



Department of
Public Health

CITY OF PHILADELPHIA

PHILLY KEEP ON LOVING

Division of HIV Health

May 28, 2025



AGENDA

- What is Philly Keep On Loving?
- Digital Advertising
- Community Engagement
- What's New with Philly Keep On Loving?
- What's Next for Philly Keep On Loving?
- Q & A

WHAT IS PHILLY KEEP ON LOVING?

PHILLY KEEP ON LOVING

The logo for Philly Keep On Loving is displayed in a white box with a dark blue border. It features the word "PHILLY" in large, bold, pink capital letters. Below it, the words "KEEP ON LOVING" are written in a smaller, bold, pink capital font. The letter "O" in "LOVING" is stylized with a heart shape inside it.

PHILLY,
KEEP ON LOVING

- Philly Keep On Loving is a sexual health and wellness brand dedicated to providing free and accessible sexual wellness products, resources, and information to all Philadelphians.
- Owned by the Division of HIV Health
- Established in 2019
- www.phillykeeponloving.com

CREATIVE PARTNERS

BANDUJO



SAYGRID
VISUAL THINKING FOR GOOD.



- Several creative partners have contributed significantly to the expansion of PKOL as a sexual wellness brand:
- Bandujo
 - Website Design
 - Digital Advertising
 - Marketing
- Aloysius Butler & Clark | Brownstone Public Relations
 - Outreach at community events
- SAYGRID
 - PKOL Provider Action Kit
- Stori Group
 - Keep On Loving Podcast

MORE THAN A WEBSITE... IT'S A PREVENTION ECOSYSTEM

WHAT MAKES UP PHILLY KEEP ON LOVING?



