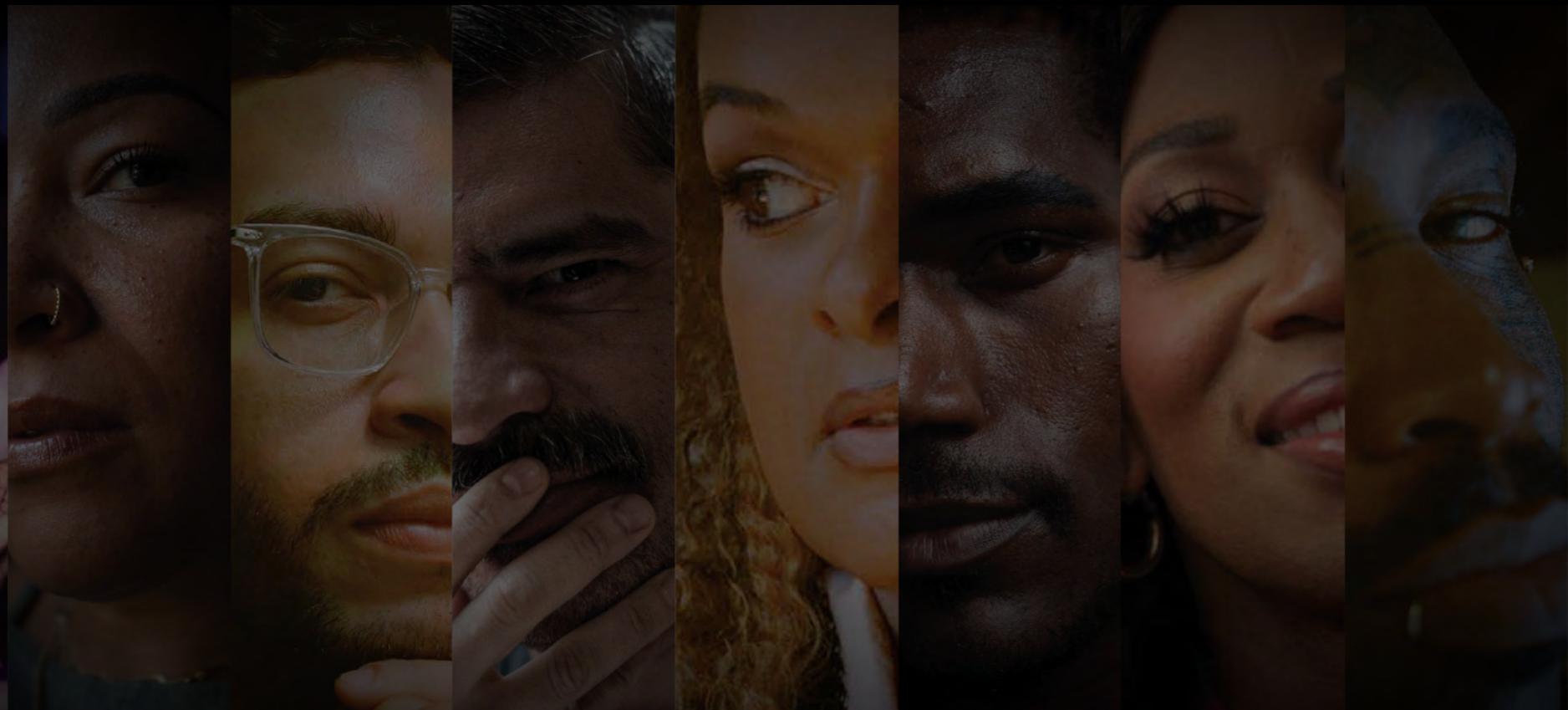


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Partner Engagement Kit

We're excited to welcome you as a vital voice in a new, statewide effort across New York to make HIV prevention visible, relevant, and real for the communities we serve. Supported by the New York State Department of Health, in partnership with leading creative change-makers, Unfiltered is a docu-series campaign spotlighting Black and Brown New Yorkers as they share honest, everyday experiences about sexual wellness and PrEP (pre-exposure prophylaxis).

Through real-life stories, Unfiltered breaks down stigma, uplifts community voices, and connects New Yorkers to resources that will help them access PrEP and other sexual health resources.

We invite you to join Unfiltered as an advocate for PrEP for HIV prevention among communities of color. This campaign was built to be shared, and it needs trusted voices, community anchors, and community leaders to bring it to its full potential.

