



# Spotlight Initiative

**INCEPTION NARRATIVE PROGRESS REPORT**

**PROGRAMME TITLE: SPOTLIGHT COUNTRY PROGRAMME IN SAMOA**

**PROGRAMME START DATE: 1 JAN 2020<sup>1</sup>**

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# TABLE OF CONTENTS

GLOSSARY .....	1
<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
KEY RESULTS .....	2
PROGRAMME IMPLEMENTATION STATUS .....	4
DELIVERY UNDER UN REFORM .....	7
<b>PROGRAMME GOVERNANCE AND COORDINATION .....</b>	<b>8</b>
NATIONAL STEERING COMMITTEE (NSC) .....	8
CIVIL SOCIETY NATIONAL REFERENCE GROUP (CS-NRG) .....	8
INTER-AGENCY COORDINATION, TECHNICAL COMMITTEES AND OTHER GOVERNANCE MECHANISMS .....	11
<b>NEW WAY OF WORKING UNDER THE UN REFORM .....</b>	<b>13</b>
ROLE OF THE RESIDENT COORDINATOR (RC) .....	13
INTERAGENCY COLLABORATION .....	13
THE VALUE ADDED BY UN REFORM .....	14
<b>PROGRAMME PARTNERSHIPS.....</b>	<b>15</b>
GOVERNMENT .....	15
EUROPEAN UNION .....	17
CIVIL SOCIETY.....	18
OTHER PARTNERS (IF APPLICABLE) .....	20
<b>RESULTS.....</b>	<b>20</b>
OVERARCHING NARRATIVE: CAPTURING BROADER TRANSFORMATION .....	20
CAPTURING CHANGE AT OUTCOME LEVEL .....	21
OUTCOME 1: LEGAL AND POLICY FRAMEWORK.....	21
OUTCOME 2: INSTITUTIONS .....	22
OUTCOME 3: PREVENTION AND NORM CHANGE .....	24
OUTCOME 4: QUALITY SERVICES.....	29
OUTCOME 5: DATA .....	29
OUTCOME 6: WOMEN’S MOVEMENT .....	31
<b>COVID-19 RESPONSE.....</b>	<b>33</b>
EFFECTS OF COVID-19 .....	33
COVID-19 RESPONSE .....	33
<b>NEW OPPORTUNITIES AND LESSONS LEARNED.....</b>	<b>34</b>
NEW OPPORTUNITIES.....	34
LESSONS LEARNED .....	36
<b>INNOVATION AND/OR PROMISING PRACTICES .....</b>	<b>37</b>
IMPLEMENTATION PRACTICES .....	37
TECHNICAL PRACTICES .....	37
<b>NEXT STEPS.....</b>	<b>38</b>
<b>COMMUNICATIONS AND VISIBILITY.....</b>	<b>40</b>
OVERVIEW .....	40



NATIONAL OR REGIONAL LAUNCH .....	41
MEDIA AND VISIBILITY EVENTS AND CAMPAIGNS.....	41
STORIES FROM THE FIELD: .....	41
PHOTOS:.....	42
VIDEOS:.....	45
<b>ANNEXES .....</b>	<b>1</b>

## GLOSSARY

CSNRG	-	Civil Society National Reference Group
DFAT	-	Department of Foreign Affairs and Trade
DHS/MICS	-	Demographic Health Survey / Multi Indicator Cluster Survey
DV/IPV	-	Domestic Violence / Intimate Partner Violence
EU – ACP	-	European Union – Africa Caribbean Pacific
EU	-	European Union
FLO	-	Faataua le Ola
GBV	-	Gender Based Violence
GoS	-	Government of Samoa
JSC	-	Joint Steering Committee
LJS	-	Law and Justice Sector
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
MPHSS	-	Mental Health and PsychoSocial Support
MWCSD	-	Ministry of Women, Community and Social Development
NCW	-	National Council of Women
NHRI	-	National Human Rights Institution
PFA	-	Psychological First Aid
RUNOs	-	Recipient UN Organisations
SASNOC	-	Samoa Association of Sports and National Olympic Committee
SI	-	Spotlight Initiative
SNYC	-	Samoa National Youth Committee
SOE	-	State of Emergency
SPC	-	Secretariat of the Pacific Community
STIs	-	Sexually Transmitted Infections
SVSG	-	Samoa Victim Support Group
VAC/CP	-	Violence Against Children / Child Protection
VFSC	-	Village Family Safety Committee