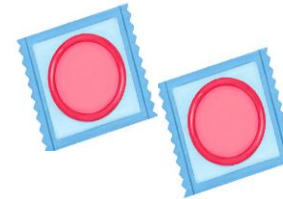
TelePrEP



24/7 PEP Access



Self-Test &
Self-Collection Kits



Condom and Lube
Distribution



Sexual Health Information
Helpline/Website Chat



Testing and
Resource Finder



Podcast and
Organic Social Media

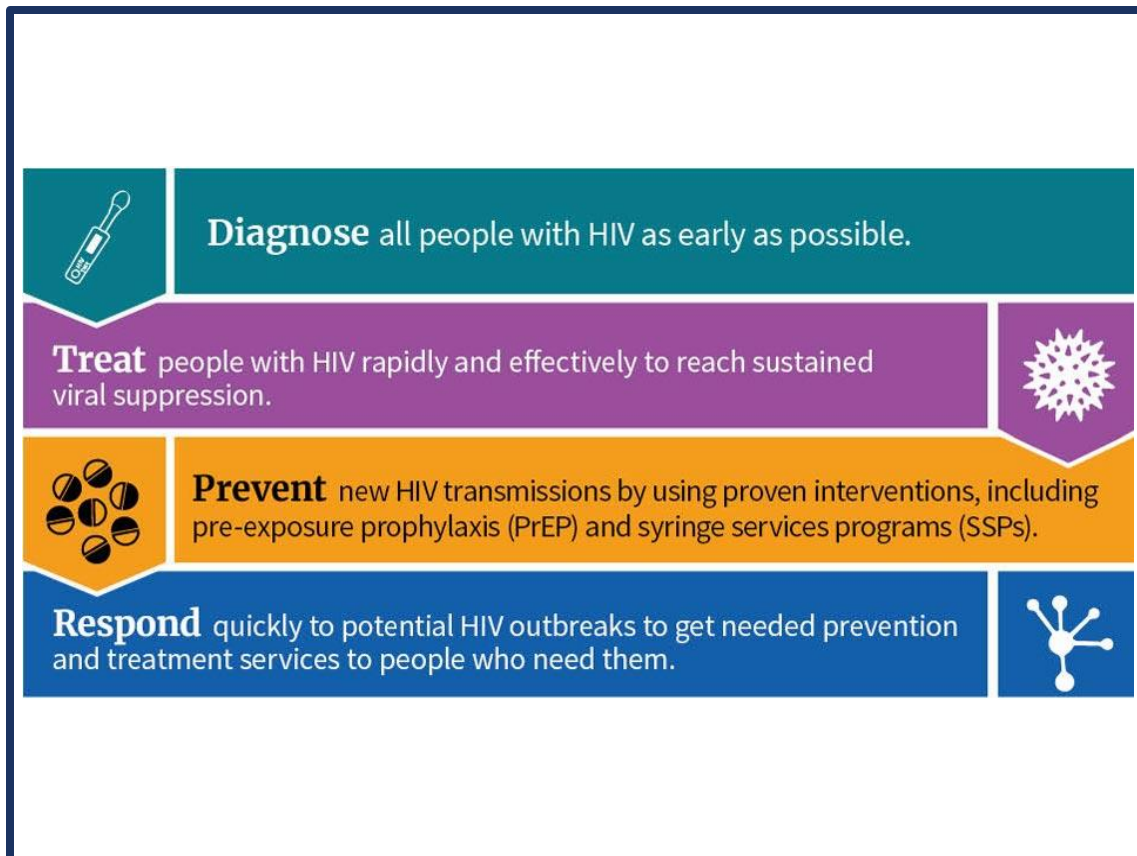


Philly Keep On Loving
Provider Action Kit



Community Engagement

PKOL & EHE



- Philly Keep On Loving is a creative initiative that helps turn our local EHE strategies into real-world impact.
- It's another way for us to get the EHE Community Plan off paper and into people's lives.



DIGITAL ADVERTISING

WHY AND WHERE?

- DHH uses digital advertising to promote the PKOL website and highlight the following services:
 - Philadelphia TelePrEP Program
 - 24/7 PEP Hotline
 - Free HIV and STI kits via mail-order delivery
- Ads are promoted through:
 - Google Ads and Google Display
 - Various Dating Apps
 - *Grindr, Jack'd, Scruff, Tinder, Chispa, BLK*



TELEPrEP

**GET PrEP
AT HOME...
OR IN-PERSON**

- * 100% FREE**
- * DISCREET DELIVERY**
- * AVAILABLE TO ANYONE LIVING IN PHILLY**

Get Your PrEP Free

PHILLY
KEEP ON LOVING

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TELEPrEP

**SEX & PrEP
YOUR WAY**

**ONE PILL EVERYDAY OR
ONE INJECTION EVERY 2 MONTHS
TO PREVENT HIV**

Get Your PrEP Free

PHILLY
KEEP ON LOVING

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TELEPrEP

**MY LIFE
MY SEX
MY PrEP**

ONE PrEP PILL A DAY

CAN HELP YOU STAY HIV NEGATIVE

**SO YOU CAN LIVE THE
SEX LIFE YOU WANT**

Get free PrEP at-home

PHILLY
KEEP ON LOVING

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TURN AN OOPS
INTO A *Pheew*

YOU HAVE
72 HOURS



TAKE PEP TO PREVENT HIV

GET PEP
24/7 AVAILABILITY

PHILLY
KEEP ON LOVING

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CONDOM BROKE?

*Don't Worry,
Just Hurry.*

YOU HAVE
72 HOURS



TAKE PEP TO PREVENT HIV

GET PEP
24/7 AVAILABILITY

PHILLY
KEEP ON LOVING

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SPONTANEOUS
SEXY TIME?

*Don't Worry,
Just Hurry.*

YOU HAVE
72 HOURS



TAKE PEP TO PREVENT HIV

GET PEP
24/7 AVAILABILITY

PHILLY
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TEST YOURSELF FOR HIV & STIs

At home. For free.



ORDER NOW

PHILLY
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TEST YOURSELF FOR HIV & STIs

At home. For free.

- ✓ Discreet packaging
- ✓ Quick results
- ✓ No insurance needed
- ✓ 100% free

ORDER NOW

PHILLY
KEEP ON LOVING

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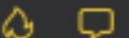
**GRATIS.
PRIVADO.
FÁCIL.**

**OBTÉN TU KIT DE PRUEBA
DEL VIH E ITS EN CASA**

Versatil 36

Conectado hace 21 minutos
1.3 millas

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IMPACT

- TelePrEP Phase 3 ads out served our competitors (*MISTR*, *NURX*, *QCare+*, etc.) on Google Search, receiving more than half of impression shares on highly competitive keywords.
- PEP Campaign ads were shown 326,971 times and drove 16,353 clicks to the PEP page on the PKOL website.
- Digital advertising has created a significant demand for free sexual wellness products.



