



GET PrEP TN Campaign Overview

The Get PrEP TN campaign launched in Shelby County in September 2017 to help curb the rising numbers of area residents affected by HIV. The campaign is helping to raise awareness about pre-exposure prophylaxis (PrEP), an FDA-approved treatment for the prevention of HIV. PrEP is a powerful and innovative HIV-prevention tool that can help more Tennesseans live HIV-free.

**When taken as prescribed – one pill, once a day –
PrEP helps reduce the risk of HIV by more than 90 percent.**

HIV in the Mid-South

While annual HIV infections and diagnoses are declining in the United States, more than half of the new HIV cases in 2016 were concentrated in Southern states, according to the Centers for Disease Control and Prevention (CDC). The need for HIV education and prevention is particularly acute in the Mid-South, home to some of the highest rates of HIV in the country.

Shelby County accounts for more than 40 percent of all HIV infections in Tennessee, and at the end of 2016, the Memphis MSA ranked seventh in the country for rates of new HIV diagnoses, 23 new infections per every 100,000 people (source: CDC). The statistics highlight the disparate impact of HIV on racial/ethnic and sexual minorities in the region.

The Get PrEP TN campaign goals are simple – to reduce new HIV infections and to reduce HIV-related disparities and health inequities.

Get PrEP TN helps connect people with support services and doctors in Shelby County and across Tennessee who can provide HIV-prevention assistance, including answering questions about PrEP, how to get it, how to pay for it and how to stay on it.

The campaign has targeted and reached its audiences with both Spanish- and English-language resources, receiving more than **12.8 million paid and earned media impressions** within one year.



GetPrEPTN.com

A one-stop resource for anyone interested in taking PrEP and health care professionals who want to know more about PrEP. [Getpreptn.com](http://getpreptn.com) offers up-to-date statewide directories of all Navigators and doctor networks that prescribe PrEP in Tennessee. After one year:

50,000+
sessions

29,500+
visitors

56,000+
page views

In the Community

Social media is a key element to sharing information about HIV-prevention and local health care resources. Each month, the campaign's following increases.



Sample Facebook and Instagram content



15,000 free condom packets distributed in Shelby County

Informational posters for community businesses and organizations

Get PrEP TN is funded by Project PRIDE through the U.S. Centers for Disease Control and Prevention in collaboration with the Tennessee Department of Health and the Memphis Ryan White Program.

getpreptn.com

[f](#) [t](#) [i](#) [@getpreptn](#)