

**SAMOA**

**Cumulative Report  
SPOTLIGHT INITIATIVE  
2020 - 2023**





**01 Programme Title and Number**

Samoa Spotlight Initiative  
MPTF Office Project Reference Number:[1]00119126

**03 Recipient Organisations**



**05 Key Partners:**

Government: Ministry of Foreign Affairs and Trade. Ministry of Women Community and Social Development. Ministry of Education Sports and Culture. Ministry of Health, Ministry of Communications, and Information Technology. Samoa Bureau of Statistics. Ministry of Justice Courts and Administration. Law Reform Commission. Ministry of Police. Office of the Ombudsman/National Human Rights Institution  
Civil Society National Reference Group. Samoa National Council of Women. Samoa Fa'afafine and Fa'atama Association. Apelu Sports. Samoa Association of Sports and National Olympics. Brown Girl Woke. Teen Challenge Samoa. Faataua le Ola. Nuanua o le Alofa. Clarence Sebastian. Samoa Umbrella of NGO's. Samoa Victim Support Group. Adventist Development and Relief Agency. Tiapapata Art Centre. RIVER digital growth agency. Makeki Online Niimedia/Sleeping Giant. National Light of Hope Toefuataina, Tofa Sinasina, Samoa Cultural Center. TV5 Beta Multimedia, Nadya Vaa Publishing, Journalists Association of Samoa.  
Academic Institutions - University of Samoa. University of the South Pacific;

**06 Programme Start and End Dates**

Start Date: 01 January 2020  
End Date: 30 December 2023

**02 Priority regions/areas/localities for the programme**

Nationwide

**04 Programme Costs**

Total Phase I budget and (where OSC approved) Phase II budget as per the Spotlight CPD/RPD: UUSD  
5,020,903.00

Phase I and (where OSC approved) Phase II Spotlight funding:[1]  
4,142,857 USD.

Agency Contribution: USD 878,046

Spotlight Funding and Agency Contribution by Agency:

Name of RUNO	Spotlight Phase I + II, where OSC approved) (USD)	UN Agency Contributions (USD)
UN Women	639,011	65,988
UNDP	1,321,631	167,671
UNICEF	451,005	149,000
UNESCO	957,769	214,904
UNFPA	773,441	280,482
TOTAL:	4,142,857.00	878,046

**07 Report Submitted by:**

Themba Kalua  
UN Resident Coordinator

[1] The Multi-Partner Trust Fund (MPTF) Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as "Project ID" on the project's factsheet page the [MPTF Office GATEWAY](#).

[2] The Spotlight Contribution refers to the amount transferred to the Recipient UN Organizations, which is available on the [MPTF Office GATEWAY](#).



# Acronyms

ADRA	Adventist Development Relief Agency
CEO	Chief Executive Officer
CSE	Comprehensive Sexuality Education
CSF	Clarence Sebastian Foundation
CSNRG	Civil Society National Reference Group
DHS/MICS	Demographic Health Survey/ Multiple Index Cluster Survey
DV/IPV	Domestic Violence/ Intimate Partner Violence
EVAWG	Eliminating Violence Against Women and Girls
EUD	European Union Delegation for the Pacific
FAST	Faatuatua I le Atua Samoa ua Tasi (Political Party)
FBO	Faith-Based Organisations
FLE	Family Life Education
FLO	Faataua Le Ola / CSO focusing on suicide prevention
FPNSW	Family Planning New South Wales
GBV	Gender-Based Violence
GoS	Government of Samoa
GRB	Gender-Responsive Budgeting
HFRSA	Health Facility Readiness Service Availability
IESG	Interagency Essential Service Guide
IP	Implementing Partner
IPPF	International Planned Parenthood Federation
JAWS	Journalists Association of (Western) Samoa
JSC	Joint Steering Committee
KAP	Knowledge, Attitude, Practice
KBB	Knowledge, Beliefs and Behaviors
LGBTQI	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex
LJS	Law and Justice Sector
LNOB	Leaving No One Behind
LSC	Life Skills Coach
MCIT	Ministry of Communications and Information Technology
MCO	Multi-Country Office
MESC	Ministry of Education, Sports and Culture
MFAT	Ministry of Foreign Affairs and Trade
MJCA	Ministry of Justice and Courts Administration
MOF	Ministry of Finance



# Acronyms

MOH	Ministry of Health
MWCSD	Ministry of Women, Community, and Social Development
MTA	Mid-Term Assessment
NCC	National Council of Churches
NGO	Non-Government Organizations
NHRI	National Human Rights Institute
NOLA	Nuanua o le Alofa (Council/ National Body for Persons with Disability)
NPF	National Prevention Framework
NSC	National Steering Committee
NUS	National University of Samoa
RC	Resident Coordinator
RCO	Resident Coordinator Office
REACH	Rights, Empowerment and Cohesion
RUNO	Recipient United Nations Organizations
SBS	Samoa Bureau of Statistics
SDGs	Sustainable Development Goals
SEN	Samoa Education Network
SFA	Samoa Fa'afafine Association
SFHA	Samoa Family Health Association
SLRC	Samoa Law Reform Commission
SOE	State of Emergency
SOGIESC	Sexual Orientation Gender Identity and Expression and Sexual Characteristics
SOP	Standard Operating Procedures
SRC	Samoa Red Cross
SRHR	Sexual Reproductive Health and Rights
STI	Sexually Transmitted Infections
SUNGO	Samoa Umbrella for Non-Government Organizations
SVSG	Samoa Victim Support Group
SWAP	Sector-Wide Approach
TNA	Training Needs Analysis
UN	United Nations
VFSC	Village Family Safety Committee
VFSP	Village Family Safety Programme
VR	Village representative

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# 1. Executive Summary



The launch of the Spotlight Initiative program in Samoa occurred amidst challenging circumstances. Launched on March 6, 2020, just two weeks later, Samoa declared a State of Emergency, leading to an extended lockdown in response to the COVID-19 pandemic. However, despite these uncertainties, the Spotlight Initiative adjusted and moved forward with its implementation. Upon its closure, four distinct areas illustrate how the Spotlight Initiative served its purpose, successfully.

## Investment

The Spotlight program, made substantial investments totaling approximately USD 5 million, directly contributing to enhancing ongoing national efforts to address domestic violence (DV) and intimate partner violence (IPV). Nearly half of this funding was allocated to empower civil society organisations (CSOs) and women's groups, facilitate prevention initiatives and advocacy campaigns, and deliver gender-based violence (GBV)- related services.

A notable portion supported establishing and operating the Civil Society National Reference Group (CSNRG), amplifying CSOs' visibility and influence within the program's governing mechanism. The initiative also strengthened policy, legislation, institutional capacity, and workforce training, with over 50% of funds directed towards supporting government partners in these areas, including crucial efforts during the COVID-19 pandemic.

This investment ensured that the Spotlight program took a comprehensive approach to combating gender-based violence, and it made significant strides in raising awareness, improving support services for survivors, enhancing legal frameworks, and empowering communities to prevent violence against women and girls.

## Beneficiaries

This aligns with its core principles of inclusive, which are 'do no harm' and 'leave no one behind'.

Rights-based approaches, the Spotlight program directly assisted over 60,000 women and girls, including survivors, those with disabilities, and marginalised communities. Moreover, indirect beneficiaries, from government officials to educators and community leaders, were impacted by the initiative's activities, showcasing its broad community reach.





### Collaborations and Engagement.

The Spotlight program success was significantly bolstered by collaboration, with partnerships formed across government ministries and civil society organisations, resulting in several key achievements. These collaborations facilitated valuable data collection on the prevalence and impact of violence, empowered the education sector to prevent domestic violence, improved data management for GBV cases, facilitated survivor support through mobile apps, and enhanced legal frameworks and policy responses. Notably, the Spotlight program received global recognition for its inclusive approach and innovative models, further underscoring its effectiveness and impact.

### Global Recognition and Best Practices

In 2022, the Spotlight program earned the Leave No One Behind Award in Cancun, Mexico, for its inclusive approach to addressing Violence Against Women and Girls (VAWG).

In 2023, UNDP Samoa Multi-country Office received the Gold Gender Seal in recognition of their strong collaboration with partners and gender work which was highly influenced by the Spotlight Programme.

Also, in 2023, the UNFPA, with collaborators, won the Best Family Life Education (FLE) Innovative Model award for training teachers and CSO members as FLE Facilitators.

The Village Family Safety Programmes, developed with the National Human Rights Institute (NHRI) established mechanisms to combat DV and IPV, recognised globally for promoting community responsibility in violence prevention.

While celebrating the accomplishments of the Spotlight program, it is imperative to acknowledge that the journey towards ensuring a violence-free life for all women and girls must persist.

**Despite the tangible progress made, sustaining efforts and commitments in this regard remain paramount to achieving lasting change and societal transformation.**

## 2. Significant contextual shifts & overall implementation status



Amidst the challenges posed by the Covid-19 lockdown and the 2021 post-election period, significant support bolstered progress. In November 2019, Samoa faced its first nationwide public health State of Emergency (SOE) due to the measles epidemic. This SOE lasted six weeks, followed by the onset of the global COVID-19 pandemic in early 2020, prompting another SOE to be declared on March 20, 2020. This declaration caused delays in implementation.



**“BETWEEN MARCH AND MAY 2020, DATA FROM SAMOA VICTIM SUPPORT GROUP (SVSG) INDICATED A 48% RISE IN REPORTED DOMESTIC VIOLENCE CASES COMPARED TO THE SAME PERIOD IN 2019, ENCOMPASSING SEXUAL, EMOTIONAL, PHYSICAL, AND VERBAL ABUSE.”**

Despite these obstacles, the Spotlight program swiftly adjusted its activities to offer immediate support to government partners, civil society organisations, and critical stakeholders in responding to the anticipated surge in domestic violence. This involved reprogramming funds to address critical needs, including providing free helplines for survivors of DV through established local GBV service providers like the SVSG.

Samoa held general elections on April 9, 2021, which initially resulted in no clear electoral majority. Subsequent events, culminating in the Court of Appeal declaring Faatuatua I le Atua Samoa ua Tasi (FAST) as the new Government on July 23, 2021, underscored opportunities to enhance the rule of law in Samoa. The complexity of petition cases arising from the election significantly delayed government formation and parliament sitting. Although a court ruling in July 2021 enabled the FAST party to form a government, delays in convening the new parliament necessitated operating on emergency provisions until September 2021. Finally, in October 2021, a new national budget was approved after the new parliament was sworn in. Additionally, the political deadlock postponed the new Strategy for the Development of Samoa (SDS), which came under review to align with the new Government's priorities.

The Spotlight program closely monitored Samoa's political situation, communicating regularly with implementing partners and addressing challenges through the Joint Steering Committee (JSC). Despite significant challenges, particularly regarding funds transferred via Government systems due to the political situation, the Spotlight program persisted.



The newly elected Government in 2021, led by Samoa's first female Prime Minister, Hon. Fiame Naomi Mataafa, demonstrated a renewed commitment to the Ending Violence Against Women and Girls (EVAWG) agenda. They allocated WST 500,000 to Non-governmental organisations, addressing gender-based violence in the 2022-2023 national budget, highlighting the importance of national ownership in addressing this critical issue.

The Government recognised the invaluable partnership between the European Union (EU) and the United Nations (UN) through the Spotlight Initiative to advance ongoing national EVAWG initiatives. The EU's steadfast commitment to this cause is notable. It provides crucial support alongside delivering UN agencies. Their guidance and resources are well-received in the quarterly JSC meetings coordinated by the Resident Coordinator's Office (RCO).

### Significant partnership with the EU

The EU's support of the Spotlight Initiative is a testament to its commitment to addressing and eradicating violence against women and girls, in the Pacific region. The financial support from the EU has been significant in enabling the design and delivery of crucial activities across the six pillars. It significantly mobilised technical expertise that led, monitored and reported on the progress of the Spotlight program.

The EU collaborated closely with the RCO and other stakeholders to ensure a coordinated and comprehensive response to gender-based violence. The EU was informed on challenges over implementation through the JSC meetings and was able to offer substantial advice on certain matters including budget revisions and delays in implementation.

The EU high-level leadership were engaged and supportive in key advocacy campaigns and events. The former EU Ambassador H.E Sujiro Seam and the current EU Ambassador H.E Barbara Plinkett engaged in CSO events and meetings by delivering remarks and dialoguing on crucial areas of community support to EVAWG that required continuous financial support.

At the management level, the Spotlight program in Samoa received guidance, support and acknowledgement from Pedro Velazquez Hernandez and Silvio Lazzari of the EU delegation in the Pacific which extended to the CSO National Reference Group proceedings. Overall, the EU's support in the Spotlight Initiative attests to a shared commitment in promoting gender equality, ending violence, and creating safer and more inclusive societies.

# 3. Programme Governance & Coordination



## National Steering Committee

The Spotlight program was overseen by the JSC, co-chaired by the Chief Executive Officer (CEO) of the Ministry of Foreign Affairs and Trade (MFAT) and the UN Resident Coordinator (UN RC). The Resident Coordinator's Office (RCO) organized four JSC Meetings to inform stakeholders of program progress and address challenges. The involvement of civil society representatives in JSC meetings ensured accountability, with over 30% of resources allocated to their engagement. The visible involvement of civil society representatives in the JSC meetings played a crucial role in the program's accountability and resulted in consistent, meaningful engagement with civil society organizations.

## Civil Society National Reference Group.

Established in 2020 the Civil Society National Reference Group (CSNRG) advised on concrete measures to end violence against women and girls. They advocated for more accessible pathways to resources, particularly for community-based organizations, in alignment with the "Leaving No One Behind" principle.

The CSNRG also pushed for inclusive engagement spaces with UN (Recipient UN Organisations) and the Government, aiming for sustainable organizational structures and engagement mechanisms based on genuine partnership and equal participation.

Furthermore, the CSNRG advocated for a coherent and coordinated approach to ending violence against women and girls (EVAWG) efforts nationally, both within civil society affiliations and as part of government and donor projects. They emphasized accountability to Spotlight Initiative mechanisms and each other.

Their diverse composition ensured that the Spotlight program designed activities that integrate religious and cultural values, and appropriate language; that are supported with adequate resources, and facilities tailored to institutional and community needs. Guided by their knowledge and experiences, the CSNRG's advisory, advocacy, and monitoring work anticipated positive changes in the lives of women and girls affected or at risk of violence.



The CSNRG consists of ten members

- (1)Fuatino Pamela Sua - Women's Rights Movements and Governance
- (2)Fagalima Tuatagaloa - SOGIESC (Fa'afafine & Fa'atama)
- (3)Lemau Palaamo - Faith-Based Organizations
- (4)Mailo Helen Tanielu - Researchers and Academics
- (5)Gabrielle Apelu - Women in Sports and Media
- (6)Lualua Tautu - Traditional Leaders and Rural Communities
- (7)Mataafa Faatino Utumapu - Persons with Disabilities
- (8)Samuel Fruean - Essential Services and Human Rights
- (9)Taimalelagi Ramona Tugaga - Young Women Leaders & Youth
- (10) \*Gutu Michael Faasau - Men and Boys.

· Gutu Faasau replaces Dr Walter Vermullen, who represented the Men and Boys seat in 2020 and resigned in 2022.

Beyond its core functions, their expertise supported the UN Country Team's key activities, including facilitating community consultations to develop the UN Sustainable Development Framework for the Pacific 2023-2027 from May to June in 2022. The CSNRG also provided sound advice and support to develop the Phase 2 Proposal. They conducted all their activities and functions with the funding support of approximately USD 65,064 since its establishment in 2020.



## Inter-agency coordination, technical committees, and other governance mechanisms

### RUNO Technical and Coordination Meetings

UN Women initially chaired these meetings as the Technical Coherence Lead, with the support of the RCO in coordinating and convening them in Phase 1. This was the operational platform for discussions on the progress of activities and challenges encountered. These meetings were important for assessing progress and discussing alignment and partnerships to ensure program coherence.



### RUNO Bi-monthly coordination meetings

Some RUNOs, like UNESCO, organize bi-monthly meetings to enhance coordination among implementing partners. These sessions provide updates on implementation progress, thematic discussions, and synergy-building opportunities. Other RUNOs and CSNRG Co-Chairs are invited, fostering collaboration and knowledge exchange.

### Civil Society Organization / Samoa Umbrella of Non-Government Organizations (SUNGO) Taskforce

The Taskforce, established by Civil Society Organizations (CSOs), was a vital coordination and engagement mechanism within the EVAWG space. Comprising thirteen CSOs, six representatives from various organisations, and three government agencies, it aimed to improve peer training, learning, and resource mobilisation. The Spotlight program supported the task force's activities, including specific training initiatives.

SUNGO and the EU Commission in Apia also organised a Pacific consultation on youth and civil society engagement within the EU-Samoa Partnership Agreement. This event involved African, Caribbean, and Pacific States (OACPS) members, drawing on insights from the Spotlight Samoa program. Discussions emphasised distilling key lessons and promoting sustainable synergies, particularly regarding resource allocation for gender equality and youth empowerment. The importance of civil society coordination, exemplified by mechanisms like the CSNRG, was highlighted to advance long-term goals within the Samoa Protocol – EU partnership, specifically in youth empowerment and gender equality.