COMMUNITY ENGAGEMENT



Juneteenth – Malcom X Park

PKOL “SUMMER OF LOVE ”


- Launched in 2023, coordinated a series of summer events
 - Giveaways (premium items like fanny packs, sexual wellness packages, and condoms).
 - Distributed: over 18,000
 - Prevention materials distributed: over 5,000
- Grassroots Outreach via social media Influencers
 - Secured five influencers which resulted in 10 posts (over 100,000 impressions).


OURFest - Gayborhood





PHILLY, KEEP ON LOVING

**djjvmz** · Follow
Philadelphia, Pennsylvania




djjvmz 🧐 What up yall! As you may know, we started the month off with World AIDS Day so it's important to share more info about HIV Treatment. HIV treatment, also known as antiretroviral therapy or ART, is the process of taking HIV medication as prescribed by a health care provider. ART is not a cure for HIV, but it will help you control it. Most people who begin ART can get their HIV under control within six months.

💖 Without treatment, HIV will continue to weaken your immune system, which makes you more likely to get sick from opportunistic infections. If left untreated, HIV can progress to AIDS.

💉 There are currently two options to receive HIV treatment: Pills and Shots. Pills are the most common form of HIV treatment and are prescribed to be taken at least once daily. Shots, called injectable ART, are longer-acting. They are given by your provider either monthly or every other month, depending on your treatment plan. Talk with your provider to find out which option is right for you.

💜 Visit phillykeeponloving.com for more info, get your questions answered, and access free support; or click the link in my bio 📌 #KeeponLoving


72w



majestic_marie26 This is a bomb photo!

71w 1 like Reply


— View replies (1)



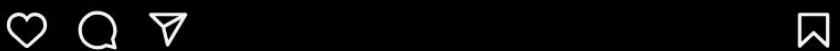
kyree4kyng_ 🔥🔥

71w 1 like Reply

— View replies (1)



marymanalair Thank you for spreading the word about HIV!



LOW-THRESHOLD SEXUAL HEALTH CLINIC MARKETING MATERIALS



- In 2023, DHH collaborated with the Low-Threshold Sexual Health Sites to develop materials to promote their agencies and services.
- Materials: Palm cards, Posters, Sandwich Boards
- Agencies: Courage Medicine, Bebashi, Mazzoni Center, and Health Center I
- "We'll Treat You Right"

FUNKY JUNK CAMPAIGN

- "Out-of-Home" campaign to promote the recently developed STI content on the PKOL website through in-person and street advertising across Philadelphia.
- Campaign run: March 2025 – May 2025
- Promoted during National STI Awareness Month.
- Marketing tools:
 - Bus shelters and billboards
 - Bar posters/coasters
- Campaign is also featured on dating apps (*BLK, Tinder, Chispa*) from April – May.

Funky flower?

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.....
**IF SOMETHING FEELS OFF, DON'T
IGNORE IT. IT COULD BE AN STI.**

Get tested—at home or in person!



LEARN MORE:
phillykeeponloving.com/stis

PKOL
PHILLY KEEP ON LOVING

Drippy ding dong?

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.....
**IF THINGS ARE FEELING FUNKY
DOWN THERE, IT COULD BE AN STI.**

Get tested—at home or in person!



