

DOXY PEP

Marketing Toolkit



NCSA
National Coalition
of STD Directors

DOXY PEP

SOCIAL MEDIA & MARKETING TOOLKIT

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Introduction

Providing doxy PEP offers new promise as a widely available and affordable option for STI prevention. As soon as research demonstrated the significant positive impact of doxy PEP, a handful of the nation's STD clinics started offering doxy PEP to patients. Doxycycline is a widely available, inexpensive, and well-known drug and has been used for post-exposure prophylaxis for other health concerns, including Lyme disease. This toolkit provides messaging that can be shared on social media or in clinic to spread awareness about this new intervention.

Gay, bisexual, and other men who have sex with men (GBMSM) and transgender people experience higher rates of STIs than other populations, and the disparities are even larger for GBMSM and trans people of color. As an effective new prevention tool for cisgender GBMSM and transgender women, doxy PEP has the potential to lessen health disparities. However, lessons learned from the introduction of PrEP for HIV and Jynneos as the Mpox vaccine demonstrate that an effective introduction of doxy PEP will require careful attention to health equity. Learn more by reading our [Health Equity Considerations for Doxy PEP](#) resource.

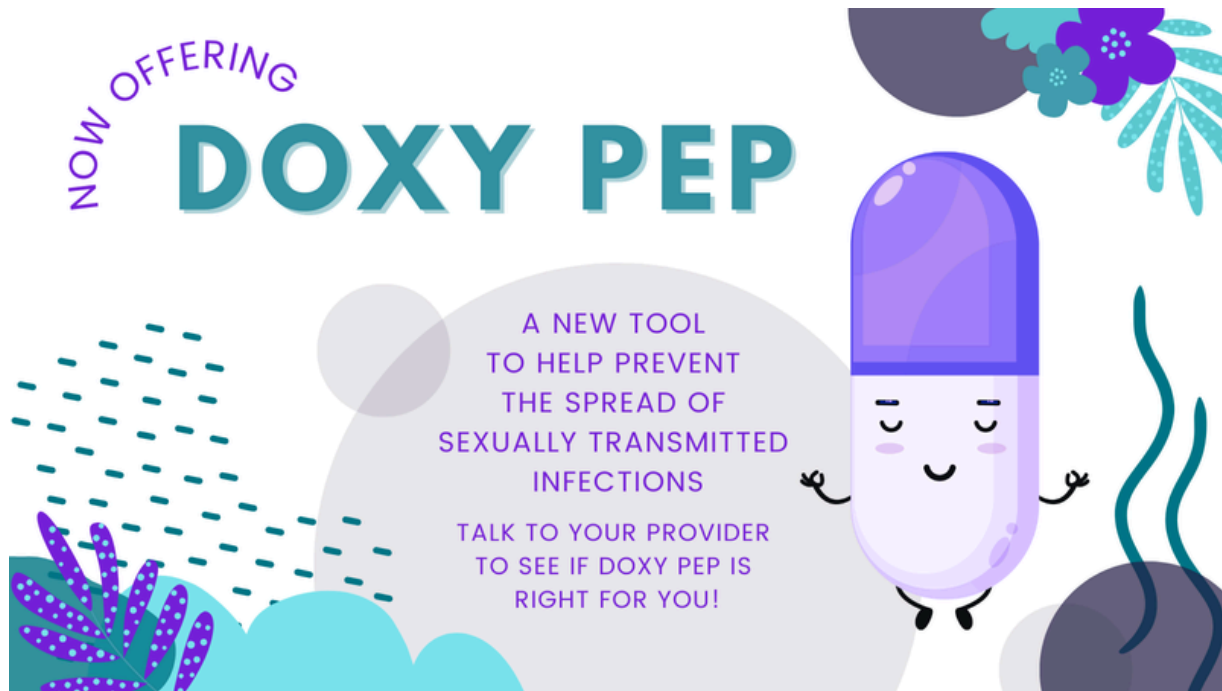
Social media has become a vital tool in spreading awareness and information. It's important to note that since doxy PEP is a new intervention, some people may have heard of it but many haven't. Historically, GBMSM and trans people of color face more barriers to care than their white peers, and might be more likely not to know about doxy PEP. Proactively informing people rather than waiting for patients to request this new intervention can facilitate more equitable distribution, and social media is one tool that can be utilized to equip people with the information they need to make informed decisions about their healthcare.

