
MEDIA RELEASE

Aiga i le Tai joins National Effort to End Family Violence through Landmark Partnership with SVSG

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Apia, Samoa*

The Samoa Victim Support Group (SVSG) has marked a significant milestone with the signing of a Memorandum of Understanding (MOU) with Auapaau Mulipola, the duly elected Member of Parliament for the constituency of Aiga i le Tai.

This partnership formally brings Aiga i le Tai into SVSG's four-year programme supported by the UN Women Trust Fund, reflecting the constituency's strong commitment to addressing family violence through community-led action. By taking this initiative, the Member of Parliament has demonstrated decisive leadership and a clear vision for the wellbeing and safety of families within Aiga i le Tai.

The project is guided by three core pillars:

1. Legal Knowledge and Awareness – empowering communities with clear understanding of domestic violence laws, rights, and protections available under the law;
2. Changing Deeply Rooted Attitudes – addressing social norms and behaviours that tolerate violence and mistreatment within families, through education and dialogue at village and constituency levels; and
3. Empowerment and Encouragement of the Vulnerable – supporting women, children, and other vulnerable members of society to seek help, speak out, and rebuild their lives with dignity.

Through this four-year partnership, it is hoped that Aiga i le Tai will not only see a measurable reduction in family violence within the constituency but also emerge as a leader in sustaining prevention and support efforts well beyond the life of the project. The vision is for the itumalo to continue this important work independently, grounded in strengthened community structures and shared responsibility.

SVSG commends the leadership of the Member of Parliament and the people of Aiga i le Tai for taking this important step, and looks forward to working closely with the constituency to create safer families and stronger communities for generations to come.

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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

2026 Noble Peace Prize Nomination