LEARN MORE:
phillykeeponloving.com/stis

PKOL
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38th & Walnut Street

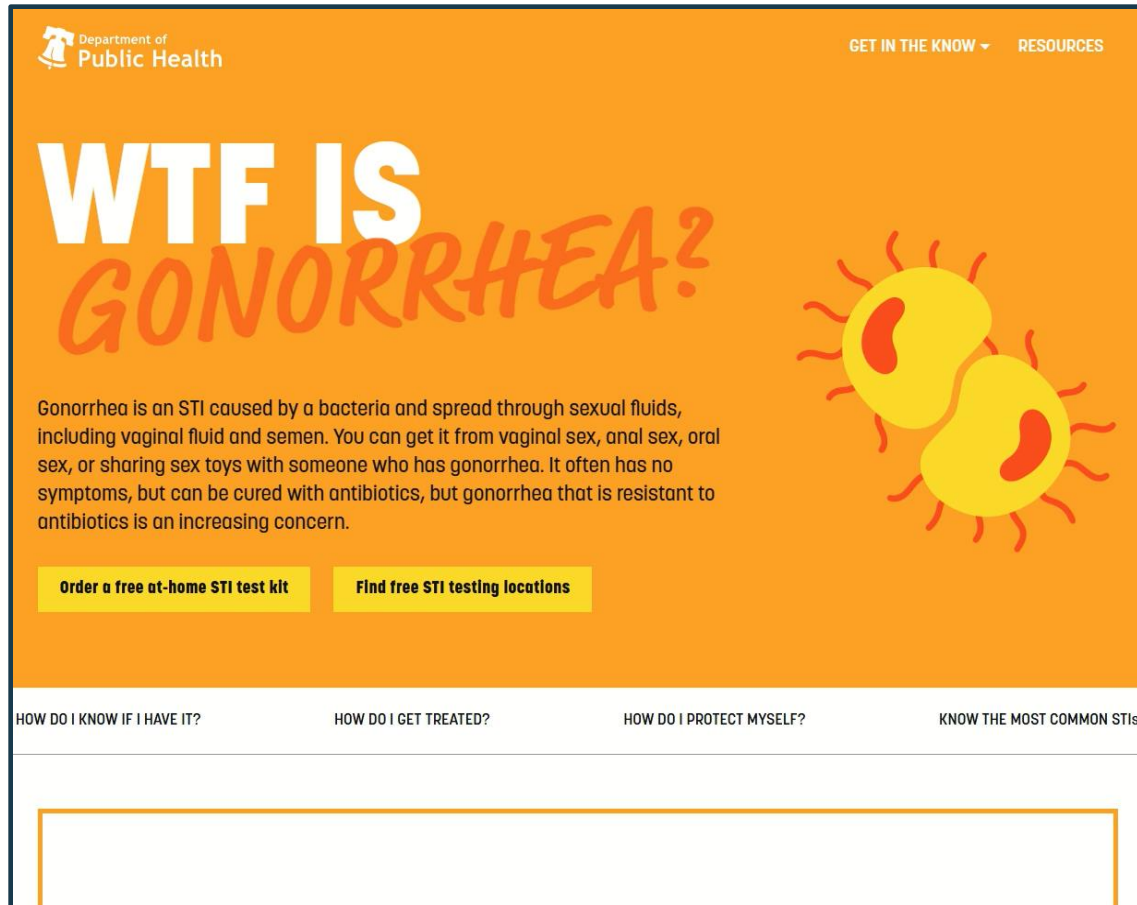


11th & Market Street



WHAT'S NEW WITH PKOL?