The Inception Report covers the first six months (1 January – 30 June 2020) of the Spotlight Initiative Country Programme in Samoa. While it has been a challenging six months, this inception period has also been an opportunity to actively model a One UN approach, which will have cascading effects as the programme continues to roll out. In November 2019, Samoa declared its first ever nationwide public health State of Emergency (SOE) due to the measles epidemic, which claimed 83 lives. The SOE was in place for six weeks, and as national stakeholders and communities continued to recover, the nation had to respond to the global COVID-19 pandemic in early 2020. The second public health SOE was declared on 20 March 2020 and is still in place at the time of reporting. While these challenges have delayed implementation for the Spotlight Initiative in Samoa, the programme has capitalized on this opportunity to strengthen inter-agency collaboration among Recipient UN Organizations (RUNOs) and review activities to ensure they are in alignment with the new way of working under the UN reform process. By working together as “one UN,” the Spotlight Initiative in Samoa will be able to streamline deliver and achieve stronger, more coherent results in its work to eliminate violence against women and girls.

### KEY RESULTS

The Spotlight Initiative in Samoa was launched on 6 March 2020 during the 84<sup>th</sup> Extraordinary Session of the Convention on the Rights of the Child (CRC). Keynote addresses were made by the Prime Minister of Samoa and the Ambassador of the European Union for the Pacific and Samoa. The national launch followed the Pacific regional launch hosted by Samoa during the EU-African, Caribbean and Pacific (ACP) meeting in March 2019 for the High-Level Post Cotonou Dialogue, which was attended by high-level dignitaries from the Pacific, EU, ACP and the UN. The national launch of the programme provided the opportunity to further strengthen the political support from the Samoan government and solidified the EU, UN and Government partnership to address violence against women.

In light of the COVID-19 context, and the resulting State of Emergency (SOE) restrictions to public movement, Spotlight programming enabled UN agencies to provide immediate support to government partners, civil society organisations and key stakeholders in the response and prevention of the anticipated increase in domestic violence and intimate partner violence (DV/IPV), including government partners, and non-government service providers. The RUNOs strategically re-programmed Spotlight Initiative funds to fill critical gaps and needs, such as the rapid support to survivors of domestic violence through the provision of free helplines led by established local GBV service providers, such as Samoa Victim Support Group (SVSG)<sup>2</sup>. The Samoa Victim Support Group recorded a large increase in the number of callers to the free helpline from women and families seeking support during the SOE period compared to the months of the measles outbreak

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<sup>2</sup> The sole NGO which provides support to victims of domestic and intimate partner violence including young girls and children.



in late 2019. While this pattern must be regarded carefully as it only represents callers to one service provider organization and is not indicative of the trends of violence occurring in Samoa, it is clear that the demand for GBV services is high in Samoa and the SOE measures created specific risks for women and girls. Additionally, funds across a couple of RUNOs were re-programmed to support the Ministry of Women, Community and Social Development's (MWCSD) delivery of dignity kits and prevention packs for vulnerable women and girls in rural areas. MWCSD is the government ministry mandated to lead gender equality, including efforts to end violence against women and girls. In total the RUNOs will be able to reach 500 women and girls. In the most remote villages of the island of Savai'i, 400 prevention packs (dignity kits with specific COVID-19 prevention items and COVID-19/GBV educational material in Samoan) tailored to the specific needs of women and girls in Savai'i were designed and procurement was initiated to reach women and girls identified as vulnerable by local women's village committees. The village women's committees informed the vulnerability criteria used to identify vulnerable households and accordingly led the distribution of the packs with MWCSD. Substantive technical and financial support was provided to MWCSD and the women's village committees for efforts in Savai'i, which will continue into the next reporting period.

Moreover, funds were directed to support mobile health clinic expansion of sexual and reproductive health services to include clinical care services for survivors of gender-based violence and enabled increased community engagement and risk communications as a mitigation measure to ensure access to services continued for survivors of GBV. Substantive technical and financial support was provided to MWCSD and sexual and reproductive health clinics, including IPPF's member association in Samoa.

The aforementioned re-programming continued to fulfill the objectives of the Spotlight Initiative across its six Pillars of the Theory of Change while pivoting to respond to the immediate needs of women and girls in the COVID-19 context. This demonstrates the adaptability of the Spotlight Initiative in Samoa to continue serving women and girls through instability. The RUNOs are now able to transition into implementing more of the activities that were originally planned, albeit with some delays given the prioritization of immediate COVID-19 response. As a result of the work undertaken during COVID-19 response, the programme has used this moment as an opportunity to develop new and innovative ways of working for IPV/DV interventions. For example, under Pillar 3, a Comprehensive Sexuality Education (CSE) / Family Life Education (FLE) curriculum for in-school youth in partnership with the Ministry of Education, Sports and Culture will be scaled up and adapted into a digital learning platform. The digital platform will expand and sustain student access to FLE resource materials and information deemed an urgent priority as disruption to education continues from the 2019 measles epidemic to the COVID-19 pandemic.



