

# READY, SET, PrEP

## ► Social Media Toolkit

### What is Ready, Set, PrEP?

Ready, Set, PrEP is a new national program from the U.S. Department of Health and Human Services that will provide HIV pre-exposure prophylaxis (PrEP) medications to thousands of people in the United States at no cost. The program is part of [Ending the HIV Epidemic \(EHE\): A Plan for America](#), an initiative that aims to reduce the number of new HIV infections in the United States by 75% in five years and 90% by 2030.

PrEP medications are safe and effective and help to prevent the spread of HIV. More than one million people in the United States could benefit from taking PrEP medication, but only a small fraction of people actually get a prescription for the medication. Many people do not know about PrEP medication and how it can help them, and many cannot afford to pay for the medication.

To qualify for the Ready, Set, PrEP program an individual must:

1. Test negative for HIV;
2. Have a valid prescription from their healthcare provider; and
3. Not have insurance that covers prescription drugs.

The program covers 100% of PrEP medication costs. However, the cost of clinic visit co-pays and lab testing may vary based on the participant's income and insurance coverage. Participants and providers can learn more and enroll by visiting the Ready, Set, PrEP website at [GetYourPrEP.com](http://GetYourPrEP.com) or contacting 855-447-8410.

Partners like you can play a vital role in ending the HIV epidemic in the United States by raising awareness about PrEP medication and the Ready, Set, PrEP program. This toolkit provides resources to help you spread the word about the benefits of PrEP and the Ready, Set, PrEP program with your networks.

- A comprehensive toolkit, including information cards, posters, fliers, healthcare professional materials, and more are available on [HIV.gov](http://HIV.gov). Content included in this toolkit may be customized and tailored to your needs. If you have questions, contact us at [ReadySetPrEP@hhs.gov](mailto:ReadySetPrEP@hhs.gov).



Ending  
the  
HIV  
Epidemic



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### Content for Your Consumer Audiences

#### Facebook:

- Did you know that pre-exposure prophylaxis (PrEP) medications can help prevent HIV? The new #ReadySetPrEP program will provide these life-changing medications at no cost. See if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)
- Every community. Every day. We are champions for health. In recognition of World AIDS Day, we want everyone to know about the new #ReadySetPrEP program, which provides PrEP medications at no cost to thousands of people. See if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)
- Just one pill daily can help prevent HIV. Take control of your health and see if you qualify for PrEP medication at no cost through the new #ReadySetPrEP program from the [U.S. Department of Health and Human Services](https://www.hhs.gov): [GetYourPrEP.com](https://www.getyourprep.com)
- Thousands of people can access PrEP medications at no cost and prevent HIV through the new #ReadySetPrEP program from the [U.S. Department of Health and Human Services](https://www.hhs.gov). Learn more and find out if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)

#### Twitter:

- You have the power to #PreventHIV with just 1 pill daily. The new #ReadySetPrEP program from @HHSgov provides #PrEP medications at no cost. See if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)
- Every community. Every day. We are champions for health. On #WorldAIDSDay, take a moment to learn how the @HHSgov #ReadySetPrEP program can help you gain access to PrEP medications and #PreventHIV: [GetYourPrEP.com](https://www.getyourprep.com)
- Did you know that pre-exposure prophylaxis (PrEP) medications can help prevent HIV among people at risk? The new @HHSgov #ReadySetPrEP program will provide these life-changing medications at no cost. See if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)
- We're fighting to end HIV in the United States and the new #ReadySetPrEP program from @HHSgov will help by providing PrEP medications at no cost to thousands of people. See if you qualify: [GetYourPrEP.com](https://www.getyourprep.com)



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### Content for Your Healthcare Professional Audiences

#### Sample E-Blast Message:

Ending HIV in the United States is within reach, but only if we all work together. We know that more than one million people at risk for HIV could benefit from pre-exposure prophylaxis (PrEP) medication. PrEP medications are safe and effective and help to prevent the spread of HIV. Only a small fraction of people get a prescription for this life-changing medication. Many people do not know about PrEP medication and how it can help them. In addition, many people can't afford to pay for the medication.

Ready, Set, PrEP is a new national program from the U.S. Department of Health and Human Services (HHS) that will provide PrEP medications to thousands of people across the United States. To qualify for the Ready, Set, PrEP program, an individual must:

1. Test negative for HIV;
2. Have a valid prescription from their healthcare provider; and
3. Not have insurance that covers prescription drugs.

The program covers 100% of PrEP medication prescription costs. The cost of clinic visit co-pays and lab testing may vary based on the participant's income and insurance coverage.

At [Company/Organization] we are proud to continue our ongoing commitment to HIV prevention and supporting [Ending the HIV Epidemic: A Plan for America](#) by raising awareness of the Ready, Set, PrEP program. As healthcare professionals, you can make a difference and help end HIV in your own community. Tell patients and other healthcare professionals in your community about Ready, Set, PrEP and encourage patients to find out if they qualify by visiting the Ready, Set, PrEP website at [GetYourPrEP.com](http://GetYourPrEP.com) or contacting **855-447-8410**.



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