

“LET IT END WITH ME” CAMPAIGN LAUNCH



Speaking at the launch was the Minister for the Ministry for Women, Community and Social Development, Honourable Mulipola Anarosa Molioo, who reiterated the importance of Sanarosa’s message, to remind all of us of the importance of a family as a safe space, a nurturing environment and the first classroom for our children. The CHOGM 2024 really provided the opportunity for Sanarosa’s message of hope to be shared, amplified and taken to heart. The UN Women CHOGM delegates and the ECPAT International delegates were among the participants at the Campaign launch.

In the peaceful surroundings of the Campus of Hope haven for abused women and children, the Samoa Victim Support Group (SVSG) and partners launched the “Let it End With Me” Campaign to end violence against children. This powerful initiative is inspired by the courageous Sanarosa, who endured years of suffering from the age of 12 and tragically passed away in 2019. In her final moments, she urged SVSG to share her message of hope: “Let what happened to me, end with me.”

The SVSG President Siliniu Lina Chang specially acknowledged the local media, whose role in spreading Sanarosa’s “Let it End With Me” Campaign is vital in ensuring that any child who is at risk of abuse, can be spared. Below is the Keynote address for the Campaign:

“Talofa Samoa, families and friends of the CHOGM 2024 (Siliniu Lina Chang, SVSG President)

The Commonwealth Heads of Government Meeting is a rare opportunity for Samoa to come together and make an impact in the world.

The Samoa Victim Support Group has chosen a theme for this week to gain maximum visibility for a cause close to our heart.

The “Let it End With Me” Campaign is a powerful message inspired by the courageous Sanarosa.

Sanarosa endured years of abuse from the age of 12. She tragically passed away at 18 years old, but not before expressing a profound wish for her life to make a difference for others.

In her final moments, she urged SVSG to share her message of hope to the world: **“Let what happened to me, end with me.”**



Samoa, join us in this rare opportunity during the CHOGM. Wear a “Let it End With Me” Yellow Ribbon to spread Sanarosa’s message of hope to the world.

Thank you for your time. Soifua.”