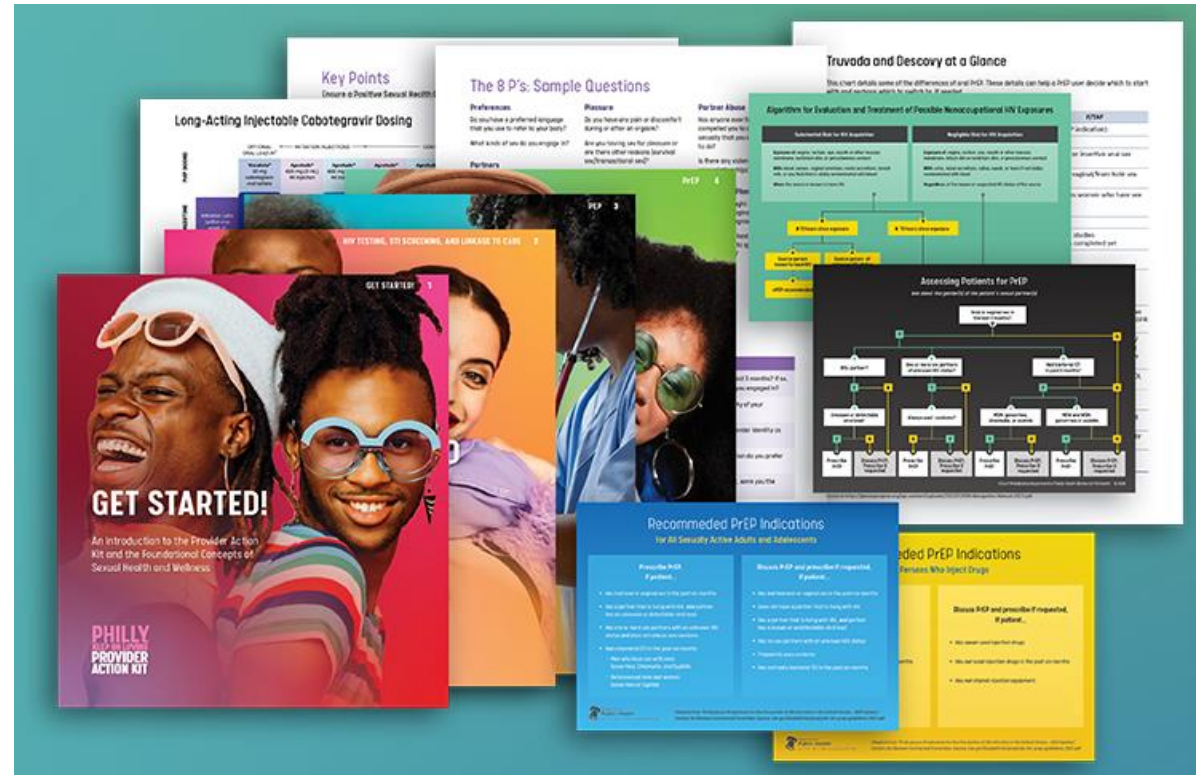
PKOL STI WEBSITE CONTENT



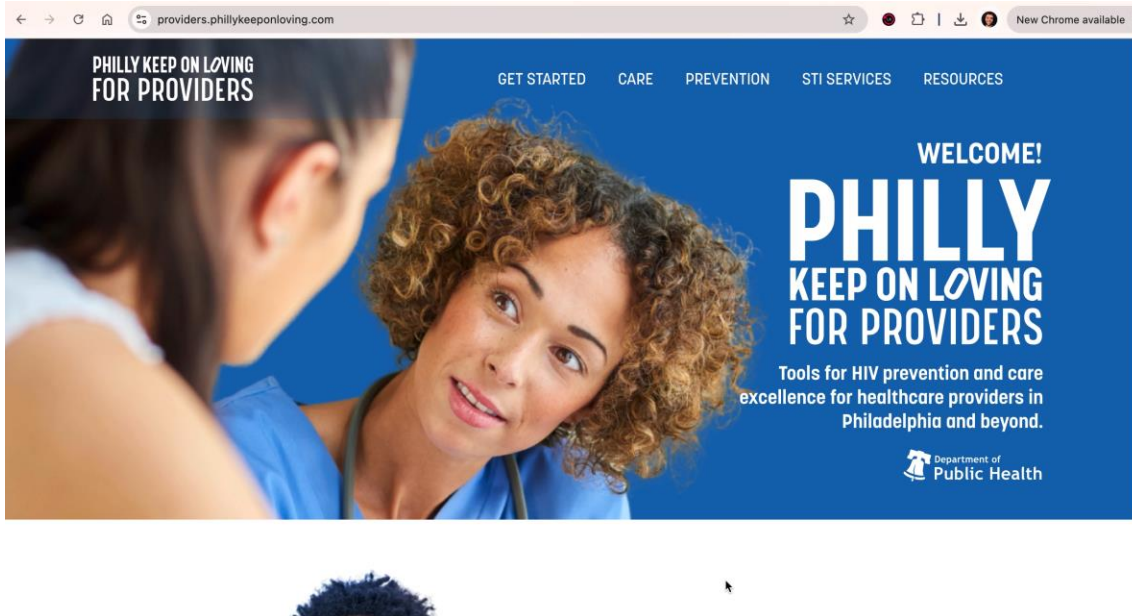
- We officially launched new content for 8 STIs in June 2024.
 - Chlamydia, Gonorrhea, Hepatitis, Herpes, HPV, Syphilis, MPOX, and Vaginitis
- Collaboration with the Division of Disease Control, Health Center I, and the Viral Hepatitis Team.
- Each STI webpage provides information on:
 - Signs and Symptoms
 - Treatment and Prevention
 - Links to resources

PKOL PROVIDER ACTION KIT

- Comprehensive set of resources that provides guidance and practical advice in delivering care across the continuum of HIV prevention services.