## UN Pacific Strategy Outcome Group 2: Gender Equality

As noted in the previous Annual Reports, the UN Pacific Strategy (UNPS) 2018-2022 is the strategic framework that outlines the UN System's collective response to the development priorities of 14 Pacific Island countries and territories. There are six outcome areas, with Outcome 2 focusing on Gender Equality.

The UNPS Outcome Group (OG) 2 leads on gender-related initiatives, and the Spotlight Initiative contributes strategically under the EVAWG umbrella during monthly meetings and annual reporting. The intention is that DV/IPV/ GBV are not viewed as projects but rather embraced as integral components that interconnect and impact a country's development.

### Use of UN Reform inter-agency tools

The Spotlight program explores ways to enhance UN Coherence and reforms through its activities. As recommended in the mid term assessment, the One UN approach requires strengthening and more focus by the RUNOs. To address this, the Spotlight program will engage with the Operations Management Team (OMT) to identify areas in the Business Operations Strategy (BOS) that can support the Spotlight program work in Samoa.



# 4. Programme Partners



## **Government Partners**

The partnerships illustrate a comprehensive approach to addressing GBV and VAWG in Samoa through the Spotlight Initiative. Overall, these partnerships highlight a coordinated effort involving multiple sectors and stakeholders to address GBV and VAWG comprehensively in Samoa. Each partner contributes unique expertise and resources towards achieving the program's objectives, demonstrating the importance of multi-sectoral collaboration in tackling complex social issues.

### **MINISTRY OF WOMEN, COMMUNITY AND SOCIAL DEVELOPMENT**

This is the leading ministry responsible for inclusive development and gender equality promotion. The Spotlight program collaborates closely with MWCSD, engaging with high-level officials and leveraging its advocacy and policy implementation platform. The partnership ensures effective coordination, technical coherence, and the development of joint annual work plans.

### **MINISTRY OF JUSTICE COURTS AND ADMINISTRATION (MJCA)**

Crucial for strengthening legislative frameworks and coordinating multisectoral efforts to address domestic violence laws. Through leadership and commitment, the MJCA facilitates the integration of VAWG into legal and justice sector plans, resulting in significant advancements in policies and strategies.

### **SAMOA LAW REFORM COMMISSION (SLRC):**

The SLRC partners with the Spotlight program to review family laws, aligning legislation with Samoa's cultural context and international human rights standards. The SLRC's commitment to community consultations ensures relevant inputs in the legal reform process.

### **MINISTRY OF HEALTH (MOH):**

This partnership is essential for improving health services related to sexual and reproductive health rights and addressing GBV. It focuses on training health workers, strengthening data collection on GBV, and ensuring survivors' access to comprehensive care.

### **MINISTRY OF EDUCATION, SPORTS, AND CULTURE (MESC):**

This ministry plays a crucial role in implementing the FLE curriculum to address VAWG within the education sector. The partnership aims to enhance educators' understanding of abuse's impact on children's learning outcomes.

### **NATIONAL HUMAN RIGHTS INSTITUTION (NHRI):**

The NHRI collaborates with the Spotlight Initiative to prevent violence against women through community-based programs and advocacy. The NHRI's involvement in the Out of School Family Life Education (FLE) project contributes to developing and localising educational materials.

### **MINISTRY OF FOREIGN AFFAIRS AND TRADE (MFAT):**

The MFAT provides oversight and coordination for the Spotlight Initiative, ensuring alignment with national priorities and sustainable development goals. The MFAT's role as the Co-Chair of the JSC reinforces program effectiveness and relevance.

### **MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (MCIT):**

Facilitates communication strategies to raise awareness and prevent DV and VAWG through partnerships with media outlets. The MCIT's collaboration with the Spotlight program strengthens the media's capacity to report on VAWG issues.

### **SAMOA BUREAU OF STATISTICS (SBS):**

Collaborates to improve data collection and analysis of GBV, enhance understanding of the GBV landscape, and inform policy and service delivery. The partnership focuses on capacity building and strengthening data systems.

### **MINISTRY OF POLICE (MOP):**

The MoP updates training curricula and policies on domestic violence and delivers rehabilitation and counselling services for affected individuals. Its involvement spans various pillars of the Spotlight Initiative, ensuring a holistic approach to addressing GBV.



## **Civil Society Partnerships**

The partnerships with civil society organisations demonstrate a concerted effort to engage with grassroots organisations and leverage their expertise to address various aspects of GBV and VAWG. These partnerships highlight the diverse range of CSO's involved in the Spotlight program and their crucial role in implementing programs, providing services, and advocating for the rights and well-being of marginalised populations in Samoa.

### **SAMOA VICTIM SUPPORT GROUP (SVSG):**

SVSG is a leading CSO that addresses GBV and child protection issues. It collaborates with multiple UN agencies to implement Spotlight program activities. SVSG focuses on community engagement, reaching marginalised populations, and using cultural and performing arts to promote gender-equitable norms.

### **FAATAUA LE OLA (FLO):**

FLO, an NGO focused on mental health and suicide prevention, partners with UNDP under Pillar 6 to provide counselling services and outreach awareness programs, particularly during the COVID-19 pandemic.

### **SAMOA NATIONAL COUNCIL OF WOMEN (SNCW):**

SNCW, with a rich history in advocating for women's rights, partners with UNDP under Pillar 6 to strengthen primary prevention advocacy and services at the village level. They also collaborate with UNESCO on knowledge exchange forums.

### **SAMOA UMBRELLA FOR NON-GOVERNMENT ORGANIZATIONS (SUNGO):**

SUNGO, an umbrella organisation for civil society, collaborates with UNDP under Pillar 6 to provide capacity development support and coordinate a CSO task force mechanism for advancing gender equality.

### **NUANUA O LE ALOFA COUNCIL OF PERSONS WITH DISABILITIES (NOLA):**

NOLA, an advocacy organisation for people with disabilities, partners with UNDP under Pillar 6 to address violence against women with disabilities, including capacity-building and research initiatives.

### **BROWN GIRL WOKE (BGW):**

BGW focuses on women's empowerment and human rights. It partners with UNDP under Pillar 6 to provide youth-friendly peer counselling services and with UNESCO under Pillar 3 to produce a musical play on intimate partner violence and domestic violence.



### **SAMOA FA'AFINE AND FA'ATAMA ASSOCIATION (SFA):**

SFA, championing the rights of gender and sexually diverse individuals, partners with UNDP under Pillar 6 to support sex workers and address violence faced by LGBTQIA/SOGIE communities.

### **CLARENCE SEBASTIAN FOUNDATION (CSF):**

CSF partners with UNDP under Pillar 6 to address discrimination and violence against females with albinism, focusing on sensitisation and awareness campaigns in schools and communities.

### **TOFA SINASINA (TSS):**

TSS, founded by former policewomen, partners with UNDP under Pillar 6 to conduct counselling awareness workshops in collaboration with the Ministry of Police & Correction Services. The workshops aim to enhance service delivery and address gender-based violence.

### **ADVENTIST DEVELOPMENT & RELIEF AGENCY (ADRA):**

A faith-based organization initiated by the Seventh-day Adventist (SDA) Church, focuses on humanitarian efforts to alleviate poverty and distress. ADRA Samoa collaborates with UNESCO and UNDP under Pillar 6, partnering with the Samoa Education Network (SEN) to design and implement initiatives aimed at ending domestic violence and intimate partner violence (DV/IPV). ADRA Samoa leads the consortium, while SEN oversees education initiatives.

### **LIGHT OF HOPE - TOEFUATAINA (LOH):**

a faith-based organization, addresses youth incarceration in Samoa, where 45% of the population is aged 12 to 21. LOH has engaged with Samoa's Prison Services, providing comprehensive support to inmates, including counseling and training for employment. Through the UNDP Spotlight Initiative, LOH runs gender-specific programs for incarcerated individuals, focusing on rehabilitation and reintegration, and addressing issues such as gender-based violence, motherhood, and healthcare.

### **TEEN CHALLENGE SAMOA (TCS)**

A faith-based organization offering counseling and rehabilitation services for youth and adults affected by violence, particularly gender-based violence. Funded under Pillar 6 of the Spotlight Initiative through UNDP, TCS provides support to young offenders and adults, conducting home visits, and facilitating reintegration into families and communities. Since its inception in 2017, TCS has seen an increase in referral cases related to gender-based violence, with a rise in marriage and family counseling often linked to substance abuse and the impacts of COVID-19.



EU Ambassador Barbara Plinkert delivering EU remarks at the CSO Forum 2023

### European Union Delegation

The partnership between the EU and the Spotlight program exemplifies a robust and impactful collaboration aimed at addressing GBV in Samoa. Through active participation in Joint Steering Committees and Civil Society National Reference Group (CSNRG) meetings, the EU Delegation in Suva, Fiji, has demonstrated a deep commitment to working hand in hand with local stakeholders.

This partnership extends beyond mere involvement in meetings; it is marked by tangible support through initiatives like the Civil Society Support Programme (CSSP). The EU's funding for CSOs, including the Samoa Victim Support Group (SVSG), underscores their dedication to empowering communities and combating GBV on multiple fronts.

Notably, the EU's engagement goes beyond financial support. Their presence at key events, such as the 16 Days of Activism Knowledge and Learning Forum, alongside prominent leaders like the Prime Minister of Samoa and the UN RC, showcases a united front in tackling GBV.

By aligning and coordinating activities between the Spotlight program and other EU-supported initiatives like the Nofotane Project and My Village My Pride, this partnership fosters synergies and maximizes impact. Together, the EU and the UN through the Spotlight program are not only addressing immediate challenges but also laying the groundwork for lasting change and empowerment in Samoa.

## **Other Partnerships**

### **International and Regional Partners**

#### **The Pacific Community**

The Pacific Community (SPC) is the leading technical and scientific inter-governmental organisation in the Pacific, supporting its members and Pacific Island governments along the sustainable development path. SPC facilitates the implementation of Pillar 5 as a Regional Technical Organization supporting the development of tools and capacity to conduct Population-Based Surveys, including the Demographic Household Survey-Multi Indicator Cluster (DHS-MICS). The DHS-MICS integrates the DV module of the DHS, strengthening the set-up of administrative data systems and providing support for the Samoan government on its recent DHS-MICS. The next round of data collection for the DHS-MICS 2023-2024 is in the planning phase, and once again, Spotlight program funds will support the collation of data on the DV module. The SPC was a partner of the Spotlight Initiative through UNFPA under Pillar 5.

#### **University of Melbourne (UoM)/Nossal Institute:**

The UoM/Nossal Institute worked alongside SPC in conducting secondary analysis on DHS-MICS datasets to publish knowledge products; in 2022, Samoa secondary GBV and sexual reproductive health and rights (SRHR) data analysis was performed, in addition to developing tools and guidance based on international standards on administrative data systems. The UoM/Nossal Institute also facilitated Samoa Bureau of Statistics training on the formal kNOwVAW data course and secondary data analysis. The UoM/Nossal is a partner of the Spotlight Initiative through UNFPA under Pillar 5.

#### **Family Planning New South Wales (FPNSW)**

Family Planning NSW has substantial expertise and resources in comprehensive sexuality education/Family Life Education and was an essential partner in supporting the development of in-school and out-of-school curricula. It facilitates the implementation of Pillar 3 as a Technical Assistance Organization for developing both the In-School and Out-of-School CSE curriculum and the training of FLE facilitators. Family Planning NSW was a partner of the Spotlight Initiative through UNFPA under Pillar 3

#### **International Planned Parenthood Federation (IPPF)**

IPPF and its Member Organization, Samoa Family Health Association— supported Pillars 3 & 5 implementation. IPPF works closely with the Ministries of Education, Ministries of Youth and FPNSW to roll out school CSE, including training, monitoring, and tracking outcomes of CSE at the beneficiary level. IPPF was a partner of the Spotlight Initiative through UNFPA under Pillar 3.

## **Academia**

### **National University of Samoa (NUS)**

Established in 1984 by an Act of Parliament, NUS is the higher education institution best placed to provide support for activities under the Spotlight Initiative related to Social Sciences and to conduct participatory evaluations in both targeted and control-group facilities on knowledge, attitudes and behaviours associated with DV/IPV. The Spotlight Initiative engages the support of the senior lecturers of the NUS as facilitators and advisors of several activities, including the development of policies, advocacy and research.

The NUS is a partner of the Spotlight Initiative through UNESCO under Pillar 3.

### **University of the South Pacific**

The USP is the premier institution for higher learning in the Pacific, serving the region's needs for high-quality tertiary education, research, and policy. The Spotlight Initiative 2022 partnered with the USP Samoa Campus to conduct research on GBV in the agricultural sector. The Spotlight Initiative engaged the technical expertise of senior lecturers and USP researchers to collect, analyse, and produce qualitative research data that will inform the development of DV/IPV prevention strategies in the agriculture and fisheries sectors.

The USP is a partner of the Spotlight Initiative through UNESCO under Pillar 3.

## **Media**

### **Journalist Association of (W) Samoa**

JAWS, founded in 1991, is Samoa's national journalists' association, advocating for a free press and journalists' rights. In 2023, it received UNESCO funding to train journalists on reporting stories about violence against women and girls under Pillar 3.

### **TV5 Beta Multimedia**

TV5 is a prominent private TV channel in Samoa known for family entertainment and interactive shows like TV Bingo and Virtual Trivia. They partnered with UNESCO under Pillar 2 to raise awareness about domestic violence's impact on education and teachers' performance, conducting a Spotlight Trivia event with MESC and other organizations to reach high school students and the public in Samoa.

### **RIVER Agency Ltd New Zealand**

UNESCO Pacific partnered with NZ's digital agency, RIVER, for a tech solution supporting DV/IPV victims in Samoa in 2022. Further enhancements in 2023 led to a robust case management system, digitizing case officers' work for better coordination, reporting, and policy insights under the Spotlight Initiative's Pillar 5.

# 5. RESULTS

## 5.1 Capturing Broader Transformations Across Outcomes

Across the Outcomes, the Spotlight Initiative successfully supported both existing and new interventions against DV/IPV, ensuring their sustainability by integrating them into national, district, and community plans. The inclusion of the DV module in the DHS 2019/2020 provided crucial insights into violence rates in Samoa, which helped in designing effective programs.

Samoa made significant progress in training health staff to respond to GBV, aiming for comprehensive coverage across all health facilities. Cultural arts and performances were used effectively to challenge societal norms and promote positive change, leading to successful community engagement.

Partnerships with various stakeholders resulted in impactful initiatives such as Life Skills training for chiefs, televised discussions to raise awareness about DV/IPV, and collaborative efforts within the UN system for broader impact and knowledge sharing. The collaboration between government and civil society organizations (CSOs) strengthened child protection systems, including the endorsement of essential services guides and advocacy for legal reforms.

Efforts were made to reform family laws to address DV/IPV and protect marginalized groups, including specific rights for marginalized communities such as fa'afafine, fa'atama, LGBTIQ individuals, people with disabilities, and sex workers. Village safety committees, supported by the NHRI and village leaders, played a crucial role in promoting positive social norms and preventing violence at the grassroots level.

Moreover, frontline CSOs expanded their services using digital platforms like helplines, providing accessible support during emergencies. Training programs for youth and women leaders empowered them to advocate for EVAWG, ensuring that community voices were heard and transformational leadership was fostered.





Law and Justice Sector Plan 2021-2025  
 Review of Samoa Family Laws Report 2023  
 National Crime Prevention Policy and Strategy 2023-2028  
 Policy Report and Drafting Plan for Amendments to the Family Safety Act 2023

The Samoa Law and Justice Sector has taken significant strides in addressing domestic violence and intimate partner violence (DV/IPV) through a coordinated approach outlined in their Law and Justice Sector Plan 2021-2025. Facilitated by the Spotlight Initiative and led by the Samoa Law Reform Commission (SLRC), phase 2 of a comprehensive reform process for six core family legislations was successfully concluded. This process involved thorough consultations with village stakeholders on Upolu Island, even amidst the challenges posed by the COVID-19 pandemic, demonstrating a commitment to inclusivity and engagement of those most affected.

Key government ministries and institutions within the Law and Justice Sector, including the Ministry of Justice and Courts Administration, Ministry of Police and Prisons, Office of the Attorney General, Office of the Ombudsman, Ministry of Women, Community and Social Development, Samoa Law Reform Commission, and the Ministry of the Prime Minister and Cabinet, collaborated with the Spotlight Initiative to conduct community and sectoral consultations.

These consultations aimed to gather feedback for the development of a five-year plan integrating strategies to address domestic and intimate partner violence. This collective effort reflects a commitment to working collaboratively for improved prevention and response services.

These proactive initiatives, aligned with the Review of Samoa Family Laws Report 2022 recommendations, have amended and reinforced crucial laws and policies.