Other activities that were originally planned began to roll out in earnest across different Pillars. For example, under Pillar 3, the National Human Rights Institution, a crucial partner of the Spotlight Initiative in Samoa, is advancing a pilot village-level social norm intervention with six villages and their respective village councils/leadership. In each village, a Village Family Safety Committee (VFSC) was established and mandated to develop a Village Safety Plan which will provide a roadmap for village level social norm change. This proactive approach with village level social norm intervention will test the reception of establishing VFSCs and linking them to the District Development Plans<sup>3</sup>. Under Pillar 5, the Initiative worked with another key partner, the Samoa Bureau of Statistics, to support data collection, tabulation and analysis of the Demographic Health Survey Domestic Violence (DHS/DV module) to ensure GBV/DV/IPV and violence against children (VAC)/child protection (CP) modules are included in DHS-MICS. This effort will help determine the current prevalence of violence against women in Samoa and contribute to increased understanding from past prevalence efforts. This activity further strengthened the capacities of key partners to regularly collect, interpret and understand data related to VAWG, including DV/IPV, in line with international and regional standards to inform laws, policies and programmes, ultimately contributing to the sustainability of the work done under the Initiative. Beyond the capacity building aspect related to inclusion of the DV Module as part of the DHS/MICS survey, another positive outcome was related to shifting political mindsets and recognition by key government ministries of the significance of the availability of regular and timely DV/IPV data. This recognition is expected to feed ensuring key partners and policy makers at all levels are provided with the information and data to craft effective interventions with positive outcomes for women and girls beyond the Initiative.

To ensure effective engagement and partnership with civil society in the Spotlight Initiative, the Samoa programme advanced the process to establish the Civil Society National Reference Group (CS-NRG) in May 2020 with the set-up of a Selection Committee and advertisement for CSNRG-members. The process will be completed in the next reporting cycle, with CS-NRG finalization consisting of 10 qualified individuals representing diverse backgrounds, demonstrating the Initiative's commitment to Leave No One Behind (LNOB).

#### PROGRAMME IMPLEMENTATION STATUS

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<sup>3</sup> District Development Plans is a Government initiative for districts (sub national level) to identify and develop their priorities and needs. The plans will support and mobilise resources to meet the prioritized needs of villages or districts. One of the focus areas for district plans is on family safety and ending violence (GBV) in the villages.



COVID-19 has impacted Spotlight Initiative implementation by delaying certain planned activities. For Small Island Developing States (SIDS) including Samoa, the focus of national stakeholders and government has been primarily on COVID-19 planning, support and response. The programme ensured that key national stakeholders implementing the Initiative, such as RUNOs and civil society partners, had become critical focal points engaged in national COVID-19 response and had the opportunity to advocate for the inclusion of measures against the “shadow pandemic” of the rise in violence against women and girls during the pandemic.

The State of Emergency<sup>4</sup> (SOE) declared by the Government in response to the global crisis on 20 March 2020 continues to be in effect during this reporting period. The initial restrictions enforced the banning of public gatherings (maximum 5), shutdown of public transportation (buses), closing of international borders, restrictions on opening hours for shops, banning of all sporting activities and closure of all schools. While the SOE is still in effect (international borders still closed), many of the domestic restrictions have now been reduced or removed. The SOE impacted community and stakeholder consultation processes, research and internal travel within Samoa to undertake activities. The Spotlight Initiative used the SOE to strengthen internal collaboration and identify innovative ways to progress with implementation. Decision-making and dialogue with national partners and stakeholders in Samoa almost solely rely on in-person relationship building. The SOE made this norm of communication and consensus-building very challenging. Even so, the employment and utilization of virtual meetings (where possible) with video with stakeholders and an increased number of RUNOs met one-on-one with national partners to ensure activities progressed.

