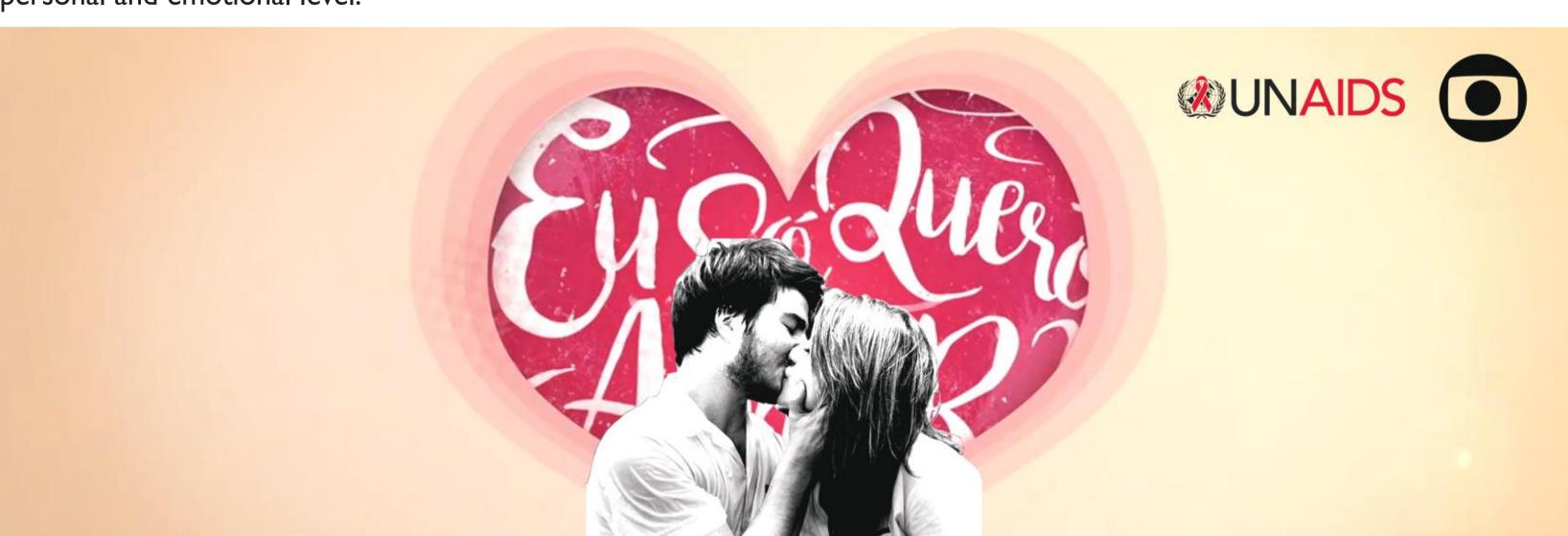
Young Hearts—I Just Want to Love: the success story behind the Emmy-nominated webseries and the use of Edutainment to talk about HIV to very young audiences in Brazil

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Background

New HIV infections have grown substantially among young people in Brazil in the past decade, especially among young men who have sex with men. According to data from the Brazilian Ministry of Health, the number of AIDS cases almost tripled among those aged 15 to 19, and more than doubled among those aged between 20 and 24. In addition, the young population faces several violations of rights, including the right to a life free of discrimination and violence and the right to sexual and reproductive health, as well as HIV prevention, care and treatment.

Studies from the World Bank have shown that education initiatives done in partnership with mass media positively contribute to changing the HIV-related attitudes and behaviors of millions of people around the world at very low cost. The approach called edutainment consists in designing characters and storylines to provide viewers with positive role models to relate to, often at a personal and emotional level.



The original webseries 'Young Hearts—I Just Want to Love' raised the debate around young serodifferent couples

For that reason, since 2015, the UNAIDS office in Brazil has been one of Globo TV's main partner for advice on HIV and discrimination-related issues. Globo is one of Latin America's largest media group and owns some of the world's most influential TV channels in the world in terms of audience. Almost 100 million people, just under half the country's population, tune in to Globo every day. In recent years, Globo started to invest on its online business, such as Gshow—its entertainment website—and Globoplay—its streaming platform—through which original web series and spin-offs of its popular telenovelas are helping the channel to strengthen its outreach and influence.

In 2015-2016, UNAIDS office in Brazil teamed up with Globo's Social Responsibility branch to work directly with author Emanuel Jacobina and his team of writers, producers and directors in the current season of Globo's longest running soap opera 'Malhação', which reaches an average daily audience of 24 million viewers, comprised mainly pre-adolescents and their parents.



