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Samoa Victim Support Group

In Partnership with the Government of Samoa

Presents:

Initial Findings on
"Awareness Campaign Against Rape & Indecent Acts"
April – September 2010

“TOGETHER WE CAN MAKE A DIFFERENCE”
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1. **SVSG—FROM HUMBLE BEGINNINGS**

SVSG was created when one of its founding members, while working with victims of sexual crimes, observed how difficult it was for the victims to stand up for themselves. Support from family members was more often given to the offenders. The victims were lonely and very emotionally disturbed. She saw that there was no place of refuge, nor support for the victims.

Her compassion and desire to make a difference was shared by SVSG’s founding members. With passion, courage and commitment, although no resources, SVSG started to provide assistance. Meeting under the shady trees around town or in their vehicles, their goal was to ensure that there was someone available to respond to victims’ needs.

Aiming for the impossible, these founding members set out to encompass everyone in an ideal HAPPY community. This belief is based on SVSG’s rationale that if there is happiness everywhere, there is no room for insecurity in the home and less chance of crimes occurring.

As such, SVSG is bold enough to aim for the impossible because we treat every victim that comes our way as family. And we here at SVSG believe that “We Are Your Family”.
2. **SVSG TODAY**

Since these early beginnings, SVSG has grown and now supports victims in a wide range of circumstances, as well as working to target the root causes of crimes and related social issues.

SVSG remains passionate about its Vision that:

**“Victims of crime and those in need are well supported, safe and in control of restoring their lives”**

SVSG seeks to support, care and empower those people in need through services such as the provision of safe houses and shelter; providing assistance with legal and Police procedures; counselling; education assistance and welfare assistance.

As more and more victims sought SVSG’s help and with cases of incest, rape and sexual crimes perpetrated by immediate or extended family members, SVSG recognized the urgent need for awareness and education. For too long 'sex' had been a taboo topic in Samoa.

SVSG believed it was time to start talking.

Finally, SVSG would also like to acknowledge the support of a number of Government Ministries:

The support of our Patron, the Minister for Works, Transport and Infrastructure – Hon. Tuisugaletaua Sofara Aveau – who has also been invaluable to the success of this campaign.

The Ministry of Women, Community and Social Development, for providing SVSG with invaluable support in linking us with village pulenu’u so that consultations can be organised and run within the 6-months timeframe for the awareness project. Special thanks to Associate Minister Tuiloa who had accompanied our consultation teams during some of its consultations in Savaii;

We thank the Ministry of Education, Sports and Culture for their support and assistance in allowing SVSG to conduct school consultations. They have also assisted with provision of printed materials and for this, we are very grateful.

The Attorney General for providing encouragement and moral support to SVSG to continue its consultations and also volunteered the assistance of his officers for training and legal advise. We are appreciative of your continued support. We look forward to working with you to continue this great success.

To all our stakeholders, thank you for being a part our quest in becoming the voice for those that are not heard.

We pray that you will continue with us along this journey as **“TOGETHER, We Can Make A DIFFERENCE”**.
9. **THANK YOU**

The most repeated comments in SVSG’s feedback forms was “thank you” and “please come back”.

SVSG is proud and grateful that it has been able to conduct this campaign, but has become acutely aware that further work is needed if the rates of sexual crime in Samoa are to be reduced over the long term. As discussed above, the feedback from participants in the consultation has overwhelmingly supported further information campaigns and more consultations targeted to particular groups – women, children and men.

By no means is this campaign over, nor does SVSG intend to stop its consultations and work with victims. However, an enormous amount of work has been done in this past 6 months and SVSG would also like to say thank you and acknowledge the following people:

Firstly, thank you to the Government of Samoa for funding this campaign. The trust and support from Cabinet members has been integral to the success of this campaign.

Secondly, SVSG wishes to acknowledge the tireless work and dedication of its *staff and volunteers*. Many have worked long and unusual hours to ensure that all consultations were completed successfully and that SVSG continued to provide a quality service to the wide range of victims that it assists each and every day.

Thirdly, SVSG is humbled by the support that it has received throughout this campaign from the participants in its consultations. In ministries/corporations, villages and schools and churches, SVSG is welcomed as family.

3. **AWARENESS CAMPAIGN AGAINST RAPE & INDECENT ACTS**

Samoa Victim Support Group, in partnership with the Government of Samoa, providing full funding of the Project: and in collaboration with the national focal point for community development, Ministry of Women, Community and Social Development, launched and implemented a nation-wide “Awareness Campaign Against Rape & Indecent Acts” from April to September 2010.

