



### 2016 High-Level Meeting on Ending AIDS Side Event - Brazil

#### New ways to engage youth to reach UNAIDS Fast-track targets through edutainment

The global commitment to ending the epidemic by 2030 will demand increased investment in innovative and creative approaches that are able to fast track the response and reach young people and people left behind. Innovative and creative approaches are needed to reduce stigma around HIV and promote HIV testing, prevention, care and treatment.

Initiatives conducted in partnership with mass media outlets have proven to be a powerful tool that can positively contribute to change attitudes and behaviors of millions of individuals at very low cost. Edutainment purposely designs characters and storylines in mass media dramas to provide viewers with positive role models to relate to, often at a personal and emotional level, than through information alone.

In Brazil, UNAIDS and Globo have started a partnership to reach young people and discuss a variety of issues, from HIV prevention, to testing, treatment and the human rights of vulnerable populations and people living with HIV.

The partnership includes:

- The production of a 360o initiative called Live Better, through which several edutainment products have been produced, reaching dozens of millions of viewers in Brazil alone.
- The insertion of characters in the teen soap opera *Malhação: Seu Lugar no Mundo* (*Malhação: Your Place in the World*), to a daily audience 20 million people, mainly adolescents and pre-adolescents and in the prime-time soap opera *Totalmente demais* (*Totally Awesome*).

- The creation of an original web-based series *Eu So Quero Amar* (All I Want is Love). The teen series is comprised of five episodes and is a spin-off of the teen soap opera *Malhação*. The new original web series which, in one month has already become Globo's third most watched online series, mixes fiction and documentary elements to tell story of Henrique who was born with HIV and his girlfriend Camila. The web-based series features real-life serodiscordant couples that speak about their challenges as well as their love.

**Language: English**

**Date: 09/06**

**Time: 8:00 - 9:30**

**Conference room 3**

**Panel:**

Carolina Cimenti, Journalist, Globonews - *moderator*

- Georgiana Braga-Orillard, Director, UNAIDS Brazil - *The case of Brazil*
- Gabriel Estrela - young actor and playwright, *Leadership Training Course and the experience of co-writing the Webdoc 'Eu só quero amar'*
- Beatriz Azeredo, Director of Corporate Social Responsibility at Globo - *Globo TV social mobilization strategy*
- Luiz Loures, Deputy Executive Director, UNAIDS - *The role of mass media in Fast Tracking the response*
- (TBC) José Serra, Minister of Foreign Affairs, Brazil - *Engaging youth, promoting leadership of young people from vulnerable communities in Brazil and possibilities for South-South cooperation*

**Focal point**

Georgiana Braga-Orillard