

## **MEDIA RELEASE**

### **SVSG Strengthens Community Outreach at Fugalei Market through UNDP Market for Change Initiative**

*28 January 2025  
Apia, Samoa*

The Samoa Victim Support Group (SVSG) continues to strengthen its community outreach efforts through an awareness activity conducted at the Fugalei Market under the UNDP *Market for Change* initiative.

Led by SVSG Village Representatives, the outreach engaged directly with market vendors to raise awareness on domestic violence and abuse, promote safeguarding practices, and share information on the range of support services available through SVSG for individuals and families.

The activity provided valuable opportunities to connect with vendors who had not previously participated in awareness sessions. While engagement levels varied due to the sensitive nature of the topic in a public market setting, information brochures were distributed and meaningful one-on-one discussions took place.

Vendors raised questions relating to access to SVSG services, referral processes, and safety assurances for individuals seeking support. These discussions highlighted the need for continued outreach and trusted engagement within community spaces.

SVSG acknowledges the importance of creating safe and accessible platforms for awareness, particularly for individuals who may be hesitant or fearful to come forward. Outreach activities such as this reaffirm SVSG's commitment to ensuring that information, support, and protection services reach those who need them most.

**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  
2026 Noble Peace Prize Nomination*