

**Project:** IPPF Niu Vaka Pacific Strategy – A Pacific SRHR Campaign in response to the emerging HIV Epidemic

**Terms of Reference:** Consultant - Regional HIV Campaign Lead

**Engagement Duration:** 12 months

**Location:** Suva, Fiji

### **About International Planned Parenthood Federation Sub Regional Office for the Pacific (IPPF SROP)**

The IPPF SROP, based in Suva, Fiji, oversees the implementation of the Niu Vaka Strategy Phase II (2023–2028). This strategy represents the second phase of IPPF’s Pacific-focused initiative to advance sexual and reproductive health and rights (SRHR) across the region. Building on the successes and lessons of Phase I (2019–2022), Phase II aims to break down barriers to SRHR access, ensuring equitable, high-quality services for all, particularly underserved and vulnerable populations in the Pacific.

The International Planned Parenthood Federation, Sub-Regional Office Pacific (IPPF SROP), is seeking a short-term Campaigns Lead to drive targeted HIV prevention messaging across 10 Pacific countries.

### **Background**

The Pacific faces an **urgent HIV crisis**, with Fiji reporting a tripling of cases in 2024 (1,093 from January to September)<sup>1</sup>, **driven by low awareness, stigma, methamphetamine use**, and emerging unsafe practices like “blue-toothing”<sup>2</sup>. Papua New Guinea (PNG), Solomon Islands, Tonga and Vanuatu also show rising risks, exacerbated by condom shortages and limited testing access. Young people, men who have sex with men (MSM), and LGBTQI communities are **disproportionately affected**, yet face exclusion and **increasing opposition**, as seen recently in Vanuatu.

Guided by IPPF’s Pacific Niu Vaka Strategy Phase II (2023-2028), and with funding support from DFAT, IPPF plans to implement an initiative that will strengthen HIV prevention and response priority actions and interventions through **a multi-layered, multi-stakeholder targeted approach** for **maximum regional impact**. To strengthen community engagement and prevention efforts, IPPF will deliver a regional grassroots campaign on HIV, which will then be amplified at national level by MAs. This will be accompanied by the delivery of comprehensive HIV services and information to communities.

We will leverage our presence in regional, national and community spaces, working to raise awareness on HIV prevention and reach those that often cannot access lifesaving services. We will ensure alignment with national government priorities in implementing countries, including Fiji’s National HIV Surge Strategy (2024-27) and 90-Day Outbreak Containment Plan (2025) which focuses on rapid testing, high-impact interventions such as condom and ARV distribution, harm reduction for target populations, and increased

investment in community-led initiatives for HIV prevention. This will be strengthened through strategic efforts to counter the growing anti-rights opposition within the Pacific, which pose risk to the sexual and reproductive rights of individuals and communities – including as they relate to access to HIV information and services.

### **Scope of work**

The HIV Campaign Lead will drive the strategic design, coordination and delivery of “Voices of Resilience”, a regional HIV/STI awareness and prevention campaign aimed at addressing the Pacific’s growing HIV crisis, with a particular focus on high-risk populations such as youth, LGBTQI+ communities, sex workers, and people living with disabilities. The campaign is part of a wider multi-country initiative guided by IPPF’s Pacific Niu Vaka Strategy (2023–2028) and aligns with national HIV priorities, including Fiji’s National HIV Surge Strategy and the broader Indo-Pacific HIV Partnership supported by DFAT.

This role will be responsible for orchestrating high-impact, inclusive and innovative campaign interventions across the Pacific region, combining mass media, community mobilisation, peer-led education, and cross-sector partnerships to shift harmful norms, reduce stigma, and increase access to lifesaving HIV/STI services. The Campaign Lead will also spearhead regional efforts to counter anti-rights movements that threaten sexual and reproductive health and rights (SRHR), ensuring that advocacy remains grounded in lived experience and amplifies the voices of those most affected.

Working closely with Pacific-based IPPF Member Associations (MAs), government ministries, CSOs, youth alliances, disability and faith-based networks, the Campaign Lead will coordinate tailored national responses under a unified regional framework, ensuring consistency, coherence and visibility across all campaign components. They will also oversee campaign-related grants and budgets, monitor impact through targeted indicators, and contribute to learning, adaptation and reporting throughout the program life cycle.

Ultimately, this position is central to ensuring that the Voices of Resilience campaign not only raises awareness, but translates that awareness into action – reaching key populations with information, services, and hope, while strengthening the Pacific HIV response in a time of urgent need.

The approach is regional, however coordinated investment efforts need to focus on containing and limiting the spread of HIV in Fiji (the Pacific ‘hub’), given the current declared outbreak and limited national resources. IPPF has also identified PNG, SI, Vanuatu and Tonga as high-risk areas for targeted interventions at national level. The consultant will also work with IPPF MAs, in Cook Islands, Samoa, Kiribati, Tuvalu and Republic of Marshall Islands to support the delivery of grass roots led prevention campaigns.

Reporting to IPPF SROP MA Support and Development Director, the consultant will deliver the following within a period of 12 months:

- I. Lead the design and roll out of IPPF's Regional HIV mass media campaign to ensure it reaches key target populations in 10 Pacific countries and ensuring alignment with IPPF's Niu Vaka Strategy (2023-2028).
- II. Develop regional HIV IEC materials that are appropriate for region wide adaptation by IPPF MAs.
- III. Provide learning and capacity strengthening initiatives for IPPF MAs on effective behaviour change communications.
- IV. Develop and implement a far-reaching multimedia campaign in collaboration with public figures, influencers, and youth leaders.
- V. Oversee campaign content development (videos, toolkits, advocacy briefs) and support national campaign adaptations by MAs.
- VI. Ensure increased visibility through World AIDS Day promotions and targeted social media strategies via Youth OCEANS and partner networks.
- VII. Co-lead a regional stakeholder forum and coordinate national planning dialogues with high-risk and key population groups.
- VIII. Engage with faith-based and traditional leaders to shift harmful norms and leverage community influence.

## **Deliverables**

The consultant will:

- I. Provide a costed 12 month work plan that includes expected outcomes, outputs and results.
- II. Provide monthly progress reports and plans for the duration of the contract.
- III. End of project report outlining progress against IPPF Pacific Niu Vaka results framework and indicators, particularly in relation to HIV tests conducted, referrals, reach, impact and effectiveness of campaign messaging.
- IV.

## **Qualifications and Experience**

We are seeking a consultant with:

- At least 7 years of Pacific experience behaviour change communications with NGOs in the health or SRHR sector in the Pacific.
- Expertise in multisector media and communications, and digital campaigns.
- Project Management experience and familiarity with IPPF standards and donor reporting requirements is highly desirable.
- Excellent facilitation, communication, and report-writing skills.

- Knowledge of the Pacific context and SRHR challenges is an advantage.
- Registered and located in one of the Pacific countries where IPPF is present.

### **Budget and Logistics**

- The consultancy is funded through IPPF SROP.
- The consultant should submit a budget proposal, including fees, travel, and other expenses, within the allocated funding envelope.
- IPPF SROP will provide office space, access to documents, and logistical support as needed.

### **Application Process**

Interested candidates should submit the following:

- A CV highlighting relevant experience.
- A cover letter outlining their approach to the scope of work and how they meet the qualifications.
- A proposed budget and timeline.
- Two references and examples from similar assignments.

Applications should be sent to [recruitmentfiji@ippf.org](mailto:recruitmentfiji@ippf.org) with the subject line “Consultancy Application – Voices of Resilience” by 17th October 2025. Shortlisted candidates will be contacted for interviews in the last week of October 2025.