

# PrEP Medicare Ineligible Promotional Toolkit

NSW Health

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Promotional Toolkit

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July 2026

# Purpose of this Toolkit



NSW Health is pleased to share the PrEP Medicare Ineligible Promotional Kit. This toolkit supports Local Health Districts, sexual health services and partner organisations to promote access to free HIV pre-exposure prophylaxis, commonly known as PrEP, for people in NSW who do not have Medicare.

It includes ready-to-use campaign materials, suggested copy and key messages to support consistent statewide promotion.

The key links are:

- Community landing page: <https://www.health.nsw.gov.au/endinghiv/Pages/medicare-ineligible-prep-access.aspx>
- Digital asset page: <https://www.health.nsw.gov.au/endinghiv/Pages/resources.aspx>

## Contacts

NSW STI Programs Unit  
Centre for Population Health, NSW Ministry of Health  
Email: NSW-STIPU@health.nsw.gov.au

# Core campaign message and eligibility



## Core campaign message

Free medicine to stop HIV (PrEP).

Don't have Medicare? (Australian Government health insurance)

You might be able to get free PrEP.

## Who is eligible for this program?

This Australian Government-funded program supports access to PrEP for people who:

- do not have Medicare
- are living in NSW
- are at risk of HIV
- are assessed by a clinician as suitable for PrEP.

This may include international students, temporary visa holders, people on working holiday visas, people seeking asylum, and others who are not eligible for Medicare.

## How to access PrEP

Eligible people can access PrEP through participating [NSW sexual health clinics](#) or by contacting the [Sexual Health Information Link](#).

# Reaching people without Medicare

Communications should focus on two key audience groups:

- **Community members** who may benefit from PrEP and are not eligible for Medicare
- **Health professionals and partner organisations** who support these communities

People without Medicare are not a single audience. They may include international students, temporary visa holders, people on working holiday visas, people seeking asylum, and others who are not eligible for Medicare.

Many may be unfamiliar with Medicare, the Australian healthcare system, or how to access free and confidential sexual health services. They may also face cost, language, visa, stigma or system navigation barriers, and may rely on online, university, community or peer networks for health information.

## Implications for communication

Communications should use simple, direct language and clearly explain:

- that free PrEP may be available for eligible people without Medicare
- who the program is for
- where people can check eligibility
- how to access the program through [NSW sexual health clinics](#) or the [Sexual Health Information Link](#).

Avoid assuming knowledge of Medicare, the Pharmaceutical Benefits Scheme or the Australian healthcare system.

# Communication channels and tactics

Promotion should be targeted and delivered through trusted channels that can reach people who are not eligible for Medicare.

## **Recommended channels include:**

- Local Health District and sexual health service channels
- PHN newsletters and GP networks
- university health, wellbeing and international student networks
- multicultural health, settlement and community organisations
- LGBTQ+ community organisations and peer networks
- clinic websites, waiting room screens and printed materials
- social media and digital communication channels.

## **Suggested approach**

Services and partners can use the assets to:

- promote the community landing page
- display posters and digital screens in relevant services
- share social media tiles through local channels
- include newsletter copy in partner communications
- provide the patient factsheet when people with Medicare ask about free PrEP
- tailor promotion to local service capacity and priority communities.

# A3 Posters

Printable and web-optimised versions of our posters are available here.



**A3 poster, print ready (PDF)**  
[Download here](#)



**A3 Web-optimised PDF**  
[Download here](#)

In-language A3 posters are available [PrEP Medicare Ineligible promotional resources page](#).

- Arabic
- Chinese
- Indonesian
- Portuguese
- Spanish
- Thai
- Vietnamese

# A4 Posters

Printable and web-optimised versions of our posters are available here.



**A4 poster, print ready (PDF)**  
[Download here](#)



**A4 web-optimised PDF**  
[Download here](#)

In-language A4 posters are available [PrEP Medicare Ineligible promotional resources page](#).