From mid-2005, SVSG had been collecting information about cases in its Victims’ Database. As demonstrated below, SVSG’s database showed a concerning pattern of increasing reports of sexual crimes within the most important safe haven—HOME.

<table>
<thead>
<tr>
<th>Period</th>
<th>Rape</th>
<th>Incest</th>
<th>Carnal Knowledge</th>
<th>Sodomy</th>
<th>Ind. Assault</th>
<th>Ind. Acts</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>2006</td>
<td>13</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td>7</td>
<td>37</td>
</tr>
<tr>
<td>2007</td>
<td>15</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>10</td>
<td>13</td>
<td>49</td>
</tr>
<tr>
<td>2008</td>
<td>17</td>
<td>7</td>
<td>7</td>
<td>2</td>
<td>14</td>
<td>16</td>
<td>63</td>
</tr>
<tr>
<td>2009</td>
<td>14</td>
<td>8</td>
<td>6</td>
<td>0</td>
<td>14</td>
<td>19</td>
<td>61</td>
</tr>
<tr>
<td>TOTAL</td>
<td>63</td>
<td>28</td>
<td>21</td>
<td>7</td>
<td>50</td>
<td>56</td>
<td>225</td>
</tr>
</tbody>
</table>
It was the prevalence of such crimes that motivated SVSG to initiate its Awareness Campaign Against Rape and Indecent Acts. It determined to go into every village and every school to advocate for a child’s right to a HAPPY, SAFE and SECURE home.

SVSG knew that its campaign could only be successful if supported by the people of Samoa. As such, SVSG started a dialogue with the community, seeking to establish why these crimes were occurring and to empower the community to stop them. By handing the responsibility for this goal to every member of the community, SVSG encourages them to live by SVSG’s own motto that:

**We Support, We Help, We Care, We Are Your Family**

8. **DEFINING THE THEME**

SVSG’s Awareness Campaign Against Rape & Indecent Acts on the Theme:

“**TOGETHER, WE CAN MAKE A DIFFERENCE**”

had encompassed:

- Government Leaders;
- Church Leaders;
- Diplomatic Corps.;
- Alii ma Faipule;
- Villages;
- Schools;
- Youth;
- Ministries & Corporations;
- Business Community; and
- The General Public

in SVSG’s quest to minimize rape and indecent acts affecting our young ones.

It has brought the **nation together**.

The Awareness Campaign represents an important shift away from a silent acceptance of gender based violence and sexual crimes – which has been apparent in Samoa in the past – **towards vocal and visual community solidarity and action**.

Such is the magnitude of the difference the awareness campaign had created.
7.4 Addressing Violence Against Children
We would also like to see schools reporting incidents of suspected child abuse, either within the school or outside school hours. There were many comments from teachers and students that suggested that suspected child abuse was not being followed up or reported. Tragically, many children made comments that they felt there was no one to talk to.

Often their response was a desire to hurt the people that were hurting them. This suggests that children are frustrated by a lack of access to counselling and support. Some comments from children were very concerning, for example “What can I do when my parents beat me badly”, “Can I press charges when my step father rapes my sister?”, “On crowded buses... boys touch us”, “What if I beat someone because he is trying to rape me”. It must be remembered that the school consultations did not address sexual crimes – they talked about looking to family and teachers for care and support. Regardless, the children are being exposed to these crimes and feel they have no place to turn for support.

7.5 Parental Skills & Teacher Child Care Skills
SVSG hopes to advocate for a program to increase parents’ skills and confidence in caring for their children. SVSG felt their was a great need for information and support, but also acknowledges that such a project has enormous scope and need for resources and would ideally be run, or supported, by Government.

SVSG would also be very pleased to work further with the Ministry of Education, Sports and Culture to assist with development of similar programs for teachers and to discuss the development of a policy for reporting and follow up of suspected cases of child abuse. We had many comments from teachers asking for further help on how to deal with students who were being abused at home, and also guidance on how to discipline students at school without resorting to beatings.

4. CAMPAIGN AIMS AND OBJECTIVES

The campaign theme is:

TOGETHER, We Can Make A DIFFERENCE

The theme includes two key objectives.

Firstly, the need to act “together”.