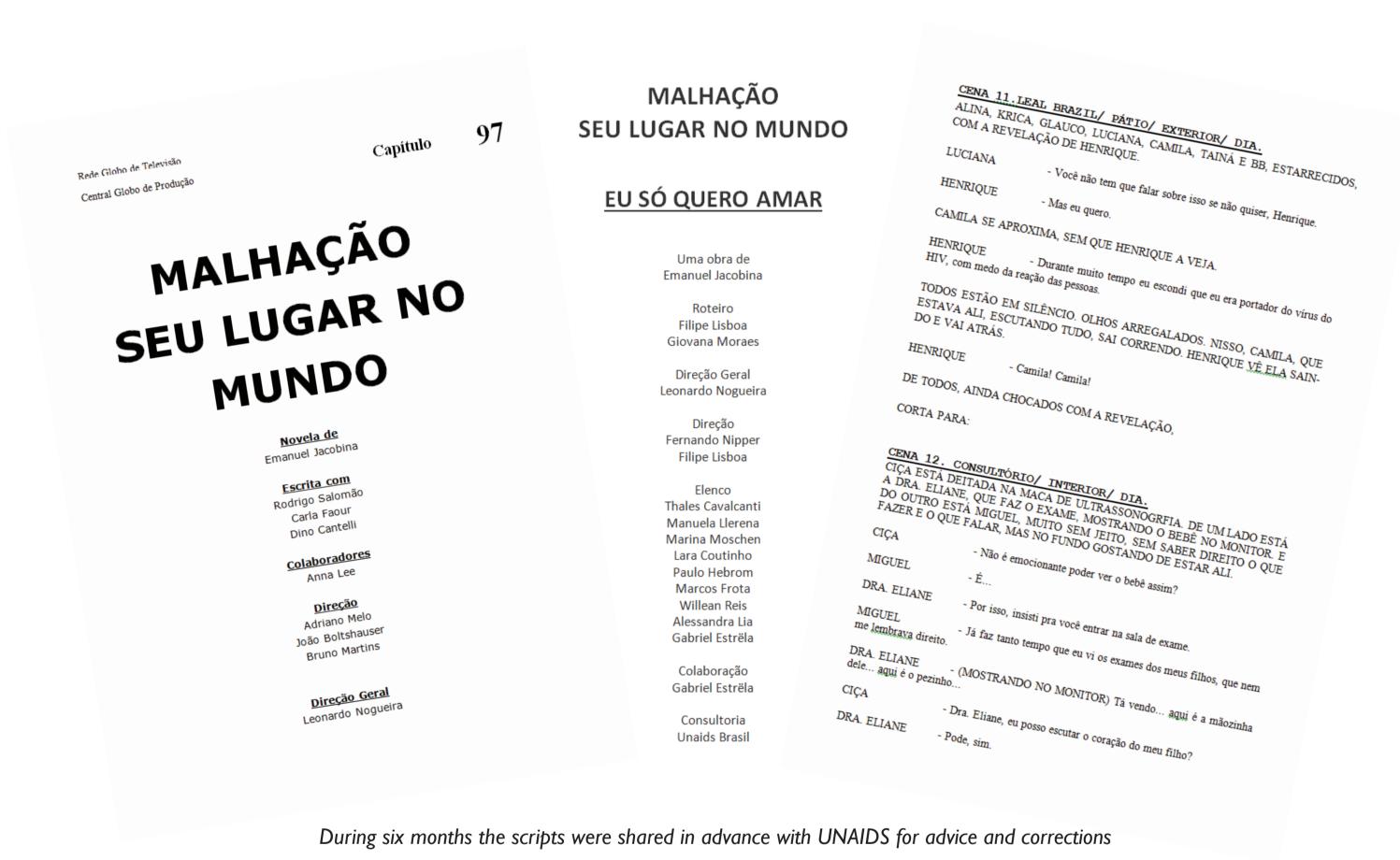
UNAIDS Brazil, Globo and other partners discussed how television, both web-based and other forms, can help educate people on issues related to living with HIV by focusing on people and not statistics. The side event "New ways to engage youth to reach the UNAIDS Fast-Track Targets through edutainment" took place on the sidelines of the United Nations General Assembly High-Level Meeting on Ending AIDS, in June 2016. At the event, young people from Brazil and Africa gave examples of how they can be engaged in the response to the AIDS epidemic. Alejandra Oraa, from CNN and UNAIDS Regional Goodwill Ambassador for Latin America and the Caribbean, and James Chau, from CCTV and UNAIDS National Goodwill Ambassador for China, spoke about their experiences in working with large media for outreach.