To make participation easy and meaningful, we've put together this Partner Engagement Kit. It is designed for partners across New York State who are committed to advancing PrEP for HIV prevention, promoting sexual health, and amplifying the voices and experiences of communities of color. Inside, you'll find information on what to expect from the campaign, how you can support this effort, key talking points, and access to campaign materials.

If you have questions, ideas, or want to collaborate more deeply, don't hesitate to reach out to us at UnfilteredNY@impactmarketing.com.

About Unfiltered

Unfiltered is a new docu-series designed to raise awareness about PrEP for HIV prevention for Black and Brown New Yorkers. The series premieres December 1 across various social media platforms and on the campaign's official website, UnfilteredNY.org.

Unfiltered takes an intimate look into the daily lives of eight influencers, artists, and advocates from across New York state. Through the powerful tradition of oral storytelling, the series aims to normalize conversations around PrEP and empower individuals to take control of their sexual health. The campaign directly addresses the disproportionate impact of HIV on communities of color and the need for culturally relevant prevention strategies. While PrEP is 99 percent effective at preventing HIV, communities of color have historically been underrepresented in the usage of PrEP for HIV prevention, especially Black and Latina women.

The Unfiltered series will release new episodes every two weeks, with each installment showcasing a different influencer's unique journey.

The campaign features one episode (less than 10 minutes each) as well as high impact reels/short videos for Instagram/Facebook/TikTok and static posts from each of the campaign influencers that will be promoted sequentially across the campaign period. Campaign influencers include:



Yves Mathieu East

Yves Mathieu East is a Bushwick-based artist and activist, whose work is rooted in building community and advocating for Black and queer youth. Through his powerful story of achieving sexual liberation and sobriety, Yves uses his voice to champion the power of connection as a form of self-care. He is a passionate volunteer who believes in creating spaces where everyone feels seen and supported.

Follow Yves:

Insta: [@the_yvesdropper](https://www.instagram.com/the_yvesdropper)

TikTok: [@the_yvesdropper](https://www.tiktok.com/@the_yvesdropper)

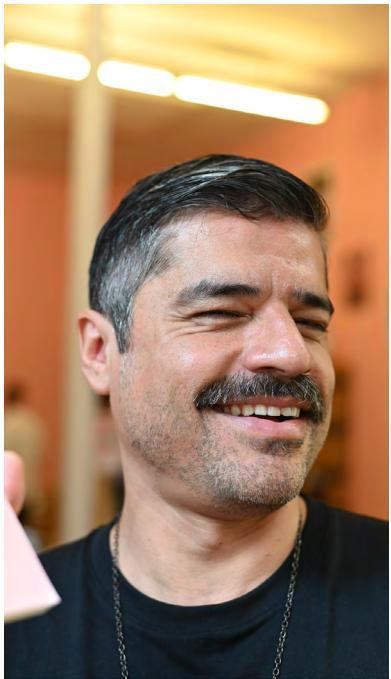


Jade Verette

Jade is the Brooklyn-based Season 2 host of The Black Kitchen Initiative and podcast host of Getting Grown. Platforming Black joy, growth, and realness, Jade encourages communication with partners around sexual health and reminds us that although Black women are disproportionately diagnosed with HIV in New York, PrEP is 99% effective at preventing HIV.

Follow Jade:

Insta: [@jadeofalljades](https://www.instagram.com/jadeofalljades)



Leo Herrera

Leo is a NYC-based writer, artist, and activist known for blending queer history, speculative storytelling, and visual art to reimagine the future of LGBTQ+ communities. Written with poetry, humor, and history, his new work, *Cruising*, is an intimate guide to sex in real life. Leo's activism centers around reducing PrEP stigma as a result of cultural barriers in communities of color. He shares his early openness of using PrEP as a way to challenge stigma in his community.

Follow Leo:

Insta: [@herreraimages](https://www.instagram.com/herreraimages)

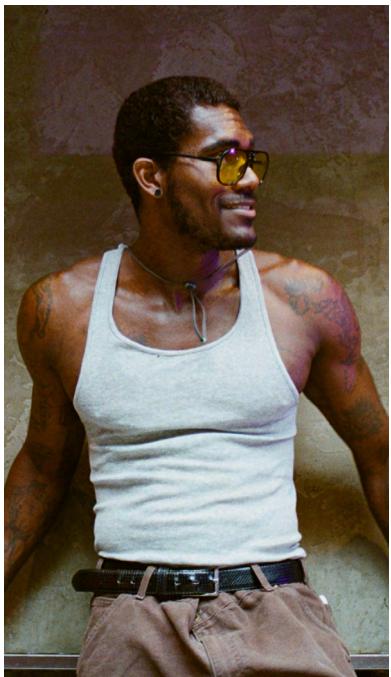


Mila Jam

Mila Jam is a NYC-based pop singer and leading activist with Out Leadership. Known for her powerful vocals and advocacy for LGBTQ+ rights, Mila encourages folks to be leaders in their communities to advocate for PrEP access.

