

MEDIA RELEASE

SVSG Youth-Led Advocacy in Schools Recognizes Children's Rights in Samoa

21 March 2025: Apia

The Samoa Victim Support Group (SVSG) Youth launched its School Advocacy program this week in Upolu, focusing on the first 10 public schools. This initiative, led by the SVSG Youth group, aims to raise awareness among young children about the various services offered by SVSG and the social issues that significantly impact their lives and well-being.

SVSG Youth is part of the organization's efforts to facilitate awareness and advocacy programs across Samoan communities. Under the leadership of President Ariana Taufao and the Youth executive committee, this program is designed specifically for children and young people within the schools and to engage with more than 500 students from the different schools.

By adopting a youth-led approach, the initiative creates an environment where young people feel encouraged to share and discuss their concerns, promoting an open and child-friendly space for their participation. Article 17 of the Convention on the Rights of the Child (CRC) emphasizes the rights of children to receive information that is essential for their lives. As such, SVSG aims to enhance children's understanding of their rights to a safe and nurturing environment while highlighting the SVSG support services available to them.

The event also served as an opportunity to inform students and teachers about the various activities organized by SVSG in celebration of its 20th Anniversary. This includes competitions for posters, poems, and speeches, which provide engaging educational experiences for all Samoan students.

President Siliniu Lina Chang expressed gratitude towards the SVSG Youth Executive Committee and all its members for advocating for children's rights as part of this Youth-Led program. She encouraged youth members to be proactive and serve as ambassadors for the positive messaging aimed at protecting Samoa's children, who represent the future of the nation.

This initiative is set to expand to other schools throughout this celebratory year of SVSG's 20th Anniversary.

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

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

2017: Innovation & Excellence Team Award – Samoa Public Service

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

2018: Human Rights Champion in Samoa – UNESCO

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

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

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

2023: Healthy Islands Best Proposal Award – World Health Organization