Methods

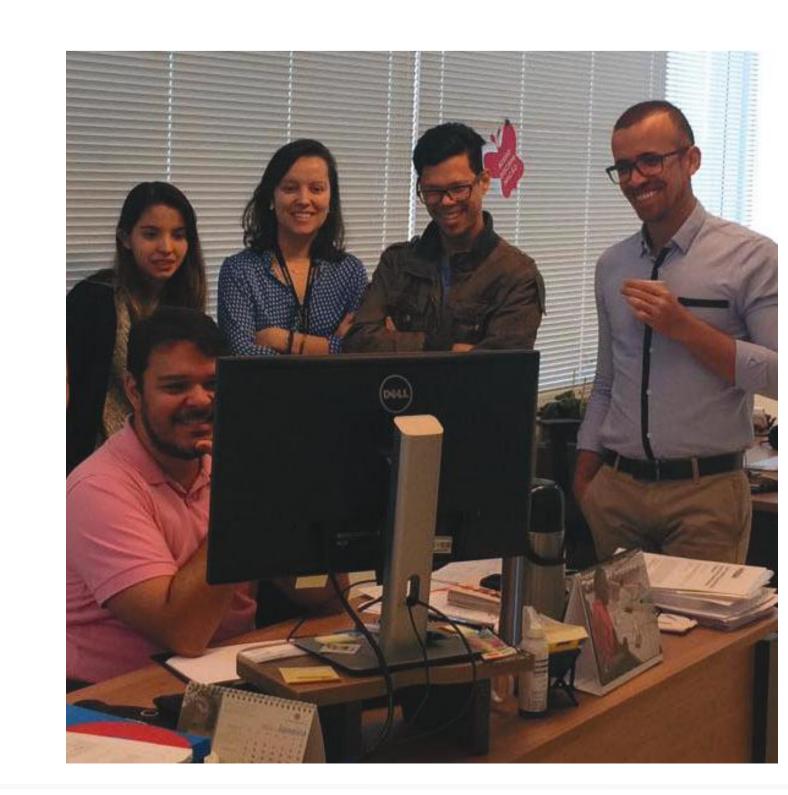
In 'Malhação', when Camila fell in love with Henrique, her high-school classmate, she didn't know he lives with HIV. It was only after an incident at school that his HIV status was unexpectedly revealed to everyone. She then made an informed decision to stand by his side and live their love story together, facing the challenges imposed by stigma and discrimination among friends and family. Their love story was one of the main plots of the 2015–2016 season of 'Malhação—Seu Lugar no Mundo'. And the serodifferent couple interpreted by actors Thales Cavalcanti (Henrique) and Manuela Llerena (Camila) became some of the most loved characters of the season.

Considering Brazil's legislation on Parental Guidance for broadcast TV in afternoon hours, part of the UNAIDS-suggested content related to sexuality and HIV prevention could not make it to the final scripts. Therefore, the idea of the creating an original web series came from such discussions between Mr. Jacobina and UNAIDS. Together, the group decided that there was important additional information that could fit in a specific online production.

As a result, the couple #Camique (the 'shipper' version for Camila + Henrique) won a spin-off web series on Globo's online entertainment platform Gshow called 'Young Hearts—I Just Want to Love'. The digital series had the goal of reaching out to a young audience and of pushing even further the debate about relationships among serodifferent couples, showcasing not only the social challenges they face but also the possibilities for people who want to enjoy a healthy and well-informed sexuality with their HIV-positive partners.



UNAIDS advised Mr. Jacobina of the need to include an HIV-positive professional to support them in writing this new plot and, if possible, that this person could also appear in the story as one of the characters. Young HIV-positive actor, screenwriter, and digital influencer Gabriel Estrela, who had been supporting UNAIDS with proofreading the scripts of the 'Malhação' project, was the one indicated for both roles given his talent and his experience in front and behind the cameras.



UNAIDS team in Brazil watched scenes and episodes in advance to support the author and his writers in shaping the content to a stigma-free perspective

Results

The global commitment to ending the AIDS epidemic by 2030 demands increased investment in innovative and creative approaches to Fast-Track the response and reach young people and people left behind, reducing stigma around HIV and promoting testing, prevention, care and treatment. This initiative led us to realize that it is possible to speak about sexuality and HIV to a young audience, despite limitations imposed by social norms and Parental Guidance rules for broadcasting.

