

## **Terms of Reference**

**Project:** *Am I HIV+?* Project

### **Background:**

According to the latest UNAIDS Report—*Ending AIDS: Progress Towards the 90-90-90 targets*—Brazil is responsible for almost half (49%) of all new HIV infections in Latin America, accounting for 48 000 new HIV infections in 2016. A significant part of the new infections is concentrated among young people, especially young gay men and other men who have sex with men, along with transgender women. Hence, recent national reports show evidence of a decrease in the use of condoms among youth and poor treatment adherence for those young people who are tested HIV positive.

The *Am I HIV+?* Project aims to engage youth in general, young people from key populations, as well as traditional and social media influencers, to discuss HIV-related issues openly on their platforms and with their different publics, inciting not only informed debates, but also a reflection on sexual health, especially among young people, empowering them to understand the importance of HIV prevention, testing and treatment, as well as engaging them on zero discrimination attitudes and behaviors.

The project also aims to mobilize the public debate on the national AIDS response, as well as to demonstrate that anyone can be directly or indirectly affected by the epidemic and can engage in promoting the rights of those who are most vulnerable to the epidemics, especially young people and key populations.

Traditional and social media monitoring will be crucial to measure the impacts of such endeavor in terms of improvement of the national HIV/AIDS debate, terminology used to break down stigma and discrimination barriers, as well as targeted sensitization and mobilization of social and traditional media influencers invited to join forces with UNAIDS, hence contributing directly and indirectly to the achievement of the 90-90-90 targets and the Fast-Track strategies towards ending AIDS by 2030 in Brazil.

Considering the growing conservatism in the country—mostly influenced by religious and political beliefs and ideologies—, there is a crescent need for UNAIDS Brazil to monitor closely the traditional and social media scenario and observe the possible implications regarding HIV and AIDS response, including the impact on key-populations.

UNAIDS BRASIL  
PROGRAMA CONJUNTO  
DAS NAÇÕES UNIDAS  
SOBRE O HIV/AIDS

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ONU MILHERES  
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Furthermore, given the fast-paced information flow seen nowadays on online platforms and Brazil's strong engagement on social media, the project will require constant mapping of trends in both traditional and social media platforms, so that UNAIDS can better anticipate and position its strategies to succeed in influencing the positive and constructive debate around HIV/AIDS and zero discrimination in the country. Such monitoring will also help UNAIDS to adopt a more tailored and targeted communication strategy and better influence those who are working on HIV/AIDS stories in traditional and social media platforms.

Therefore, UCO/BRA requests a competent consultant based in Brasilia, Brazil, to assist on the office's continuous monitoring of the way traditional and social media influencers are dealing—or not—with key HIV-related issues, if they are influenced by religious and political trends, also monitoring important fake news waves and creating useful mechanisms to counter them.

This monitoring and its constant follow-up are not only an essential tool for UNAIDS to create momentum to execute the activities of the project related to key calendar dates such as World AIDS Day and Zero Discrimination Day, but also to exploit possibilities outside key HIV-related dates, thus triggering qualified debates and reflections, especially among youth, and by empowering them in terms of healthy and informed sexual experiences, thus raising awareness on the importance of HIV prevention, testing and treatment among them and other key populations in Brazil.

The selected consultant will build a consistent monitoring of the Brazilian traditional and social media influencers, mainly on HIV/AIDS-related coverage, as well as on Zero Discrimination-related issues. This news-clipping and social media analysis will supply UCO/BRA with relevant information about the possible new influencers—with whom UNAIDS can partner with to help engage other key influencers and the public opinion—and will provide perspectives for future communication and advocacy strategies toward the promotion of the National HIV response efforts to end AIDS in the country by 2030.

In addition, the selected consultant will cooperate with the UNAIDS Brazil Country Director in providing periodic analytic reports with key indicators of the estimated impact of UNAIDS strategy over traditional and social media in the promotion of a qualified debate on HIV/AIDS and Zero Discrimination as well as in its direct and indirect influence over the progress of the country towards the achievement of 90-90-90 targets.

**Objective:** To work in close collaboration with the UNAIDS Country Office in Brazil to provide updates and reports regarding traditional and social media response to UNAIDS *Am I HIV+?* project and linked communication and advocacy strategies. This work involves the continuous monitoring of the most influential traditional and social media influencers—including on key national media outlets in Portuguese, on social media platforms, and on

government and civil society online platforms—, the production of frequent reports identifying the main media debates related to HIV/AIDS and Zero Discrimination and its possible implications regarding the national response, especially among young people and key-populations.

**Final products:**

1. Produce daily news-clipping monitoring of HIV, human rights, key-populations, UN System and UNAIDS related stories on traditional and online media news platforms.
2. Maintain and improve—when necessary—the UNAIDS Brazil daily news clipping, feeding the team and relevant partners, including key Headquarters stakeholders, with relevant information about the current situation of the HIV debate in Brazil.
3. Map the most relevant influencers in the traditional and social media landscape and indicate possibilities of interaction for the production of qualified reports and materials on UNAIDS key messages and strategy, mainly towards youth and key-populations.
4. Maintain and update the traditional and social media mailing list to help UNAIDS keep in touch with key influencers whenever needed.
5. Through a weekly social media analytical report, provide UNAIDS Brazil staff with updates about the traditional and social media trends in Brazil, raise red flags on controversial and discriminatory debates, anticipate and keep track of the ongoing events and news.
6. When needed, produce profile reviews and briefings of prominent traditional and social media influencers to identify possible partnerships, projects, training and HIV-related activities.
7. Monitor the activities by the HIV/AIDS and Human Rights specialized media and influencers, at national, regional and local level.
8. Monitor the activities of UNAIDS Brazil Goodwill Ambassadors on social and traditional media and keep track of their influence on the national debate on HIV/AIDS and Zero Discrimination.

**Time Frame:** Start: 1 September 2017

End: 31 December 2017

**Supervision:** The professional will work in close collaboration with the UNAIDS Country Director in Brazil

**Profile of the consultant:** University Degree in Social Communication, Journalism, Public Relations or other related fields. Fluency in English.

Previous relevant experience in traditional and/or social media, governmental, non-governmental and/or United Nations System is desirable.