



Spotlight Initiative

ANNUAL NARRATIVE PROGRAMME REPORT

PROGRAMME TITLE: SPOTLIGHT INITIATIVE SAMOA

PROGRAMME START DATE: JANUARY 2020 – DECEMBER 2023

REPORTING PERIOD: 01 JANUARY 2022 – 31 DECEMBER 2022



Programme Title & Programme Number Programme Title: Samoa Spotlight Initiative MPTF Office Project Reference Number: 100119126	Priority regions/areas/localities for the programme Nationwide																					
Recipient Organization(s) UN Women UNDP UNICEF UNFPA UNESCO	Key Partners Ministry of Foreign Affairs and Trade. Ministry of Women Community and Social Development. Ministry of Education Sports and Culture. Ministry of Health, Ministry of Communications, and Information Technology. Samoa Bureau of Statistics. Ministry of Justice Courts and Administration. Law Reform Commission. Ministry of Police. Office of the Ombudsman Civil Society National Reference Group. Samoa National Council of Women. Samoa Faafafine and Faatama Association. Apelu Sports. Samoa Association of Sports and National Olympics. Brown Woke Girl. Teen Challenge. Faataua le Ola. Nuanua o le Alofa. Clarence Sebastian. Samoa Umbrella of NGO's. Samoa Victim Support Group. Adventist Development and relief Agency. Tiapapata Art Centre. RIVER digital growth agency. <i>Makeki Online Niimedia/Sleeping Giant</i> National University of Samoa. University of the South Pacific																					
Programme Cost (US\$) Total Phase I budget, and (where OSC approved) Phase II budget as per the Spotlight CPD/RPD: USD 3,505,489 Phase I and (where OSC approved) Phase II Spotlight funding: ² 2,900,000 USD. Agency Contribution: USD 605, 489 Spotlight Funding and Agency Contribution by Agency: <table border="1" data-bbox="105 1081 771 1428"> <thead> <tr> <th>Name of RUNO</th> <th>Spotlight Phase I (+ II, where OSC approved) (USD)</th> <th>UN Agency Contributions (USD)</th> </tr> </thead> <tbody> <tr> <td>UN Women</td> <td>522,699</td> <td>32,988</td> </tr> <tr> <td>UNDP</td> <td>893,130</td> <td>84,144</td> </tr> <tr> <td>UNICEF</td> <td>186,180</td> <td>112,000</td> </tr> <tr> <td>UNESCO</td> <td>749,999</td> <td>170,613</td> </tr> <tr> <td>UNFPA</td> <td>547,992</td> <td>205,744</td> </tr> <tr> <td>TOTAL:</td> <td>2, 900,000</td> <td>605,489</td> </tr> </tbody> </table>	Name of RUNO	Spotlight Phase I (+ II, where OSC approved) (USD)	UN Agency Contributions (USD)	UN Women	522,699	32,988	UNDP	893,130	84,144	UNICEF	186,180	112,000	UNESCO	749,999	170,613	UNFPA	547,992	205,744	TOTAL:	2, 900,000	605,489	Programme Start and End Dates Start Date: (01 January 2020 End Date: 30 December 2023 Report Submitted By: Simona Marinescu, UN Resident Coordinator Samoa
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¹ The Multi-Partner Trust Fund (MPTF) Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as “Project ID” on the project’s factsheet page the [MPTF Office GATEWAY](#).

² The Spotlight Contribution refers to the amount transferred to the Recipient UN Organizations, which is available on the [MPTF Office GATEWAY](#).



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Acronym List

ADRA	Adventist Development Relief Agency
CEO	Chief Executive Officer
CSE	Comprehensive Sexuality Education
CSF	Clarence Sebastian Foundation
CSNRG	Civil Society National Reference Group
DHS/MICS	Demographic Health Survey/ Multiple Index Cluster Survey
DV/IPV	Domestic Violence/ Intimate Partner Violence
EVAWG	Eliminating Violence Against Women and Girls
EUD	European Union Delegation for the Pacific
FAST	Faatua le Atua Samoa ua Tasi (Political Party)
FBO	Faith Based Organisations
FLE	Family Life Education
FLO	Faataua Le Ola / CSO focusing on suicide prevention
FPNSW	Family Planning New South Wales
GBV	Gender Based Violence
GoS	Government of Samoa
HFRSA	Health Facility Readiness Service Availability
IESG	Interagency Essential Service Guide
IP	Implementing Partners
IPPF	International Planned Parenthood Federation
JSC	Joint Steering Committee
KAP	Knowledge, Attitude, Practice
KBB	Knowledge, Beliefs and Behaviors
LGBTQI	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex
LJS	Law and Justice Sector
LNOB	Leaving No One Behind
LSC	Life Skills Coach
MCIT	Ministry of Communications and Information Technology
MCO	Multi Country Office
MESC	Ministry of Education, Sports and Culture
MFAT	Ministry of Foreign Affairs and Trade
MJCA	Ministry of Justice and Courts Administration
MOF	Ministry of Finance
MOH	Ministry of Health
MTA	Mid Term Assessment
NCC	National Council of Churches
NGO	Non-Government Organizations
NHRI	National Human Rights Institution
NOLA	Nuanua o le Alofa (Council/ National Body for Persons with Disability)
NPF	National Prevention Framework
NUS	National University of Samoa
RC	Resident Coordinator
RCO	Resident Coordinators Office



REACH	Rights, Empowerment and Cohesion
RUNO	Recipient United Nations Organizations
SBS	Samoa Bureau of Statistics
SEN	Samoa Education Network
SFA	Samoa Fa'afafine Association
SFHA	Samoa Family Health Association
SLRC	Samoa Law Reform Commission
SOE	State of Emergency
SOGIESC	Sexual Orientation Gender Identity and Expression and Sexual Characteristics
SOP	Standard Operating Procedures
SRC	Samoa Red Cross
STI	Sexually Transmitted Infections
SUNGO	Samoa Umbrella for Non-Government Organizations
SVSG	Samoa Victim Support Group
SWAP	Sector Wide Approach
TNA	Training Needs Analysis
UN	United Nations
VFSC	Village Family Safety Committee
VFSP	Village Family Safety Programme
VR	Village representative



Executive Summary

After two years of implementation, the Spotlight Initiative has drawn significant attention and support. The advocacy from the European Union, United Nations and Government at the leadership level on crippling social and economic costs of violence against women and girls (VAWG) and the need to respond and address this issue through a wholistic and multi-sectoral approach, was adamant and accepting. Over its course, the institutions and communities responded, made a strong stand and took ownership and leadership of the Spotlight Initiative.

The community leadership and ownership of the Spotlight Initiative models the leaving no one behind principle. The diversity of the communities includes women and girls, boys and men, traditional leaders, persons with disabilities, fa'afafine and fa'atama (SOGIEC community). They are fully and equally represented in the CSO National Reference Group, the core group that advises, monitors and advocates for the Spotlight Initiative. The Spotlight Initiative built the platform for these communities to voice their experiences and perspectives of the causes and solutions to contribute to ending this plight over the rights and livelihood of women.

Delivering the Spotlight Initiative programme throughout 2022 was not far from challenging. The disruptions to societal normalcy due to the Covid-19 pandemic made efforts to deliver the Spotlight Initiative within the twelve months of 2022 difficult, but there was resolute commitment.

Samoa as a signatory to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Convention on the Rights of the Child (CRC), and the Committee on the Rights of Persons with Disabilities (CPRD), is the foundation of the political will toward ending the violence against women and girls.

The political will is a guarantee, and the severity of the issue reinforced the urgency to accelerate collective and constructive efforts to end violence against every woman and every girl in Samoa. The findings of the 2021 Demographic and Health Survey revealed that 32% or 1 in 3 Samoan women experienced physical, sexual, and emotional intimate partner violence. Domestic violence and intimate partner violence cases peaked at 7% during the COVID-19 lockdown, consistent with trends in times of climate disasters and crises.

Despite the delays due to the Covid 19 lockdowns and the post-election processes, the Program made notable achievements across the Six Pillars. In 2022, there were significant revisions in laws and policies, and the capacities of institutions to prevent and to deliver responsive and essential services to women and girls affected by violence were strengthened; village leaders and women were leading dialogues and driving actions to break social norms over violence against women, comprehensive sexual education and family life education made significant impact on health and teaching professionals with the focus to instill these as knowledge that contributes to prevention of violence; there were pioneering actions on the collection, administration of EVAWG data; and the civil societies and women movements became very strong in leading all national efforts to end violence against women and girls.

One remarkable achievement to note for 2022, was the Global Spotlight Initiative Leave No One Behind Award received by the Programme at the Spotlight Initiative Symposium held in Cancun Mexico. The award recognizes the Programme's inclusive dialogue approach around the dramatic reality of increasing numbers of victims of domestic and intimate partner violence.



In 2022, over eight women village committees benefitted from capacity programs under the Samoa National Council of Women empowering them to be economically sufficient and be advocates to resolving all issues that could result in violence in any case. This was to respond to one of the recommendations of the Mid Term Assessment (MTA) for the Spotlight Initiative. However the Programme will address the other recommendation on strengthening Monitoring and Evaluation capacity through dedicated sessions with RUNOs and implementing partners on the Theory of Change and links to indicators and targets, in its Phase 2.

