

READY, SET, PrEP

Ready, Set, PrEP “I’m Ready” Partner Messaging Toolkit

The [U.S. Department of Health and Human Services \(HHS\)](#)’s new “I’m Ready,” campaign champions PrEP as an important tool in the Prevention pillar of the [Ending the HIV Epidemic: A Plan for America \(EHE\)](#) initiative. This Partner Messaging Toolkit links you to campaign resources and provides ideas on how you might use them to support your work.

Available resources include:

- Animated Digital Banners
- Print and Digital Posters
- Audio Clips
- Videos
- Social Media Images
- Sample Social Media Copy
- Sample Email Blast Copy

The “I’m Ready” campaign’s multimedia toolkit is now available for download on [HIV.gov](#).

Ready, Set, PrEP, “I’m Ready” Campaign

The “I’m Ready” campaign is the latest addition to the [Ready, Set, PrEP program](#) to increase access to PrEP medications for those who do not have prescription drug insurance coverage. “I’m Ready” features diverse stories of real people from a wide variety of backgrounds who share their personal journey with PrEP. The campaign captures authentic voices from a collective of individuals shedding light on the unique challenges facing communities disproportionately impacted by the HIV epidemic. In addition to HIV prevention, “I’m Ready” expands discussion across all of the EHE pillars including HIV testing, viral suppression, HIV stigma, and community response.

The goal of the “I’m Ready” campaign is to drive enrollments in the Ready, Set, PrEP program to reduce new diagnoses of HIV. Included in the campaign developments are a suite of bold, visually compelling creative assets and multimedia videos that ushers in a tone of freedom and hope. Each design and video promote messages of confidence, security and an empowering resolve to take control of your health through HIV prevention or treatment methods.

How to use the Partner Messaging Toolkit

- Incorporate “I’m Ready” content in HIV awareness communications.
- Share materials with your audiences and stakeholders.
- Promote Ready, Set, PrEP as a viable program option for those who could benefit from PrEP and qualify for the program.



READY, SET, PrEP

Sample Social Posts

- Are you eligible to receive PrEP for free? Find out if you qualify for #ReadySetPrEP. Visit [GetYourPrEP.com](https://www.getyourprep.com)
- Are you ready to #PreventHIV with just one daily pill. #ReadySetPrEP can help: [GetYourPrEP.com](https://www.getyourprep.com)
- #ReadySetPrEP is a step towards ending the #HIV epidemic. See if you qualify at [GetYourPrEP.com](https://www.getyourprep.com)
- Who qualifies for the #ReadySetPrEP program?
To be eligible, you must:
 1. Test negative for HIV;
 2. Have a valid prescription from your healthcare provider; and
 3. Not have insurance that covers prescription.Apply now: [GetYourPrEP.com](https://www.getyourprep.com)

Sample Email Blast

In collaboration towards ending the HIV epidemic, the [U.S. Department of Health and Human Services \(HHS\)](https://www.hhs.gov/) invites you to utilize the Ready, Set, PrEP “I’m Ready” Partner Messaging Toolkit. This toolkit provides campaign resources to support your work and drive enrollments for the [Ready, Set, PrEP program](https://www.getyourprep.com/) to reduce new diagnoses of HIV. As a key component of the [Ending the HIV Epidemic: A Plan for America \(EHE\)](https://www.hhs.gov/ehe/) initiative, the Ready, Set, PrEP program expands access to pre-exposure prophylaxis (PrEP) HIV prevention medications for thousands of people without prescription drug insurance coverage for free.

Please use the messaging and creative assets in this Partner Messaging Toolkit to share with your audiences and stakeholders for upcoming campaigns and events to promote PrEP and overarching EHE initiatives. The “I’m Ready” campaign’s multimedia toolkit is now available for download on [HIV.gov](https://www.hiv.gov/).

Background

In 2019, HHS announced the EHE initiative in a nationwide plan to reduce the number of new HIV transmissions in the United States by 75% by 2025 and by 90% by 2030. The plan leverages critical scientific advances in HIV prevention, diagnosis, treatment, and outbreak response by coordinating programs and resources with support of partner federal agencies and community organizations.

As a key component of the EHE initiative, HHS introduced Ready, Set, PrEP in a historic effort towards ending the HIV epidemic. The Ready, Set, PrEP program expands access to pre-exposure prophylaxis (PrEP) HIV prevention medication for thousands of people without prescription drug insurance coverage for free. Though more than one million people in the United States could benefit from taking PrEP, only a fraction of people actually receive a prescription for the medication. While many people do not know about PrEP and how it can help them, there’s a number of individuals who cannot afford to pay for the medication.



READY, SET, PrEP

Ready, Set, PrEP Eligibility

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 the prescription.

The program covers 100% of PrEP medication prescription costs. However, the cost of clinic visit co-pays and lab testing may vary based on patient income and insurance coverage. Participants and providers can learn more and enroll by visiting the Ready, Set, PrEP website at www.GetYourPrEP.com or contact 855-447(HHS)-8410.

To leverage efficient distribution for the program, HHS is collaborating with TrialCard to verify Ready, Set, PrEP participant eligibility, enrollments, maintain the network of participating pharmacies, distribute the donated medications to uninsured participants, process medication requests and offer mail-order services.

Ending the HIV Epidemic

HIV continues to be a significant public health issue impacting communities across America.

- More than 1.1 million Americans are currently living with HIV and many more are at risk of HIV transmission.
- While new HIV diagnoses have declined significantly from their peak, progress on further reducing them has stalled with an estimated 40,000 Americans being newly diagnosed each year. Without intervention another 400,000 Americans will be newly diagnosed over 10 years despite the available tools to prevent transmissions.
- About 1 in 7 with HIV are unaware of their diagnosis.
- Black and Hispanic communities make up 69% of all new HIV diagnoses.
- There's a disproportionately lower percentage of Black and Hispanic men that either are not aware of PrEP, have not discussed PrEP with a health care provider, or have not used PrEP within the past year.
- According to 2017 data, over 1.1 million people could benefit from PrEP use, yet only 100,000 people were actually prescribed PrEP.
- Less than 7% of women who could benefit from PrEP are using it.
- Stigma, fear, discrimination, and homophobia place many people at higher risk for HIV.
- Socioeconomic issues associated with poverty—including limited access to high-quality health care, housing, and HIV prevention education—directly and indirectly increase the risk for HIV and affect the health of people with HIV and at risk for HIV.

Achieving EHE's goals will require a whole-of-society effort. In addition to the coordination across federal agencies, the success of this initiative will also depend on dedicated partners working at all sectors of society. Ready, Set, PrEP is an opportunity to collaborate across other HHS agencies, local and state governments, community partners and healthcare providers to ensure PrEP gets in the hands of those who need it bringing us one step closer to ending the HIV epidemic in the United States.