SVSG has sought to engage all members of the community including:

- Government Leaders;
- Church Leaders;
- Diplomatic Corps.;
- Alii ma Faipule;
- Villages;
- Schools;
- Children;
- Parents;
- Ministries & Corporations;
- Business Community; and
- The general public

It aims to bring the nation together.
Secondly, SVSG believes its campaign will make a “difference”.

The changes that SVSG has sought to achieve are:

- To increase awareness within the community of these crimes;
- To encourage more victims and their families to speak out and seek assistance;
- To teach the community how to care for and support victims of sexual crimes;
- To give responsibility for the safety of the children and the reduction of sexual crimes to each individual within the community;
- To change the behaviour of perpetrators and would-be perpetrators to reduce the number of rapes and other sexual crimes in Samoa;
- To advocate to improve the laws and services to victims.

The awareness project aims and objectives are in line with SVSG’s vision and should contribute in the achievement of the Government’s vision of “Improved Quality of Life for All” as per its SDS 2008-2012. Addressing community awareness of this social problem relates to SDS Goal 5 for Community Development, specifically with regards to improved social wellbeing.

7.2 Further Consultations
SVSG would also like to do further consultations in villages where large numbers of participants stated they were aware of unreported sexual crimes occurring in their villages. SVSG will work closely with village representatives in these areas.

There has been a strong message from schools and villages that they want SVSG to return and do regular consultations. SVSG will speak to its volunteers, donors and Government to establish how this can be achieved.

7.3 Community Legal Information
It is a priority for SVSG to obtain funding for education campaigns to be run for, and through, village representatives.

The Canadian Fund has already agreed to fund a project where community legal information will be, in part, distributed through village representatives. SVSG believes there is great scope to conduct a follow-up campaign to conduct workshops and disseminate information to assist parents with the difficult and challenging role of parenting.

Through the appointment of SVSG representatives and by working closely with village leaders, the campaign has sought to encourage villages to take ownership the fact that rape and indecent acts are occurring within their communities. A village free of these crimes is a village that all people can be proud of.

SVSG therefore believes that with the right support, communities can:

- deter potential perpetrators,
- provide support to victims; and
- empower potential victims.
7. WAY FORWARD

By no means is this campaign over, nor does SVSG intend to stop its consultations and work with the victims, schools, villages, churches and ministries/corporations.

In doing so, SVSG will need government’s assistance in order to keep up the momentum of the awareness campaign and “to improve the quality of life for all”, a vision expressing the aspirations of the Samoan people in the Government’s SDS 2008—2012.

For SVSG, its Strategic Plan 2008–2011 will need to be reviewed in order for awareness programs to form part of the Organisations support services rather than it being a one-off project thus paving the way forward for continuous awareness programs.

7.1 Monitoring & Evaluation

The first step for SVSG is to use the information it has collected throughout the consultation, and information coming in regularly from its SVSG village representatives, to do further research and data collection. This analysis will allow SVSG to identify trends in the types of crimes being perpetrated, the age and gender of victims, the socio-economic factors that may play a role in the occurrence of crimes.

SVSG will collect data from its casework database to identify villages where sexual crimes continue to occur and endeavour to assess what further consultations or work might need to be undertaken to address those crimes.

SVSG’s data also needs to be compared to statistics gathered by the Police. SVSG would like to build a stronger relationship with the Police to allow it to monitor how many cases are being reported, how long it is taking to prosecute those cases and whether prosecution is successful.

5. PROJECT RISKS

Just like any other projects, SVSG’s Awareness Campaign was no exception when it comes to project risks. The most difficult risk anticipated for the project was the inherent risk of sex being discussed openly during consultations.

<table>
<thead>
<tr>
<th>Types of Risk</th>
<th>Project Level</th>
<th>Counter Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time constraints in getting Project</td>
<td>Pre-Launch Stage</td>
<td>Weekly meetings of Implementation Teams to ensure effective disseminating of information etc.</td>
</tr>
<tr>
<td>launched as scheduled</td>
<td></td>
<td></td>
</tr>
<tr>
<td>– Control Risk</td>
<td>Implementation</td>
<td>Well trained Educational Program Teams and Consultation Teams in engaging audience to participate in consultations.</td>
</tr>
<tr>
<td>Ability of Community to ‘Speak Out’</td>
<td></td>
<td></td>
</tr>
<tr>
<td>openly about Rape</td>
<td>Implementation</td>
<td></td>
</tr>
<tr>
<td>– Inherent Risk</td>
<td>Stage</td>
<td></td>
</tr>
<tr>
<td>Ability of Analytical Team to identify trends and/or patterns from Project statistics</td>
<td>Reporting Stage</td>
<td>Primary source data to be properly filed for reference should the need arise. Obtain sexual crimes statistics from Police for comparison with SVSG statistics.</td>
</tr>
<tr>
<td>– Control Risk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. **CAMPAIGN METHODOLOGIES**

There have been five primary methods used to achieve the campaign aims and objectives. These are listed below and expanded upon in the proceeding sections:

6.1 **Educational Programs**
These programs targeted children and schools.