Follow Mila:

Insta: [@themilajam](https://www.instagram.com/themilajam)



Boy Radio

Boy Radio is a Brooklyn-based musician, artist, and actor known for his genre-blending sound, electric presence, and expression of queer identity. With influences ranging from pop to electro-soul, his work challenges norms and celebrates individuality, freedom, and self-love. Boy Radio channels his awareness of sexual health through his recent album *HIMBOISM*. He advocates for PrEP as a routine part of his physical wellness and dating life.

Follow Boy Radio:

Insta: [@boy.radio](https://www.instagram.com/boy.radio)



Sydnee Washington

Sydnee is a Brooklyn-based comedian known for her sharp wit, unapologetic storytelling, and magnetic stage presence. A rising voice in comedy, she's earned acclaim for her stand-up, podcasting, and bold takes on identity, dating, and navigating life as a queer Black woman. She emphasizes that PrEP is just one more way Black cisgender women can normalize being proactive in their sexual health wellness.

Follow Sydnee:

Insta: [@justsydbw](https://www.instagram.com/justsydbw)



Gabriel Ocasio-Cortez

Gabriel Ocasio-Cortez is a NYC-based community worker, accessibility activist, and artist committed to uplifting the voices of the disabled and LGBTQ+ communities. Through his creative work and public service, he champions equity, visibility, and inclusion. Gabriel advocates for a better understanding of PrEP for HIV prevention. He highlights the need for better sexual health messaging for communities with special needs and works to close the gap in accessible health education for all people.

Follow Gabriel:

Insta: [@gabrielocasiocortez](https://www.instagram.com/gabrielocasiocortez)
TikTok: [@gabrielocasiocortez](https://www.tiktok.com/@gabrielocasiocortez)



Raquel Willis

Raquel is an author and activist dedicated to elevating the voices of Black transgender people and advancing gender justice. A powerful storyteller and visionary leader, she is known for her bold advocacy, and transformative writing. Raquel focuses her activism on raising awareness and educating folks about PrEP, fostering the use of destigmatizing language around HIV prevention, and ensuring affordable PrEP access through insurance and patient assistance programs.

Follow Raquel:

Insta: [@raquel_willis](https://www.instagram.com/raquel_willis)

How You Can Show Up

The Unfiltered campaign videos are powerful tools for connection and conversation. Designed to be both intimate and informative, the episodes and short reels can be used in various settings to meet your community where they are. We encourage you to use them in ways that feel most authentic to your organization and the people you serve.

1 Amplify the campaign online.

Use your personal and/or organization's social media platforms (with appropriate permissions, if needed) to:

- Repost Unfiltered influencer videos, reels and campaign graphics. (Visit our Social Media Toolkit at <https://unfilteredny.org/social-media-toolkit.html>)
- Reshare with your own thoughts, services your organization offers, or links to other helpful resources.
- Tag the campaign and use the official hashtag – #UnfilteredNY – to increase visibility.
- Spotlight the campaign in your organization's website or newsletter (sample copy on pg. [11](#))

2 Host an Unfiltered moment with your community.

Create a space, either online or in-person, for raw, real conversations around HIV prevention in communities of color.

- Go Live on Instagram or Facebook with a colleague, community influencer, or peer educator.
- Host an in-person pop-up event, open mic-night, panel discussion, or theme-centered event.
- Use the campaign messages as prompts to spark dialogue.

3 Engage and elevate community voices.

Invite your community to the campaign.

- Ask your community to respond to campaign prompts.
- Share stories or testimonials from community members.
- Highlight local champions, peer navigators, or staff who are passionate about HIV prevention.
- Share what HIV prevention and sexual health looks like in your community.

4 Take it offline with printed campaign materials.

Help the campaign live in real-world spaces.

- Display the campaign poster (download at <https://unfilteredny.org/social-media-toolkit.html>) in clinics, waiting rooms, libraries, barbershops, and other trusted spaces.
- Include campaign materials in safer sex kits or health packets.
- Pair print content with QR codes that link back to social media content or local PrEP access points.

