TuSalud

How You Can Keep PrEP Wisdom About HIV Prevention on TV Land

Conservative moms want Paramount to pull PrEP ads starring Michelle Visage. Sign PrEP4All's petition to stand up for HIV education.

August 11, 2026 By Trent Straube

"Shantay, you stay!" That's the message HIV advocates want to give Michelle Visage and her HIV prevention commercials on TV Land.

Visage, the beloved judge (and international host) of RuPaul's Drag Race, has been popping up on TV ads as the spokesperson for "Get PrEP Wisdom," an awareness campaign from drugmaker ViiV Healthcare about long-acting pre-exposure prophylaxis, or PrEP, to prevent HIV.

Although the commercials are G-rated—see for yourself in the spot above or on YouTube—a group of conservatives is trying to silence Visage and her prevention message as it appears on TV Land. To counter the attempt, advocates at PrEP4All have launched a petition to TV Land and its owner, Paramount. You can sign the petition here.

PrEP4All writes:

> One Million Moms, a project of the anti-LGBTQ+ American Family Association, is demanding that TV Land pull ViiV Healthcare's PrEP Wisdom campaign featuring Michelle Visage from the air.
>
> Their target? A 30-second commercial that simply encourages people to talk to their healthcare provider about PrEP. A simple suggestion with no specific medications or communities mentioned.
>
> At a time when HIV prevention programs are under attack, and more than 1.5 million Americans who could benefit from PrEP still aren't using it, the last thing we need is less visibility.
>
> Watch Video: https://www.youtube.com/watch?v=fWBm1u2j5Es
>
> Sign today to thank Paramount and TV Land for standing with HIV prevention and to show there is broad public support for keeping evidence-based health education on the air.

To date, the Food and Drug Administration (FDA) has approved four forms of PrEP: Truvada and Descovy are daily pills; Apretude is a shot given every two months; and Yeztugo is a twice-yearly injectable that is highly effective in women, gay men and gender-diverse populations. Due to insufficient evidence, Descovy is not yet indicated as PrEP for cisgender women and trans men. Generic (and much cheaper) versions of Truvada are available. To learn more about PrEP, see the POZ Basics on HIV Prevention: Pre-Exposure Prophylaxis (PrEP).

Below is the text of PrEP4All's petition:

> Dear Paramount and TV Land,
>
> Thank you for keeping lifesaving health information on the air.
>
> At a time when HIV prevention programs are under attack, and more than 1.5 million Americans who could benefit from PrEP are still not using it, public health education has never been more important.
>
> Yet, the fringe group, One Million Moms, a project of the anti-LGBTQ+ American Family Association, is urging TV Land to pull ViiV Healthcare's PrEP Wisdom campaign featuring Michelle Visage.
>
> We couldn't disagree more.
>
> PrEP is one of the most effective HIV prevention tools ever developed, but people cannot ask about a medicine they've never heard of. Campaigns like PrEP Wisdom help close that awareness gap by encouraging viewers to have informed conversations with their healthcare providers.
>
> Featuring Emmy-winning producer and reality TV host Michelle Visage, the advert contains no sexual content, mentions no specific pharmaceutical product, mentions no specific pharmaceutical product, and promotes no particular lifestyle. It simply encourages people to learn about HIV prevention; it's a message rooted in science, public health, and patient education.
>
> That's why we applaud TV Land and Paramount for keeping PrEP Wisdom on the air. At a time when stigma and misinformation continue to fuel the HIV epidemic, expanding access to effective health information is exactly the kind of leadership our country needs. HIV affects every community. Access to HIV prevention information should, too.
>
> Statement from Michael Chancley, PrEP user and communications and mobilization manager for PrEP4All:
>
> "No one should be afraid of learning about medicine that prevents HIV. The real danger isn't a 30-second commercial; it's stigma, misinformation, and making people afraid to talk to their healthcare provider. PrEP education saves lives."

Statement from Jeremiah Johnson, executive director of PrEP4All:

“At a moment when HIV prevention is facing unprecedented attacks, the answer isn’t less awareness building—it’s more. Every person deserves the opportunity to learn about PrEP and make informed decisions about their health. We should be expanding access to accurate information, not restricting it.”

Statement from Sean Leviashvili, member of PrEP4All’s PrEP Users’ Union:

“HIV has touched millions of families. If we’re serious about protecting future generations, we should celebrate every opportunity to educate people about HIV prevention, not silence it. PrEP is one of the greatest public health advances of our lifetime, and everyone deserves the chance to learn about it.”

To TV Land, Paramount, and broadcasters across America:

Thank you for standing with patients, healthcare providers, HIV advocates, and communities working to end the HIV epidemic. We urge you to continue airing evidence-based health campaigns that normalize conversations about HIV prevention and ensure lifesaving information reaches everyone who needs it.

Together, we can build a future where facts travel farther than stigma, and where everyone has the opportunity to protect their health.

© 2026 Smart + Strong All Rights Reserved.
http://beta.docker.tusaludmag.com/article/can-keep-prep-wisdom-hiv-prevention-tv-land