- Arabic
- Chinese
- Indonesian
- Portuguese
- Spanish
- Thai
- Vietnamese

# Social Media

4:5 social media tile is available here.



**Social media tile**  
[Download here](#)

## Suggested copy:

Free PrEP is available in NSW for eligible people who do not have Medicare.

You may be eligible if you live in NSW, are at risk of HIV, and are assessed by a clinician as suitable for PrEP.

Find out more:

<https://www.health.nsw.gov.au/endinghiv/Pages/medicare-ineligible-prep-access.aspx>

In-language social media tile available here:

- Arabic
- Chinese
- Indonesian
- Portuguese
- Spanish
- Thai
- Vietnamese

# Newsletter Banner

Newsletter banner image and are available here.



**Newsletter banner**

[Download here](#)

## Heading: Free PrEP for people without Medicare in NSW

### Suggested copy:

Free medicine to prevent HIV, known as PrEP, is available for eligible people in NSW who do not have Medicare.

You may be eligible if you live in NSW, do not have Medicare, are at risk of HIV, and are assessed by a clinician as suitable for PrEP.

This may include international students, temporary visa holders, people on working holiday visas, people seeking asylum, and others who are not eligible for Medicare.

Find out more: <https://www.health.nsw.gov.au/endinghiv/Pages/medicare-ineligible-prep-access.aspx>

# Digital Screen

Digital screen slide is available here.

## **FREE medicine** **to stop HIV** **(PrEP)**

**Don't have Medicare?**  
*(Australian government health insurance)*

You might be able to get free PrEP.



# Email Signature

Email signature image is available here.



Email signature / banner  
[Download here](#)

# Patient factsheet (for people with Medicare)

Printable patient factsheet is available here.



## For people with Medicare

### Purpose:

This factsheet can be printed and provided to patients with Medicare who ask why they cannot access free PrEP through the Medicare-ineligible PrEP program.

### Use this factsheet to help explain:

- who the free PrEP program is for
- how people with Medicare can access PrEP through the PBS
- where patients can get help with PrEP, HIV testing and STI testing

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## What if I have Medicare?

Free PrEP through this clinic is for people who do not have Medicare

Free PrEP through this clinic is funded specifically for people who do not have Medicare. This helps make HIV prevention available to people who may otherwise miss out.

### Can I get free PrEP through this clinic?

PrEP, or pre-exposure prophylaxis, is medicine that prevents HIV.

Free PrEP through this clinic is funded by the Australian Government specifically for people who do not have Medicare.

If you have Medicare, PrEP is subsidised through the Pharmaceutical Benefits Scheme, also called the PBS. This means you can usually access PrEP at a low cost through a pharmacy with a prescription.

### Where can I get PrEP?

Everyone deserves access to HIV prevention.

If you have Medicare, speak to clinic staff about your options. You may be able to get a PBS prescription through:

- your GP
- this clinic
- a local sexual health clinic

### How much does PrEP cost with Medicare?

With Medicare, the maximum PBS cost is usually:

- \$25.00 for a standard PBS prescription
- \$7.70 if you have a concession card
- lower cost or free for eligible Aboriginal and Torres Strait Islander people registered for the Closing the Gap PBS Co-payment Program

Some pharmacies may charge less. Ask clinic staff or your pharmacist about your options.

### Need help today?

Clinic staff can help you:

- find a PrEP prescriber
- organise HIV and STI testing
- understand your PrEP access options

### More information

Ending HIV: [endinghiv.org.au/stay-safe/prep](http://endinghiv.org.au/stay-safe/prep)

NSW Sexual Health Infolink: [shil.nsw.gov.au](http://shil.nsw.gov.au) | 1800 451 624

PrEP Access Now: [pan.org.au](http://pan.org.au)

### Feedback about this program

To provide feedback about this Australian Government-funded program, visit:

[health.gov.au/topics/about-the-department/contact-us](http://health.gov.au/topics/about-the-department/contact-us)

Patient factsheet  
[Download here](#)

