

#ThisIs4U

Prevention has a voice. *It's yours.*

The statewide PrEP & Routine HIV Testing campaign — launching Tuesday, June 23

What our community told us

2025 Ryan White Needs Assessment — Connecticut residents, in their own answers

1 in 4

don't know about PEP (post-exposure prophylaxis)

1 in 5

have never heard of injectable HIV medication

1 in 3

don't know syringe services exist

And too many still believe PrEP “isn’t for people like me.” *The facts are out there. They’re just not reaching people where they actually are.*

The problem isn't the message — it's the echo.

Connecticut agencies already make strong HIV content — alone.

Different posts. Different days. Different hashtags.
Every message lands once, then disappears into the feed.

Nobody is saying the same thing on the same day —
so nothing repeats, and nothing sticks.

#GetTested

#HIVAwareness

#PrEPWorks

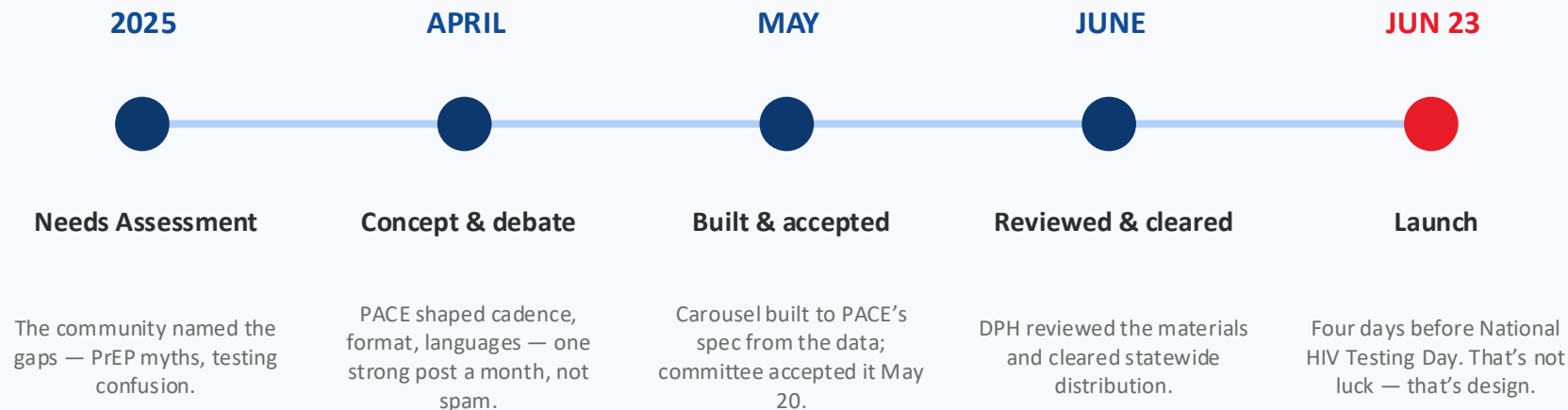
#KnowYourStatus

#EndHIV

#ThisIs4U

One voice. Many megaphones.

How we got here — your fingerprints are on this



We built it here, argued over it here, and got it cleared. Now it just needs you.

The campaign

6 slides

One hook + five facts. A swipe-through carousel built for Instagram and Facebook.

3 languages

English, Spanish, and Haitian Creole — pick your community's language.

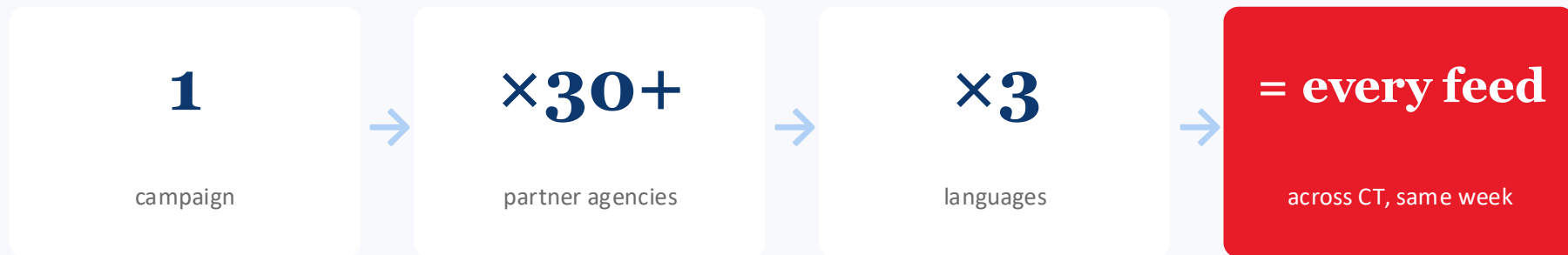
100% yours

Editable in Canva. Your logo, your city, your testing event on the slides.

#ThisIs4U descends from U=U — the campaign that changed what an HIV status means. *The U is you.* Prevention is for everybody — and the tag is how Connecticut hears itself say it. Add **#ThisIs4UCT** so we can see our own state light up.

The multiplier effect

What happens when everyone says it the same week?



And for the first time, we can measure it. Every #ThisIs4U tag is a data point — clicks, shares, reach, region. The committee watches the dashboard while the state watches the feed.

“Once a month, all on the same page — now imagine every health district in Connecticut doing it with us.”

Five steps. Five minutes. *(Honestly, closer to two.)*

1

Scan into the folder — The QR goes straight to the Social Media Resource Folder → campaign subfolder.

2

Pick your language — English, Spanish, or Haitian Creole — each has its own template link.

3

Make it yours — Open the Canva link → “Make a copy” → drop your logo, city, and event details on the first and last slides. (Or skip it — the images are post-ready.)

4

Download — Canva → Share → Download. PNG for carousels, MP4 for Reels and Stories.

5

Post it — Paste the sample caption from the kit. Keep the tags on: #ThisIs4U #ThisIs4UCT



Scan me — Resource Folder

canva.link/3uqnpyfh88vn5te

Wherever the items live, the steps stay the same.

Let's do it right now.

Phones out. Scan. First volunteer gets to make Connecticut history.



≈ 30 seconds on a phone. We'll wait. It's worth it.

Three asks. That's the whole job.

POST

Launch week: Tuesday, June 23. Testing Day push: Friday, June 26. Once each — that's the multiplier.

TAG

#ThisIs4U + #ThisIs4UCT on every post. Pretty please. It's the only way we can measure what we built.

CONNECT

Not the social media person? Tell us who is. And community members — repost on your own pages. That's the grass in grassroots.

A contact sheet is going around — one line, your agency, who posts. Done.

This is a platform, not a post.

Mapped 4 months out — PrEP & testing is the opener. Syndemic awareness rides the summer; sexual health and World AIDS Day carry the fall.

Adaptable on purpose — The frame flexes to any campaign — the same way U=U is being adapted statewide right now.

Your events ride free — Testing day? Health fair? Drop your event onto the template and the whole network can amplify it.

Help us land the first one, and Connecticut gets a megaphone it keeps.

Tuesday, June 23.

Every feed in Connecticut. The same message. Your logo on it.

#ThisIs4U

This is for you. Pass it on.