	0	0	0	0	0

FRONT ARTWORK

LOCATION: CHEST

IMPRINT COLORS

- White
- n/a
- n/a
- n/a
- n/a

BACK ARTWORK

LOCATION: N/A

IMPRINT COLORS

- n/a
- n/a
- n/a
- n/a
- n/a

PrEP ACADEMY

PRE-

GAME

OCT 16 2018
5:45-7:30 PM

GAMES
&
GIVEAWAYS

STUDENT HEALTH CENTER
MULTI-PURPOSE ROOM

PIZZA
&
WINGS

WHILE SUPPLIES LAST



THE STUDENT HEALTH CENTER PRESENTS

PrEP
n
Paint

OCTOBER 22, 2021
5PM - 6:30PM
STUDENT HEALTH CENTER RM220

ENGAGE IN A PAINT SESSION WITH YOUR PEER FACILITATORS AS WE DISCUSS HIV/AIDS AND THEIR PREVENTATIVE METHODS

FOR MORE INFORMATION, CONTACT SE'RON LEARY; (336) 285-2919

The North Carolina Agricultural & Technical State University Student Health Center
Presents:



Join us for an intimate night of

Music, Activities, Snacks, Giveaways and Conversation
Discussing HIV & PrEP

February 21 Friday

Student Center
Room 385
6:00-8:00 PM

Please come with your favorite
stuffed animal, pillow, blanket, slippers, etc.
For more information contact Se'Ron Leary 336-285-2919



National Women and Girls HIV Awareness D...



Watch later



Share



Watch on  YouTube

Questions or comments?

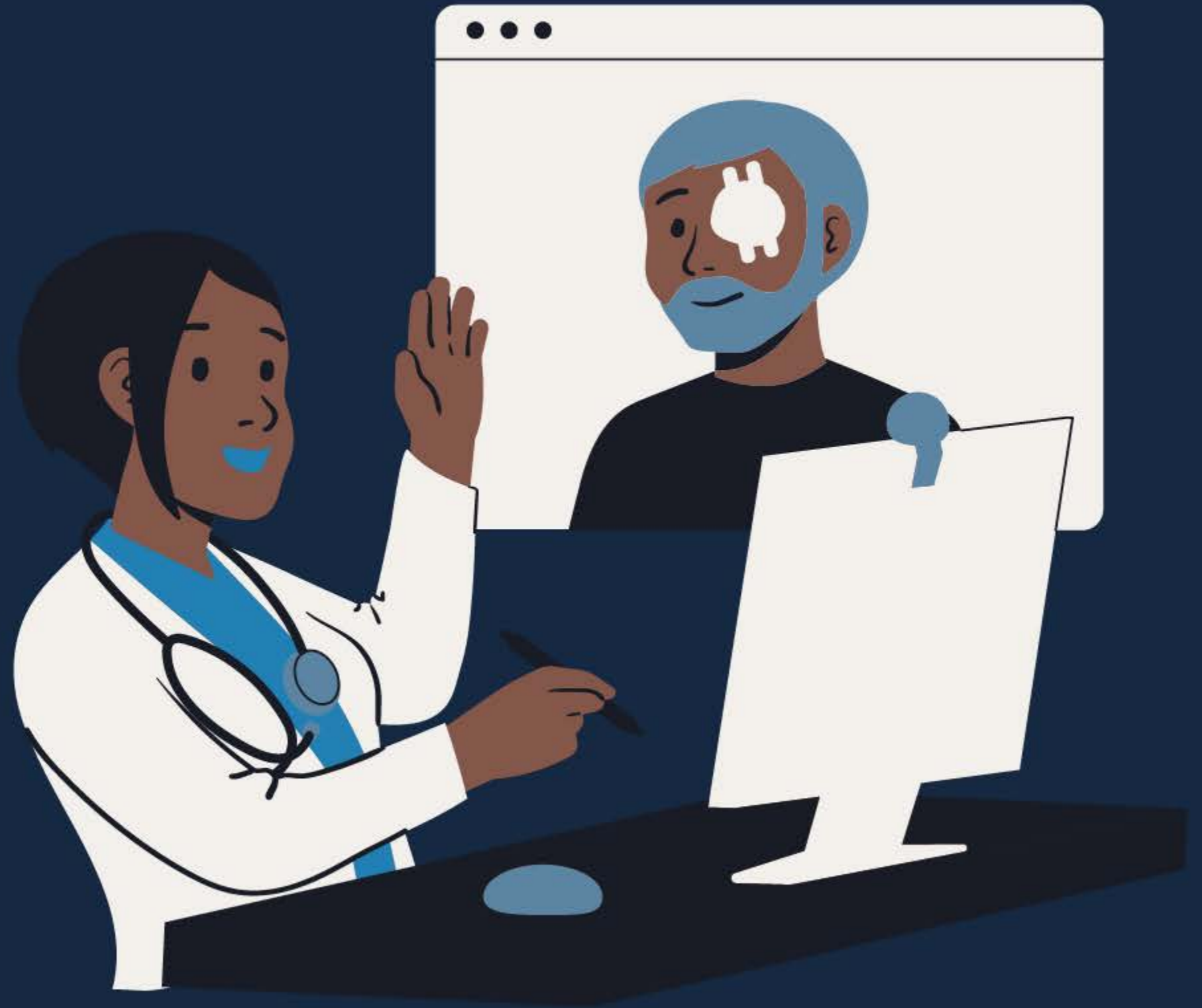
Get in touch!

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References

<https://www.hiv.gov/hiv-basics/overview/data-and-trends/statistics>

<https://www.google.com/maps/d/u/0/viewer?mid=1zx-DKOdr0Mc42eGiC0nJbDBYz96EnJp9&ll=33.03556501341688%2C-96.53749285000004&z=3>

<https://www.hbcualumnicle.com/hbcu-facts.html>