Contextual Shifts and Implementation Progress

While the Covid 19 lockdown and the post-election process affected the implementation, there are significant support aiding progress amidst these challenges.

The new Government led by Samoa’s first female Prime Minister Hon. Fiame Naomi Mataafa proved renewed and robust commitment to the EVAWG agenda. In the 2022-2023 national budget, WST \$500,000 was allocated to NGOs addressing Gender Based Violence in their work mandates. The Government in Spotlight Event events acknowledges and commends the value of the European Union and United Nations partnership through the Spotlight Initiative to expand and accelerate ongoing national EVAWG initiatives.

The commitment of the EU to this cause is significant. The EU continues to be strongly supportive of the delivering UN agencies. Their advice and guidance on the resources and technical support towards the program are well articulated and received in the quarterly Multi-Country Joint Steering Committees coordinated by the Resident Coordinators Office. The UN agencies continue to inform, consult, and engage the EU in all Spotlight Initiative activities.

Implementation progress by outcome area:

Spotlight Initiative - Outcome areas	Implementation progress as of 31 Dec 2022
Outcome 1: Legal and Policy Framework	%
Outcome 2: Institutions	%
Outcome 3: Prevention and Norm Change	%
Outcome 4: Quality Services	%
Outcome 5: Data	%
Outcome 6: Women’s Movement	%
TOTAL	%



Programme Governance and Coordination

a) National Steering Committee

Set up in 2020, the JSC through the quarterly meetings, has been well informed and approving of the Spotlight Initiative from the planning work of the RUNO to the joint implementation work with the partners across the sectors. The Chief Executive Officer (CEO) of the Ministry of Foreign Affairs and Trade (MFAT) Peseta Noumea Simi, that co-chairs the JSC with the UN Resident Coordinator (UNRC) Simona Marinescu for the Multi Country Office (MCO) for Cook Islands Niue Samoa Tokelau, continues to provide strategic advice and solutions to some of the issues that the Programme encounters with Government partners.

In 2022 the JSC met in April and September respectively, with decisions made on the following areas:

- Approval of the Budget revisions for the UNDP / UNICEF
- Acknowledgement of the Phase I MTA Report
- Acknowledge preparations for the Phase II Proposal and Consultation Process
- Discussed and advised on the development of a Sustainability Plan for Spotlight Initiative
- Approved the planning of a dedicated workshop on contextualizing the Theory of Change with RUNOs and national partners

b) Civil Society National Reference Group (CSNRG)

Since its inception in 2020, the caliber of the CSNRG as a core advisory, monitoring and advocacy mechanism has extended and remains heavily influential. The CSNRG consists of ten members representing the (1) Women's Rights Movements and Governance (2) SOGIESC (Fa'afafine & Fa'atama) (3) Faith Based Organisations (4) Researchers and Academics (5) Women in Sports and Media (6) Traditional Leaders and Rural Communities (7) Persons with Disabilities (8) Essential Services and Human Rights (9) Young Women Leaders & Youth (10) Men and Boys. The diversity and inclusiveness of its composition continues to ensure that the approach and context to deliver Spotlight Initiative support and activities integrates the religious and cultural values, the appropriate language, adequate resources, and suitable facilities based on the needs and conditions of the institutions and communities. Their advise, advocacy and monitoring work is guided by their knowledge and experiences and their foresight of the change in the lives of the women and girls affected and at risk of violence, that the Spotlight Initiative brings.

The UNCT continues to engage the expertise and value of the CSNRG in their core activities. In 2022 the CSNRG was called again to support the UNCT in the facilitation of community consultations for the development of the UN Sustainable Development Framework for the Pacific 2023-2027 during May to June. The CSNRG organized and ensured full and equal representation of their communities in these consultations, and were also key Resource Persons supporting the RCO in the facilitation of discussions and group work to identify development needs that these communities agreed to as priorities for the UN to focus on.

As the Spotlight Initiative progressed through the planning and compilation of its Phase 2 Proposal, the CSNRG was consulted and provided significant advisory inputs to inform Phase 2 program priorities and budget allocations. About USD 20,000 is earmarked in the Phase 2 Budget particularly for the CSNRG to convene quarterly advisory meetings and support advocacy, and advisory role of the group in various forms,



to ensure meaningful engagement, promote the use appropriate cultural approaches and strengthening coordination with local communities and CSOs recommendations highlighted in the mid- term review.

The CSRG managed to convene one quarterly meeting in early July 2022, with full and active participation from all representatives. The meeting deliberation included Phase 2 NRG workplan and nominations to the Global Spotlight Learning Symposium in Cancun Mexico, where the national joint efforts were recognized through the ‘leave no one behind’ award for Samoa. All the 10 members of the group actively participated in the Malu I fale End Violence launch and campaign to mark 16 Days of Activism. The launch included the celebration and hand over of the LNOB Global Spotlight Award by the NRG group to the Honorable Prime Minister of Samoa, Hon. Fiame Naomi Mataafa.

During the reporting period, UNDP facilitated direct engagement for selected NRG members to advise and participate in the Spotlight Gender Responsive Budgeting training aimed at senior government and civil society representatives. The Co Chair of the NRG is a member of the interim Gender Responsive Budgeting group coordinated by the Ministry of Women, Community & Social Development, whose primary responsibility is to advocate for the institutionalization of GRB across the key sectors of government and budget policy and processes.

C) ***Inter-agency coordination, technical committees, and other governance mechanisms***
RUNO Technical and Coordination Meetings

The five RUNOs meet on a monthly basis in their technical and coordination meeting. These meetings are chaired by the UN Women as the Technical Lead with the support of the RCO in the coordination and convening of these meetings. This is the accurate platform for discussions on the progress of the activities and challenges they encounter. This meeting is also an important opportunity to assess progress, discuss alignment and partnerships, contributing to program coherence. In 2022, while meetings were less frequent due to unforeseen factors and staff changes, the team managed to coordinate and progress on the Work Plan of the Spotlight Initiative for Phase 1.

RUNO Bi-monthly coordination meetings

To ensure good coordination between implementing partners but also to enable exchange between partners, some RUNOs host dedicated sessions for engagement with implementing partners. UNESCO organises bi-monthly coordination meetings with all its implementing partners. The coordination meetings include implementation updates from each partner and a thematic discussion related to various topics from the Initiative’s visibility and branding guidelines to specific areas of synergies. The other RUNO’s and the Co-Chairs of the CSNRG are also invited to these meetings. These meetings have allowed partners to build synergies between activities and exchange views and lessons learnt.

Civil Society Organization (CSO) / Samoa Umbrella of Non-Government Organizations (SUNGO) Taskforce

The Taskforce is an important coordination and engagement mechanism set up by the CSOs for CSOs. It brings together relevant non-government organizations that work within the EVAWG space. The Taskforce coordinates within and across the partners to improve and promote CSO peer training and learning, resource mobilization and joint training and programming during and after the initiative. The membership consists of thirteen (13) CSOs, six representatives from Samoa National Council of Women (SNCW), SVSG, FLO, METI,



Samoa Fa'afafine Association, Soul Talk Samoa, and three (3) government agencies, namely MPPS, MJCA, MWCSO and Ministry of Finance. The Initiative supported the setup, development and implementation of specific training activities under the Taskforce's Work Plan.

UN Pacific Strategy Outcome Group 2: Gender Equality

As noted in the 2020 report, the UN Pacific Strategy (UNPS) 2018-2022 is the strategic framework that outlines the collective response of the UN System to the development priorities of 14 Pacific Island countries and territories. There are six outcome areas with Outcome 2 focusing specifically on Gender Equality.

The UNPS Outcome Group (OG) 2 leads on gender related initiatives and the Initiative contributes strategically under the EVAWG umbrella during the monthly meetings and annual reporting. The intention is that DV/IPV/GBV are not looked at as projects but rather embraced as integral components that interconnect and impact on a country's development.

a. *Use of UN Reform inter-agency tools*

The Initiative is looking at ways to enhance UN Coherence and UN Reforms through its activities. As recommended in the MTA, the One UN approach requires strengthening and more focus by the RUNOs. To address this, the Initiative will engage with the Samoa Operations Management Team to identify areas in the Business Operations Strategy that can support the work of the Initiative in Samoa.

Programme Partnerships

Government Partners

Ministry of Women, Community and Social Development (MWCSO)

The Spotlight Initiative partners with the MWCSO as the leading entity, responsible for inclusive development, promotion of gender equality, eliminating GBV and all forms of violence against women, girls and protection of children. This partnership has ensured effective coordination and technical coherence. A joint Spotlight Initiative and MWCSO Annual Work Plan was developed including interventions to be implemented by different UN agencies and information on resources needed and available to support implementation. This plan is the reference tool for UN engagement with different divisions of the MWCSO.