The overarching goal is to enhance the protection and well-being of children, women, and vulnerable populations, including those with disabilities in Samoa. Mechanisms have been implemented to facilitate improved access to justice for all, demonstrating the government's commitment to gender equality and protecting Samoa's most vulnerable individuals. These endeavours reflect a transformative impact on Samoa's legal framework and societal norms, signalling a significant step towards a safer and more equitable society.



### Duty bearer's capacities.

In Samoa, the Law and Justice Sector is strengthening its response to domestic and intimate partner violence (DV/IPV) through the Law and Justice Sector Plan 2021-2025. A Guide has been developed to enhance the effectiveness of duty bearers across seven ministries in addressing DV/IPV, promoting a coordinated approach.

The Spotlight Initiative has significantly contributed to Samoa's efforts to end violence against women and girls (EVAWG). Critical investments have been made in legislative and policy initiatives within the law and justice sector, resulting in the development of crucial policies such as the National Crime Prevention Policy and Strategy 2023 - 2028 and drafting instructions for the Family Safety Act 2023.

These initiatives aim to improve protection for women and vulnerable communities, addressing critical gaps in policy frameworks. Ongoing work includes the development of drafting instructions for various laws related to family safety and child protection, reflecting tangible progress towards transforming gender norms and ending violence in Samoa.

### Gender-Responsive Budgeting

In the reporting period, over 46 senior staff members from the Ministry of Women, Community, and Social Development (MWCSD) underwent comprehensive training on gender analysis and gender-responsive budgeting (GRB). This training facilitated robust knowledge exchange and contributed to developing a contextualised GRB training manual by technical consultants facilitated through UNDP.

The Government of Samoa launched vital knowledge products, including the GRB training manual, during the 2022 16 Days of Activism public campaign, fostering continuous learning and skills building on GRB. The training session saw diverse participants, with 12 males, 32 females, and two fa'afafine or LGBTQI individuals actively engaged.

Furthermore, a Gender-Responsive Budgeting Core Group was established, comprising senior government and civil society representatives, including CSNRG members. Co-chaired by the Ministry of Finance (MOF) and MWCSD, this Core Group leads efforts to institutionalise and formalise GRB, advocating for cross-sector capacity-building opportunities and integrating gender mainstreaming in the government's budget process.



During this period, selected CSNRG members were directly engaged to advise and participate in the Spotlight Gender-Responsive Budgeting training aimed at senior government and civil society representatives.

The CSNRG co-chair also serves as a member of the interim Gender-Responsive Budgeting group coordinated by the MWCSO, advocating for the institutionalisation of GRB across crucial government sectors and budget policy processes.

Significant decisions made during GRB work include contextualising the Samoan concept "Lufilufi Lima lelei" as an embedded approach to resource allocation, highlighting progress towards integrating gender perspectives into budgetary allocations.

### **ToT on addressing the impact of DV/IPV in the Education Sector**

Leaders, staff, principals, and teachers in Samoa's Education Sector have significantly expanded their understanding of domestic violence and intimate partner violence (DV/IPV) through the Spotlight Initiative. Research conducted by the Ministry of Education, Sports, and Culture (MESC) examined the impact of DV/IPV on the education sector, shedding light on how staff, teachers, students, and institutions were affected by such incidents.

These insights informed the development of preventive measures, with active involvement from teachers, principals, students, and ministry staff in identifying institutional solutions to address DV/IPV issues. Additionally, the research laid the groundwork for a Training of Trainers (ToT) program implemented in selected educational institutions. Furthermore, the research findings guided the content design of training tailored for out-of-school youth, which was subsequently rolled out in Upolu and Savaii.





### National Prevention Framework

Samoa is set to adopt its first-ever National Prevention of Violence against Women and Girls Framework (NPF) in 2024. Led by the MWCSD, this framework prioritizes preventing violence, supporting survivors, holding perpetrators accountable, and strengthening existing prevention efforts.

The NPF is based on a thorough study of Family Violence in Samoa, revealing the seriousness of IPV. Through collaboration with various stakeholders, including women's rights advocates and government agencies, the NPF is tailored to Samoa's needs to combat gender-based violence effectively.

Grounded in principles of kindness and respect, the NPF envisions a Samoa where women and girls can live without fear of violence. Supported by the Spotlight Initiative, it's a crucial step towards ending gender-based violence in Samoa. The NPF guides actions across sectors like government, media, and communities to achieve this goal.

Monitoring by the National Human Rights Institution and the Office of the Ombudsman shows progress in addressing domestic violence at the grassroots level, leading to positive outcomes like reduced cases in villages.

### Performing arts increased awareness of the prevention of DV/IPV.

In 2022, a report assessed the impact of using performing arts in campaigns like "My Village, My Pride 2021" to challenge gender norms and combat VAWG. The report also provided recommendations based on lessons learned.

Building on this success, in 2023, the initiative expanded to five more villages, integrating the Torch of Peace for robust community engagement. Additionally, a Samoan musical by BGW addressed harmful socio-cultural norms contributing to IPV/DV. This creative approach reached 105 secondary school students, emphasizing the potential of arts to prevent and address domestic and intimate partner violence.





### **Journalists' capacities are enhanced in addressing, framing, and covering stories on DV/IPV.**

Following the training for journalists from the JAWS Association in Samoa, the success of this training is reflected in their improved ability to address, frame, and cover stories related to domestic violence and intimate partner violence (DV/IPV) effectively. This training enhances their capacity to report on such sensitive issues with accuracy, sensitivity, and a deeper understanding. It contributes to more informed public discourse and awareness about DV/IPV in Samoa.

### **The positive role of sports bodies promoted in DV/IPV Prevention.**

In 2023, SASNOC, alongside all sports bodies, implemented two recommendations outlined in the Institutional Review developed in 2022.

### **Financing better police response to DV/IPV.**

In response to the rising cases of DV/IPV, the Samoa Police Prison and Correction Services (SPPCS) took proactive measures by establishing the inaugural Domestic Violence Division, complete with allocated human resources and a dedicated budget. Additionally, the Spotlight Initiative supported the Ministry of Police and Prisons in crafting a specialised training curriculum, which was subsequently delivered to the newly formed Domestic Violence Unit (DVU).



### **Growing political interest and high-level national commitment to FLE in Samoa**

Since 2020, the Spotlight Initiative has promoted Comprehensive Sexual Education (CSE) and Family Life Education (FLE) to prevent issues like teenage pregnancy, sexually transmitted infections, and gender-based violence (GBV), including intimate partner violence (IPV). In 2022, the initiative made significant progress by finalizing age-specific FLE curricula and training teachers. This effort, supported by high-level political endorsement, marks a step forward in integrating CSE/FLE into Samoa's education system to promote healthy relationships and prevent GBV..



By the program's conclusion, 15 teachers had been trained as FLE master trainers, and an additional 60 teachers from both Upolu and Savaii had received training under their guidance. This capacity-building endeavour signifies a significant step towards integrating comprehensive sexual and family life education into Samoa's educational landscape, contributing to the promotion of healthy relationships and the prevention of gender-based violence.

### Family Life Education Roll Out

In 2022, efforts were made to implement the in-school curriculum by training 30 secondary school teachers and inspectors on FLE Curriculum Guidance. Additionally, 15 teachers and 5 Curriculum Development Officers completed a 10-day Micro-Credential ToT in FLE. They are now qualified to teach FLE across all grades. In the Out-of-School (OOS) FLE rollout, 30 facilitators were trained on the OOS FLE Facilitators Manual. Led by CSO Samoa Family Health Association with support from partners, including government ministries and NGOs, the program reached 1,000 young people, addressing SRH services access, gender norms, and respectful relationships.

### Contextualising the 16 Days of Activism into the Malu I Fale Campaign.

In 2023, the MWCSD launched the "Malu I Fale" multimedia campaign in Samoa, aiming to address Violence against Women and Children (VAC) by breaking the cycle of intergenerational violence. The campaign promotes positive discipline and life skills training through mainstream media, digital platforms, and community engagements. Parents report learning new caregiving tools, while adolescents gain social and emotional competencies. The campaign team's capacity in social marketing and behaviour change strategies has been strengthened for sustainability beyond funding. During the 16 Days of Activism, journalists were trained in responsible reporting of Child Protection issues. The inaugural Children's Forum, with 130 participants, raised awareness of child protection and rights.

The 16 Days of Healing Campaigns, initiated in 2020, involve church leaders using national media platforms to challenge harmful social norms and behaviours. The Whole of Country approach, exemplified by the Torch of Peace relay, which engaged over 50,000 Samoans, demonstrates a collective commitment to ending violence.

A TV Spotlight Virtual Trivia Challenge targeted youth and attracted over 2,200 participants, emphasising the importance of youth involvement in addressing domestic violence.



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### **Domestic Violence and Intimate Partner Violence on Women engaged in Agriculture and Fisheries sectors in Samoa.**

The 2022 University of the South Pacific study highlights a troubling prevalence of domestic violence among women in Samoa's agriculture and fisheries sectors, with 64% of the 102 surveyed women experiencing such violence. Emotional violence is more common in semi-urban areas, while physical violence is prevalent in rural regions. Key drivers include income shortages, role disputes, and entrenched gender stereotypes that place blame on women and grant men decision-making control. The study also reveals a concerning normalization of violence and underreporting among women. To address this issue, a shift in mindset is needed to challenge harmful ideologies, empower women through education and economic opportunities, and strengthen community and institutional support for survivors.

### **Reinforcing EVAWG media messages into community action.**

The media campaign to reduce family violence engaged production houses and social media agencies, fostering dialogue between media partners and communities to develop impactful messages. This approach empowers communities to translate media messages into actionable social behaviour and norm changes. Positive parenting modules have been reviewed and contextualised to

align better with Samoa's context, ensuring consistency in standards. Training of trainers will ensure sustainability in delivering these sessions. The campaign's launch significantly boosted MWCSO's social media presence, leading to increased engagement and inquiries for assistance. During the first week, audio-visual products received a remarkable increase in views and likes on the Ministry's official Facebook page, showcasing significant audience engagement.

### **It strengthened essential counselling services for front liners.**

In 2022, SVSG continued its crucial role in providing essential responsive services for Domestic Violence/Intimate Partner Violence (DV/IPV), mainly focusing on counselling services for children and life skills training. A total of 272 adolescents across seven villages in Samoa participated in life skills training sessions covering topics such as positive mental and social health, respectful relationships, prevention of interpersonal violence, and substance abuse. These sessions emphasised the impact of peer pressure and the importance of peer support. Following the training, 20 peer support groups were established under SVSG Juniors' guidance, providing a safe space and psychosocial support for adolescents dealing with various issues at home, school, and in relationships.



Additionally, 253 caregivers attended positive discipline sessions conducted by SVSG's community volunteers. Topics discussed included effective parenting techniques, understanding children's perspectives, and problem-solving. Participants reported acquiring new tools to support their children without corporal punishment.

Some caregivers reflected on their upbringing and how it influenced their parenting styles. While acknowledging the challenge of changing ingrained practices, participants found value in alternative techniques such as deep breathing, taking time outs, and discussing consequences and responsibility with their children.





### Improved health services for women and girls victims of violence.

Health workers' capacities to respond to Sexual and Gender-Based Violence (SGBV) were strengthened through training and the development of job aids to implement SGBV Standard Operating Procedures (SOPs) across various healthcare levels in Samoa. A special task force was formed to ensure the integration of SGBV SOP guidelines into Primary Health Care SOPs and job aids.

Sixty health professionals, including Doctors, Registered Nurses, Nurse Managers, Midwives, and Nurse Aids in all health facilities, received training, resulting in enhanced service delivery capacity. Data collection on SGBV remains a challenge for the Ministry of Health (MoH). Still, it is being addressed within the broader Health Information System (HIS) framework to track Sexual and Reproductive Health (SRH) and GBV indicators. Within 12 months of country-wide healthcare worker training, 15 cases of SGBV were recorded.

Eighty women and young girls accessed GBV services through integrated community outreach efforts by the Samoa Family Health Association and Samoa Victim Support Group, targeting vulnerable populations in remote villages.

Furthermore, GBV indicators, including sexual violence, have been included in Samoa's Health Management Information System (HMIS). This integration enhances service quality for GBV survivors and provides data for evidence-based advocacy with government ministries.

### Inter-agency Essential Services Guidelines

MWCSD, as the guardian of the Inter-Agency Essential Services Guidelines (IESG) published in 2020, conducted awareness training for government village representatives from six villages in Savaii, emphasising available GBV services. During the 16 Days of Activism, MWCSD disseminated IESG information to hundreds of women and girls through cultural activities. With support from UN Women, MWCSD organised training on IESG during the 2023 16 Days of Activism, benefiting over 600 participants nationwide.



### **Quality GBV data informs national policies and decision-making.**

A consultative process with key partners informed the design of a technology solution, the Survivor Application, to support women and girls facing DV/IPV in Samoa. Developed by RIVER in collaboration with SVSG and other partners, this progressive web application (PWA) aims to empower case managers and improve responses to DV/IPV. The application digitises case management processes, streamlining existing practices and enhancing reporting capabilities. In the program's second phase, additional features were incorporated to improve efficacy and speed up case management and referrals. Staff capacity building and extended support ensure the sustainability of the application until January 2026.

### **GBV Admin Data Group and Enumerators capacity enhanced.**

The multi-sectoral GBV Admin Data Taskforce, chaired by MWCSD and comprising key government ministries, CSOs, and international organisations, was established to coordinate data collection on GBV and support services.

The task force conducted capacity training on secondary analysis of GBV data using population census and DHS-MICs surveys, training ten research officers. They developed a standard data collection tool and a memorandum of understanding for data sharing and acquired ICT hardware for an online GBV data platform. Coordination efforts have led to the establishment of a centralised database.

Targeted workshops in Upolu and Savaii improved the skills of MESC enumerators in collecting GBV-related data within the educational system.

### **GBV data was collected across the agriculture and fisheries sectors.**

A partnership with the USP, Samoa Campus, researched the impact of GBV on Samoa's agriculture and fishery sectors. Through desk reviews and field-based studies in five villages, the research identified the socio-economic vulnerabilities of women in these sectors and potential prevention strategies.

Additionally, in collaboration with the MESC, training was provided to school enumerators on DV collection, enhancing data gathering on DV/IPV affecting students.





### **Better data collection tools for GBV Admin Data Task Group.**

The program continued supporting the multi-sector GBV Admin Data group, coordinated by MWCSO, to establish an online platform with proper IT infrastructure. This platform enables support services to upload GBV admin data and track services offered to survivors. A harmonised data collection tool was adopted following a data mapping exercise, providing agencies with the necessary tools to collect and populate required fields. A data-sharing protocol was finalised among lead agencies, easing access and sharing of GBV data. Multiple layers of admin control and access are embedded in the platform to ensure the confidentiality of survivors' identities.

### **More training opportunities for staff working on VAWG data**

Eight technical staff underwent training in the formal KNOwVAW data course and administrative data series workshops, enhancing their skills in various technical aspects of administrative data systems. Graduates applied their knowledge to secondary analysis of the DV module in the current DHS/MICS survey. They identified new analysis questions and gaps and will cascade their training across sectors.

The SRH and GBV correlation analysis of the MICS for Samoa was finalised and validated at an in-country workshop, enhancing research officers' skills in SPSS software. Senior research officers attended the KNOwVAW data course, sharing their knowledge with their team and relevant agencies.



# Capturing Change at the Outcome Level

## OUTCOME 6 | CIVIL SOCIETY ORGANISATIONS AND WOMEN'S MOVEMENT



### CSOs and women's movements take the lead to end violence against women and girls.

Despite resource constraints, the Spotlight Initiative empowered CSOs in Samoa to advocate against violence through campaigns like the 16 Days of Healing.

The CSO Capacity Assessment tool, facilitated by SUNGO, identified gaps, enabling better support from government ministries. A scoping study on civil society accreditation provided options for improving service quality.

The initiative-funded rehabilitation programs such as Light of Hope and Teen Challenge Samoa successfully aided inmate reintegration.

The Samoa Fa'afafine Association's RAHAB program addressed stigmatisation and violence against marginalised groups. Tofa Sinasina's counselling sessions for law enforcement addressed mental health needs.

Empowering rural women through SNCW trainings facilitated crucial conversations on addressing VAWG at the village level. The National Reference Group and Civil Society Organisations advocated for policy changes and supported survivors during the COVID-19 pandemic.

Their collaborative efforts during the 16 Days of Activism Campaign and integration into government policies underscored a collective commitment to ending violence against women in Samoa.