6.2 **Consultation Programs**
Consultations were conducted with villages, churches, youth groups and women’s committees. Government ministries and corporations were also consulted.

6.3 **Community Involvement**
The Awareness Campaign represents an important shift away from a silent acceptance of gender based violence and sexual crimes – which has been apparent in Samoa in the past – towards vocal and visual community solidarity and action.

6.4 **Public Awareness**
The public have marched along Beach Road, road signs have been erected, campaign literature distributed and an awareness campaign undertaken in print, radio and television media.

6.5 **Analyzing Feedback and Statistics**
Analysis of data collected during the campaign has commenced and data is being continually collected from SVSG’s Victims’ Database, SVSG representatives and the Police.

### Samoa Victim Support Group
**Analysis of Sexual Cases Reported Mar-Aug 2010**

<table>
<thead>
<tr>
<th>Sexual Cases</th>
<th>2010</th>
<th>Previous Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>%</td>
<td>100%</td>
<td>73%</td>
</tr>
</tbody>
</table>

SVSG will continue to analyse data collected by it and the Police over the coming year and will be able to shape future consultations to respond to the information received.

SVSG believes that for a real impact to be made, its consultations must continue. Overwhelming feedback from all consultations was that participants believed the consultations was beneficial and that these discussions needed to continue so that people did not forget the campaign’s message and to keep up with the momentum as per the project’s theme.
With the reduction of rape and other sexual crimes within Samoa being the overarching goal of the awareness campaign, SVSG is not expecting the achievement of this goal within 2010. SVSG however expected to see an increase in reporting of crimes as the awareness campaign was rolled out as people are given the confidence to report crimes.

However, the decline in actual crimes occurring and being reported will not be immediately reflected in raw statistics because of an increase in reporting of crimes that occurred in previous years, but where the victim did not have the support to speak out. For this reason, SVSG has started to look at this aspect of reporting, and expects to see an increase in reporting of previous crimes, and a drop in new crimes being committed.

6.1. EDUCATIONAL PROGRAMS

As shown below, in the past six months SVSG has consulted almost 37,000 students in 164 schools.

<table>
<thead>
<tr>
<th>AWARENESS CAMPAIGN</th>
<th>EDUCATIONAL PROGRAMS - SCHOOLS ATTENDED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Primary Schools</td>
</tr>
<tr>
<td>Upolu</td>
<td>75</td>
</tr>
<tr>
<td>Savaii</td>
<td>50</td>
</tr>
<tr>
<td>Manono Tai</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL SCHOOLS</strong></td>
<td><strong>164</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AWARENESS CAMPAIGN</th>
<th>EDUCATIONAL PROGRAMS - STUDENTS ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Primary Schools</td>
</tr>
<tr>
<td>Upolu</td>
<td>14,228</td>
</tr>
<tr>
<td>Savaii</td>
<td>9,818</td>
</tr>
<tr>
<td>Manono Tai</td>
<td>295</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>24,341</strong></td>
</tr>
<tr>
<td><strong>TOTAL STUDENTS</strong></td>
<td><strong>36,785</strong></td>
</tr>
</tbody>
</table>
According to SVSG statistics, primary school aged children are the most vulnerable age group when it comes to victims of rape and indecent acts. That over 24,000 primary students could be consulted as part of this campaign is an extremely important achievement.

The Educational Awareness Programs in Primary Schools didn’t talk directly about sexual crimes because of the age of the children. The focus instead was on the importance of happiness and safety in the home and at school. SVSG stressed that children had to have the confidence to speak to a trusted adult when they felt scared or encountered problems. Too many times, children said that they were scared to confide in their parents about problems for fear of being punished or beaten. Teachers also expressed a frustration of having no-one to turn to when a child presented at school with signs of abuse. Below is one story relayed by an SVSG volunteer:

One child had not been to school for six months. When he came back, his father told the teachers to strip him and beat him if he misbehaved. The boy himself was uncontrollable at school. The teachers do not know what to do.