The Spotlight Initiative on several occasions has engaged the Minister of the MWCSO Honorable Leota Laki Sio who has acknowledged that the Spotlight Initiative has significantly enhanced and build on the gaps efforts thus maximizing the impacts of national efforts towards EVAWG. The CEO of the Ministry, Mema Motusaga, has been a critical advocate of the Spotlight Initiative in the local and international communities. The CEO led and facilitated organisational and community consultations, conversations, and training on the development of policies and budget for activities under the Spotlight Initiative. The MWCSO as the door to village communities was fundamental in facilitating partnerships between the Spotlight Initiative and the civil society organizations and village communities.

The MWCSO is a partner of the Programme through UNDP, UNFPA, UNICEF and UN Women under Pillar 2; Pillar 3, Pillar 5, and Pillar 6.

Ministry of Justice Courts & Administration (MJCA)





The partnership with the MJCA is crucial for strengthening legislative frameworks and multisectoral, monitoring, and coordination mechanisms built on already existing structures and frameworks for the effective implementation of domestic violence laws. The commitment and leadership of the Chief Executive Officer Moliei Vaai resulted in the development of the law and justice sector plan that integrates VAWG and gender-based violence, mapping and roll out of the legal services awareness raising (adapting the REACH model) which not a single sector nor an agency can solve violence on its own. The Law and Justice Sector that includes the MJCA, Ministry of Police, Law Reform Commission and the Sector Plan reinforces effective collaboration on VAWG cases and issues.

The MJCA is a partner of the Programme through UNDP under Pillar 1; Pillar 2

Samoa Law Reform Commission (SLRC).

The partnership with the SLRC enabled support the review of family laws. The core function of the SLRC is to review legislation frameworks in line with Samoa's Constitution, cultural landscape, and international human rights in Samoa. The commitment of the SLRC Executive Director Telei'ai Lalotoa Mulitalo proved effective and influential in the community consultations across the country for community perspectives and inputs that are relevant in the review of family laws.

The SLRC is a partner of the Programme through UNDP under Pillar 1 and Pillar 2.

Ministry of Health (MOH)

The partnership with the MOH is crucial for improved health services on sexual reproductive health and rights of women and girls. There has been strong support from the Ministry from the Assistant CEO level, nurses and health workers, to roll out training on SGBV Standard Operating Procedures (SOPs) at provincial level, leading to every health facility now having at least 2 health workers trained and able to provide GBV services including provision of Clinical Management of Rape.

The MOH is a partner of the Programme through UNFPA under Pillar 4.

Ministry of Education, Sports, and Culture (MESC)

The partnership with MESC as the policy and planning authority of the Government in the education sector, takes the responsibility of providing oversight and facilitating implementation of the Family Life Education. The Minister of MESC Honorable Seula Ioane in several key Spotlight Initiative events organised by MESC and UNESCO commends the commitment to address VAWG within the education sector. This partnership also engaged the support and guided by the advise of the Assistant Chief Executive Officers, Principal Officers of the Ministry to ensure timely and coherent implementation of the Spotlight Initiative within the education sector.

The MESC is a partner of the Spotlight Initiative through UNESCO under Pillar 3.

National Human Rights Institution (NHRI)

The Office of the Ombudsman or the National Human Rights Institution remains a crucial partner of the Spotlight Initiative. This partnership is founded on the 2018 National Inquiry into Family Violence (NIFV) recommendation 20, that initiated the signature intervention for Outcome 3 that involved working with village councils in 6 villages identified from the NIFV, to recognize violence is an issue and to actively prevent violence against women through the pilot village





family safety program. A number of traditional leaders have become strong advocates of domestic violence and keeping the bylaws to prevent incidence of DV and VAWG from activities under this partnership.

The NHRI is a partner of the Spotlight Initiative through UNDP under Pillar 3

Ministry of Foreign Affairs and Trade (MFAT)

MFAT as the Co-Chair of the JSC plays a critical oversight and coordination role for the programme on behalf of the Government, like the role of the RC Office. They play a key role in providing oversight on the programme, helping to ensure the relevance, efficiency, effectiveness as well as sustainability of Spotlight. As the Chair of the National SDG Taskforce, MFAT is a critical player in ensuring that the work is captured and aligned to the SDG initiatives, ensuring Spotlight's work helps to advance the SDGs. It is also responsible for national reporting including the Universal Periodic Review report 2021.

As a partner of the Spotlight Initiative, MFAT collaborates closely with the RCO.

Ministry of Communications and Information Technology (MCIT)

MCIT facilitates, leads and implements the Government of Samoa's vision for Communications development. In the framework of the Spotlight Initiative, the programme has partnered with the National Broadcaster 2AP Radio which is a government owned Samoan station in the production and nation wide broadcasting of stories about the experiences of victims of violence. These radio stories were aimed to increase awareness and lead prevention efforts in the villages and families over issues of DV and VAWG. The partnership also strengthened capacity of media broadcasters on VAWG reporting and programme production. The MCIT/Radio 2AP has been instrumental in hosting radio talk shows in the Samoan language on VAWG.

The MCIT is a partner of the Spotlight Initiative through UNESCO and UNDP under Pillar 3.

Samoa Bureau of Statistics

The partnership with SBS aims to improve collation and analysis of GBV data from national census, and DHS-MICs. SBS works alongside SPC and the UoM/Nossal Institute to build capacity of key stakeholders in government and CSOs on data collection and analysis as well as to develop the National Domestic Violence Framework to facilitate the work of the multi-sector GBV Admin Data Task Group in coordinating and strengthening GBV data systems.

The SBS is a partner of the Spotlight Initiative through UNFPA under Pillar 5.

International and regional Partners

The Pacific Community (SPC)

The Pacific Community (SPC). It is the leading technical and scientific inter-governmental organization in the Pacific, supporting its members, Pacific Island governments, along the sustainable development path. SPC facilitates implementation of Pillar 5 as a Regional Technical Organization supporting the development of tools and capacity to conduct Population Based Surveys including the Multiple Indicators Cluster Survey with Demographic Health Components (MICS-DHS) which includes the Domestic Violence (DV) module of the DHS, and strengthening and setting up of administrative data systems, including support to the Samoan government on its recent DHS/MICs. The





next round of data collection for the DHS-MICS 2023-2024 is in planning phase and once again, Spotlight funds will help collate data on the DV module.

University of Melbourne (UoM)/Nossal Institute:

The UoM/Nossal Institute works alongside SPC in conducting secondary analysis on DHS/MICS datasets to publish knowledge products, in 2022, Samoa secondary GBV and SRHR data analysis was conducted, in addition to developing tools and guidance based on international standards on administrative data systems. The UoM/Nossal Institute also facilitated training of Samoa Bureau of Statistics on the formal kNOwVAW data course, and on secondary data analysis.

Family Planning NSW has a strong expertise and resources in comprehensive sexuality education/Family Life Education and is an important partner supporting the development of the in-school and out of school curriculums. It facilitates implementation of Pillar 3 as a Technical Assistance Organization to the development of both the In-School and Out-of-School CSE curriculum and teacher guides.

IPPF and its Member Organization Samoa Family Health Association - supports implementation of Pillars 3 & 5. IPPF works closely with Ministries of Education, Ministries of Youth and FPNSW to roll out of school CSE including training, monitoring and tracking outcomes of CSE at beneficiary level.

Civil Society Partnership

a. Civil Society

Civil society partners were selected based on their official mandates, reach and scope of work as a service provider. The Spotlight Initiative partnered with grass root organizations working with marginalized group had access to programme financial and technical resources. The RUNOs regularly updated a Partner matrix (Annex C) to ensure there was coordination of work with the CSOs.

Samoa Victim Support Group (SVSG)

SVSG has been on the frontline paving the way for communities to discuss sensitive issues such as GBV and Child Protection (CP). They have been working with several RUNOs on the Spotlight Initiative activities given they are the leading CSO in this area.

The partnership with SVSG also expanded into the CSO's work with communities, supporting the Initiative's efforts to reach marginalized populations, and village councils. Building on an ongoing research project the CSO is carrying out in partnership with University College London (UCL), the use of culture and of performing arts in promoting gender – equitable norms was piloted in 10 villages across Samoa.

The Spotlight Initiative partnered with **Faatua le Ola (FLO)**, a very distinct non-government organisation with a focus on mental health particularly suicide prevention services for over 15 years. The program under its COVID19 response support under Pillar 6 partnered with FLO to offer counselling services through 24 hours lifeline, post counselling





interventions at the family level and outreach awareness raising in the villages and through different forms of media outlets. In the Samoan society, family connections are of utmost importance and the severing of this connection is a significant risk factor for suicide.

Samoa National Council of Women (SNCW) was established in 1953 and is the oldest traditional non-government organisation founded by women for women in Samoa. The main objective for the set-up of the SNCW was to have a forum for women to support the village council governance and decision making, which is perceived as the inroad for the needed force to support and advance the roles of women within the family, communities, district and their collaboration with the village council and at the interagency and government level. The Initiative partnership with SNCW is funded under Pillar 6 using an integrated approach to the women in leadership transformational leadership tool and the Spotlight Initiative EVAWG to strengthen its primary prevention advocacy and services at the village level.