# 6. Rights Holders - Beneficiaries



Indicative Numbers	Direct	Indirect	Comments/Explanations
<p><b>Women</b> 18 yrs &amp; Above</p>	20920	74,165	<p>MWCSD reports on social marketing and behaviour change communication training, coaching and testing; GBV evacuation shelter and referral SVSG reports from NHRI, SLRC, SNCW, MJCA, 2AP radio, ADRA, SVSG reports, MESC report, CSO NRG events and campaigns reports, consultations registrations, Malu I fale campaign UNDP GRB, FLO counselling OTT/Ahliki – Malu I fale Campaign, teachers, case workers, beneficiaries of the app, members of sports federations, beneficiaries of My Village My Pride, research participants, SVSG Torch of Peace National and village roll out; Samoa Cultural Center Performing Arts Siva; Light of Hope Rehabilitation for women report; NOLA Women with disability In Leadership forum report; Tofasinasina counselling with Police and Corrections registrations. BGW Hush Production on EVAWG. TV5 Spotlight Trivia on Domestic Violence. SVSG Infor Sessions for My Village, My Pride 2023</p>
<p><b>Girls</b> 5 - 17 yrs</p>	15,862	19,509	<p>Reports from NHRI, SLRC, SNCW, MJCA, SVSG reports, MESC reports, MWCSD reports on social marketing and behaviour change communication training, coaching and testing, CSO NRG events, consultations, Malu I Fale Campaign. (Indirect), beneficiaries of the app, out-of-school youth workshop participants, etc. SVSG Torch of Peace National and village roll out; Samoa Cultural Center Performing Arts Siva; Light of Hope Rehabilitation for women report; NOLA Women with Disability In Leadership forum report; registrations. SVSG Infor Sessions for My Village, My Pride 2023.</p>
<p><b>Men</b> 18 yrs &amp; Above</p>	14,399	72,552	<p>Reports from NHRI, SLRC, SNCW, MJCA, 2AP radio, ADRA, SVSG reports, MESC report; MWCSD reports on social marketing and behaviour change communication training, coaching and testing, CSO NRG events and campaigns, consultations, Malu I fale campaign; teachers, case workers, beneficiaries of app, members of sports federations, beneficiaries of My Village My Pride, participants in research SVSG Torch of Peace National and village roll out; Samoa Cultural Center Performing Arts Siva; SNCW Community Conversations Report, SUNGO report, Light of Hope Rehabilitation for women report; NOLA Women with disability In Leadership forum report; registrations. BGW Hush Production of EVAWG. TV5 Spotlight Initiative Trivia on Domestic Violence. SVSG Infor Sessions for My Village, My Pride 2023.</p>
<p><b>Boys</b> 5 - 17 yrs</p>	11,218	18,674	<p>Reports from NHRI, SLRC, SNCW, MJCA, SVSG reports, MESC report; MWCSD reports on social marketing and behaviour change communication training, coaching, and testing SVSG Torch of Peace National and village roll out; Samoa Cultural Center Performing Arts Siva; SNCW Community Conversations Report, SUNGO report, Light of Hope Rehabilitation for women report; NOLA Women with disability In Leadership forum report; registrations. SVSG Infor Sessions for My Village, My Pride 2023.</p>
<p><b>TOTAL</b></p>	62,399	184,900	

# 7. Challenges & Mitigating Measures



The challenges faced by the Spotlight Initiative in Samoa during 2022 reveal several systemic issues that hindered the timely implementation of its activities. Firstly, external crises such as the COVID-19 pandemic and the Tonga tsunami diverted attention and resources away from VAW/G issues, impacting the prioritisation of initiatives like Spotlight. Secondly, bureaucratic hurdles within partner organisations, including cumbersome procurement and financial processes, led to delays in project execution. Additionally, weak coordination, limited human resources, and technical capacity within national governments and CSOs further compounded these delays.

Moreover, staff turnover and changes in key government positions disrupted the continuity of project implementation, exacerbating existing challenges. The limited pool of expertise resulted in multiple agencies overburdening government teams, leading to unrealistic workloads and hindering effective coordination. Furthermore, poor alignment of activities and communication issues exacerbated implementation delays.

Internally, staff transitions within the Spotlight Initiative, including critical roles like the Regional Coordinator and Technical Lead, posed significant challenges and impacted program continuity. Finally, delays in rolling out the National MultiMedia Campaign stemmed from competing priorities of crucial team members, particularly within the Ministry of Women, Community, and Social Development.

Addressing these challenges requires a concerted effort to streamline bureaucratic processes, strengthen coordination mechanisms, enhance technical capacities, and ensure effective communication channels. Additionally, measures to mitigate the impact of staff turnover and changes in government positions are essential for maintaining project momentum and achieving meaningful outcomes.



## 8. Lessons learned & new opportunities

- **Multi-Sectoral Collaboration:** The success of the Torch of Peace event and subsequent forums demonstrates the power of bringing together diverse stakeholders, including government, civil society, faith-based groups, academia, and development partners. This collaboration ensures a holistic approach to addressing VAW.
- **Alignment with National Priorities:** Aligning the objectives of the Spotlight Initiative with national strategic planning documents ensures sustainability and recognition of the initiative's importance at the national level.
- **Monitoring and Evaluation:** Robust monitoring and evaluation mechanisms are crucial for tracking progress and ensuring accountability. This involves regular reporting on achievements across various outcomes of the program.
- o **Communication and Coordination:** Effective communication and coordination among technical working groups, the Resident Coordinator's Office (RCO), and Civil Society Reference Groups (CSORNG) are essential for joint delivery, transparency, and timely decision-making.
- o **Cost-sharing and Joint Delivery:** Encouraging cost-sharing and joint delivery of activities, particularly among partners with overlapping objectives, optimises resources and enhances effectiveness.
- **Timely Planning and Visibility:** Timely planning of activities and visibility campaigns contribute to effectively measuring results.
- o **Legal and Institutional Reforms:** Undertaking comprehensive reviews and reforms within the legal and justice sectors, including developing new sector plans and policies, strengthens prevention and response services for survivors of domestic and intimate partner violence.
- **Gender-Responsive Budgeting (GRB):** Integrating gender analysis and responsive budgeting into government processes ensures that resources are allocated effectively to address gender-based disparities and support initiatives combating VAW.
- **Academic Research and Activism:** Collaboration between academic institutions and activists drives evidence-based interventions and reshapes perspectives on GBV. By engaging students in research on GBV, awareness is raised, and critical thinking around gender inequalities is promoted.



These lessons highlight the importance of a comprehensive, multi-sectoral approach to addressing VAW grounded in evidence-based interventions aligned with national priorities and institutional frameworks. Top of Form

### New Opportunities

The caliber and value of Spotlight Initiative partners, including media agencies and CSOs, are crucial in accelerating efforts for Ending Violence Against Women and Girls (EVAWG) in Samoa. Building strong relationships with these partners ensures continued support for the initiative's success.

SUNGO and the EU Commission collaborated on a Pacific consultation in Apia, focusing on youth and civil society engagement within the EU-Samoa Partnership Agreement. The aim was to develop a specific Samoa protocol for practical implementation, drawing from the Spotlight Samoa program to promote sustainable synergies in resource allocation for gender equality and youth empowerment. Civil society coordination, like the CSO Reference Group tailored to Samoa's needs, was emphasized to achieve long-term goals in youth empowerment and gender equality within the Samoa Protocol – EU partnership.



## 9. Innovative, promising & good practises



·National and sub-national coordination mechanisms in Samoa support Comprehensive Sexuality Education (CSE) and Family Life Education (FLE), exceeding their roles by driving innovations that increase national ownership and institutionalization of these programs both in and out of school. For instance, a teacher training sub-committee proposed and oversaw the development of proposals for a micro-credential for in-service teachers and incorporating CSE/FLE into the Bachelor of Education program at the Samoa National University. These proposals, now awaiting approval, aim to enhance education on gender equality and youth empowerment. Moreover, the Samoa Family Health Association, in coordination with the government, developed a manual and curriculum for out-of-school FLE, training 30 community facilitators. This collaborative approach between civil society and government partners in Samoa is a model for addressing gender norms and combating gender-based violence.

·The National Human Rights Institution (NHRI) in Samoa, in partnership with the Spotlight Initiative, launched the Village Family Safety Committee (VFSC) program to empower village leaders and members to address domestic violence within their communities. This culturally responsive approach, rooted in the 'fa'aSamoa,' has established VFSCs in six villages, fostering advocacy for zero tolerance towards violence and building capacities to understand the root causes of gender-based violence. Gender inclusion is a key aspect, ensuring diverse perspectives and promoting positive changes in societal attitudes towards violence against women and girls.

·Engagement with Samoa's political leadership and line ministries in Spotlight Initiative events has led to increased understanding of gender-based violence (GBV) magnitude, resulting in integrated GBV efforts into District Development Plans and Samoa Village Safety Plans. Additionally, the GRB Core Group's establishment reflects sustained commitment to gender equality and women's empowerment within the Ministry of Finance.



·The Samoa Spotlight Stories of Change Magazine and videos document key achievements, amplify women and girls' voices, and serve as advocacy tools, earning recognition with the Leave No One Behind award. Furthermore, the initiative's use of digital technologies enhances data collection and decision-making regarding violence against women and girls (VAWG), contributing to sustainable interventions.

·The inclusion of diverse communities, such as Fa'afafine and SOGIE/LGBTQI+ groups, in the Spotlight Initiative promotes inclusivity and meaningful contributions to societal change. Similarly, leveraging sports as a vehicle for change empowers women and challenges discriminatory practices, fostering a culture of respect and support.

·Lastly, the UNDP's public call for proposals supports grassroots organizations, reaching marginalized individuals and groups often left behind, thus demonstrating a commitment to the Leave No One Behind principle and advancing gender equality initiatives under the Spotlight Initiative.







# 10. Communications & Visibility



Orange and black have become symbolic colors in villages and workplaces, representing the commitment to "End Violence Against Women and Girls." Despite initial communication and advocacy challenges, the Spotlight Initiative successfully promoted its message and impact on Samoa's efforts to address this issue through various media platforms over two years. Government leaders actively participated in events and campaigns, emphasizing that ending violence against women and girls is a collective responsibility.

During this period, more than 60 news items about Spotlight Initiative activities were broadcast on radio, television, social media, and online newspapers, reaching approximately 150,000 people. The 16 Days of Activism Campaign, initiated in 2020, sparked community discussions on the causes and prevention of violence against women and girls. Eleven videos featuring diverse community representatives were widely shared, reaching over 66,700 viewers and reigniting national conversations.

In 2023, the UNDP and the RCO recruited a skilled media correspondent to produce social media content for the 16 Days of Activism Campaign, resulting in 14 impactful pieces shared across various platforms. This effort documented lessons learned and amplified the campaign's reach and impact, showcasing the Spotlight Initiative's commitment to addressing violence against women and girls in Samoa.

[National Council of Women's Message](#)

[Traditional leaders and rural villages' message](#)

[Persons with disability message](#)

[UN Resident Coordinator Themba Kalua Message](#)

[UNDP Resident Representative Aliona Niculita's message](#)

[Building happy families: Wisdom for young women, mothers, young men and fathers](#)

[Step up to eliminate VAWG](#)



## .Messages

### Campaign Theme –

‘A e malu I fale, e malu I fafo’:

The Samoa proverb emphasizes family roles in ensuring safety and well-being. The 'Malu I Fale' Campaign stresses that ending violence is everyone's duty, teaching non-violent values at home.

### Social Media and TVC messages –

E amata ia oe le matua faata'ita'iga lelei – Parents are the best role models for safe and happy families.

The Spotlight Initiative's media campaign urged parents to be positive role models by listening, communicating, and loving their children. It advocated for constructive correction instead of harsh actions.

E le sau le alofa – Love is not abusive/ Love is not violent

The Spotlight Initiative aligns with the message from 1 Corinthians 13 that love is patient and kind. It emphasizes that violence stems from the absence of love and the presence of anger and hatred. In relationships, true love should never tolerate violence as it contradicts the very essence of love.



## Media and Visibility Events

### Campaigns

#### Malu I fale Campaign.

The Spotlight Initiative was given high-profile visibility at the Malu I Fale Campaign and the Official Launch of the National Media Campaign to reduce family violence through speeches, media coverage, and products, including TV promotions, publications, and T-shirts.

The 'Malu I Fale' supported by the Spotlight Initiative was launched at the official ceremony to mark the beginning of the 16 Days of Activism with critical speakers including Prime Minister Hon. Fiame Naomi, Minister of MWCSD, Hon. Leota Laki Sio, Resident Coordinator Simona Marinescu and the participation of government ministries, private sector and civil societies was a vast gathering. The Malu I Fale also officially reintroduced the colour black as a symbol of unity and strength of a community underpinned by respect for and in honour of their women.

The Spotlight Initiative "Leave No One Behind" Award was presented to the PM, Hon. Fiame Naomi Mataafa at this event.

#### Reducing family violence campaign

The multi-media Campaign to reduce violence in Samoan families was at the forefront in 2022 with the launch of its media products and campaign under the Ministry of Women Community and Social Development's Umbrella term for the Campaign – Malu I Fale, - Our homes are our haven' generated national support.

This was later followed by the 16 Days of Activism, when the campaign was at the forefront of the movement, with its third TVC launch and the rollout of its Child Protection and Positive Parenting messages. Both national events gained much publicity and visibility through extensive coverage by the local media on the various topics that the events focused on, with a specific focus on the elimination of violence against girls, women and children, as well as on the activities that were being carried out and the impact on the communities and the country as a whole. The 16 Days of Activism became a nationally recognised event with the majority of Government Ministries marching together with independent bodies, non-government organisations, faith-based organisations and schools in recognition of those affected by any form of abuse and the movement by a nation to rid itself of such violence.



## Human interest stories

### Testimonials

The National Multimedia Campaign Launch in August was officially opened by the Associate Minister of Women together with the UNICEF Pacific Representative, Jonathan Veitch, who emphasised that 'Exposure to violence in childhood is strongly associated with future victimisation and perpetration of abuse.

Mr Veitch added in his testimonial that any form of violence decreases a child's ability to function, and this impact may be irreversible. He further added that Every child should always feel safe and protected.

<https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/572078697792841>

In the context of ending violence against women and girls, Lualua, representing Traditional Leaders and Rural Communities, played a pivotal role in ensuring that the Spotlight Initiative in Samoa was not just a project with a temporary impact. Recognising the typical pattern of projects entering Samoa with initial enthusiasm and then fading away, Lualua emphasised the importance of the initiative being Samoa-driven and owned. Lualua focused on aligning the Spotlight Initiative with Samoan women and girls' urgent needs and priorities, ensuring interventions were contextually relevant. Central to his approach was a commitment to sustainability, with Lualua stressing that the initiative's success lies in the hands and hearts of the Samoan people. He says, "The community's belief in the initiative and their active involvement, driven in the Samoan way, is crucial for its success". Furthermore, Lualua played a critical advisory role in the development and execution of the 16 Days of Healing Campaign. Leveraging his traditional knowledge and expertise, he contributed to crafting a campaign that resonates with the hearts of the Samoan people, aiming to foster their commitment as Champions for Ending Violence Against Women and Girls (EVAWG) in various locations across Samoa.

The main difference between the NHRI Village Family Safety program and the establishment of village safety committees is that it has brought advocacy and placed the advocacy responsibility on the shoulders of the community members. It has brought together all the different organs of the village, namely the council of chiefs, daughters of the town (nu'u o solo), faletua ma tausi (wives of chiefs and orators), untitled men and women (nu'u o image)." - Maiava Visekota Tuia, Vaie'e VFSC member, 2022



a. Videos

The Spotlight Initiative | Making an Impact.

This is a series of short videos featuring testimonies from some of the Spotlight Initiative's leading partners on the impact they have observed in their institutions and village settings because of the initiative's support.

Key reflections on the impact of work to address domestic violence and violence against women and girls by the dedicated and hard-working from SVSG SamoaVictim Support Group, Program Manager Afioga Muliagatele Pepe Tevaga and the Ministry of Women, Community & Social Development, Chief Executive Officer, Dr Mema Motusaga.

[Watch | Facebook](#)

This video features reflections from Ms Loukinikini Vili-Lewaravu | Director of the Human Rights Office of Ombudsman, and #VFSC representatives from Vaie'e and Lalovi Mulifanua testifying on the use of a fit-for-purpose community engagement model ( best practice) using #evidence based DV data and contextualised cultural and human rights approaches to prevent and respond to violence within their domestic settings. (1) [Facebook](#)

This video shares information on legislation reviewed and reformed to respond better and address the need to prevent family and domestic violence. [https://youtu.be/kS\\_Mv4mm2ec](https://youtu.be/kS_Mv4mm2ec)

Samoa National Council of Women is a crucial partner of the Spotlight Initiative. Through UNDP, they were supported in delivering transformational leadership training that integrated the principles of the Spotlight Initiative for grassroots women. They trained over 300 women from 15 villages in Savaii and Upolu. <https://youtu.be/TJfOyA5a6A>

Men as traditional leaders have engaged and moulded through the Spotlight Initiative to lead the cause of ending DV/ IPV in the villages. <https://youtu.be/IXCnW6MVFd0>

Key reflections on reviewing, consulting, and integrating domestic and family violence in the Law and Justice Sector Plan for the next five years. <https://youtu.be/DY7tqgcDzXs>

Reducing family violence – the role of parents

The campaign videos were all in line with one theme to push home the role of parenting in a family under the banner 'Matua e amata ia oe/ Parents, it starts with you.

