

MEDIA RELEASE

‘No Person shall be deprived of his or her rights to Life’: SVSG Celebrates World Suicide Prevention Day.

10 September 2025

Apia, Samoa:

Today marks World Suicide Prevention Day, and SVSG, as a dedicated human rights advocate, reaffirms its commitment to upholding the Right to Life of all individuals, the foundation of every service SVSG provides. The Right to Life is enshrined in Article 5 of the Samoan Constitution (1962), emphasising the responsibility of every Samoan not only to protect their own life but also to be accountable for the safety and well-being of other peoples’ lives.

Throughout this week, SVSG youth are leading promotional activities to join the global observance of this important day, focusing on the theme: “Changing the Narrative on Suicide.” SVSG youth emphasize the need to move beyond negative blame and instead embrace positive responsibility, uplifting one another, and offering hope to those at risk of suicide.

Life-line International, in partnership with SVSG, has recognized the value of life in Samoa through the ongoing operation of the SVSG Free Helpline, which provides a 24/7 safe online space for individuals experiencing suicidal thoughts. This Helpline service is sponsored and supported by Digicel Samoa and Vodafone Samoa. Recent data shows that over 80% of online callers seeking counselling through SVSG are struggling with suicidal ideation. SVSG offers free counselling and psychosocial support at its Counselling Centre, located at the Campus of Hope as well as its main office, Apia.

SVSG President Siliniu Lina Chang reminds the public of the organization’s core mission: saving and supporting lives. “No child, no woman, or any person shall be deprived of their right to life,” she affirms, echoing the clear mandate of Samoa’s constitution.

The SVSG Youth Advocacy Programme will continue to celebrate World Suicide Prevention Day by sharing messages of hope and inspiration, encouraging young people, children, and the wider community to cherish and protect God’s greatest gift of LIFE.

Manuia le Aso Faapitoa mo le Taofia o Le Pule I le Ola!

END.

Ensuring that victims of crime and those in need are well supported to be safe and in control to restore their lives

2016: With and for Girls Award – Star Foundation of London

2017: Innovation & Excellence Team Award – Samoa Public Service

2018: Finalist, International Children’s Peace Prize 2018 – Kids Right Foundation of Amsterdam, Netherlands

2018: Human Rights Champion in Samoa – UNESCO

2019: Innovation for Sustainable Development Award – Commonwealth Secretary-General

2020: Nominated Person(s) of the Year – Samoa Observer

2021: Outstanding Contributions to Human Rights Promotion & Protection – Samoa Office of the Ombudsman/NHRI

2023: Healthy Islands Best Proposal Award – World Health Organization