Samoa Umbrella for Non – Government Organisation (SUNGO) is a key partner of the Spotlight Initiative supported under pillar 6 given its role as an umbrella organisation to advocate to government and other bodies on behalf of civil society and vulnerable groups on wellbeing, law and justice, community and governance issues of concern. SUNGO is an accredited service provider offers capacity development support through trainings that is accredited with the Samoa qualifications authority. and other support services based on the Spotlight Initiative capacity assessment for NGOs on EVAWG implemented in 2020. SUNGO also has a sustainable network of qualified community trainers on a retainer basis who were part of the series of Spotlight trainings on psychosocial support and psychological first aid. To date, it has over 200 non-government and community-based organisations members with numbers growing and is also the coordinating arm for the newly established CSO taskforce mechanism to nurture peer knowledge and information sharing, best practices to advance the gender equality agenda.

The **Tiapapata Art Center (TAC)** is a creative centre based in Samoa with an extensive archive of historic photos and audio-visual footage. The Center contributed to the creation of audio-visual materials that aim to contribute to attitudes and behavioural change at community and individual levels and prevent violence against women and girls. The TAC developed, in an inclusive approach, a series of five short videos based on proverbial expressions and cultural constructs highlighting the respect accorded to women and girls in traditional Samoan society.

The **Adventist Development and Relief Agency (ADRA)** Samoa was started by the Seventh-day Adventist (SDA) Church as the church's humanitarian arm. To this end ADRA works with people in poverty and distress to create just and positive change through empowering partnerships and responsible actions. A consortium of non-governmental organisations (NGOs) was invited by the programme to design and implement a Samoa contextualized initiative to End Domestic Violence and Intimate Partner Violence (DV/IPV). The consortium met and resolved that the two NGOs that would be involved in the project would be ADRA Samoa, acting as the lead CSO for the consortium, and **Samoa Education Network (SEN)**. SEN is the education support arm providing support and oversight on the education initiatives in country.

The **Samoa Association of Sports and National Olympic Committee Inc. (SASNOC)** is an organization belonging to the Olympic Movement, undertakes to respect the provisions of the Olympic Charter and the World Anti-Doping Code and abides by the decisions of the IOC. SASNOC undertakes, in accordance with its mission and role at national level, to participate in actions to promote peace and women in sport. SASNOC also undertakes to support and encourage the promotion of sport ethics, to fight against doping and to demonstrate a responsible concern for environmental issues. Spotlight has partnered with the Samoa Association of Sports and National Olympic Committee (SASNOC) with the aim





to reach the sports federations in Samoa and support them to review and develop policies that address DV/IPV and promote positive behaviours and role modelling.

Samoa Family Health Association (SFHA)

International Planned Parenthood Federation and its Member Association - **Samoa Family Health Association (SFHA)** supports implementation of Pillars 3 and 4. IPPF works closely with MESC on Training for Trainers for Out of School Family Life Education and MOH to roll-out the GBV SOP for the health sector. In addition, IPPF facilitates regional implementation of CSE for which Samoa is engaged through mobilisation of youth networks, political leadership and ensuring Samoa representation in regional CSE events including knowledge sharing and customisation of CSE materials.

Family Planning NSW's implementation of Pillar 3 as a Technical Assistance Organization to the development of both the In-School and Out-of-School CSE curriculum and teacher guides.

SPC/Nossal and UoM facilitate implementation of Pillar 5 as a Technical Assistance Organisation to Samoa on the implementation of Population Based Surveys- the Multiple Indicators Cluster Surveys including secondary analysis, harmonisation of administrative data systems and ensuring capacity building of stakeholders on administrative data systems and through the KnowVAW data course.

EyeSpy Radio Samoa was founded in 2019 and has built on the creativity and innovation of the EyeSpy station. The Radio station promoted local talent, local issues, is focussed on the Samoan community and promotes youth, women and broader community awareness. It has captured a wide local audience and is seeking to use the power of various media platforms to send a clear and very positive message to its mass audience. The Initiative partnership with EyeSpy Radio was focused on linking the celebration of Jazz Day with the opportunity to address DV/IPV in the local music industry and beyond, as well as explores how performing arts can contribute to DV/IPV prevention. International Jazz Day represents a perfect opportunity to further the discussion about the ongoing issues of DV/IPV, sexual harassment and gender-based violence. As a music genre jazz has been at the nexus of musical expression and social justice.

b. European Union Delegation

The European Union (EU) Delegation in Suva, Fiji have been actively engaged in the Samoa Spotlight Initiative through the Joint Steering Committees, CSO National Reference Group meetings as well as participating in national events such as the CSO Workshop by SUNGO which the Honourable Ambassador participated from Fiji.

The Spotlight Initiative will better engage with the EU delegation in Fiji to ensure they are regularly informed of the progress of the programme and, critically, have more opportunities to contribute to the implementation of the Samoa programme, strengthening the programme. In addition to Spotlight, the EU also support Gender Based Violence initiatives with CSOs through the Civil Society Support Programme (CSSP) which also funds CSOs supported by Spotlight. For example, SVSG is one of the partners supported through EU for the Nofotane Project (empowerment of women) and they are also a key CSO implementing partner for the My Village My Pride and the Helpline support through Spotlight. This enables strong alignment and coordination of activities to ensure they complement each other.



c. Academia

National University of Samoa (NUS)

Established in 1984 by an Act of Parliament NUS is the higher education institution best placed to provide support of activities under the Spotlight Initiative related to Social Sciences and to conduct of participatory evaluations in both targeted and control-group facilities on knowledge, attitudes and behaviours related to Domestic Violence/Intimate Partner Violence.

The Spotlight Initiative engages the support of the senior lecturers of the NUS as facilitators and advisors of a number of activities including the development of policies, advocacy and research.

The NUS is partner of the Spotlight Initiative through UNESCO under Pillar 3

University of the South Pacific

The USP is the premier institution for higher learning in the Pacific to serve the regions needs for high quality tertiary education, research and policy. The Spotlight Initiative in 2022 formed a partnership with the USP Samoa Campus to conduct a research on GBV across the agricultural sector. The Spotlight Initiative engaged the technical expertise of senior lecturers and researchers of the USP to collect and analyse and produce qualitative research data that will inform the development of DV/IPV prevention strategies in agriculture and fisheries sectors.

The USP is a partner of the Spotlight Initiative through UNESCO under Pillar 3.



Results

Capturing Change at Outcome Level

Outcome 1 - Policies and Legislation

Law and Justice Sector Plan 2021-2025

Seven key government ministries and institutions under the Law and Justice Sector have a clear direction and coordinated approach to build and maintain safety in communities and villages by contributing to addressing domestic violence and intimate partner violence (DV/IPV) under their new Law and Justice Sector Plan 2021-2025.

The Ministry of Justice and Courts Administration, Ministry of Police and Prisons, Office of the Attorney General, Office of the Ombudsman, Ministry of Women, Community and Social Development, Samoa Law Reform Commission, and the Ministry of the Prime Minister and Cabinet with support from the Spotlight Initiative conducted community and sectoral consultations for feedback to review and develop the 5 year Plan which integrates domestic and intimate partner violence and committing all government ministries and institutions under this Sector to work collectively for improved prevention and response services.

Outcome 2: Institutional Strengthening

Institutional and personnel capacities enhanced to design and deliver DV/IPV prevention measures.

The duty bearers on DV/IPV from the seven ministries under the Law and Justice Sector are to be more effective and efficient in their duties with the Guide on best approaches and processes to respond to survivors of domestic and intimate partner violence that was developed to operationalize the roles and functions of the Law and Justice Sector in their obligations to address DV/IPV under the Law and Justice Sector Plan 2021-2025.

Gender Responsive Budgeting Trainings

Over 46 key senior staff of the Ministry of Women, Community & Social Development in its policy, planning division, and finance division led by its CEO Mema Motusaga and representatives of CSO undertook thorough and intense training on gender analysis and gender-responsive budgeting. The knowledge and ideas exchanged and shared during this training led to the development of contextualized gender-responsive budgeting training materials that will be available for continuous learning and skills building on GRB. The composition of participants by sex and gender; 12 males, 32 females and 2 faafafine or LGBTQI. A 'Gender Responsive Budgeting Core Group consisting of 46 senior policy government, and civil society representatives including the Spotlight NRG members was also established. Co-chaired by the Ministry of Finance and Ministry of Women, Community & Social Development, the Core Group leads and supports efforts to institutionalize and formalize GRB, advocate for cross-sector capacity-building opportunities, and apply gender mainstreaming and responsive budgeting in the government's budget process.

ToT on addressing impact of DV/IPV on the Education Sector.

The knowledge and perspectives of leaders, key staff, principals, and teachers in the Education Sector on DV/IPV through the Spotlight Initiative are significantly enhanced. The research conducted by the MESC on the impact of DV/IPV on the education sector identified how the staff, teachers, students, and institutions were affected by patterns



and incidents of DV/IPV. The findings enabled the development of prevention measures where the teachers, principals, students, and ministry staff were engaged in identifying possible institutional solutions to prevent and respond to issues of DV/IPV. The findings also premised the development of a ToT that was rolled out at selected educational institutions. This research also contributed to the design content for training tailored for out-of-school youth and rolled out in Upolu and Savaii.