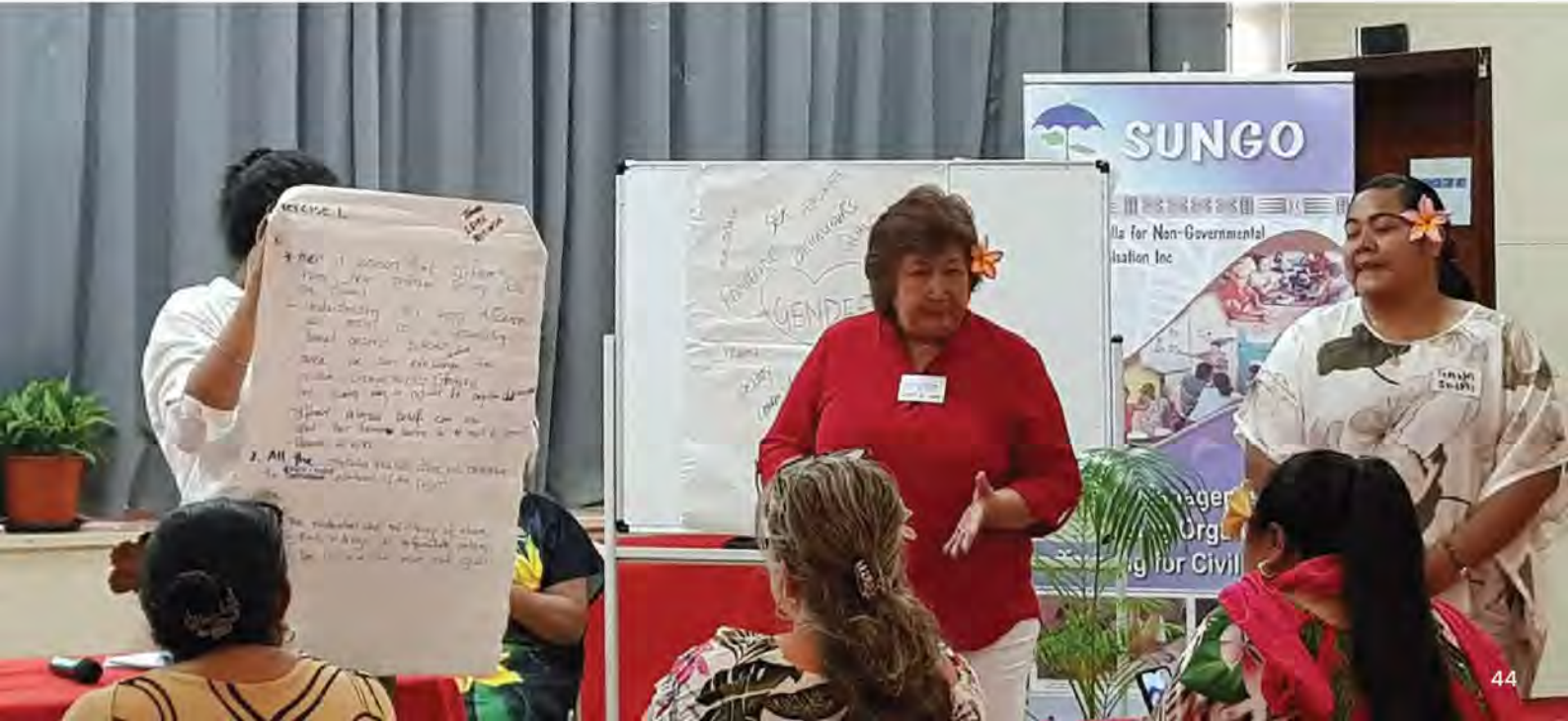
(1) <https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/603719734525611>

(2) <https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/5657515037674352>

Minister of Education speaks of the Family Life Education.

The Ministry of Education adapted and implemented the Family Life Education curriculum with the high-level support of the Hon Minister Seuula Ioane.

<https://www.mesc.gov.ws/family-life-education-program/>





## 11. Looking forward -

### *sustaining the Spotlight momentum*



After two years of implementation, the Spotlight Initiative has garnered significant attention and support. The European Union, United Nations, and Government have strongly advocated at the leadership level for addressing violence against women and girls (VAWG) due to its profound social and economic costs. The Initiative's multi-stakeholder consultations, policy reviews, capacity building efforts, and advocacy campaigns have led to institutions and communities taking ownership and leadership roles in tackling VAWG.

The Initiative has delivered impactful activities, generated meaningful results, and demonstrated a strong commitment to scaling up efforts to end VAWG. The focus has been on strengthening institutional capacity, generating data, reviewing policies, raising awareness, and empowering existing Civil Society Organizations (CSOs). Community-led activities like "My Village, My Pride" and continuous broadcasting of Initiative content on 2AP Radio have also emerged.

The CSNRG plays a critical role in sustaining and enhancing civil society engagement in addressing VAWG. Its diverse expertise, active inclusion in program design and implementation, and emphasis on accountability and data-driven decision-making have been paramount. Regular gatherings and knowledge exchange symposiums have strengthened collaboration and shared learning among CSOs, leading to a more unified and impactful approach.

Best practices identified include prioritizing CSO-led grassroots initiatives, establishing coordination and monitoring mechanisms early on, and advocating for adequate financial and capacity investments in CSNRGs and CSOs. These practices contribute to sustained impact and systemic change in addressing violence against women and girls.



### Next Steps

The design of Spotlight 2.0 for Samoa focuses on four key areas to continue the fight against violence targeting women and girls and advance gender equality and women's empowerment:

**Systematic Legislative and Policy Change:** Spotlight 2.0 partners with stakeholders to integrate "leave no one behind" principles into legal and policy frameworks addressing VAWG. This collaboration strengthens institutional capacity and ensures the effective integration of prevention and response policy initiatives into national plans.

**Prevention and Changing Social Norms:** The program emphasizes community engagement and aligns District Development Planning Frameworks with Sustainable Development Goals (SDGs) using innovative financing and digital tools. Culture-centric approaches expand initiatives like the Village Family Safety and My Village My Pride programs, integrating DV and GBV into village and district development. Influencer engagement amplifies awareness, including men and boys through innovative rehabilitation programs and education on social norms and respectful relationships.

**Women's Economic Empowerment:** Spotlight 2.0 focuses on leveraging technological tools and virtual platforms to empower women and youth economically. Initiatives include capacity-building within economic empowerment programs, emphasizing ending violence against women and girls and good governance principles. Flexible funding modalities strengthen civil society and women's movements, particularly in upskilling women entrepreneurs in the informal economic sector.

**Quality Services and Holding Perpetrators Accountable:** The program commits to improving service quality and accountability measures by building a skilled workforce, providing training for counsellors, and extending services for survivors. Rehabilitation and restorative justice programs, especially for at-risk youth and male inmates, are scaled up, linking to economic or sports initiatives for a holistic approach to transformation.

Spotlight 2.0 engages collaboratively with various stakeholders, including UN agencies, Government Ministries, civil society organizations, and the private sector, under the leadership of the Recipient UN Implementing Organization (RUNO). This collaborative effort aims to realize the transformative vision of Spotlight 2.0, bringing about profound change and empowerment.





# Spotlight Initiative

*To eliminate violence against women and girls*

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**Spotlight Initiative**  
*To eliminate violence against women and girls*

*Initiated by the European Union and the United Nations:*





# Annex A: 2023 Results Framework

## Outcome 1 Summary table

Outcome Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
Indicator 1.1 Laws and policies on VAWG/HP in place that adequately respond to the rights of all women and girls, including exercise/access to SRHR, and are in line with international HR standards and treaty bodies' recommendations.	<b>Legal age of Marriage</b>				
	0.75	0.25	0.25	0.5	Crimes Act 2013 recognized marital rape as an offense. Family Safety Act 2013 provides greater protection in cases of domestic violence including protection orders. The Samoa Law Reform Commission and the Ministry of Justice Courts and Administration led over 13 public consultations to inform the content and issues to be addressed by the Review of the Family Safety Act 2013. The new laws on family Safety Act 2013 is more about protection orders and domestic violence in families and it is being reviewed. Other laws being reviewed include i. Infants Ordinance 1961; ii. Marriage Ordinance 1961; iii. Divorce and Matrimonial Causes Ordinance 1961; iv. Maintenance and Affiliation Act 1967; v. Family Safety Act 2013; and vi. Family Court Act 2014. The MJCS continued with the review in November 2023.
	<b>Parental Authority in Marriage</b>				
	1	1	1	0	
	<b>Parental Authority in Divorce</b>				
	1	1	1	0	
	<b>Inheritance rights of Widows</b>				
	0.5	0.5	0.5	0.5	
	<b>Inheritance rights of Daughters</b>				
	0.5	0.5	0.5	0.5	
<b>Laws on Domestic Violence</b>					
0.5	0.25	0.25	0.25		
<b>Laws on Rape</b>					
0.25	0.25	0.25	0.25		
<b>Laws on Sexual Harassment</b>					
0.75	0.5	0.5	0.5	Family Safety Act 2013 that addresses and protects women from harassment is being reviewed under the ongoing Law Reform consultations to inform areas of these laws on protection of women needs to be strengthened. The Review began in 2022 continues November 2023.	
<b>National level</b>					
Indicator 1.2 National/and/or sub-national evidence-based, costed and funded action plans and M&E frameworks on VAWG/HP are in place that respond to the rights of all women and girls and are developed in a participatory manner.	Does not apply/ there is no plan	Evidence-based, Costed, Funded, M&E framework, Rights of all women & girls, Participatory Development	Evidence-based, Costed, Funded, M&E framework, Rights of all women & girls, Participatory Development	Does not apply/ there is no plan	Same result as in 2022. Law and Justice Sector Plan 2021-2025 is now in full implementation.
<b>Output Indicator</b>	<b>Baseline</b>	<b>Results for Reporting Period (2023)</b>	<b>Cumulative</b>	<b>Target</b>	<b>Reporting Notes</b>
<b>Developed or Strengthened</b>					
Indicator 1.1.1 Number of draft new and/or strengthened laws and/or policies on ending VAWG and/or gender equality and non-discrimination developed that respond to the rights of women and girls facing intersecting and multiple forms of discrimination and are in line with international HR standards, within the last year.	0	0	8	8	
Indicator 1.1.3 Number of draft laws and/or policies on ending VAWG and/or gender equality and non-discrimination which have received significant inputs from women's rights advocates within the last year.	0	1	10	1	Public consultations on the review of the Laws and Policies included a number of village committees. Lalovi Mulifanua Village Bylaws 2022 was consulted and integrates voices of women community.
<b>National</b>					
Indicator 1.2.1 Number of evidence-based national and/or sub-national action plans on ending VAWG developed that respond to the rights of all women and girls, have M&E frameworks and proposed budgets within the last year.	1	0	7	7	1. Samoa Law and Justice Sector Plan 2020 - 2025; (2) National Prevention Framework for Ending Violence Against Women (3) National Crime Policy & Strategy & MEL & Resource Plan 2023 - 2028; (4) Review of Family Safety Act 2013, 2023 Policy Paper and Drafting Plan for Amendments to the Family Safety Act 2013. Note 2 - 4 have been endorsed at Ministry level, are pending endorsement at Cabinet level as just completed by 29 December 2023 .
	<b>Sub-National</b>				
0	0	2	1		
Indicator 1.3.1 Number of draft laws and/or policies developed that guarantee the ability of women's rights groups, CSOs and women human rights defenders to advance the human rights agenda, within the last year.	0	0	4	1	1. Samoa Law and Justice Sector Plan 2020 - 2025; (2) National Prevention Framework for Ending Violence Against Women (3) National Crime Policy & Strategy & MEL & Resource Plan 2023 - 2028; (4) Review of Family Safety Act 2013, Note 2 - 4 have been endorsed at Ministry level, are pending endorsements at Cabinet level as just completed by 29 December 2023 . In 2022, the law and justice sector produced a Guide for Survivors on Ending Violence against women and girls.

## Outcome 2 Summary table

Outcome Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
	<b>Coordination Mechanism?</b>				
<b>Indicator 2.1</b> Existence of a functioning regional, national and/or sub-national coordination and oversight mechanisms at the highest levels for addressing VAWG/HP that include representation from marginalized groups.	Yes	Yes	Yes	Yes	Mechanisms adopted in previous years.
	<b>Health</b>				
	N/A	Low	Low	Low	
	<b>Education</b>				
<b>Indicator 2.3</b> Extent to which VAWG/HP is integrated in 5 other sectors (health, social services, education, justice, security, culture) development plans that are evidence-based and in line with globally agreed standards.	Low	High	High	High	The result was achieved through; Law and Justice Sector with the following: (1) Samoa Law and Justice Sector Plan 2020 - 2025; (2) National Prevention Framework for Ending Violence Against Women (3) National Crime Policy & Strategy & MEL & Resource Plan 2023 - 2028; (4) Review of Family Safety Act 2013, 2023 Policy Paper and Drafting Plan for Amendments to the Family Safety Act 2013. (5) LJS Guide for Survivors on ending violence against women and girls 2022. (6) Health Sector GBV SOPs; (7) Gender and Community sector through MWCSD - National Prevention Framework for Ending Violence Against Women 2023. (8) GRB trainings, GRB Manual and Family Life Education Manual used for trainings within the education and culture sectors 2023.
	<b>Security</b>				
	N/A	Medium	Medium	Medium	Letter (dated 4th October 2021) from Ministry of Women to UNDP RR; on the work of the Ministry to realign Gender Responsive Budgeting in the Ministry's District Development Framework and operational processes. SASNOC has published 2 safeguarding documents. One is a SASNOC Institutional Review, which places a specific focus on ending violence against women and girls. The second document is the SASNOC Communication Strategy for Ending Violence against Women and Girls. Both advance gender equality and underline that the SASNOC will have a zero-tolerance approach towards violence against women and girls in sport, it is claimed.
<b>Output Indicator</b>	<b>Baseline</b>	<b>Results for Reporting Period (2023)</b>	<b>Cumulative</b>	<b>Target</b>	<b>Reporting Notes</b>
	<b>Indicator 2.1.1</b> Number of institutions that develop strategies, plans and/or programmes to prevent and respond to VAWG, including for those groups of women and girls facing intersecting and multiple forms of discrimination.				
	0	1	18	8	A Samoa National Crime Prevention Policy is developed
	<b>Indicator 2.1.2</b> Internal and external accountability mechanisms within relevant government institutions in place to monitor GEWE and VAW/HP.				
	Yes	Yes	Yes	Yes	2023: MWCSD CEDAW Partnership Taskforce (new revival by former CEO MWCSD) which coordinated the launch of the Malu i fale Campaign in 2022. Continuation of the Law and Justice Sector Steering Committee led by MJCA.
	<b>Education</b>				
	0	3	3	3	Family Life Education Manual that was adopted in Educational Curriculums and on going trainings for teachers.
	<b>Justice</b>				
	0	0	0	1	
	<b>Security</b>				
<b>Indicator 2.1.3</b> Number of strategies, new plans and programmes of other relevant sectors (health, social services, education, justice, security, culture) that integrate efforts to combat VAWG developed in line with international HR standards, within the last year.	0	0	2	2	Security is not a sector on its own in Samoa. Security is cross cutting and also comes under Law and Justice Sector. The contribution to government's national priority for building security and a trusted governance based on the rule of law and protection of rights of all citizens has been evident in the following: All the new plans and coordination programs and mechanisms funded by Spotlight and spearheaded under law and justice sector by the Samoa Law Reform Commission, Ministry of Justice, Courts & Administration, Office of Attorney General, Office of the Ombudsman, Ministry of Police & Correction Services, Ministry of Women, Community & Social Development, National Council of Churches, NGO etc. In the 2022 Samoa Pathway for Development Strategy, key strategic outcome 3 focuses on Security and trusted governance through empowered legislations, public finance and accountability to the people of Samoa and through global relations and partnerships.
	<b>Social Services</b>				
	0	2	2	2	SASNOC has published 2 safeguarding documents. One is a SASNOC Institutional Review, which places a specific focus on ending violence against women and girls. The second document is the SASNOC Communication Strategy for Ending Violence against Women and Girls. Both advance gender equality and underline that the SASNOC will have a zero-tolerance approach towards violence against women and girls in sport.
	<b>Culture</b>				
	0	1	1	1	The Village Family Safety Committee and village bylaws is an example of a plan that integrated VAWG in the cultural protocols of about 5 villages. This means, the VAWG is an issue of discussion in village council meetings; and the village chiefs makes decision to resolve and prevent cases of VAWG.
	<b>Indicator 2.3.1</b> Number of dedicated and multi-sectoral programmes developed that include proposed allocations of funds to end VAWG, within the last year.				
	1	0	2	1	