If you have questions or feedback regarding these social media tools, contact Forest Wilde at fwilde@ncsddc.org. If you have general questions, feedback, or want to share resources about doxy PEP, email doxystipep@ncsddc.org.

GRAPHICS

Social media is a key tool in spreading awareness. Our website has a full range of the graphics seen below that are sized for X (Twitter)/Facebook, Instagram posts, and Instagram stories. We hope you'll share these graphics widely!

[DOWNLOAD](#)



DRAFT LANGUAGE

[Clinic Name] is excited to be utilizing this new intervention of doxy PEP! Do you know or think you may have been exposed to an STI? See if you qualify for this preventative step. [Insert contact info]

[Clinic Name] is proud to be offering a new tool to help prevent bacterial STIs: Doxy PEP. Think you may need it? Give us a call today! [Insert contact info]

Doxycycline has been around for a long time, but recent studies have found that it can help prevent bacterial STIs in people assigned male at birth when taken within 72 hours of sexual contact. [Clinic Name] is excited to be offering this new intervention! Talk to your healthcare provider today to see if doxy PEP is right for you. [Insert contact info]

Do you know or think you may have been exposed to an STI? It might not too late to take charge of your sexual health! Talk to one of our healthcare providers and see if doxy PEP is right for you. [Insert contact info]

Doxy PEP is a new use for an existing medication, and [Clinic Name] is proud to be offering this new preventative step to help manage STIs. Learn more: bit.ly/3KoMS4r

Doxycycline has often been used to treat acne, UTIs, and other infections and to prevent malaria. Did you know it can also prevent some STIs after sexual contact? Learn more: bit.ly/3KoMS4r

You can link to our FAQ page here:
bit.ly/3KoMS4r

SPANISH TRANSLATIONS

[Clinic Name] es emocionante utilizar esta nueva intervención de Doxy PEP. ¿Sabe o cree que puede haber estado expuesto a una enfermedad Transmitida Sexualmente? Vea si califica para este paso preventivo. [Insert contact info]

[Clinic Name] se enorgullece de ofrecer una nueva herramienta para ayudar a prevenir las ETS bacterianas: doxy PEP. ¿Cree que puede necesitarlo? ¡Llámanos hoy! [Insert contact info]

La Doxiciclina existe desde hace mucho tiempo, pero estudios recientes han encontrado que puede ayudar a prevenir las ETS bacterianas en personas a las que se les asignó el sexo masculino al nacer cuando se toma dentro de las 72 horas posteriores al contacto sexual. ¡[Clinic Name] se complace en ofrecer esta nueva intervención! Hable con su proveedor de atención médica hoy para ver si la doxy PEP para las ETS es adecuada para usted. [Insert contact info]

¿Sabe o cree que puede haber estado expuesto a una ETS? ¡Puede que no sea demasiado tarde para hacerse cargo de su salud sexual! Hable con uno de nuestros proveedores de atención médica y vea si doxy PEP es adecuado para usted. [Insert contact info]

La Doxy PEP es un nuevo uso para un medicamento existente, y [Clinic Name] se enorgullece de ofrecer este nuevo paso preventivo para ayudar a controlar las ETS. Más información: bit.ly/3KoMS4r

La Doxiciclina se ha utilizado a menudo para tratar el acné, las infecciones urinarias y otras infecciones y para prevenir la malaria. ¿Sabías que también puede prevenir algunas ETS después del contacto sexual? Más información: bit.ly/3KoMS4r

NCS D thanks Maria Peña, CHW, HCI
and [North Central Public Health](#) for the translation work!

GRAPHICS

WHAT IS DOXY PEP?

DOXY: Doxycycline, also called simply "doxy", is an antibiotic that's been in use since 1967.