Outcome 3: Social Norms and Prevention

Village leaders and women drive changes in social norms to end VAWG.

The National Human Rights Institution and the Office of the Ombudsman, continue to monitor the implementation of Village Family Safety Plans, Village Bylaws, and Village Family Safety Committees. The content of these Plans and Bylaws vary accordingly to the context of each village however it ensures consistency in decision making. In the village of [Vaiee](#) the number of domestic violence cases reported to the Chiefly Council has decreased dramatically because of the advocacy and the change in social norms and behaviours.

The National Prevention Framework that was developed by the MWCSD and the National Action Plan which adopts a survivor-centered approach is a useful reference that guides the development of community advocacy and interventions to address DV/IPV within the context of village people behaviour and mindsets.

Performing arts increased awareness on prevention of DV/IPV

In 2022, an analytical report was produced that documented the impact of interventions to address gender norms utilising performing arts such as the “My Village, My Pride 2021’. The Report also includes the Lessons Learnt from the “My Village, My Pride 2021’ campaign and it sets the platform to build new performing arts campaign around the theme of EVAWG. The involvement of church and traditional leaders, women and youth remains instrumental to lead these campaigns, sharing more knowledge and awareness on prevention of DV/IPV in the homes and the villages.

Financing better police response to DV/IPV.

In response to the increase in DV/IPV the Samoa Police Prison and Correction Services (SPPCS) established the first Domestic Violence Division with allocated Human Resource and a dedicated budget. The Spotlight Initiative also supported the Ministry of Police and Prisons to develop a training curricula that was delivered to the Domestic Violence Unit (DVU). Training is also planned for the Corrections rehabilitation unit and will be carried out in early 2023.

Growing political interest and national commitment to CSE in Samoa

Since 2020, the Spotlight Initiative has supported institutionalization of Comprehensive Sexual Education and Family Life Education as a gender transformative approach for preventing teenage pregnancy, STIs, GBV including IPV, and promotes respectful relationships. In 2022, the FLE Multi Sector Committee (MSC) saw finalization of age-specific FLE curriculum for cohorts grades 1-8 and 9 - 12, aligned to international standards. Through its sub-committees on Curriculum Development, Teacher Training, and Out-of-School, MESC implemented the Micro-Credential in CSE/FLE for in-service teachers, with a focus to strengthen FLE curricular in FLE carrier subjects, such as Health and Physical Education and included CSE/FLE as a minor in the B.Ed programme offered by the National University of Samoa, which guarantee sustainability of the Spotlight Initiative.

Family Life Education Roll Out

In 2022, focus was also placed to roll out the in-school curriculum, whereby 30 secondary school teachers and school inspectors from Upolu and Savaii were trained on the FLE Curriculum Guidance. Another 15 school teachers who



teach FLE carrier subjects and 5 MESC Curriculum Development Officers completed the 10-day Micro-Credential ToT as an in-service qualification in FLE, now being applied across all grades (1-8 and 9 - 12). This pool of qualified teachers will continue to cascade training on FLE to provincial levels in 2023, and facilitate quality assurance in the teaching of FLE in career subjects. Another 30 FLE Facilitators have been trained on the FLE Guidance Handbook, developed by the FLE Multi Sectoral Committee, and using the OOS FLE Facilitators Manual as guidance. This OOS FLE work is led by CSO Samoa Family Health Association with technical support of Family Planning Australia and national partners including Ministry of Women, Community and Social Development, Ministry of Health, Ministry of Education, Sports and Culture, Samoa Red Cross, National Human Rights Association, Apelu Sports, National Education Network, and FLO, agencies also responsible for rolling out the OOS CSE to communities. In 2022, 95 young people under the age of 25 were reached using the out of school FLE curriculum.

Contextualising the 16 Days of Activism into the Malu I Fale Campaign.

MWCSD launched the Malu I Fale multi-media campaign focusing on addressing the intersection between Violence against Women and Violence against Children (VAC), highlighting the need to eradicate VAC to eliminate the intergenerational nature of VAW. The messages coming out of the campaign via mainstream media and digital platforms are reinforced by community dialogues on positive discipline with caregivers and life skills training with adolescents in at least seven pilot villages. Parents have reported learning new tools to care for their children while adolescents have indicated acquiring social and emotional competencies including having the capacity to say no and making responsible decisions when it comes to relationships. The capacity of the multi-media campaign team on social marketing and behaviour change communication strategies have also been enhanced to sustain the campaign beyond the Spotlight Initiative funding.

Reinforcing EVAWG media messages into community action.

The Media Campaign on reducing family violence directly engaged the media industry, specifically key production houses and social media agencies and ensured the interaction between the media partners and the communities to develop dialogue that will guide the media partners' work and at the same time teach local communities to understand the messages and take their role in translating the messages transmitted through media platforms into actions to adopt new social behaviors and norms. The behavioral change component of this Campaign has had a positive impact on those it has reached, specifically the parents in the communities that the workshops and community dialogues took place in and has caused a change in the mindsets of some of the parents who will indeed become positive influencers in their own circles, families and villages. The social marketing aspect of this Campaign and the development of the media products have allowed the messages focused on positive parenting behavior and the protection of children to cut across multiple platforms, which has generated healthy discussions around these topics. This undoubtedly ensures the sustainability of not only the messages, but more importantly the continued effect and potential reduction of family violence and violent acts against children of any age. The launch of the Campaign's media products this year has boosted the social media profile of the Ministry of Women, Community and Social Development, especially that of its Prevention and Early Intervention Unit as well as the Child Protection Unit, which has been fielding calls for information, assistance and in some cases for the protection since the release of those media products.

In the first week of the launch of the audio-visual products on the Ministry's Official FB page, the number of audiences, skyrocketed to more than 77,000 views and likes for one, with the other jumping to 2.5 thousand views.

Strengthened essential counseling services for front liners.



SVSG as one of the crucial front liners of DV/IPV essential responsive services continued to receive support for efficient counseling services to children in addition to life skills training. In 2022, 272 adolescents in seven villages in Samoa participated in life skills training which covered topics such as positive mental and social health; respectful relationships and prevention of interpersonal violence, and alcohol and drugs abuse. They also highlighted the impact and importance of peer pressure and peer support. Following completion of the sessions, 20 peer support groups have been formed under the guidance of SVSG Juniors. These peer support groups met regularly and provided safe space and psychosocial support to their fellow adolescents particularly on issues relating to home life, school environment, and academics, as well as relationships.

Meanwhile, 253 caregivers took part in positive discipline sessions conducted by SVSG's community volunteers. Together they discussed topics such as visioning as a parent; providing warmth and structure to children; understanding how young people think and feel; and problem-solving. As a result, participants report learning new tools to raise and support their children other than corporal punishment. Some caregivers also noted that the sessions allowed them to reflect on their own experiences as children and how this influenced their parenting. There was an acknowledgment that it is difficult to change pervasive practices towards young people, but knowing some alternative techniques such as deep breathing, taking time out, and discussing the concept of consequences and responsibility with children proved helpful.

Outcome 4 : Essential Services

Improved health services for women and girl victims of violence.

The capacities of health workers to respond to SGBV was enhanced through training and development of job aids to implement SGBV Standard Operating Procedures (SOPs) at various health care levels. In Samoa, a special task force was constituted to ensure that Primary health care Standard Operating Procedures and job aids integrated the SGBV SOP guidelines for management of GBV.

Sixty health professionals including Doctors, Registered Nurses, Nurse Managers, Midwives and Nurse Aids in **100%** of health facilities - (hospitals, dispensaries, health centers and national referral hospitals) were trained, leading to increased capacity of service delivery points of up to **2** health workers trained and have skills to provide GBV services including the clinical management of rape. Capturing data on SGBV is still a challenge with MoH but is now being addressed within the broader ambit of HIS to track SRH/GBV indicators. There is improvement noted in recording and screening for GBV cases, within 12 months after the country wide training of healthcare workers, 15 cases of SGBV were recorded. Eighty individuals accessed GBV services through integrated community outreach services conducted by Samoa Family Health Association and Samoa Victim Support Group to reach vulnerable populations in remote villages, 80 were women and young girls in Samoa.

Other milestone result is the inclusion of GBV including sexual violence indicators in the Health Management Information System (HMIS) in Samoa, which will go a long way in improving the quality of services to GBV survivors in the country and provide data for evidence-based advocacy with leaders and managers of leading ministries,

Inter-agency Essential Services Guidelines

MWCSD as guardian of the IESG Guidelines, published in 2020, have completed awareness training of government village representatives, one male and one female, for 6 villages in Savaii on awareness of GBV services available from support agencies, government and CSOs. MWCSD conducted IESG awareness and information dissemination to 100's of women and girls participating in the 16 Days of Activism through cultural song and dance incorporating themes on EVAWG.



Outcome 5: Data

Quality GBV data informs national policies and decision-making.