## Outcome 3 Summary table

Outcome Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
<b>Indicator 3.1</b> Percentage of people who think it is justifiable for a man to (subject) beat his wife/intimate partner.	0%	26%	26%	30%	No updated data is available for 2023, 2022 results were used as an estimate, it is likely that the actual rate is lower given the progress observed, of Video Report - <a href="https://www.facebook.com/watch/?v=950499012485243">https://www.facebook.com/watch/?v=950499012485243</a> Video Report - <a href="https://www.facebook.com/watch/?v=206548234737976">https://www.facebook.com/watch/?v=206548234737976</a>
<b>Indicator 3.3</b> Existence of with at least 3 evidence-based, transformative/comprehensive prevention strategies/programmes that address the rights of those marginalized and are developed in a participatory manner.	0	3	17	17	The National Prevention Framework was widely consulted throughout the village communities and developed based on relevant solutions recommended by the communities. This is launched in 2023. This partnership supported the strengthening of the policy direction of National Sporting bodies to include prevention of domestic and intimate partner violence provisions. As a result, SASNOC has published 2 safeguarding documents. One is a SASNOC Institutional Review, which places a specific focus on ending violence against women and girls. The second document is the SASNOC Communication Strategy for Ending Violence against Women and Girls. Both advance gender equality and underline that the SASNOC will have a zero-tolerance approach towards violence against women and girls in sport, it is claimed.
<b>Output Indicator</b>	<b>Baseline</b>	<b>Results for Reporting Period (2023)</b>	<b>Cumulative</b>	<b>Target</b>	<b>Reporting Notes</b>
<b>Indicator 3.1.1</b> Existence of a draft new and/or strengthened Comprehensive Sexuality Education in line with international standards	No	Yes	Yes	No	+15 master trainers plus 120 teachers from both primary and secondary in both Upolu and Savaii trained in the upgraded FLE curricular; teachers of FLE carrier subjects, including HPE, Social Studies, Science, and Gagana Samoan; using the locally contextualized FLE Curriculum Guidance. +Monitoring of teachers' teaching the upgraded FLE curricular to gauge and assess their delivery performance, +Over a 1,000 students reached with upgraded FLE curricular incorporated into FLE carrier-subjects,
<b>Indicator 3.1.2</b> Number of young women and girls, young men and boys who participate in either/both in- and out-of school programmes that promote gender-equitable norms, attitudes and behaviours and exercise of rights, including reproductive rights, within the last year.	<b>In-School Programmes</b>				Students and teachers that participated in the study on Domestic Violence Research and its impact on students and teachers in Samoa. 72 Female teachers 47 Male teachers 32 Male students (boys) 32 Female students (girls)
	0	64	64	2,200	
	<b>In-School Programmes Girls</b>				
	0	32	32	0	
	<b>In-School Programmes Boys</b>				
	0	32	32	0	
	<b>Out-of-School Programmes</b>				
	0	100	1,200	800	
<b>Out-of-School Programmes Girls</b>					
0	65	665	0		
<b>Out-of-School Programmes Boys</b>					
0	35	535	0		
<b>Indicator 3.2.1</b> Number of women, men, girls and boys who regularly attend community programmes to promote gender-equitable norms, attitudes and behaviours, including in relation to women's and girls' sexuality and reproduction, within the last year.	0	800	13,243	1,000	The government of Samoa is steadfast in its commitment to address and eradicate violence against women by recognizing security as an integral component within the broader framework of the Law and Justice Sector. In Samoa, security is not compartmentalized but is instead interwoven across various sectors. This commitment aligns with the government's overarching national priority of fostering security and establishing a governance system built on trust, adherence to the rule of law, and safeguarding the rights of all citizens, with a specific emphasis on combatting gender-based violence. The tangible Spotlight Initiative efforts in this regard are evident in the initiatives undertaken by entities such as the Samoa Law Reform Commission, Ministry of Justice, Courts & Administration, Office of the Attorney General, Office of the Ombudsman, Ministry of Police & Correction Services, Ministry of Women, Community & Social Development, National Council of Churches, and numerous non-governmental organizations. The Spotlight-funded programs and coordination mechanisms, spearheaded under the Law and Justice Sector, exemplify a collaborative approach to address gender-based violence comprehensively. This commitment is further highlighted in the 2022 Samoa Pathway for Development Strategy, where key strategic outcome 3 centres on Security and trusted governance. The recent work on empowering legislation through National Crime Prevention Policy, drafting amendments for the Family Safety Act, ensuring transparency in public finance, and being accountable to the people of Samoa through Review of the Samoa family Laws, gender responsive budgeting orientation for public servants in key ministries, GBV standard of operating procedures for health sector to name a few. Additionally, global relations and partnerships through Spotlight Initiative's joint steering committee and direct support to government ministries and civil society play a crucial role in reinforcing Samoa's commitment to creating a secure environment that protects the rights and well-being of all citizens.

Indicator 3.2.2 Number of people reached by campaigns challenging harmful social norms and gender stereotyping, within the last year.	0	64,609	165,109	5,000	The disaggregated data is from the community advocacy rollout on reviving Samoan owned and grown concepts based on indigenous skills and knowledge to address GBV. The total reach not disaggregated from all the programs of the campaign is 7,470. Communication Coverage: Facebook Post reach: 100,683. Please note that we cannot disaggregate by sex/gender the Social Media Facebook Campaign reach. Therefore, the data is only focusing on the community in person reach that was registered /recorded to validate disaggregation. For 2023; the Samoa Victim Support Torch of Peace Campaign funded by Spotlight Initiative (UNDP, UNESCO) reached more than 50,000 people nation wide. The coverage was extensive with 170 villages; 159 Churches, 106 schools and 95 combined engagement from government, development partners, corporations. *TVS Trivia Numbers, Total Participants 2238, Male = 939, Female = 1051, Others = 248.
Indicator 3.2.5 Number of campaigns challenging harmful social norms and gender stereotyping, including of women and girls facing intersecting and multiple forms of discrimination, developed and disseminated during the past year.	0	12	20	2	There were 6 campaigns in 2022 that were not recorded last year and are added to the list for 2023. Note: Malu i fale "Thursdays in Black" is now a weekly event, to wear Black in whatever setting especially the workplace. It is ongoing since its launch in 2022 by the Ministry of Women Community & Social Development.  The 6 new campaigns for 2023 are: CS NRG jointly supported by the UNDP and the RCO are the Mother's Day Event Media Campaign and Father's Day Media Campaign on EVAWG. The TVS Trivia Quiz that started in October was campaign in partnership with the TV 5, Ministry of Education Sports and Culture and UNESCO. Brown Girl Woke Hush Production performing arts on IPV/DV by UNESCO. 16 Days of Activism UNITE TO EVAWG 2023 - social media and knowledge and exchange CSO Forum by UNDP, RCO, UNESCO, UNICEF, UNWomen. Torch of Peace SVSG by UNDP, UNESCO.
Indicator 3.2.6 Number of networks of men and boys developed and/or strengthened to advocate against VAWG and stand for promoting gender equitable values and behaviours during the past year.	0	5	5	18	In 2022 we report 2 networks of promoting gender equitable norms/behavior: (1) Men and Boys and Traditional Leaders hold active seats and roles in the CSO National Reference Group. (2) UNDP reports 2 separate trainings in 2022 with men engineers and road construction workers for 2 private companies. Namely, OTT Construction and Ah Liki Construction to address GBV and understand root causes.  (3) In 2023 we report ongoing work with the Men/Boys and Traditional leaders through the CSO NRG in addition to the continuation of requests from the infrastructure sector to carry out their GBV awareness/trainings. UNDP carried out introduction to GBV for 2 separate companies in the infrastructure sector targeting men road and construction works for OTT Construction Company and China Engineering Construction.
Indicator 3.3.2 Number of relevant non-state institutions that have developed and/or strengthened strategies/policies on ending VAWG and promoting gender-equitable norms, attitudes and behaviours and women and girls' rights, including those groups facing multiple and intersecting forms of discrimination, in line with international HR standards, within the last year.	1	6	33	6	For record, In 2022, a total of 9 1 - CSO -Samoa Umbrella for NGOs (CSO institution) produced two CSO Gender Mainstreaming Toolkit and Training Strategy was completed in early 2022. 8 village institutions My Village My Pride - Sataia, Saaitoa, Faleu Manono, Savaia Iefaga, Leauvaa, Satumafuifui, Piteonui Satupalea, In 2023, a total of 6 institutions by UNESCO. 1 CSO - SASNOC a sports institution- produced SASNOC Review and Communication Strategy. 5 new My Village My Pride community programs; Lalomauga, Salamumu, Mulifanua, Toamua, Avao.  How we exceeded 6, is partnering with new villages and development/completion of new tools by CSOs.
	<b>EVAWG Policies</b>				
	1	6	33	6	
	<b>EVAWG Policies including LNOB</b>				
	1	6	33	6	

## Outcome 4 Summary table

Output Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
	<b>Developed</b>				
Indicator 4.1.3 Existence of national guidelines or protocols that have been developed and/or strengthened in line with the guidance and tools for essential services.	No	Yes	Yes	Yes	UNFPA has continued with Outreach and awareness on Interagency Essential Services Guide IESG to government village representatives and women's committee as point of contact for GBV victims, counseling and referral to essential services. UNDP supported the Law and Justice Sector by developing an internal LJS guideline for staff on how to respond to victims and survivors of violence in 2022.

## Outcome 5 Summary table

Outcome Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
	<b>Prevalence</b>				
Indicator 5.1 Existence of globally comparable data on the prevalence (and incidence, where appropriate) of VAWG/HP, collected over time	No	Yes	Yes	Yes	DHS/MICS conducted in 2019/2020 and launched in 2021 provides the globally comparable data on VAWG/HP, no updates for 2023.

Output Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
<b>IPV</b>					
<b>Indicator 5.2</b> Existence of publicly available data, reported on a regular basis, on various forms of VAWG/HP (at least on intimate partner violence, non-partner sexual violence, family violence, harmful practices when relevant, and trafficking and femicide) at country level	No	Yes	Yes	Yes	Demographic Health Survey - Multiple Indicator Cluster Survey 2021
<b>Family Violence</b>	No	Yes	Yes	No	
<b>National Statistics Officers</b>					
<b>Indicator 5.1.1</b> National Statistical Offices has developed/adapted and contextualized methods and standards at national level to produce prevalence and/or incidence data on VAWG	No	Yes	Yes	Yes	- Technical support to establish an on-line platform for support services reporting on GBV data, and the development of a common data collection tool, and a associated MoU for data sharing amongst stakeholders of the GBV Admin Data Task, - Capacity training in kNowVWG data to measure VAWG a unique and sensitive data collection, which contributes to SDG 5 on Gender Equity, 10 research officers to conduct secondary analysis of population data to produce knowledge products on DV/IPV to inform policy decisions, - Establish National DV Framework to collate GBV data to better gauge incidence of GBV, - The SVSG web-based Case Management Database System is a well designed and web based database that not only effectively captures the numbers of and IPV DV reported cases, managing referrals and efficiency in reporting and managing cases on a daily basis. The existence of this web based electronic database enables SVSG to carry out improved reporting, generating data that support national policy around the prevention of violence against women and girls. In 2023, there were trainings conducted for the responsible personnel on the new features of the system. The further developments was also based on the requests by the SVSG on areas to improve support for victims.
<b>Women National Statistics Officers</b>					
<b>Indicator 5.1.3</b> Number of National Statistical Officers who have enhanced capacities to produce data on the prevalence of VAWG/HP, and incidence where appropriate, within the last year	0	4	13	6	No disaggregated data for previous years. In the further development support provided to SVSG Case Management Database System in 2023 there were trainings conducted for the responsible personnel on the new features of the system. The further developments was also based on the requests by the SVSG on areas to improve support for victims. Total Participants = 4 Male = 2 Female = 2
<b>Government Personnel</b>					
<b>Indicator 5.1.4</b> Number of government personnel from different sectors, including service providers, who have enhanced capacities to collect prevalence and/or incidence data, including qualitative data, on VAWG in line with international and regional standards, within the last year	0	0	5	12	
<b>Knowledge products</b>					
<b>Indicator 5.2.1</b> Number of knowledge products developed and disseminated to the relevant stakeholders to inform evidence-based decision making, within the past 12 months	1	0	10	3	
<b>Government Personnel</b>					
<b>Indicator 5.2.2</b> Number of pieces of peer-reviewed qualitative research published pertaining to the response and prevention of VAWG, within the last 12 months	0	0	0	2	
<b>Government Personnel</b>					
<b>Indicator 5.2.3</b> Number of government personnel, including service providers, from different sectors with strengthened capacities on analysis and dissemination of prevalence and/or incidence data on VAWG, within the last year	0	0	8	12	
<b>Government Personnel</b>					
<b>Indicator 5.2.4</b> Number of women's rights advocates with strengthened capacities on analysis and dissemination of prevalence and/or incidence data on VAWG, within the last year	0	0	0	3	

### Outcome 6 Summary table

Outcome Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
<b>Indicator 6.1</b> Number of women's rights organisations, autonomous social movements and relevant CSOs, including those representing youth and groups facing multiple and intersecting forms of discrimination/marginalization, increase their coordinated efforts to jointly advocate on ending VAWG	0	1	23	16	NRG Statement at the JSC Meeting Minutes, August 2023 Resident Coordinator Statement at Spotlight Initiative Community Conversations 2022
<b>Indicator 6.2</b> Extent to which there is an increased use of social accountability mechanisms by civil society in order to monitor and engage efforts to end VAWG	0	0	6	3	

Indicator 6.3 Number of women's rights organisations, autonomous social movements and CSOs, including those representing youth and groups facing multiple and intersecting forms of discrimination/marginalization, report having greater influence and agency to work on ending VAWG	0	0	43	10	
Output Indicator	Baseline	Results for Reporting Period (2023)	Cumulative	Target	Reporting Notes
Indicator 6.1.1 Number of jointly agreed recommendations on ending VAWG produced as a result of multi-stakeholder dialogues that include representatives of groups facing multiple and intersecting forms of discrimination, within the last year.	1	0	23	2	
Indicator 6.1.2 Number of official dialogues about ending VAWG with relevant government authorities that include the full participation of women's rights groups and relevant CSOs, including representatives of groups facing multiple and intersecting forms of discrimination, within the last year.	1	1	10	3	CEO of MWCSO was a key speaker at the NRG Meeting in July 2023. JSC Meeting in August was joined by the EU Ambassador and his delegation from Suva.
	<b>Youth</b>				
Indicator 6.1.3 Number of CSOs representing youth and other groups facing multiple and intersecting forms of discrimination that are integrated with coalitions and networks of women's rights groups and civil society working on ending VAWG, within the last year.	0	11	11	3	The total number of CSO representing Youth with the LNOB as sub category is 9. These include: Faataua le Ola Samoa National Council of Women SUNGO ADRA Samoa Tofa Sinasina NOLA Samoa Faafafine and FAatama Association Light of Hope Samoa Victim Support Group .  These 9 CSO have integrated in their work in addressing Domestic Violence and Intimate Partner Violence village committees/networks/coalitions which are also beneficiaries: Four village committees such as Salamumu, Mulifanua, Toamua, Avao (4). Fourteen Women's Committee Villages (14) Six Village Family Safety Committees (6) Thirteen My Village My Pride village committees (13)  Cumulative total from 2020 - 2023 of CSO representing Youth under the LNOB sub category is 9 plus 34 coalitions/networks .  total of 34 CBOs/(14)Women's Committees/(6)Village Family Safety/(13)My Village My Pride Committees: Satalo, Saitoa, Faleu Manono, Savava Lefaga, Falefa, Leauvaa, Satumafuflufi, Pitouuu Satupaitea, Lalomauga, Salamumu, Mulifanua, Toamua, Avao, Asau, Vaie'e, Lalovi Mulifanua, Saleia, Asau, Vallele, Taga, Satupaitea, Sapapalii, Safotu, Asaga, Lano, Saipipi, Lotofaga, Vavau, Saaga Siumu, Siumu, Samatau, Faleapuna.
	<b>LNOB</b>				
	0	9	9	2	
Indicator 6.1.4 Number of women's rights groups, networks and relevant CSOs with strengthened capacities to network, partner and jointly advocate for progress on ending VAWG at local, national, regional and global levels, within the last year.	0	0	25	10	
Indicator 6.2.1 Number of supported women's right groups and relevant CSOs using the appropriate accountability mechanisms for advocacy around ending VAWG, within the last year	0	0	8	13	
	<b>CSOs with strengthened capacities</b>				
Indicator 6.3.1 Number of women's rights groups and relevant CSOs representing groups facing multiple and intersecting forms of discrimination/marginalization that have strengthened capacities and support to design, implement, monitor and evaluate their own programmes on ending VAWG, within the last year.	0	0	29	13	
Indicator 6.3.2 Number of women's rights groups and relevant CSOs using knowledge products developed by the participating UN agencies in the design of their own programmes on ending VAWG, within the last year	0	0	8	10	



**INCEPTION REPORT - ANNEX B  
RISK MANAGEMENT REPORT**

Country : SAMOA

Reporting Period: 01 January 2020 - 30 December 2023

**Instructions:** Kindly refer to the Risk Management Matrix in your approved Spotlight Country/Regional Programme Document to report in the below matrix on how your programme has managed all identified risks during the reporting period. Should new risks have arisen, please include them clearly in the Risk Management Matrix below, denoting [NEW RISK] and use this matrix moving forward. Please also update the section on 'Assumptions' as necessary.