PEP: PEP stands for Post-Exposure Prophylaxis. Post-exposure prophylaxis is any preventive medical treatment started after exposure to an infection in order to prevent the infection from occurring.

IN OTHER WORDS:
Taking doxycycline after potentially being exposed to a bacterial STI can help prevent the STI from spreading to your system and causing illness.

WHO CAN TAKE IT?
Doxy PEP is effective in adults assigned male at birth and has been primarily studied in gay, bisexual, and other men who have sex with men (GBMSM) and people living with HIV. So far, it has not been found to work for those assigned female at birth.
No studies have yet looked at doxy PEP specifically with nonbinary or intersex people, nor adolescents.

HOW EFFECTIVE IS IT?
When taken as prescribed, doxy leads to up to an:

- 87% reduction in syphilis
- 88% reduction in chlamydia
- 55% reduction in gonorrhea

IT'S ALSO IMPORTANT TO KNOW...

- It's more effective the sooner you take it. It must be taken within 72 hours, ideally within 24 hours, after sexual contact.
- This is a new use for doxy, but doxy has been in use since the '60s.
- Doxy is NOT a replacement for HIV PEP or PrEP.

LEARN MORE




The infographic to the left provides an overview of what doxy PEP is. It's available for download as a PNG or PDF, with and without bleed. It can be shared online or printed.

DOWNLOAD

We have two versions of social media graphics that provide a similar overview in a more social-media-friendly way. Available in options to use on Facebook, Instagram, X (Twitter), and LinkedIn. Download at the link above.



WHAT IS DOXY PEP?



DRAFT LANGUAGE

Swipe through to learn more about using doxy PEP!

Have you ever been prescribed doxycycline? Did you know it can be used to help prevent STIs, too? Swipe through to learn more!

Doxycycline as STI PEP, also called doxy PEP, has been a hot topic lately! How much do you know about it? Swipe through to find out more.

Let's talk about doxy PEP! This is a new use for a medicine that's been prescribed since the '60s, and it's been showing really promising results in preventing bacterial STIs. There's a lot to unpack so let's get started ➡

Since the 1960s, doxycycline has been prescribed for things such as malaria, Lyme's disease, acne, UTIs, and other infections. More recently it's been found that it can help prevent bacterial STIs! Swipe through to learn more.

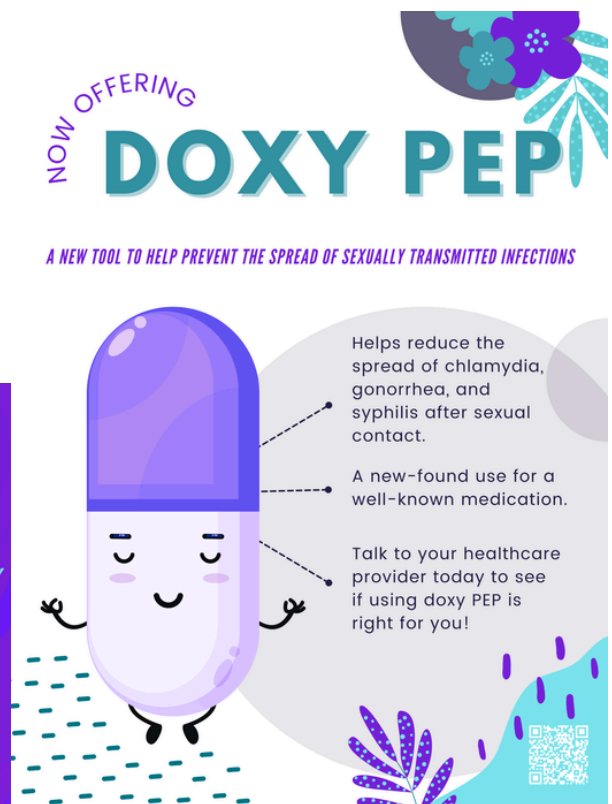
Did you know there's a pill that can be taken after sexual contact to help prevent bacterial STIs such as chlamydia, gonorrhea, and syphilis? Doxy PEP is a new use for a medicine that's been in circulation a long time. Here's what we know so far.