A consultative process with key partners contributing to an informed analytical approach that guided the design of a technology solution and progressive web application (PWA) to support women and girls facing DV/IPV in Samoa. The pilot Survivor Application aims to support and empower case managers. Having a major impact in the space, RIVER worked closely with the Samoa Victims Support Group (SVSG) and other Spotlight partners for the pilot rollout following the required ethical approaches to information gathering. This innovative solution aims to enable more efficient responses to DV/IPV realities in society and contribute to the generation of efficient, realistic and reliable data on DV/IPV in Samoa. As case management related to Violence Against Women and Girls (VAWG) in Samoa is primarily carried out on paper, and with reporting generally carried out with Excel, this tech solution provides case officers with an application that digitizes the work they were already doing. It makes it easier to manage existing cases, and enables them to carry out improved reporting, generating data that support national policy around the prevention of violence against women and girls.

GBV Admin Data Group and Enumerators capacity enhanced.

Increased skills for MESC enumerators on data related to GBV collected within the educational system was achieved through targeted workshops in Upolu and Savaii. This gives MESC the opportunity to collect more relevant and better data that can in turn inform policies and mechanisms within the educational system.

A partnership with the University of the South Pacific (USP), Samoa Campus resulted in a research that was carried out on the impact of GVB on the agriculture and fishery sectors to identify how the agriculture and fisheries sectors are influenced by the perpetuation of violence against women in Samoa and the identification of possible prevention strategies. An initial desk review was followed by a rural field based research on the underlying factors impacting overall violence against women in agriculture and fisheries sectors in Samoa. The research collected data and completed an analysis on the socio-economic vulnerability of women in agriculture and fisheries sectors in five villages through women participatory appraisal method and by using a pre-tested questionnaire. In partnership with the Ministry of Education Sports and Culture the training of school enumerators for domestic violence was completed equipping the participants with the skills to collect, list and assess data on DV/IPV affecting students and strengthen admin data collection in the Education sector.

The programme continued to support the functionality of the Multi-Sectoral GBV Admin Data group that is coordinated through MWCSO which provides the overarching management and HR support to establish the on-line platform equipped with proper IT infrastructure to cater for the needs of support services. Members of the task group adapted and adopted a harmonized data collection tool following a data mapping exercise. Agencies including Police and Courts Administration are now populating the required fields in the data collection tool and prep for uploading to the on-line platform, housed and administered by MWCSO. Plans are in place in 2023 to further consolidate data collection and associated training. Sharing of GBV data amongst support agencies is always a challenge and lead agencies have finalized a data-sharing protocol, which have helped to ease access and sharing of data across contributing organizations. Confidentiality of survivors identity is paramount, and several layers of admin control and access are embedded, protecting victims.

Eight technical staff were trained on the formal kNOwVAW data course and through administrative data series workshops to expand training on administrative data systems in technical aspects, ranging from ensuring countries understood the concept and design of administrative data systems, design and review of data collection tools, the establishment of decision-making processes related to indicator selection, data sharing across sectors, dissemination and utilization of results. Through the skills gained, graduates of the formal kNOwVAW data course, started to apply



their knowledge learnt from the course, especially the Samoa Bureau of Statistics team which engaged in their current DHS/MICS secondary analysis of the DV module. They learnt how to construct variables to measure the prevalence of all types of violence for lifetime and last 12 months (physical and/or sexual, physical, sexual, emotional, and controlling behavior), including the review of current 2019 DHS/MICS DV analysis to identify new analysis questions and gaps. The eight trained SBS and MWCSO staff will cascade the secondary analysis training across sectors of health, education, women and to CSOs to enable further mining of data from surveys and administrative data sets.

Finalization of the SRH and GBV correlation analysis of the Multiple Indicator Cluster Survey (MICS) for Samoa. To continue with the capacity building approach, the Samoa report was validated at an in-country workshop where methodology and findings were discussed and the opportunity for stakeholders to provide feedback, and to test skills gained through the kNOwVAW data course. The in-country workshop enabled further upskilling of the Samoa Bureau of Statistics and Ministry of Women research officers in the use of SPSS software for secondary analysis of the DV module using the current DHS-MICS results. The Samoa team that participated in the kNOwVAWdata course was part of this workshop thereby extending its learning and building a fuller understanding of DV data. The team received strong grounding on using the SPSS package from raw data file recording, weighting data and visualizing the results for all forms of violence and as suitable for SDGs reporting.

*Outcome 6: Civil Society Organisations and Women's Movements
CSOs and women movements take the lead to end violence against wo*

The Spotlight Initiative supported CSOs on effective advocacy movements through performing arts and cultural performances around the country to raise awareness that it's everyone's responsibility to end violence against women and girls. Some of these successful advocacy campaigns include the 16 Days of Healing and the multimedia campaign on child protection. In partnership with the MWCSO, and the Samoa Umbrella for Non-Government Organisations a scoping study on supporting the setup of an accreditation system for civil society organisations has been completed. The report and recommendations provide clear options for government and CSOs to consider in support of developing a process for standard setting to support streamlining of services, strengthening capacity to better the quality-of-service delivery.

To capture and document Samoa's journey and some of the highlights under Phase1, the Stories of Change Magazine was launched as part of the 16 Days of Activism against violence activities. The Magazine and videos feature stories of change and key highlights from key implementing partners and community beneficiaries. This is one of the collaterals produced to further amplify the advocacy and behavior change efforts and fittingly showcases Samoa's recognition in Cancun with the Leave no one behind award. For the first time, a Sports Communication Strategy for EVAWG and Gender Responsive Budgeting Tools to increase inclusive practices and processes were also launched. Adding to new knowledge and learning materials produced to support gender mainstreaming efforts and addressing social norms and behavior change.

Addressing prevention of gender based violence, sexual harassment and access to support services in the workplace resulted in two awareness sessions implemented for male workers employed in the construction sector. . In attendance were 34 men and women, with only 3 women engineers in a predominately male sector. Only 2 out of the 34 participants have attended a session on GBV with 94% being exposed to this type of information for the, first time ever. The post evaluation survey revealed there was an Increase in awareness, there was high consciousness that violence is preventable compared to the pre evaluation responses and very visible from the outset, the need to continue and increase programs targeting men.



The government, civil society, women’s organizations, and village and church groups joined forces with the One UN and EU to enhance community advocacy, engagement and coordination on EVAWG. The 16 Days of Activism Campaign 2022, focused on the theme solidarity, unity and commitment to end violence NOW witnessed the RCO, UNESCO, UNDP, UNFPA, UNICEF and UNWomen collaborating under the banner of Spotlight Initiative to support a whole of government approach using a wide range of media and community activities by government and civil society, church ministers, women’s groups and community- based partners. The campaign saw movement building by multiple partners and has been successfully integrated into the central government of Samoa through a public service memorandum of making every Thursday a day to wear Black in recognition support of the 365 days of the year stand against violence. The government budget 2021/2022 also cemented for the first-time budget allocation for civil society and women’s organisations delivering services in the GBV and EVAWG space.

34 men have never attended a session on GBV , this being the first time ever. • 3 female engineers, and 1 female working in program management and administration • Increased in awareness, knowledge that GBV, DV, IPV is an issue . 17 out of 17 compared to only 2 who agreed during the pre- evaluation • Increased in awareness, knowledge on root causes of violence ‘power and control’ . 17 out of 17 agreed. Compared to no correct response as 16 agreed that alcohol, drugs are root causes. • Increased in awareness, knowledge on harassment and sexual harassment. 17 /17 compared to 16/1 in the pre- evaluation. • All agreed that violence is preventable compared to only 6 correct responses in the pre- evaluation. **Evaluation 2** out of 15 attended a session on GBV with 89%, first time ever.

- No female engineers, only 1 female working in administration
- Increase in awareness, knowledge . 17 out of 17 agreed GBV, DV, IPV is an issue compared to 15 agreed responses during the pre- evaluation
- Increase in awareness, knowledge on root causes of violence ‘power and control’ . 17 out of 17 agreed. Compared to only 2 who agreed as the rest said alcohol, drugs are root causes.
- Increase in awareness, knowledge on harassment and sexual harassment. 17 /17 compared to 16/1 in the pre evaluation.
- All agreed that violence is preventable.

