

*4th February 2026
Apia, Samoa –*

MEDIA RELEASE

For Immediate Release

SVSG Youth Empowerment Programme Launches “Going Together for Youth Creativity & Wellbeing”

The Samoa Victim Support Group (SVSG) is proud to announce the successful rollout of its latest youth initiative, “Going Together for Youth Creativity & Wellbeing”, a workshop aimed at empowering young Samoans to engage positively with their communities and advocate for mental health and violence prevention.

Supported by UNESCO **and** SEVENTEEN, the workshop brought together 43 youth participants at the Millenia Hotel Conference Room to engage in discussions, skills-building exercises, and cultural activities designed to enhance youth wellbeing, leadership, and advocacy.

The SVSG Youth Empowerment Programme seeks to address the high rates of domestic violence and abuse impacting Samoan youth, which can contribute to poor mental health outcomes and social instability. Through interactive and culturally relevant workshops, participants learned how to communicate with village leaders, access support services, and foster safe spaces within their communities.

Key objectives of the program include:

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

Mental Health & Wellbeing: Reducing stigma around emotional distress and substance use, and promoting resilience through cultural practices.

Violence Prevention: Educating youth on gender-based violence and empowering them to advocate for safer environments.

Capacity Building: Strengthening youth leadership, advocacy, and creative problem-solving skills to drive positive social change.

Community Engagement: Encouraging collaboration with village councils, churches, and community leaders to build a stronger, safer youth network.

Safe Spaces for Talanoa & Faasoa: Facilitating open dialogue where young people can share insights, brainstorm solutions, and support one another.

Through initiatives such as peer advocacy networks, culturally relevant education campaigns, and safe discussion spaces, SVSG aims to empower youth to embrace their roles as leaders and stewards within their villages, improving mental health outcomes and fostering resilience in the next generation of Samoan leaders.

The Samoa Victim Support Group has been at the forefront of addressing domestic violence and supporting victims across Samoa. Its mission is to empower individuals and communities through advocacy, awareness, and culturally responsive programs.

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