You can link to our FAQ page here: bit.ly/3KoMS4r
or our Command Center here: bit.ly/3YEt4A4

POSTERS

These posters are intended as a print option for increasing awareness of doxy PEP within clinics. They can be downloaded at the link below and printed using any print service you prefer. Great for use in waiting rooms, lobbies, or patient rooms.

[DOWNLOAD](#)



SUGGESTED PRINT SIZE: 18X24"

FLYERS

These flyers are intended as a smaller print option for increasing awareness of doxy PEP within clinics. They can be downloaded at the link below and printed using any print service you prefer. Great for use in waiting rooms, lobbies, patient rooms, at check-in desks, or announcement boards.

[DOWNLOAD](#)

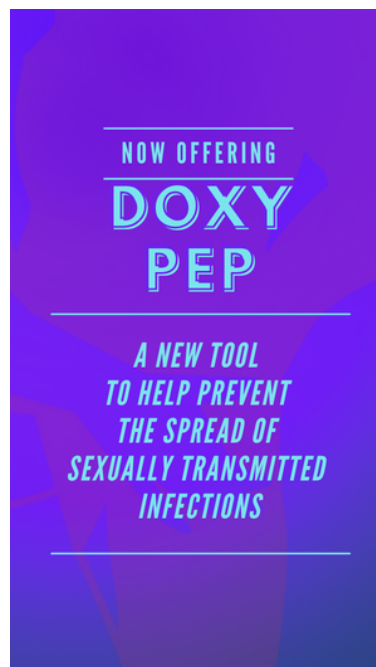
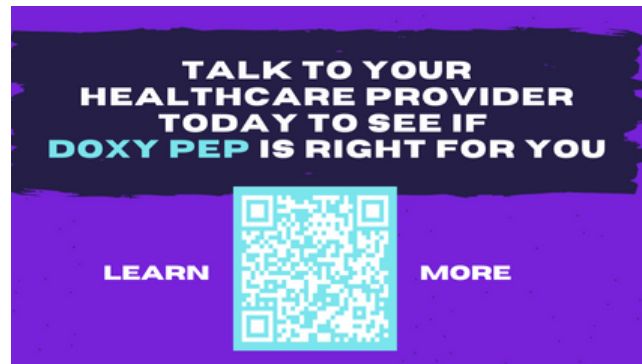


SUGGESTED PRINT SIZE: 8.5 X 5.5" (LANDSCAPE)
OR 5.5 X 8.5" (PORTRAIT)

INFO CARDS

These info cards are intended as a print option for increasing awareness of doxy PEP within clinics. They can be downloaded at the link below and printed using any print service you prefer. Great for use at check-in desks, in patient rooms, waiting rooms, and lobbies; also great for medical staff to keep on hand so they can be given to interested patients.

DOWNLOAD



SUGGESTED PRINT SIZE: 3.5 X 2"

ADDITIONAL RESOURCES

[NCS D's Doxy PEP Command Center](#)

Looking to implement the use of doxy PEP in your clinic? Our Command Center has everything you need.

- Implementation Toolkit
- Health Equity Considerations
- Tools & Templates
- Sample Policies
- Doxy PEP in the News

[Frequently Asked Questions](#)

Questions? Check out our FAQ page to learn more about how doxycycline can be used as STI PEP.

NCS D is not a healthcare clinic, and information here should not be used in place of advice from a licensed practitioner.

Read the Studies

- [New England Journal of Medicine: Postexposure Prophylaxis with Doxycycline Lowered Incidence of Bacterial Sexually Transmitted Infections](#)
- [NIH: NIH-funded study finds doxycycline reduces sexually transmitted infections by two-thirds](#)
- [NIH: Doxycycline post-exposure prophylaxis for prevention of sexually transmitted infections among Kenyan women using HIV pre-exposure prophylaxis](#)
- [NIH: Post-exposure prophylaxis with doxycycline to prevent sexually transmitted infections in men who have sex with men: an open-label randomised substudy of the ANRS IPERGAY trial](#)