Rights Holders (Spotlight programme “beneficiaries”)

<p>Women (18 yrs. and above)</p>	<p>3,341</p>	<p>60,311</p>	<p>MWCSD reports on social marketing and behaviour change communication training, coaching and testing; reports from NHRI, SLRC, SNCW, MJCA, 2AP radio, ADRA, SVSG reports, MESC report, CSO NRG events and campaigns reports, consultations registrations, Malu I fale campaign UNDP GRB, FLO counseling OTT/Ahliki – Malu I fale Campaign, teachers, case workers, beneficiaries of app, members of sports federations, beneficiaries of My Village My Pride,</p>
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			participants in research
Girls (5-17)	2,120	6,985	Reports from NHRI, SLRC, SNCW, MJCA, SVSG reports, MESC report; MWCSO reports on social marketing and behaviour change communication training, coaching and testing, CSO NRG events, consultations, Malu I Fale Campaign. (Indirect), beneficiaries of app, out of school youth workshop participants, etc.
Men (18 yrs. and above)	3288	58,996	Reports from NHRI, SLRC, SNCW, MJCA, 2AP radio, ADRA, SVSG reports, MESC report; MWCSO reports on social marketing and behaviour change communication training, coaching and testing, CSO NRG events and campaigns, consultations, Malu I fale campaign; teachers, case workers, beneficiaries of app, members of sports federations, beneficiaries of My Village My Pride, participants in research
Boys (5-17 yrs.)	830	6,155	Reports from NHRI, SLRC, SNCW, MJCA, SVSG reports, MESC report; MWCSO reports on social marketing and behaviour change communication training, coaching, and testing
TOTAL	9579	132,447	



Challenges and Mitigating Measures

- Covid-19 and natural disasters: Samoa experienced its first community transmission of COVID-19 and widespread lockdowns in 2022, and the Hunga Tonga-Hunga Ha’apai Eruption and Tsunami that hit Tonga, once again highlighted the fragile Pacific ecosystem in which VAW/G was deprioritised including Spotlight, as both regional and national efforts shifted to contain COVID-19 and to humanitarian disasters. UNFPA Spotlight delivery is also facilitated by the Pacific Regional Programme technical assistance and regional partners. Despite the uncertainty, the Spotlight programmes have been able to expand and scale up foundational work done in 2022, continuing to support government and CSOs to roll out of in and out of school CSE, strengthen health systems for GBV response and enhance capacities for VAW data collection and management.
- The systems and processes of the Spotlight Initiative partners have also imposed restrictions, at times disallowing timely delivery of RUNO activities. International and regional partners operate procurement, financial and oversight mechanisms that introduce internal bureaucracies and delays. This coupled with weak coordination, human resources, and technical capacity of national governments, and limited specialized fully resourced national CSOs, resulted in a slower pace of implementation.
- Staff movements and changes in key government positions in the departments such as the MWCSO, MESC and MoF compounded delays. Overall political and management changes in governments limited implementation of systems strengthening activities so RUNO utilized the CSO, regional partners and direct implementation approaches to cover for the lost time.
- The limited pool of expertise, the number of agencies working with the same Ministries causing an unrealistic workload for limited government teams, alignment of activities and effective internal communications also complicated timely implementation.
- Spotlight Initiative staff transitions was another challenge. Some of the core staff of the Spotlight Initiative programme including the UN Women Regional Coordinator, Technical Lead, Programme Assistant, and the RCO Coordination support transitioned into other roles since early 2022. There was significant support for these roles amidst other commitments.

Lessons Learned and New Opportunities

a) Lessons Learned

There are many lessons learned and opportunities not just for Spotlight but for targeted EVAWG initiatives to take on board to support, complement and strengthen national, district and village structures and interventions. The Mid Term Assessment also highlighted key areas for the Initiative to learn from and highlighted areas of competitive advantage to be enhanced.

- The Spotlight Initiative programme learned that even with multi-media campaigns it is essential to work together and to be able to align priorities to ensure that the same messages, same activities and same solutions are being provided to the community. This is done by ensuring that the members and partners of the Campaign team are fully engaged and committed to the work at hand – ensuring that everyone is on the ‘same page’.
- Monitoring and evaluation are crucial to track progress and to ensure the achievements of the Programme across the six outcomes are reported well.



- Technical working groups meeting and frequent communications with the RCO and the CSONRG ensures joint delivery, accountability, and transparency of Spotlight Initiative and that solutions and decisions to emerging issues and revisions are addressed within a timely manner.
- Alignment of Spotlight Initiative activities, and cost-sharing for joint delivery particularly for activities with the same partners need to be encouraged and planned well throughout Phase 2.
- Timely planning of activities, visibility and awareness contributes to effective delivery and measuring results.

a) New Opportunities

- The caliber and the value of Spotlight Initiative partners particularly the media agencies and CSO's to accelerate all efforts that contributes to EVAWG in Samoa is impactful and fostering and sustaining trusted relations with these partners ensures that they will continue to provide substantial support towards the success of the Spotlight Initiative.

Innovative, Promising or Good Practices

- As part of the core sustainability approach for CSE/FLE, national and sub-national coordination mechanisms were established in Samoa to provide oversight, coordination and advocacy functions in support of CSE/FLE work. These mechanisms have exceeded this role by driving innovations that increase national ownership and institutionalization of both in and out of school CSE/FLE. In Samoa, the teacher training sub-committee of the CSE/FLE multi stakeholder committee, proposed and oversaw the development of two proposals on: (i). a micro-credential for in-service teachers, (ii) CSE/FLE as a minor in the Bachelor of Education program with the Samoa National University. These proposals have been submitted to the University Council and a framework for delivering both initiatives have been developed and readied for implementation by the Ministry of Education upon approval. Engagement of leading CSO Samoa Familyt Health Association, on coordinating the out-of-school FLE/CSE project, saw the establishment a multi-stakeholder committee of both government and CSO partners, which met and developed and contextualize a 7-module curricular for teaching FLE to community youth. The establishment of the multi-stakeholder OOS FLE platform is a good practice of CSO and government partners working together to influence gender norms to address gender-based violnece. This work needs to continue.
- Engagement of Samoa political leadership and managers of line ministries in key Spotlight linitiative events like regional CSE meetings, SGBV SOP roll-out increased understanding of decision makers on the magnitude of GBV in the countries. As a result, integrated and allocated GBV into District Development Plans and (US\$250,000) was allocated to the Ministry of Women to facilitate CSOs, 2 of which are UNFPA's sub contractees to expand access to integrated GBV/SRH community outreaches, and expand run out of school CSE/FLE community activities. In addition, GBV is now integrated in Samoa Village Safety Plans through the Ombudsman office and GBV focal persons within villages whose principal role is to support GBV/IPV/DV victims to report to village councils for appropriate action have been appointed.
- The establishment of the GRB Core Group guarantees the sustainability of the commitment to gender equality and women empowerment by the Ministry of Finance.



Communications and Visibility

a) **Overview**

Orange and Black are the two colors that today in the villages and work places, distinctly speaks ‘*End Violence Against Women and Girls.*’ Communications and advocacy on the Spotlight Initiative over its two years, had its own shortcomings. However, the Spotlight Initiative ensured that messages on the *difference that the Spotlight Initiative needs to make and has made*, to boost Samoa’s obligations to EVAWG was well publicized, understood, appreciated, and pursued, through every available media and communications platform in Samoa and the region. The advocacy that EVAWG is a whole of country effort is amplified by Government leaders in all Spotlight Initiative events and campaigns. The campaigns to reinforce community engagement, leadership and ownership of actions to EVAWG received huge national recognition and support.

In 2022, over 40 news items on events and activities relating to the Spotlight Initiative were broadcasted on the radio and television; posted and shared on social media channels and online newspapers. These news items to promote the work of the Spotlight Initiative and the messages o EVAWG is very likely to have been received by over 150,000 of listeners, viewers, and users of these media platforms.

a) **Messages**

Campaign Theme –

‘A e malu I fale, e malu I fafo’:

This is Samoa proverb that expresses a message on the value of families and its role as the shelter for the safety and well-being of all its family members. It is about collective and shared responsibilities while at the same time, each role is defined and every family has conferred a role to ensure peace, stability, and safety of the family.

The ‘Malu I Fale’ Campaign reminds the country that EVAWG is everyone’s responsibility. It reminds them that the values, morals, and behaviors that do not instigate violence in any sense are taught and learned within the homes.

Social Media and TVC messages –

E amata ia oe le matua faata’ita’iga lelei – Parents are the best role models for safe and happy families.

The Spotlight Initiative through the national media campaign to reduce family violence informed the communities through 30 seconds TV advertisements also posted on social media that parents are the best role models by being good listeners, communicating and loving their children. To correct their mistakes with meaningful words and lessons rather than with harsh and abusive words and actions.

E le saua le alofa – Love is not abusive/ Love is not violent

This message has contextualized the message from 1 Corinthians 13 that *love is patient, love is kind.* The Spotlight Initiative through this message reiterates the truth that violence occurs because there is an absence of love and anger, and hatred has overcome love. In marriages or relationships, this is the foundation of their love, and it should never in any circumstances allow violence because it is not a form of love.



b) Campaigns***Malu I fale Campaign***

The Spotlight Initiative was given high profile visibility at the 'Malu I Fale Campaign and the Official Launch of the National Media Campaign to reduce family violence, through the speeches and the media coverage and products including the TV promotions, publications and t-shirts.

The 'Malu I Fale' supported by the Spotlight Initiative was launched at the official ceremony to mark the beginning of the 16 Days of Activism with key speakers including the Prime Minister Hon. Fiame Naomi, Minister of MWCSO, Hon. Leota Laki Sio, Resident Coordinator Simona Marinescu and the participation of government ministries, private sector and civil societies was a huge gathering. The Malu I Fale also officially reintroduced the colour black, as a symbol of unity and strength of a community underpinned by respect for and in honour of their women.

The Spotlight Initiative "Leave No One Behind" Award was presented to the PM Hon. Fiame Naomi Mataafa at this event.

Reducing family violence campaign

The multi-media Campaign to reduce violence in Samoan families, was at the forefront in 2022 with the launch of its media products and campaign under the Ministry of Women Community and Social Development's Umbrella term for the Campaign – Malu I Fale, - Our homes are our safe haven' generated national support.

