

## *UNAIDS Brasil*

### **Terms of Reference**

**Project:** Support mobilization around *UNAIDS Terminology Guidelines Workshops* and the online platform *I tested positive and now what?*

**Background:** In Brazil, the number of AIDS cases among 15 to 24-year-olds has grown over the last ten years: the AIDS detection rate among young males in this age group has more than doubled in a decade: 3 to 7 cases per 100,000 inhabitants (15 to 19 years) and from 15.6 to 36.2 cases per 100,000 inhabitants (20 to 24 years). Data from clinical monitoring on HIV treatment in Brazil also show that young people are those with lower adherence, according to the Ministry of Health.

On December 1 2018, on World AIDS Day, UCO/BRA launched an online platform called *I tested positive and now what? (Deu Positivo, E Agora?)*, a website with information on HIV in a clear, accessible language, focusing on young people who have just tested positive for HIV. The initiative is done in partnership with by UNESCO under the Joint UN Plan on AIDS 2018-2019 for Brazil.

In addition to encouraging adherence to antiretroviral treatment, the materials intend to show that it is possible to live with HIV and be healthy, engage in serodiscordant relationships, have children, exercise their rights, among many other points. It is also to show that the positive result for HIV can be a new beginning in life, with a new mentality, new achievements and learning.

The online platform will be an important IEC (information, education, and communication) instrument for UCO/BRA to keep mobilizing those who tested positive to start and adhere to treatment.

The consultant will support efforts within the online platform, including management and application of the UCO/BRA Google for nonprofits and Google Ad Grants, which is a tool to raise awareness with in-kind advertising on Google Search. Google Ad Grants will be used to promote *I tested positive and now what?* videos, website and messages across Google Search, reaching young people that just received their positive result in a more efficient manner.

In addition to this project, the consultant will also be responsible for communication products for the *UNAIDS Terminology Guidelines*

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*Workshops.* The Workshops are developed through real-time surveys, practical outreach demonstrations and solutions to adequately cover the HIV topic, AIDS and discrimination issues. It aims to address the updating of terminologies and statistical information and to promote reflection and updating around new terminologies and the role of the media and communication professionals in responding to the HIV epidemic.

The trainings are part of a strategy that seeks to broaden the debate to reach the end of the AIDS epidemic by 2030 as part of the Sustainable Development Goals (SDGs) undertaken by UN member countries.

Therefore, UCO/BRA requests a competent consultant based in Brasilia, Brazil, to assist on the office's activities related to *UNAIDS Terminology Guidelines Workshops* and *I tested positive and now what?*.

**Objective:** To work in close collaboration with the UCO-BRA to assist in the development of strategic activities related to the documentation and communications aspects of the *UNAIDS Terminology Guidelines Workshops* and *I tested positive and now what?*, especially supporting production of content for dissemination, knowledge sharing, and promotion among governmental, general public and other key partners, such as media influencers. The content includes audio-visual materials to be mainly used on social media and UNAIDS website, text materials for UNAIDS Brazil online platforms and support materials to be used in meetings and workshop sessions.

**Products:**

1. Produce new specific content focused on prevention and the dissemination of the *I tested positive and now what?* online platform, including videos, images or stories, on UNAIDS Brazil and UN Brazil online platforms;
2. Develop monthly social media outreach reports on these contents posted by UNAIDS Brazil on its platforms;
3. Mapping of Brazilian journalists specialized in communicating on HIV in all media platforms;
4. Develop a mailing system with coordinates from these journalists so that UNAIDS can be in contact with them;
5. Support logistics and development of the *UNAIDS Terminology Guidelines Workshops*;
6. Develop strategies for Google for Nonprofits and Google Ad Grants to promote *I tested positive and now what?*;
7. A final technical report of all the activities carried out will be

provided in the end of the contract.

**Time Frame:**

Start: 01 January 2019

End: 30 June 2019

**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. Experience in communication with social media, video production, image editing, design, writing and preferably good knowledge of health and HIV issues; Portuguese as mother tongue. Fluency in English; experience with Google Ads; previous relevant experience in United Nations System is desirable;

**Payment Methods:** The payment will be processed on a monthly basis against monthly technical report.