Risk Assessment (All text in the Risk Management Report: Arial 10 point, normal)		Risk Monitoring: How (and how often) did your programme monitor the risk(s) during the reporting period?		Addressing the Risk: Please include the mitigating and/or adaptation measures taken during the reporting period.		Responsible Person/Unit	
Risk	Likelihood:	Impact:	Periodicity	Source for monitoring			
<b>Contextual risks</b>							
Natural disaster or similar major event eg cyclone, or pandemic diverts attention of funds and other resources	Almost certain	Extreme	Continuous	Government State of Emergency Orders and guidelines for assessment of risk, monitoring of risk and work restrictions	Progressing work with partners remotely or initiating planning in small in compliance with the Government's orders		UN agencies in conjunction with GoS and implementing partners
Negative economic (external or internal) situation, causing financial stress and pressure of GoS and communities	Possible	Minor	Continuous	Government's and development partners <i>Financial Economic Board</i>	Re-programming of the Initiative to support Government and CSOs.		Resident Coordinator to monitor in conjunction with GoS
Lack of involvement of women in key decision making and implementation	Unlikely	Moderate	Continuous	RUNO reports/ Technical Working Group	<i>Working closely with the CSO NRG and RUNOs to ensure women are involved at all levels of the decision making and implementation</i>		RUNOs as part of designing ToRs, assessing responses and monitoring implementation
Deeply embedded social norms are hard, and take time to change. Lack of behaviour change or repeat offending due to challenges to changing said social norms and culture	Possible	Moderate	Continuous		Use proven interventions that have strong buy in from stakeholders at all levels. Ongoing education and a strong well resourced		RC and Steering Committee
Perception of human rights including women's rights as foreign concepts is politicized in lead up to 2021 national elections causing backlash against promotion of rights	Possible	Major			Key messages to emphasise compatibility of human rights approach with Samoan culture and Christian beliefs. Diversity of respected messengers		UNDP/UNWomen and partners
Ongoing rift between government and the biggest church organisation in Samoa relating to taxes puts at risk the work under Pillar 3 with its focus on FBOs as entry points	Likely	Major	Continuous	News media/Community reports/conversations.	Broaden the scope for entry points to include sports bodies, community cultural organisations, NGOs		Steering Committee
<b>Programmatic risks</b>							
Public awareness campaigns and discussion leads to increased Village Councils, churches reject or passively receive the	Possible	Major	Continuous	News media/community	Depending on settings and responsible persons. Identification of persons / organisations with		UNW/omen and partners UNW/omen / GoS
Community members and other respondents attempting to provide Prevention and awareness campaigns increase awareness of and	Likely	Major	Continuous		Putting in place safeguards before, during and		UNWomen / GoS
Community groups and other respondents develop / continue	Likely	Moderate			Ensuring proper information is provided and		GoS and its agencies (especially first
Lack of sufficient and quality counselling and other services and	Likely	Major			Ensuring roll out of service delivery programmes		UNWomen
Challenges to mobilise quality service delivery	Likely	Major			Working with FBOs and CSNRG to ensure there		GoS and its agencies (especially first
Finding partners who have the necessary DV/IPV skills to implement good programming	Likely	Major			Working with people skilled in relevant counselling and service delivery		UNWomen is working with APTC on a level 4 Diploma and other short term
Capacity gaps in implementing partner personnel for both planning	Almost Certain	Extreme	Once a week	Meetings with partners	One to one sessions and close collaboration with		RUNOs
<b>Institutional risks</b>							
Lack of political will that filters down to institutional stakeholders	Possible	Major			Consistent and targeted messaging and advocacy at all levels		RC to hold GoS to account and use the governance body to hold institutions
Lack of government oversight and leadership and/or weak institutional structures and governance	Possible	Major			Frequent meetings, consultations, Joint steering committees		Chair of Steering Committee in association with all members of the
SBS doesn't improve data collection (disaggregated) and analysis	Possible	Minor			Regular advocacy with SBS.		UNFPA
Discomfort around those strong advocates within national, local and civil society structures	Possible	Minor			foster and support efforts that bridges the divide		Chair of Steering Committee in association with all members of the
High turnover of personnel	Possible	Minor			Ensure interventions have buy in across the board. Ensure proper documentation and hand		Implementing entities
Legal, regulatory environment does not move quickly as policy and planning work takes time and there are competing priorities	Possible	Minor			Continuous advocacy with government on the regulatory environment		RUNOs
<b>Fiduciary risks</b>							
Insufficient funding and/or poor value for money	Likely	Moderate					RUNOs being practical and realistic and utilising
Inability to maintain financial sustainability at end of SI	Likely	Major	Quarterly				RUNOs being practical and realistic and utilising
Poor management or mismanagement of funds	Unlikely	Moderate	Regular				Robust budgets and reporting documentation
Shift in priorities, direction and impact on VAWG due to unforeseen COVID-19 crisis	Almost Certain	Extreme	Regular	Meetings			Reconfirming priorities with partners as implementation planning with each partner
<b>Assumptions:</b>							
* Ongoing support and commitment from high levels of Government leadership down through government agencies and into private sector and communities - at village level but also the church and NGOs - to ensure sustainable impact							
* Ongoing funding from within GoS, other development partners, NGOs and communities themselves will be ongoing - behaviour change is a resource intensive long haul							
* A multi sectoral, multi stakeholder approach is embraced by everyone. Samoan society is committed to change (including a zero tolerance to DV) and accepts what needs to be embraced to achieve success							
* For the Samoa Spotlight Initiative, red font highlights the changes to the original risks from the Programme Document							







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SPOTLIGHT INITIATIVE

INNOVATIVE, PROMISING OR GOOD PRACTICES AND KNOWLEDGE PRODUCTION REPORTING TEMPLATE (ANNEX D)

COUNTRY/REGION: SAMOA

REPORTING PERIOD: 2020 - 2023



## Section A: Innovative, Promising and Good Practices

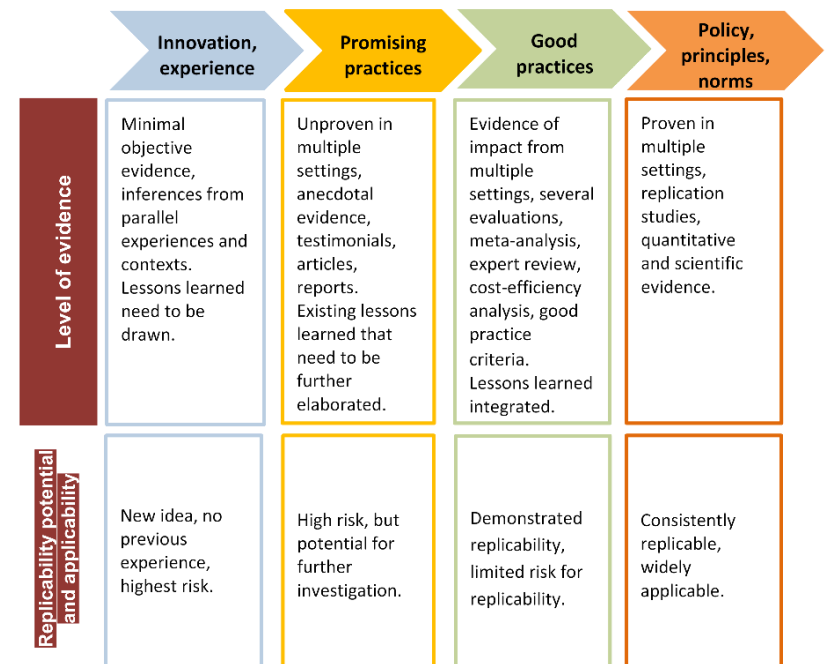
### Guidance and Template on Innovative, Promising and Good Practices

As a Demonstration Fund, the Spotlight Initiative aims to demonstrate how a significant, concerted and comprehensive investment in ending violence against women and girls (EVAWG) and gender equality can make a lasting difference in the lives of women and girls and in the achievement of all SDGs. It is thus critical that innovative, promising and good practices, in the field of EVAWG and in the context of implementing a “new way of working”, have the potential for adaptability, sustainability, replicability and scale-up.<sup>1</sup> This is both within the UN system and with various stakeholders to maximize the transformative potential of the Initiative. It is critical that these practices are documented and shared widely for uptake and continuous improvement to contribute to the evidence base and eliminate violence against women and girls.

This brief guidance and template ensures a common understanding of “Innovative, Promising and/or Good Practices” in the Spotlight Initiative. It provides a set of criteria to determine whether a practice is innovative, promising, or good, as well as a template for documentation. Please see the definitions just below / on the next page for further clarification.<sup>2</sup>

### State of a practice: good practice or promising practice?

The following set of criteria will help you to determine whether a practice is a good practice:



Adapted from Hancock, J. (2003): *Scaling-up for increased impact of development practice: Issues and options in support of the implementation of the World Bank's Rural Strategy*. Rural Strategy Working Paper, World Bank, Washington D.C.

<sup>1</sup> Guidelines on good practices, UNHCR. 2019. Accessible here: <https://www.unhcr.org/5d15fb634>

<sup>2</sup> Good Practice Template, FAO. 2016. Accessible here: <http://www.fao.org/3/a-as547e.pdf>





Definition of an <b>Innovative Practice</b>
An innovative practice is a new solution (method/idea/product) with the transformative ability to accelerate impact. Innovation can entail improved ways of working with new and diverse partners; can be fuelled by science and technology; or can involve new social and business models, behavioural insights, or path-breaking improvements in delivering essential services and products, among other solutions. It does not have to involve technology; most important is that innovation is a break from previous practice with the potential to produce significant positive impact. <sup>3</sup>
Definition of a <b>Promising Practice</b>
A promising practice has demonstrated a high degree of success in its single setting, and the possibility of replication in the same setting is guaranteed. It has generated some quantitative data showing positive outcomes over a period of time. A promising practice has the potential to become a good practice, but it doesn't yet have enough research or replication to support wider adoption or upscaling. As such, a promising practice incorporates a process of continuous learning and improvement.
Definition of a <b>Good Practice</b>

<sup>3</sup> Please refer to the "[Spotlight Initiative Guidance on Innovation](#)" for more information.





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A good practice is not only practice that is good, but one that has been proven to work well and produce good results and is therefore recommended as a model. It is a successful experience that has been tested and validated, in the broad sense, has been repeated and deserves to be shared, so that a greater number of people can adopt it.

Title of the Innovative, Promising or Good Practice

1. Family Life Education FLE National Curriculum
2. Village Family Safety Programs.
3. Strengthening Legislative Framework through inclusive consultations and policy development.





Provide a description of the innovative, promising, or good practice. What pillars/principles of the Spotlight Initiative does it address? *(When did the activity begin? When will it be completed or is it ongoing?)*

**FAMILY LIFE EDUCATION:** The Family Life Education (FLE) curriculum was initially incorporated into the national school curriculum in the 1990s during the peak of the AIDS epidemic. Its purpose was to educate young people about sexual health and protect them from sexually transmitted infections (STIs). Although government schools discontinued it, Catholic Schools adopted and continued it. In 2018, during a regional education and health experts gathering, FLE was reintroduced into the national curriculum with support from UNFPA. This reintroduction aimed primarily at addressing the rising rates of teenage pregnancy and the increasing trend of domestic violence.

In 2020, the Spotlight Initiative was launched in Samoa to end gender-based violence. As part of this initiative, the Family Life Education (FLE) curriculum was placed under Pillar 3, which focuses on Gender Norms and Prevention. The FLE curriculum has been developed to be implemented in both in-school and out-of-school settings. The Ministry of Education oversees the implementation of in-school FLE, while the CSO Samoa Family Health Association coordinates the out-of-school FLE.

**VILLAGE FAMILY SAFETY PROGRAM:** GBV has been elevated to a national agenda issue, with the government allocating \$500,000 in its 2022-2023 national budget to support NGOs working on addressing GBV. A promising practice is the pilot





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initiative, done in collaboration with the National Human Rights Institution, which has led to the establishment of Village Family Safety Committees. This program employs a culturally responsive approach to empower village leaders and members to actively prevent domestic violence in their communities. An initial evaluation indicates that this approach has been effective in reducing violence at the village level. Within less than a year of implementation, 50% of the villages involved (3 out of 6) reported a decrease in GBV incidents over the past 3 years since the initiative began.

**Strengthening Legislative Framework** through inclusive consultations and policy development. The Spotlight Initiative has made significant investments in institutional policy development to address the needs of women, children, and vulnerable groups. This effort has led to the introduction of several important gender-responsive policies and initiatives for law reform. A notable collaboration between UNDP and the Ministry of Justice, Courts & Administration has resulted in a comprehensive review and enhancement of Samoa's Family Laws, particularly focusing on the Family Safety Act 2013. This includes a policy review and the drafting of a new FSA bill.

Additionally, developing the new Crime Prevention Policy and Strategy for 2023 to 2028 highlights the government's commitment to providing effective and





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	<p>responsive services to its citizens. Extensive consultations involving Cabinet Ministers, the Chief Justice, Members of Parliament, government Ministries, judges, women’s groups, and GBV service providers have ensured a diversity of perspectives and a holistic approach to policy development.</p> <p>The proposed amendments, shaped by thorough and inclusive consultations and legal expertise, are expected to enhance the legal framework and create a safer and more secure environment for women, children, and vulnerable groups in Samoa.</p>
<p>Objective of the practice: What were the goals of the activity?</p>	<p>1. <b>FAMILY LIFE EDUCATION:</b> The overarching goal of Family Life Education in Samoa is to equip all learners, whether in school or outside of school settings, with age-appropriate knowledge and information about healthy relationships within the family, village, and community, as well as comprehensive sexuality education. This encompasses several key elements:</p> <ol style="list-style-type: none"><li>1. Instilling core universal values related to human rights and responsibility.</li><li>2. Integrating a focus on gender to promote equality and understanding.</li><li>3. Emphasizing scientifically supported information regarding sexual and reproductive health.</li><li>4. Developing communication and critical thinking</li></ol>





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skills to support decision-making that fosters students' physical, spiritual, and intellectual development, enabling them to contribute positively to enhancing their families and communities.

2. Village Family Safety Program. The Family Life Education (FLE) program in Samoa aims to provide all learners, both in and outside of school, with age-appropriate knowledge about healthy relationships within families, villages, and communities and comprehensive sexuality education. This includes instilling core universal values related to human rights and responsibility, integrating a focus on gender equality and understanding, emphasizing scientifically supported information on sexual and reproductive health, and developing communication and critical thinking skills to support students' physical, spiritual, and intellectual development, thereby enabling them to contribute positively to enhancing their families and communities.

The Village Family Safety Program (VFSP), a groundbreaking initiative supported by the Samoa National Human Rights Institution and the Spotlight Initiative, is dedicated to transforming social norms and preventing violence against women and children at the grassroots level. Operating in six villages, VFSP collaborates with local leaders to establish Village Family Safety Committees (VFSCs) that actively drive change through developing, implementing, and enforcing Village Safety Plans and







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	<p>village bylaws. These challenging entrenched social norms contribute to violence. VFSCs are mandated to develop Village Safety Plans aligned with District Development Plans, the Samoa Pathway for Development, and the 2030 Sustainable Development Goals (SDGs), strategically connecting local and regional/global strategies for societal transformation.</p> <p>The collaborative efforts involving key stakeholders in Samoa resulted in significant progress in developing Samoa's Policy Paper on the Family Safety Act (FSA) and recommended amendments to related family laws. Despite challenges such as time constraints and unforeseen delays, the thorough examination and inclusive consultations framed policy positions related to safety and well-being issues for women, children, men, and vulnerable groups. Adherence to legal drafting standards ensured a comprehensive and implementable outcome, setting the stage for crucial legislative amendments and signalling a positive outlook for family law reforms in Samoa, supported by initiatives like Spotlight 2.0.</p>
<p>Stakeholders involved: Who are the beneficiaries or target group of the practice? Describe how all relevant stakeholders were engaged.</p>	<p>In-School FLE</p> <p>The Ministry of Education and Culture in Samoa coordinates the formal education sector's Family Life Education (FLE) curriculum. This includes developing and customizing the FLE Curriculum Guidance, the foundation for training teachers in FLE. Twenty-five</p>





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secondary and primary schools have integrated the FLE curriculum into their programs.

To support the implementation of FLE, 15 FLE master trainers have undergone a comprehensive 5-day training program. Additionally, over 60 teachers have received training on the enhanced FLE curriculum. It's important to note that FLE is not a standalone subject; rather, FLE concepts are integrated into core subjects such as Health and Physical Education, Social Sciences, Food and Textiles, and the Samoan language. This integration ensures that FLE principles are woven throughout various aspects of the curriculum, promoting a holistic approach to healthy relationships and comprehensive sexuality education.

