1 Prep AWARENESS CONTINUED

MAPPING EXCERCISE

Mapping out where adolescents and young adults in your community are learning about PrEP will help you understand where you can target your patient outreach. See the table below to get started.

WORKSHEET

TARGETING PrEP OUTREACH FOR YOUTH (Table 1)

	WHERE ARE YOUR PATIENTS LEARNING ABOUT Prep?	WHERE WILL YOUR ORGANIZATION FOCUS ITS EFFORTS TO INCREASE AWARENESS OF YOUR PREP PROGRAM?	WHO WILL LEAD THIS OUTREACH PROGRAM?	WHAT IDEAS DO YOU HAVE FOR IMPLEMENTATION?	_
PRIVATE PROVIDERS OR CLINICS		PROVIDER FOCUSED PATIENT FOCUSED		EX. LUNCH & LEARNS	
PUBLIC PROVIDERS OR CLINICS		PROVIDER FOCUSED			_
		PATIENT FOCUSED			
				1	L7

1 Prep AWARENESS CONTINUED

	WORKSHEET (Table 1 Cont.) WHERE ARE YOUR PATIENTS LEARNING ABOUT PrEP?	WHERE WILL YOUR ORGANIZATION FOCUS ITS EFFORTS TO INCREASE AWARENESS OF YOUR PrEP PROGRAM?	WHO WILL LEAD THIS OUTREACH PROGRAM?	WHAT IDEAS DO YOU HAVE FOR IMPLEMENTATION?
OTHER PROVIDERS OR CLINICS		PROVIDER FOCUSED		EX: Family planning/Reproductive Health Clinics
		PATIENT FOCUSED		
COMMUNITY BASED ORGANIZATIONS				EX: Organizations serving LGBTQIA+ Youth, Young Women, Young People Living with HIV (offer PrEP to partners); House Ball Community, Foster Care Agencies

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1 Prep AWARENESS CONTINUED

	WORKSHEET			
	(Table 1 Cont.)	WHERE WILL YOUR ORGANIZATION		
	WHERE ARE	FOCUS ITS EFFORTS TO	WHO WILL	WHAT IDEAS
	YOUR PATIENTS	INCREASE AWARENESS	LEAD THIS	DO YOU HAVE FOR
	LEARNING ABOUT Prep?	OF YOUR Prep Program?	OUTREACH PROGRAM?	IMPLEMENTATION?
SCHOOL HEALTH HIGH SCHOOL, WELLNESS CENTERS, COLLEGES		TEACHER FOCUSED (Training Teachers) STUDENT FOCUSED (Direct Teaching)		
SOCIAL MEDIA		WHICH PLATFORMS (Google, Meta,		EX: HHS PrEP Social Media Toolkit with
OUTREACH, DIGITAL ADVERTISING		Grindr etc.)		Resources and Content
OTHER ADVERTISING				
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