This was later followed by the 16 Days of Activism where the Campaign was at the forefront of the movement, with the launch of its third TVC and also the rollout of the Campaign's Child Protection and Positive Parenting messages. Both national events gained much publicity and visibility through extensive coverage by the local media on the various topics that the events focused on, with specific focus on Elimination of Violence and Girls, Women and children, as well as on the activities that were being carried out and the impact on the communities and the country as a whole. The 16 Days of Activism became a nationally recognized event with the majority of Government Ministries marching together with independent bodies, non-government organizations, faith based organizations and schools in recognition of those that had been affected by any form of abuse and the movement by a nation to rid itself of such violence.

c) Testimonials:

The National Multimedia Campaign Launch in August was officially opened by the Associate Minister of Women together with the UNICEF Pacific Representative, Jonathan Veitch who emphasized that 'Exposure to violence in childhood in childhood is strongly associated with future victimization and perpetration of abuse. Mr. Veitch added in his testimonial that any form of violence decreases a child's ability to function and this impact may be irreversible. He further added that Every child should feel safe and protected at all times.

<https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/572078697792841>



d) **Photos:** include only 3-4 photos with captions (photo credit and a description) here in the report itself, and then please upload those and all other photo submissions to [PHOTO SUBMISSION PLATFORM](#).

e) **Videos:**

The Spotlight Initiative | Making an Impact.

A series of short videos on testimonies from some of the leading partners of the Spotlight Initiative on the impact that they have observed in their institutions and in the village settings because of the support from the Spotlight Initiative.

- Key reflections on the impact work to address domestic violence and violence against women and girls by the dedicated and hard working from SVSG SamoaVictim Support Group, Program Manager Afioga Muliagatele Pepe Tevaga and the Ministry of Women, Community & Social Development, Chief Executive Officer, Dr. Mema Motusaga. [Watch | Facebook](#)
- This video features reflections from Ms Loukinikini Vili-Lewaravu | Director Human Rights Office of Ombudsman and [#VFSC](#) representatives from Vaie'e and Lalovi Mulifanua testifying on the use of a fit for purpose community engagement model (best practice) using [#evidence](#) based DV data and contextualized cultural and human rights approaches to prevent and respond to violence within their domestic settings. [\(1\) Facebook](#)
- This video shares the information on specific legislations that were reviewed and reformed so that they better respond and address the need to prevent family and domestic violence. https://youtu.be/kS_Mv4mm2ec
- Samoa National Council of Women is crucial partner of the Spotlight Initiative and through UNDP they were supported to deliver transformational leadership trainings that integrates the principles of the Spotlight Initiative for the grass root women. They trained over 300 women from 15 villages in Savaii and Upolu. <https://youtu.be/TJfOyA5a6A>
- Men as traditional leaders have engaged and molded through the Spotlight Initiative to lead the cause of ending DV/IPV in the villages. <https://youtu.be/IXCnW6MVFd0>
- Key reflections on the process to review, consult and integrate domestic and family violence in the Law and Justice Sector Plan for the next five years. <https://youtu.be/DY7tqgcDzXs>

Reducing family violence – the role of parents

The Campaigns videos were all in line with one theme to push home the role of parenting in a family, under the banner

'Matua e amata ia oe/ Parents it starts with you.

(1) <https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/603719734525611>

(2) <https://www.facebook.com/MinistryofWomenCommunityAndSocialDevelopment/videos/5657515037674352>



Sustainability

Over the past 2 years, UNFPA has focused on building national systems and structures to sustain investments in the health, education sector and national statistical office. UNFPA's approach of strengthening national government systems inherently inbuilds sustainability through continuity of interventions within well-established government structures. The Programmes in 2023 will consolidate these initiative and capacities of:

1. National and provincial CSE committees led by the ministry of education to continuously provide oversight and technical guidance in the implementation and monitoring of CSE/FLE work in countries, including facilitating approval of two proposals for institutionalizing CSE/FLE (i) micro-credential for in-service teachers; (ii) as a minor in the Bachelor of Education program with the Samoa National University; and in Vanuatu, submission of CSE/FLE out of school training as a career pathway for social and community workers to the Vanuatu Quality Assurance agency.
2. Utilize the pool of technical experts trained in kNOVAWdata in the undertaking of VAW or DHS/MICs prevalence studies to continuously build national capacities, and in adaptation of contextualized administrative data toolkit for countries. For example, the technical capacities built on VAW data through the Spotlight Initiative, will be utilized to continuously analyze data and guide the preparatory phase in 2023 for the next Samoa DHS/MICs.
3. Increase use of the SGBV Standard Operating Procedures to expand training for health workers to include private clinicians on Clinical Management of Rape to at least 2 people per health facility and to ensure that GBV is integrated into Primary Health Care health facility referral, health management information systems and in all countries RMNCAH policies.
4. GBV integration into national development plans. There is growing understanding and awareness at the political levels on the importance of integrating GBV into national and sub-national plans resulting from engagement of policy and sectoral planners and decision makers on CSE/FLE and GBV health sector responses initiatives. UNFPA will increase the momentum of political and sectoral managers engagement in 2023 to influence budget decisions as part of its wider advocacy role through the Spotlight programmes, deriving from the Samoan government example, in which US\$250,000 was allocated in FY 2021/2022 to address GBV, of which some funds were disbursed to UNFPA Implementing Partners (Samoa Family Health Association and Samoa Red Cross) to expand the scope of CSE and integrated GBV/SRH community outreaches. In addition, scale-up training of national CSOs subcontracted under the Ministry of Women to roll out of school CSE/FLE curriculums.
5. UNFPA PSRO has SI interventions inbuilt into its new Multi Country Programme Document (2023-2027) as part of the contributions to strengthen government and community systems.
6. The Campaign work will be sustained through a true change of mindset that is being nurtured by the Campaign through the Behavioral Change strategy that the Campaign takes.
7. While the process may take a while and possibly beyond the lifespan of the Campaign, for people to accept the need to change their mindsets and therein change behavior, it can and must be done.
8. It is not impossible to do and the Campaign will ensure that there are key influencers that will come out of the work being done that will continue the work to ensure that there truly is no one left behind.



9. Continued work by the CSOs in partnership with Government and other key stakeholders will push communities to take ownership of the need to change for the betterment of their families and ultimately the protection of their children.

Next Steps

Key focus areas for the Spotlight to focus on in the first six months of 2023 are the following:

- Strengthening of the M and E framework and commitment from RUNO for better reporting at end of year.
- Support for meaningful and visibility of CSO designed and led activities under the CSO small grants support facilitated by the UNDP.
- CSO NRG activities to be supported and ensure Spotlight Initiative visibility
- Continue work of the multi-setotal GBV Admin Data Group to finalise the National Domestic Violence Framework, and sustained capacity building training of research and statistics officers to collate and analyse GBV Data from DHS-MICs and HMIS reports to inform policy and to create illustrative data visualizations for easy understanding by the general populace of trends in the national GBV landscape
- The national multi-media campaign to end family violence, along with the three-year behaviour change communication strategy to be officially launched by MWCSD. The campaign team will continue the coaching sessions on social marketing and behaviour change communication with MWCSD and SVSG staff and support them in monitoring and evaluation of impact of the campaign.
- The focus for 2023, will be to ensure the nationwide roll out of the GBV SOP and training of other critical cadre to ensure that all women in villages and the outer islands receive survivor centered clinical care. Support supervision will be strengthened, and service delivery monitored through the health facility readiness service availability (HFRSA) assessment to ensure that women and children receive quality care.
- Community dialogues to support the campaign are also being prepared and organized in specific villages **by SVSG. This will continue until the end of programme implementation.**

*THIS REPORT SHOULD NOT EXCEED 50 PAGES
(Excluding annexes, see next page)*



ANNEXES

Please hyperlink to each annex here or attach the annex directly to the report.

Annex A: Results Framework

Reporting against the Results Framework will be captured through SMART (the Spotlight Monitoring and Reporting Tool). Your programme will be responsible for formatting and attaching the data as an annexed table (Annex A) to your report.

Annex B: Risk Matrix

Please fill in Annex B and include a link to the annex here, or attach the annex to the report.

Annex C: CSO Engagement Report

This year, Annex C will be submitted online (through Jotform), instead of in Excel as in previous years. The form follows the same structure as the Excel sheet previously used, and programmes are still asked to report on the cumulative data on CSO funding from the start of the programme. Please visit the accompanying guidance for more information. Please make sure to attach Annex C to your report, as well (the Secretariat will share a PDF with you of Annex C).

Annex D: Innovative, Promising or Good Practices Reporting Template

Please fill in Annex D and include a link to the annex here, or attach the annex to the report.

Annex E: Annual Work Plan

As Annex E, please share your latest 2022 Annual Work Plan and your 2023 Annual Work Plan that reflects the full extended period approved for your programme (if relevant) with the Secretariat Please also indicate the status of the approval of these AWP's by the programme Steering Committee (approved/to be approved). If already approved by your Steering Committee, please include the relevant signed minutes. No other details are required. For further guidance on AWP's, kindly refer to Chapter 7 of our Operations Manual.