#### Out-of-School FLE

CSOs (Civil Society Organizations) take the lead in conducting Out-of-School (OOS) Family Life Education (FLE) outreach programs targeting community youth, particularly under Pillar 3 focusing on gender norms and prevention. The Samoa Family Health Association serves as the lead CSO in collaboration with five other national CSO service providers specializing in Gender-Based Violence (GBV) initiatives. These organizations include the Samoa Red Cross Society, Samoa Education Network, Apelu Women in Sports, NOLA, and the suicide awareness organization Faataua le Ola (FLO). They are assisted by four government agencies: the





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Ministry of Women, the Ministry of Health, the Ministry of Education, and the National Human Rights Institute.

Through this partnership, agency partners benefit from FLE outreach activities and training provided to communities. This comprehensive approach involving both CSOs and government agencies aims to address gender norms and prevent GBV by equipping community youth with the necessary knowledge and skills related to healthy relationships and gender equality.

#### 2. Village Family Safety Committee

NHRI of the Samoa Office of the Ombudsman

Beneficiaries are the citizens of the 6 villages – Asau, Saleia, Taga, Vaiee, Lotopue and Laovi Mulifanua.

3. Legislative and Policy Reviews, Development and Reform: The initiative focuses on investing in institutional policies and plans to address the specific needs of primary beneficiaries, including women, children, and vulnerable groups. This emphasis on inclusivity is evident through consultations involving a wide range of stakeholders, including Cabinet Ministers, the Chief Justice, Members of Parliament, government Ministries, judges, women's groups, youth, faith-based leaders, village representatives, GBV service providers, and survivors of domestic violence.





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	<p>This diverse engagement ensures a holistic approach to policy development and law reform processes to address safety and well-being issues for vulnerable groups in Samoa. By incorporating input from various perspectives and stakeholders, the initiative strives to create comprehensive and effective solutions that promote inclusivity, equity, and the protection of rights for all members of society.</p>
<p>What makes this an innovative, promising, or good practice? Identify distinguishing feature(s) that make this an innovative, promising or a good practice in the efforts to EVAWG and/or in the context of the UNDS reform.</p>	<p>In-School FLE</p> <p>The Ministry of Education and Culture coordinates the FLE curriculum for the formal education sector, including the development and customisation of the FLE Curriculum Guidance, which is the basis for the training of teachers in FLE. Twenty-five secondary and primary schools have had the FLE curriculum introduced into the school curriculum. 15 FLE master trainers have completed the 5-day training, and over 60 teachers have been trained on the improved FLE curriculum. FLE is not a standalone subject, but FLE concepts are integrated into carrier subjects - Health and Physical Education, Social Sciences, Food and Textile, and Samoan language,</p> <p>Out-of-School FLE</p> <p>CSOs lead the OOS FLE outreach to community youth - under Pillar 3 on gender norms and prevention. Samoa Family Health is the lead CSO in</p>





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collaboration with 5 other national CSO service providers for GBV including the Samoa Red Cross Society, Samoa Education Network, Apelu Women in Sports, NOLA, and suicide-awareness Faataua le Ola FLO assisted by 4 government agencies - Ministry of Women, Ministry of Health, and Ministry of Education, and National Human Rights Institute; agency partners are benefitting from FLE outreach and training to communities,

2. The VFSP is a transformational good practice and promising if scaled up due to the set-up of a pioneering family safety committee consisting of men and women leaders, instituting stringent penalties through village laws.

The VFSP, National Human Rights Institution (NHRI) and the UN through the Spotlight Initiative demonstrated the collective strategic alliances through resource and expert sharing under one common vision. These outcomes underscore the effectiveness of interventions rooted in sustainable collective partnerships and resource sharing, active community involvement, and culturally relevant grounded strategies in addressing GBV as a whole of country approach.

3. The collaboration between the Spotlight Initiative through UNDP and the Government of Samoa - Ministry of Justice & Courts Administration (MJCA) stands out for its dedication to enhancing initiatives





Section B: Knowledge Production (since the beginning of your programme)

A Knowledge Product converts uncaptured knowledge, experience, lessons learned and cutting-edge expertise on a specific topic or derived from implementation into a learner-oriented product.

A learner-oriented product is structured in a practical way that allows the reader to clearly understand and retain the knowledge being provided. Knowledge Products play a key role in advancing the Initiative's [Knowledge Management Strategy](#) to document, analyze and disseminate knowledge, as well as capture lessons learned and innovative, promising and good practices. As such, a Knowledge Product can be understood as an output and a key asset for the success of Spotlight Initiative.

Types of Knowledge Products include the following:

- Assessments
- Research Papers
- Reports
- Capacity Development Modules/Manuals
- Technical Guidance Notes
- Tools
- Infographics
- Magazines/Newsletters/ Brochures/Outreach and visibility materials
- Policy Briefs
- Strategic Plans and Frameworks
- Position Papers/Thematic Strategy Briefs
- Desk Review/Case Study
- Briefs/Factsheets

For more information, please refer to the Spotlight Initiative Knowledge Products Guidelines available [here](#).

Please list all Knowledge Products developed by the Spotlight Initiative since the beginning of your programme.

Title of Knowledge Product	Product type(s)* (Select from the list above. If	Brief Description & Purpose	Date completed/published or expected	Target Audience (who is the intended	Link to Knowledge Product (if available)
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	other, please specify)		to be	audience of the product)	
CSO NRG Programme Brief Q3, 2023 (UNDP & UNRCO)	Brief	Guide on CSO progress, priorities and addressing challenges – strengthening CSO engagement on EVAWG	2 July 2023	CSO Reference Group, Government, UN Agencies, EU.	
CSO NRG Programme Brief Q4, 2023 (UNDP, RCO, UNWomen)	Brief	Guide on CSO progress, priorities and addressing challenges – strengthening CSO engagement on EVAWG	9 November 2023	CSO Reference Group, Government, UN Agencies, EU.	
Spotlight Initiative Certificate of Recognition for Samoa CSO for driving transformational change 2023. (UNDP)	Infographic	Acknowledging CSO commitment for transformational change as a leading civil society organization in the EU- UN Spotlight Initiative Samoa Country Programme to EVAWG.	29 November 2023	Civil Society Organisations	<a href="https://www.facebook.com/spot-samoa">https://www.facebook.com/spot-samoa</a>
Civil Society Forum UNITE- 16 Days of Activism to EVAWG Promotion 2023	Infographic	To promote the message for the CSO knowledge and exchange forum also the finale of the Spotlight	10 November 2023	General Public	<a href="https://www.facebook.com/spot-samoa">https://www.facebook.com/spot-samoa</a>





## Spotlight Initiative

(4 infographics) (UNDP)		Initiative.			
Key Messages from UN leaders and Samoa Village Champions on EVAWG in working with men and boys, young women, LNOB, village leaders, women in sports, 16 Days of Activism UNITE – EVAWG  14 materials (UNDP, UNRCO)	Tools /Visibility Materials	Document lessons learned for knowledge and exchange via social media.	25 November 2023	General Public	<a href="https://www.facebook.com/spot-samoa/videos">https://www.facebook.com/spot-samoa/videos</a>
Review of the Family Laws of Samoa Final Report 25/22, Government of Samoa, Samoa Law Reform Commission.	Tools/ Report	Review of Family Laws in Samoa to benefit the Samoan people. In response to concerns raised by the Judiciary that the family laws of Samoa were outdated.	23 December 2022	Members of Parliament, Law Practitioners, policy makers	<a href="https://www.samoalawreform.gov.ws/wp-content/uploads/2023/10/Final-Report-Eng-26.pdf">https://www.samoalawreform.gov.ws/wp-content/uploads/2023/10/Final-Report-Eng-26.pdf</a>
Samoa National Crime Prevention Policy & Strategy & Action Plan	Tools	Policy aims to prevent crimes that are most prevalent and harmful to	April 2024	Government, Law and Justice Institutions, policy and	







## Spotlight Initiative

<p>2023 – 2028</p> <p>Government of Samoa, Ministry of Justice, Courts &amp; Administration.</p>		<p>Samoa society and people. Promoting a vision of the Justice Sector (LJS) – ‘a safe, secure, fair, just and inclusive Samoa’. It further complements to the implementation of our National Ending Violence Against Women and Girls (EVAWG) Prevention Framework and National Policy on Family Safety: Elimination of Family Violence 2021-2031.</p>		<p>implementers, CSOs.</p>	
<p>Final Policy Review and Drafting Instructions for Family Safety Act 2013 Government of Samoa, Ministry of Justice, Courts &amp; Administration.</p>	<p>Tools/Policy/Report</p>	<p>With the recent passage of the Family Safety Act 2013 and the Samoa Law Reform Commission's Final Report on the Review of Family Laws of Samoa 2022, the Government is now poised to enact crucial policy and legislative changes addressing contemporary challenges. This proactive approach is particularly timely to enhance family protection and address</p>	<p>April 2024</p>	<p>Ministry of Justice Courts &amp; Administration, Law and Justice Institutions, Judiciary, Members of Parliament, Stakeholders.</p>	





## Spotlight Initiative

		domestic violence, requires adjustments to effectively address emerging issues and fulfill its intended purpose.			
Key Messages from the National Multimedia Campaign to Reduce Family Violence  2 TVCs  2 key messages (IEC materials)	Tools/ visibility materials	Key messages and TVCs that were developed during community consultations by participants/parents targeting VAC/VAWG within the home addressing social and behavioral norms	August 2021	General Public	TVCs  <a href="https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/603719734525611">https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/603719734525611</a>  <a href="https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/5657515037674352">https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/5657515037674352</a>
16 Days of Healing Community Conversation	Visibility materials	An inspirational message from the first woman Prime Minister of Samoa Hon. Fiame Naomi reiterating that a world of violence is possible.	November 2021	General Public	<a href="#">Prime Minister</a>





# Spotlight Initiative

<p>16 Days of Healing Community Conversation Campaign</p>	<p>Visibility Materials</p>	<p>Deputy Secretary General Amina Mohammed acknowledges the strength of Pacific women and encourages the women and communities of Samoa that it's a collective effort to EVAWG.</p>	<p>December 2020</p>	<p>General Public</p>	<p><a href="#">DSG General Amina J Mohammed.</a></p>
<p>16 Days of Healing Community Conversation Campaign</p>	<p>Visibility Materials</p>	<p>CSO National Reference Group lead community conversations on the root causes and advocate for religious and cultural values to influence social change and behaviours that prevents and ends VAWG.</p>	<p>December 2020</p>	<p>General Public</p>	<p><a href="#">Women Movements and organisations</a>  <a href="#">Research and Academics</a>            Persons with <a href="#">Disabilities</a>  <a href="#">Faith Based Organisations</a>  <a href="#">Women in Sports &amp; Media</a>  <a href="#">Men and Boys</a>  <a href="#">Young Women and Youth leaders</a>  <a href="#">Faafafine and Faatama</a>  <a href="#">Human Rights and Essential Services</a>            Traditional leaders and rural villages.</p>





# Spotlight Initiative

Spotlight Initiative – Stories of Change	Visibility Materials	Stories featured in this publication were submitted by Spotlight RUNOs coordinated through the UNRC Office & UNDP. They are accounts collected throughout Phase 1 as part of the Samoa programme joint Communication Strategy compiled under the UNDP / UNRCO Spotlight Multi-Media Communications project for Phase 1 Lessons Learned	December 2022	General Public	<a href="#">Stories of Change</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign on United to EVAWG	Visibility Materials	Violence is Never Acceptable. United Nations Resident Coordinator in Samoa; Mr Themba Kalua speaks to other men - that Violence Against Women is NEVER acceptable	November 2023	General Public	<a href="#">UN Resident Coordinator Themba Kalua</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign	Visibility Materials	A future that is safe for everyone. UNDP Samoa Multicounty Office, Resident	November 2023	General Public	<a href="#">Aliona Niculita</a>





# Spotlight Initiative

on Unite to EVAWG		Representative- Ms Aliona Niculita			
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials	In Samoa, <a href="#">Spotlight Initiative</a> women leaders encourage young girls to use their voices to speak up early. Parents are encouraged to raise your daughters and sons to speak up to remain healthy and become stron	November 2023	General Public	<a href="#">Annie Eves Laumea</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials	Calling Men and Boys to Step Up	November 2023	General Public	<a href="#">Gutu Faasau</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials	Women in Sports - More action needed	November 2023	General Public	<a href="#">Gabrielle Apelu</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign	Visibility Materials	Avea oe ma Tama e tete'e atu I sauaga. Be the father that says no to violence.	November 2023	General Public	<a href="#">Lualua Tautu</a>





## Spotlight Initiative

on Unite to EVAWG					
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials	Mataafa Faatino Utumapu, a <a href="#">Samoa Spotlight Initiative</a> champion for rights of women with disabilities shares her thoughts on the true meaning of 'Leave No One Behind	November 2023	General Public	<a href="#">Mataafa Faatino Utumapu</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials	Pamela Sua, the Secretary General of the Samoa Council of Women encourages women not to hide the abuse. The strengthening of women's agency is at the core of the National council of Women's work with <a href="#">Samoa Spotlight Initiative</a>	November 2023	General Public	<a href="#">Pamela Sua</a>
16 Days of Activism CSO Knowledge Forum Social Media Campaign on Unite to EVAWG	Visibility Materials		November 2023	General Public	<a href="#">VAWG in stats</a>
Stories from Samoa	Magazine	UNESCO's new publication shares success stories from	December 2023	General Public	<a href="#">Stories from Samoa</a>





# Spotlight Initiative

		the Spotlight Initiative partnerships, highlighting their innovative approaches in combating gender-based violence. It's a powerful tool for raising awareness and advocating for continued global action against this issue.			
The impact of domestic violence in the education sector.	Research Report.	The study focuses on the impact of domestic violence on children's education and the challenges faced by teachers and staff dealing with abused children.	April 2023		<a href="#">Research Report</a>
Spotlight Initiative Brown Girl Woke Hush Musical and Workshop	Visibility Tools	Shining a spotlight on six different experiences with GBV, "Hush" explores the role our silence plays in hiding, protecting, and continuing domestic violence.	December 2023		<a href="https://www.facebook.com/browngirlwoke/videos/1562590027892053/">https://www.facebook.com/browngirlwoke/videos/1562590027892053/</a> Hush Cast Interviews <a href="https://fb.watch/prs5vsSaDX/">https://fb.watch/prs5vsSaDX/</a>
FLE Curriculum Guidance	Capacity Development Modules/Curri	Family Life Education (FLE) is part of Samoa's curriculum, integrated			<a href="https://samoa.un.org/en/media/157954">https://samoa.un.org/en/media/157954</a>





## Spotlight Initiative

	culums	mainly into Health and Physical Education and Social Studies. Other subjects like Food and Textiles Technology and Science could also include FLE lessons. Key concepts within FLE are crucial in this context.			
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Spotlight Initiative



List of equipment / vehicles / remaining major supplies and its end-use upon completion of the Spotlight Initiative programme

Programme: **Spotlight Initiative Samoa**

No.	Item description	Agency	Agency reference, if any	No. of units	Total cost in USD	Notes:
<b>Transferred to entity - Ministry of Women Community &amp; Social Development</b>						
1	Projector Set (HP Laserjet Pro)	UNFPA		1	\$ 1,460.04	
2	Laptops for analysis of GBV administrative data	UN FPA		8	\$ 17,515.93	
3	Dell Power Edge R470 Server	UNFPA		1	\$ 20,488.83	
<b>Subtotal</b>					<b>\$ 39,464.80</b>	
<b>Transferred to entity - Ministry of Education Sports &amp; Culture</b>						
1	IT equipment for FLE outreach (laptop, tripod, projector, power board and extension)	UNFPA		4	\$ 6,960.00	
<b>Subtotal</b>					<b>\$ 6,960.00</b>	
<b>Transferred to entity C</b>						
<b>Subtotal</b>						
<b>Disposed at the end of item lifetime</b>						
	2 DELL Inspiron Laptops will not be transferred because of performance requirements. (1) Decreased in depreciation value or reached the end of its useful life (2) both laptops battery failing & malfunctioning.	UNDP Samoa	Serial Number #230P4P2/4J0M4P2 ref IT laptop status Report	2	\$3,820.43	
<b>Subtotal</b>					<b>\$3,820.43</b>	
<i>Add lines / sections as needed</i>						
<b>Total</b>					<b>\$50,245.23</b>	

	Name of representative	Date	Signature
UNFPA	Leigh Ashley Lipscomb	19-Mar-24	[Redacted Signature]
UNDP	Lata Po Ching	5-Mar-24	[Redacted Signature]
UNICEF	Blanche T. Kioa	19-Apr-24	[Redacted Signature]
UNESCO	Shamila Nair - Bedouelle	30-Apr-24	Refer to letter for signature
UN Women	Mele Mauala	30-Apr-24	Signature will be affixed after clearance