

UNAIDS Brazil Terms of Reference

Project: Content dissemination of the online platform *Deu Positivo, e Agora?* on an HIV-focused news agency in Brazil

Context: The number of AIDS cases among 15 to 24-year-olds has grown over the last ten years in Brazil: the AIDS detection rate among young males in this age group has more than doubled in a decade—from 2.4 to 6.7 cases per 100,000 inhabitants (15 to 19 years) and from 16.0 to 33.9 cases per 100,000 inhabitants (20 to 24 years). Among women aged 15 to 19 years old, the AIDS detection rate increased from 3.6 in 2006 to 4.1 in 2016 (per 100,000 inhabitants). The AIDS mortality coefficient between young males (20 to 24 years old) also rose from 2.7 deaths per 100,000 inhabitants in 2006 to 3.6 in 2016.

Data from clinical monitoring on HIV treatment in Brazil also show that young people have the lowest adherence to treatment, according to the Ministry of Health.

On December 1, 2018, World AIDS Day, UNAIDS Brazil launched an online platform called *I tested positive and now what?* (deupositivoeagora.org), 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 UNESCO under the Joint UN Plan on AIDS 2018-2019 for Brazil. The online platform is also an important IEC (information, education, and communication) instrument for UCO/BRA to keep mobilizing those young people who tested positive to start and adhere to antiretroviral treatment (ART)

In addition to encouraging adherence to ART the materials on the website (videos, stories and information sheets) 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.

Objective: To hire a Brazilian digital news agency specialized on HIV to work in close collaboration with the UNAIDS Country Office in Brazil to support the promotion of the *Deu Positivo, e Agora?* platform. The digital news agency must support efforts in promoting the messages and content on its website, providing online stories and developing joint initiatives with UNAIDS to help drive newly HIV diagnosed young people to deupositivoeagora.org. Besides reaching young people young people, the goals is also to reach health workers and students in a more efficient and timely manner, using the agency's website as a channel.

Products:

1. Promote in the homepage of the agency's website a banner or fixed link for direct access to deupositivoeagora.org for the duration of

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PROGRAMA CONJUNTO
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SOBRE O HIV/AIDS

ACNUR
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ONU MULHERES
OIT
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- this contract;
2. Produce and publish a special article on the project, linking the profile stories of two of the participants of *Deu Positivo, e Agora?* to deupositivoeagora.org webpage.
 3. Create, edit and publish an audiovisual program '*My positive test result, my life with HIV*', interviewing 4 people living with HIV on the challenges of receiving their positive diagnosis and its the impact, as a way to promote the discussion on HIV among young people;
 4. Help disseminate UNAIDS stories and other stories developed by UN agencies (especially UNAIDS cosponsors) on HIV, when suitable.

Time Frame: 30 May 2019 to 30 August 2019

Supervision: The agency will work in close collaboration with UNAIDS Country Team in Brazil.

Profile of the agency:

- Specialized agency on HIV news in Brazil, with proven national scope and reach among general audience, including civil society, people living with HIV, young people, and other stakeholders;
- Proven experience in implementing communication projects and activities related to HIV;
- Proven experience in writing stories, articles and developing videos to promote initiatives and news on HIV;
- Proven experience developing communication strategies for the HIV response in Brazil;
- Proven source of credible information on HIV for journalists and people living with HIV.

Selection process: CV and financial proposal must be sent until 26 March 2019 to brazil@unaid.org. Only the selected people will be contacted.

Payment: The payments will be processed, as follows:

25% upon signature of the contract

50% upon delivery of the first technical report, with detailed description of the products delivered.

25% upon delivery of a final technical report, with detailed description of the products delivered, including an analysis of the audience achieved with the products.