

A photograph of two men kissing, with a strong pink overlay across the entire image. The man on the right has a visible tattoo on his left arm and is wearing a black watch.

**WE GIVE A F\*CK.**

**PrEP**

**One pill a day to prevent HIV**

**GIVE A F\*CK PrEP CAMPAIGN  
Asset Guide**

# The Campaign

The Give A F\*ck Campaign is a PrEP awareness campaign from the Ontario HIV Treatment Network. This campaign is targeted specifically to men who have sex with men (MSM), African, Caribbean and Black MSM and transgender and non-binary individuals. It seeks to highlight the diversity of these communities through the depiction of a wide variety of models.

The campaign aims to raise awareness of PrEP in target communities and increase uptake in individuals at risk of HIV through addressing the following barriers:

- 1. Finding an appropriate care provider**
- 2. Understanding personal HIV risk**
- 3. Finding ways to pay for PrEP**

The assets and corresponding messaging in this guide can be shared over social media (Facebook, Instagram, Twitter, etc) to further extend the campaign's reach by leveraging our partners' existing online networks. This campaign is not time-sensitive, and assets may be shared at any time.

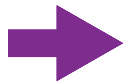
Thank you for supporting the campaign, and reach out to [sthom@ohtn.on.ca](mailto:sthom@ohtn.on.ca) if you have any questions or need further assistance disseminating the Give a F\*ck assets.

## The Assets

➡ Click each asset to download.







Click each asset to download.



# The Messaging



The following are approved captions based on the barriers addressed through the campaign that could be used alongside any of the Give a F\*ck assets. Choose whichever caption makes the most sense for your network - or reach out to us for support creating a caption that fits your client population.

## **Finding an appropriate care provider**

Caption: Want to start PrEP but don't have a doctor? Use the clinic finder to find a PrEP provider at [wegiveafuck.ca/find-a-clinic](https://wegiveafuck.ca/find-a-clinic)

## **Understanding personal HIV risk**

Caption: Is PrEP right for you? Use our online tool to find out. Visit [wegiveafuck.ca/assessment](https://wegiveafuck.ca/assessment) to take the assessment.

## **Finding ways to pay for PrEP**

Caption: Thinking about starting PrEP but not sure how you'll pay for it? Learn more about affordable ways to protect yourself and others with PrEP at [wegiveafuck.ca/paying-for-prep](https://wegiveafuck.ca/paying-for-prep)