PHILLY KEEP ON LOVING FOR PROVIDERS PORTAL

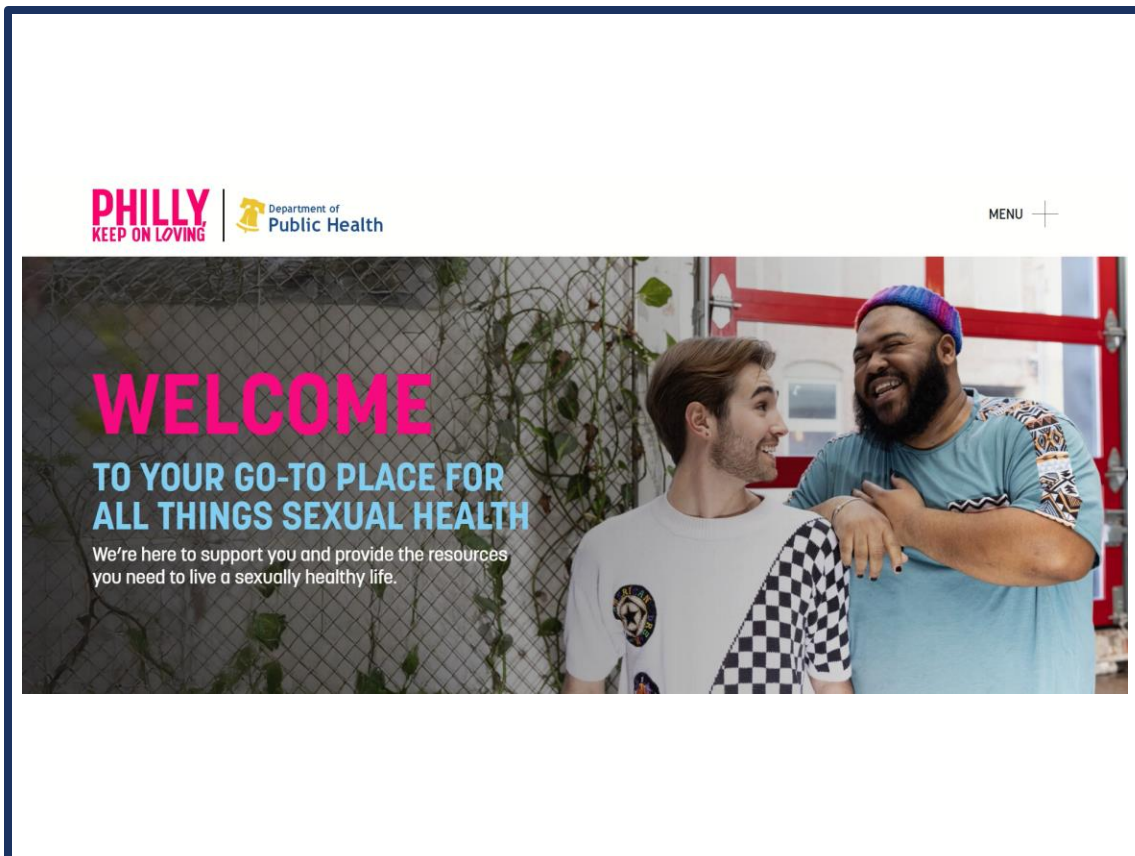


- Online resource hub inspired by the PKOL Provider Action Kit.
- Resources:
 - Technical Assistance request form
 - PKOL Provider Action Kit request form
 - Downloadable PDFs
 - Printable handouts
 - Links to other resources
- <https://providers.phillykeeponloving.com/>