SVSG was able to explain options of who students and teachers could turn to—their parents, their teachers, pastors, close friends and also to SVSG. Not all cases of abuse are as obvious as the story relayed above. During teacher consultations, SVSG addressed ways of identifying abuse and caring for victims.

Many children suggested they believed their problems and experiences were not important enough to seek help from non-family, such as pastors or SVSG.

This rising trend in reported sexual offences for 2010 as per Police statistics is a similar trend experienced by SVSG. SVSG noted a 144% increase in sexual cases referred to the office for the period March—April 2010 compared to the same period in 2009.
6.5 ANALYSING THE FEEDBACK AND STATISTICS

The feedback from consultations is very important to SVSG. Firstly, it demonstrates that the message that SVSG is spreading against sexual violence is being understood and welcomed by participants at its consultation. It has also shown that people are eager for the consultations to continue and to be expanded.

As part of its campaign work, SVSG has also been collecting and reviewing information from its Victims Database and from Police.

Police statistics show that in 6 months from March to August, there were 67 sexual offences reported in 2010. In 2009, for the same period, 33 sexual offences were reported. This reflects a huge increase of 103% in cases reported in only one year.

Drilling further into these numbers, we found that in April 2010—the month after the launch of SVSG’s campaign and following SVSG’s media campaign—11 rapes were reported to Police. In the same period the year before, only 1 rape had been reported.

This misconception was addressed and children were urged to speak about their experiences.

SVSG stresses that teachers, students and schools have to work TOGETHER to make a DIFFERENCE.

RESULTS
Although the campaign has only just finished, the results from the Education Campaign can already be seen. Having teachers, students and parents speaking out form part of the success story for this Awareness Campaign as we have seen how the public are becoming more aware of our support service and are responding positively to these misfortunes rather than sweeping them under the carpet.

- Increased awareness – Consultations covered 164 schools, 36,785 students and teacher consultations.
- Speaking out—As the Educational Teams progress from one school to another, cases have been referred to SVSG Office from teachers in Upolu and Savaii.
- Teachers working to address abuse—Students experiencing problems at home are more easily identified by the teachers and they have learned some tools to assist in talking to and caring for suspected victims.
- SVSG network formed—SVSG collected information for at least 2 contact persons from each school. These contacts will be utilized for follow up consultations and when SVSG becomes aware of a pattern of problems within a particular school community.
6.2 CONSULTATION PROGRAMS

6.2.1 VILLAGE CONSULTATIONS

The village consultations have allowed SVSG to talk openly with village leaders and women’s committees about the problem of sexual crimes in Samoan society. Importantly, it also gave SVSG an opportunity to engage with parents and learn more about the problems that have resulted in increased reporting of sexual crimes against women and children.

<table>
<thead>
<tr>
<th>AWARENESS CAMPAIGN CONSULTATION PROGRAMS - VILLAGES ATTENDED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No. of Villages/Participants</strong></td>
</tr>
<tr>
<td><strong>Upolu</strong></td>
</tr>
<tr>
<td>98 villages/7353</td>
</tr>
<tr>
<td><strong>Savaii</strong></td>
</tr>
<tr>
<td>59 villages/5874</td>
</tr>
<tr>
<td><strong>Manono Tai</strong></td>
</tr>
<tr>
<td>4 villages/166</td>
</tr>
<tr>
<td><strong>Additional Requests</strong></td>
</tr>
<tr>
<td>5 villages/143</td>
</tr>
<tr>
<td><strong>TOTAL VILLAGES</strong></td>
</tr>
<tr>
<td>166 villages/13,536 participants</td>
</tr>
</tbody>
</table>

Securing the village mayors support of this awareness campaign through SVSG’s collaborative partner – MWCSD – is one of the successful performance indicator for the awareness campaign. This had resulted in Consultation Programs being well received by the community, a blessed experience for SVSG.

In a society where “sex” is a taboo, the magnitude of the support is tremendous that church doors have been opened Sunday evenings, allowing consultations to be openly talked about amongst the congregations.

**RESULTS**

- **Increased awareness** — Over 500 people attended the launch that officially opens the awareness campaign; more than 300 people participated in the awareness march bearing banners and posters in support of the awareness message; 219 NO to rape and indecent acts road signs being put up around villages in Upolu and Savaii; 200 posters displayed around airports, wharves, hospitals, government buildings and within offices; television and radio advertisements with 99% coverage of the total population.