From the the beginning of this partnership, UNAIDS brought on board young artist Gabriel Estrela, who lives with HIV, to help the team from his perspective. His contributions were fundamental to this process also due to the fact that his on-screen participation—in one of the serodifferent couples interviewed to the documentary and as himself, playing his musical called 'Boa Sorte'—marked an important turning point in the entertainment industry in Brazil. He became the first openly HIV-positive actor to be featured in a Globo production.

His influence on camera—and off camera through his youtube channel and his musical 'Boa Sorte'—certainly played an important role in encouraging other young people living with HIV to speak openly about their status on social media as well as on traditional media channels.



Episode 2 - Mind full of questions...

Camila is shocked by the discrimination she experienced in school and talks to a friend about her fears and the future of her relationship with Henrique. Camila and Henrique go out with friends and make out. The next day, Camila goes to a health-care facility with a friend to ask questions about her serodifferent relationship. She is considering having her first sexual intercourse with Henrique. The doctor explains about him being undetectable and other prevention methods. A real-life serodifferent gay couple tell their story and talk about their first sexual intercourse.



Episode 4 - Good Luck

Camila and Henrique talk about their first time and how romantic it was for both. Camila also talks about her first time with a friend and about using condoms. Camila and Henrique attend to the HIV-themed musical Good Luck, starred by the actor and digital influencer Gabriel Estrela. A heterosexual serodifferent couple talks about their relationship and about how she revealed her HIV status to her boyfriend.



Episode 3 - The first time...

The doctor talks to Camila about the importance of using condoms to avoid HIV, unwanted pregnancy and other STIs. Camila goes through another situation of discrimination with colleagues at school, but they are reprimanded by the principal and forced to apologize to her. Camila and Henrique have their first night together. A real-life heterosexual couple give their testimony about their relationship and the first time they had sex.

Henrique and Camila tell their friends in school that they were invited to be

conversation, some colleagues show up and discriminate the couple. Camila

gets upset and realizes she needs to learn how to deal with HIV-related

stigma, while Henrique tries to calm her down. On her interview to the

documentary, Camila says she could feel in her own skin part of the

discrimination Henrique has faced throughout his life.

part of a documentary on serodifferent couples. After overhearing this



Episode 5 - Talking about HIV

Camila and Henrique have a backstage meeting with actor Gabriel Estrela after the musical.They talk about what it is like to live with HIV, how mother-to-child transmission has declined nowadays, the importance of testing and treatment and also the importance of talking about HIV to eliminate stigma and discrimination. Henrique and Camila give their testimony to the documentary, as well as other real-life serodifferent couples, talking about their relationships and love.

Conclusion



Delegation of Globo TV and UNAIDS Executive Director gathered in Geneva to sign a Letter of Agreement and promote a debate on the successful experience of the webseries 'Young Hearts—I Just Want to Love'

The UNAIDS-Globo partnership on edutainment had a significant positive impact on the strategy of bringing HIV back to the agenda, especially among young people in Brazil. Such initiatives involving mass media and entertainment can effectively contribute to break HIV-related barriers and help change behavior of millions of people.

In November 2017, the original web series Young Hearts—I Just Want to Love was one of the finalists nominated for the 2018 Emmy Kids Awards, in the digital category. As part of the celebrations, a delegation of Globo TV visited UNAIDS headquarters in Geneva in April 2018, for the signature of a Letter of Agreement reiterating the partnership and forging the continuity of the joint efforts to promote the HIV agenda and the principles of Zero Discrimination through Globo's human rights platform called Respect. Workshops on UNAIDS Terminology Guidelines and Zero Discrimination for the company's entertainment and news departments will be part of the next steps for 2018-2019.



Partners from Globo TV and **UNAIDS** Brazil Country Director in the 2018 International Emmy Awards Ceremony, in Canne (France). The webseries 'Young Hearts-I Just Want to Love' wo among the finalists nominated for

best series in the digital categor

Acknowledgements

Globo TV and the Communications and Social Responsibility divisions, author Emanuel Jacobina and his team for such a proficuous collaboration, and Gabriel Estrela, for bringing his fresh and lively perspective to the work UNAIDS aimed to do with young people, key populations and people living with HIV.

Watch the webseries 'Young Hearts—I Just Want to Love' (in Portuguese) here



See the trailer for 'Young Hearts—I Just Want to Love' (with English subtitles) here