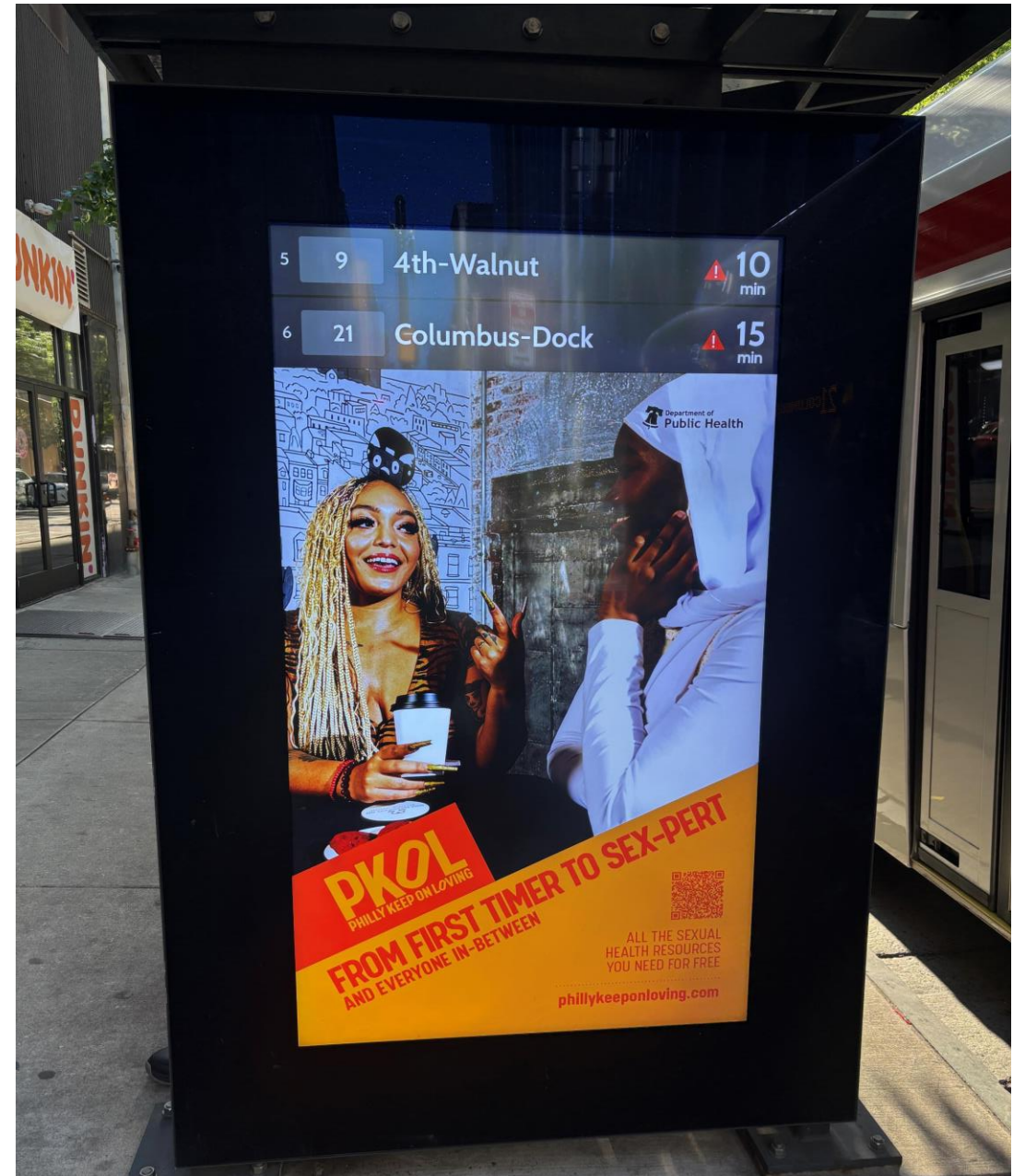


WHAT'S NEXT FOR PKOL?

PKOL REBRAND



- Website
 - Redesigned homepage
 - Content for People with HIV
 - Resource Locator for People with HIV
- Upcoming PKOL campaigns
 - From This to That campaign
 - We're Here for You campaign
 - HIV Treatment & Anti-Stigma campaign



12th & Chestnut

TAKEAWAY POINTS

- PKOL is a sexual health and wellness brand, providing free sexual wellness products, resources, and information to Philadelphia residents.
- PKOL strongly aligns with the Philadelphia EHE Community Plan.
- PKOL aims to expand access and foster opportunities for Philadelphians to take control of their sexual health.

A black and white photograph of the Philadelphia City Hall building, a grand neoclassical structure with multiple stories, arched windows, and classical columns. The building is the background for the entire slide. A semi-transparent white box is overlaid on the left side of the building, containing contact information. A dark blue horizontal bar is at the top, and a larger dark blue bar is at the bottom containing the 'THANK YOU' text.

Brian Hernandez

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Division of HIV Health | Prevention Program

CDC EHE Prevention Coordinator

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THANK YOU