- **Speaking out**— An increased number of cases have been referred to SVSG’s office by phone – SVSG’s 24 hour contact number 777-0971 on all road signboards throughout villages in Upolu, Savaii and Manono tai.
6.4 PUBLIC AWARENESS

The official launching of the campaign against rape on the 17 March 2010 commenced public awareness for the campaign following pre-awareness through radio and television advertisements. Church leaders, government leaders, the judiciary, diplomatic corps., village mayors, head teachers, CEOs, the business community and the general public attended the campaign launching.

On the 26 of March 2010 SVSG coordinated a public march on Beach Road Apia in support of the campaign. In addition to many individuals, march participants included representatives of 11 schools, 9 NGOs, 11 government ministries and corporations, United Nations departments and Australian and New Zealand diplomatic corps. The walk to the Government Building was led by the Head of State and his Good Lady.

To continue awareness road signs and posters have been erected around Samoa. Pamphlets and brochures have also been distributed. This is aimed at increasing awareness within schools, villages and churches of the prevalence and tragic impacts of these crimes.

Displayed around places such as airports, wharves, hospitals, government buildings and within offices, posters and road signs are visual reminders that this behaviour will no longer be tolerated in silence. The road signs and posters also contain contact details for SVSG.

A television and radio campaign was also used to reinforce the campaign messages.

The most eye opening experience during these consultations was having families including parents and their children expressing freely their views and opinions on the awareness campaign content. It surely brought home the theme for the Awareness that “TOGETHER, We Can Make a DIFFERENCE”

Addressing a sensitive issue within the realm of the conservative Samoan village context was one of the anticipated difficulty for the project. However, SVSG blending in in each village as part of the family it strives to encompass the community in, sets a positive mood for the village consultations. As such, a unique feeling of being one with the community had been experienced, which is evidence of the support of SVSG and its work in general by the community.

Village consultations started early mornings until early evenings when most of the villages in the workforce were available. Increased interests from Youth Groups and Women’s Committees for additional consultations lead to SVSG taking the awareness after hours and during the week ends. ‘NO to Rape and Indecent Acts’ signboards have been put up throughout the villages in Upolu, Savaii and Manono tai to further increase awareness.

As the Consultation Teams left each village for the next, the most notable concerns from the villages are that:

- 3 ½ hours spent for awareness consultations within villages is not enough due to the increased interest on the awareness subject matter; and
- the Project will end in September 2010 and as such, SVSG will not return for follow up consultations.

These concerns have form part of the way forward for this awareness campaign.
These are some of the comments from SVSG staff, volunteers and village reps involved in the consultations that have been indicative of the campaign success:

“Mothers we spoke to said to us that they realised they couldn’t leave the small girls at home alone, or let them walk to the shops alone at night”

Due to this concern, one village in Savaii had made a rule not to send children to the shop at night.

“Many villagers didn’t think it was necessary to report these crimes if traditional punishment was carried out. The men who abuse still live in the village. Now they will talk to SVSG and the Police”

“Village leaders who attended the consultation didn’t realise that certain acts were against the law. Now they won’t tolerate it.”

“People understood they can now turn to SVSG for help and support”

Once again, village consultations brought home the importance of the theme for the awareness that only by working “TOGETHER can we make a DIFFERENCE”.

It is SVSG’s intention to create an information network. Each village will have a number of contacts to whom other members of the village will be able to report any threat of, or the existence of, sexual crimes, and who can contact SVSG to organise support counselling and Police intervention (where applicable). SVSG village representatives will be able to access training conducted or organised by SVSG and will report regularly to SVSG.

◊ **SVSG Juniors—Youth**

As a result of the College and Secondary school educational programs, a group of passionate young people have formed SVSG Juniors.

The young volunteers have been actively participating in educational programs, fundraising activities, supporting sheltered victims and talking to affected youth who prefer to confide in and talk to their peers.