More Ideas for Bringing Unfiltered into Your Setting

In Your Physical Spaces

Help normalize conversations about PrEP and sexual health by playing the campaign videos in common areas. Loop the videos on screens in waiting rooms, lobbies, or clinics. This approach introduces the topic in a low-pressure way and can make clients feel more comfortable bringing up the subject during their appointments.

To Kickstart Dialogue

The personal stories shared by the Unfiltered influencers are perfect conversation starters. Use a video to open a support group meeting, an informational session, or a community forum. Ask viewers to share their reactions, what resonated with them, or what questions the video raised. This can lead to deeper, more meaningful discussions about HIV prevention, stigma, and community health.

During Community Events

Incorporate the videos into your community engagement efforts. Share them during health fairs, block parties, or open mic nights. Playing a short, compelling video can capture attention and provide a natural entry point for your team to engage with attendees, distribute resources, and share information about your services.

In Educational Settings

The videos can also serve as dynamic educational materials. Integrate them into sexual health workshops, staff trainings, or presentations for partner organizations. The authentic narratives can help illustrate key teaching points, humanize data, and offer relatable perspectives that resonate more deeply than statistics alone.

Ways to share the campaign are limitless. Engage in ways that are most authentic and accessible to you and your community! All measures of support for Unfiltered make a difference in raising awareness of PrEP and reducing stigma of access and use in communities of color.

Key Talking Points

Campaign content is most effective when it aligns with a few key messages.

1 There is a greater unmet need for PrEP for HIV prevention in communities of color.

- The campaign directly addresses the disproportionate impact of HIV on communities of color and the need for culturally relevant prevention strategies.
- While PrEP is 99 percent effective at preventing HIV, communities of color have historically been underrepresented in the usage of PrEP for HIV prevention, especially Black and Latina women.

2 People of color normalizing conversations about PrEP reduces stigma of PrEP use for HIV prevention in our communities.

3 PrEP is for all people who are sexually active.

- Taking PrEP does not define one's sexual or gender identity.
- PrEP is not just for people belonging to LGBTQ communities.
- Taking PrEP does not mean someone is having sex with people who have HIV.
- Taking PrEP does not mean someone is being sexually promiscuous.
- PrEP use is not limited to specific ages.

4 Anyone can get HIV, regardless of who they have sex with or how they have sex. PrEP is an effective way to lower risk of getting HIV.

5 There are a number of different types of PrEP that give users the power to choose the PrEP option that best fits their lifestyle.

Campaign Hashtag

When sharing information online that supports or promotes the Unfiltered campaign, use the official hashtag – **#UnfilteredNY** – to help us quantify the reach of the campaign.

Sample Copy for Email Newsletter

We're excited to share NYSDOH AIDS Institute's newest campaign, Unfiltered—a docu-series spotlighting Black and Brown New Yorkers as they share honest, everyday experiences about sexual wellness and PrEP.

Unfiltered features New York-based influencers, artists, and advocates sharing intimate stories about PrEP for HIV prevention, sexual health, and wellness. Inspired by the tradition of oral storytelling in communities of color, the campaign aims to reduce stigma around PrEP use and connect folks to resources, all while reflecting the diverse, real-life experiences of New Yorkers.

You'll find Unfiltered across Instagram and TikTok, with short videos showcasing the personal journeys of eight influencers. New episodes will launch every two weeks starting Dec 1.

If you're part of a community organization, healthcare provider, campus group, or social justice initiative, we'd love for you to get involved! Sharing posts, hosting talks, or distributing print materials are all great ways to help spread the word and make a difference. Find out more at UnfilteredNY.org and don't forget to use our official hashtag – **#UnfilteredNY**.

Watch the series trailer here: <https://www.youtube.com/watch?v=QFuTOXMA6-E&t=4s>

Social Media Copy, Graphics, and Reels

General Series Sample Copy:

Unfiltered is here. Real Black & Brown New Yorkers sharing honest conversations about PrEP & sexual health. No scripts. Just truth. #UnfilteredNY Find out more at UnfilteredNY.org

Breaking barriers & amplifying voices UNFILTERED showcases real stories from our communities about HIV prevention. Watch now UnfilteredNY.org #UnfilteredNY

Graphic for Social Media:



Download Image

Series Trailer: <https://www.youtube.com/watch?v=QFuTOXMA6-E&t=4s>

For additional social media copy, graphics, and reels for each influencer, check out our Social Media Toolkit at <https://unfilteredny.org/social-media-toolkit.html>.

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