**RESULTS**

- **Increased Awareness**—Implementation of awareness consultations within 166 villages with the project message reaching approximately 14,000 villagers in Upolu, Savaii and Manono tai;

- **Taking responsibility**—Campaign message has become a topic of discussion in the council meetings of the chiefs. An enormous achievement for the project, a contributing factor to the successful implementation of village consultations and evidence of the collaboration between SVSG and Ministry of Women, Community & Social Development;
6.3 COMMUNITY INVOLVEMENT

There have been many people in the community who recognise the importance of the campaign cause and who have told SVSG that they want to do more to help. Three groups who have substantially increased SVSG’s ability to assist those in need are the SVSG Response Teams, SVSG Representatives and SVSG Juniors, representing the three different sectors of the community.

- **Response Teams—Church**
  Response Teams represent the Church sector of the community and SVSG has been humbled by the enormous support from the churches of Samoa.

  It has been invaluable in the campaign as SVSG has trained a number of teams to assist in conducting its consultations. SVSG has also been able to link its clients to Response Teams when required and appropriate. The teams have been able to provide welfare support, counselling and follow up consultations.

- **SVSG Village Representatives—Villages**
  Throughout the Consultations in Upolu, Savaii and Manono tai, SVSG has been identifying leaders within each village who are able to assist SVSG in creating a nation-wide team of SVSG Village Representatives.

  Approximately 304 Village Representatives have been appointed to date.

**RESULTS**

SVSG has been collecting feedback from each village consultation. **13,563** feedback forms were received from Upolu, Savaii and Manono tai. The feedback is anonymous. The results of the consultations are clearly reflected in the feedback received:

- 99.8% of participants were satisfied with the Program.
- **Increased awareness**—97% of participants stated that they understood the information presented and over 99% found the consultation useful. SVSG is extremely proud of this result as it worked hard to make the presentations informative, interesting and accessible.
- **Supporting victims**—More than 98% of participants surveyed also stated that, of the conclusion of the consultation, said that they understood how they could help persons affected by sexual violence.
- **Speaking out**—Over 1050 participants surveyed stated that they were aware of sexual crimes within their villages. In 71 villages, more than 30% of the participants surveyed were aware of sexual crimes occurring in their villages. This information allows SVSG to work closely with those villages and conduct further consultations to try to counter these crimes occurring and to empower victims to act.
- **Taking responsibility**—After the consultations, 95% of people say they now understand steps they can take to protect themselves or their families from sexual crimes.
- **SVSG Network**—over 300 SVSG village representatives have been appointed.
6.2.2 MINISTRIES & CORPORATIONS CONSULTATIONS

One of the objectives of the awareness campaign is to involve all sectors of the community in the quest to minimize rape and indecent acts from our beloved Samoa. Pre-awareness consultations were carried out in 2009 to engage Government Ministries and Corporations.

AWARENESS CAMPAIGN
CONSULTATION PROGRAMS - MINISTRIES/CORPORATIONS

<table>
<thead>
<tr>
<th></th>
<th>No. of Ministries/Corporations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministries</td>
<td>11</td>
</tr>
<tr>
<td>Corporations</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL MINISTRIES/CORP.</strong></td>
<td><strong>21</strong></td>
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</tbody>
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Chief Executive Officers, Assistant CEOs and the general staff were able to participate in these awareness consultations.

Participants were made aware of rape and indecent acts occurring not only at home or at schools, but also in the workplace. Their ability therefore to speak out is indicative of the effectiveness of these consultations.

And speaking out they did. Cases have been referred from staff within Ministries and Corporations which is evidence of increased awareness in this sector of the community.

Important networks have been established within these Ministries and Corporations and most have extended their support of our awareness campaign and SVSG’s work in general.

RESULTS

- **Increased awareness and speaking out**—Cases have been referred from staff within Ministries and Corporations to SVSG, showing that staff are being encouraged to speak out and that knowledge of the services provided by SVSG is more widespread.

- **SVSG network formed**—Important networks have been established within these Ministries and Corporations and the following have extended their support of our awareness campaign and SVSG’s work in general:

  - Ministry of Woman Community and Social Development – Internal Affairs Division (in scheduling village consultations); Corporate Services Division (in processing funds for campaign); Women’s Division (in addressing issues relating to CEDAW & CRC as per Partnerships);
  - Ministry of Education, Sports & Culture – in approving Educational Programs;
  - Ministry of Finance – facilitating the processing of funds for the campaign;
  - Ministry of Works, Transport & Infrastructure – providing ongoing assistance for shelter maintenance. Shelter where SVSG housed and cared for victims of sexual crimes;
  - Attorney General’s Office – providing legal advices and ongoing trainings for staff and volunteers;
  - Samoa Housing Corporation – providing transport assistance for deliveries;