During the SOE, the Spotlight Initiative repurposed up to 25% of funds for support to frontline GBV service providers and national governments. This was critical as people were restricted from publicly congregating and GBV service providers found it challenging to effectively reach vulnerable populations with GBV information and services, and so funds were targeted to ensure continued access. A One UN COVID-19 response coordination group was convened to dialogue with relevant government ministries to assess gaps and support with government requests. Civil society representatives were also involved in RUNOs’ discussions during the development of the Response Plan. As an immediate response, part of the repurposed funds was directed towards developing a public cross-sectoral partnership to implement a mass multi-media campaign promoting prevention messaging on family harmony and preventing violence against women and girls. This campaign

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<sup>4</sup> Refer to Annex E for the original SOE



was developed and implemented by MWCSD, and in partnership with the One UN response led by WHO and supported by UN Women, UNDP, UNFPA and UNICEF, with complementary support by other funding sources<sup>5</sup>. The One UN COVID-19 response allowed MWCSD to prioritize mental health and psychosocial support (MHPSS) awareness raising for the well-being of children and their caregivers, which is oftentimes overlooked during emergency situations. MHPSS was at the forefront of the interventions, particularly in delivering psychological first aid (PFA) which is a life-saving measure to facilitate the process of regaining a sense of normalcy among community members, adults and children alike. MWCSD also requested the procurement of 400 prevention packs with menstrual hygiene products, other hygiene materials, water collection/storage containers, helpline information and targeted messages on the intersections of COVID-19 and GBV for Samoan women and girls in rural areas. This support will guarantee uninterrupted access of women and girls to hygiene products that otherwise would have been disrupted by the impact of restrictions on family income and daily living. The immediate impact was providing rural women and girls access to information and products by DV/IPV service providers, including their contact details, focal points and location. It highlighted several measures to ensure awareness, safety and security on the vulnerabilities specific to women and girls in response to COVID-19. This is the only targeted information specific to COVID-19 and GBV available for rural communities. Access to knowledge products in community settings has provided an alternative channel of information that is usually only available through radio and television. Rural women and girls of Savai'i who received the packs have personalized tools and a resource for referral that can also be shared with their families and communities.

The Spotlight Initiative will build on these efforts from Q3 in 2020 to expand the COVID-19 emergency response campaign into a more sustained public information campaign to end family violence and all forms of violence against women and girls in Samoa. This approach was deemed a priority given the restrictions imposed in the COVID-19 context limit GBV frontline responders from being able to communicate face-to-face with vulnerable communities. While a public information campaign was planned before the pandemic, given the rise in violence at the onset of COVID-19 and since the detrimental socio-economic effects are due to last for an undefined yet extended period of time, it is even more essential that activities with a focus on sustainability are mobilized and strengthened.

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<sup>5</sup> Central Emergency Response Funds received for measles were also reallocated to support with COVID support



## DELIVERY UNDER UN REFORM

The Samoa Country Program has been able to progress on certain activities and processes due to the effective leadership of the Resident Coordinator in partnership and collaboration with UN Women as Technical Lead Agency and participating agencies (UNDP, UNESCO, UNFPA and UNICEF). The reform called for a stronger and independent leadership at the country level allowing for a new generation of UN Country Teams that should operate with improved cohesiveness and are responsive to national needs and priorities. The progress and critical response to GBV under the unexpected and challenging COVID-19 environment is a testament to a UN team that is adapting effectively to country needs and priorities.

As Samoa transitions out of immediate COVID-19 response and adapts to long-term adjustments, an interagency Technical Working Group was set up in June 2020 by UN Women as the Technical Lead Agency to ensure technical coherence between RUNOs and Spotlight Initiative Pillars as well as between the Spotlight Initiative and existing EAWG interventions in Samoa. There have been a number of EAWG interventions in Samoa, not only bilaterally but also regionally and internationally. To ensure all EAWG related initiatives complement, strengthen existing support and address gaps, the Initiative has been working to align with the Strategy for the Development of Samoa (SDS); relevant multi-stakeholder Sector Plans (Community Sector, Law and Justice Sector, Education Sector, Health Sector) and existing mechanisms in the country. The intention is to ensure sustainability through long-term partnerships among the initiatives and by creating permanent structures that last beyond the timespan of the Spotlight Initiative. The monthly Technical Working Group (TWG) and ad hoc/committee-based technical meetings are designed to ensure programming across RUNOs and across Pillars adheres to national, regional and global best practice, is coordinated, and supports the priorities of national governments and women and girls. The monthly Technical and Coordination Working Group meeting combines technical coherence issues led by UN Women and the overarching coordination functions led by RCO into one meeting. By establishing this coordination as a foundational process, the Technical Working Group has laid the groundwork for the Spotlight Initiative in Samoa to deliver more coherently, efficiently, and successfully. Some examples of how transformative the TWG has been include: development of a National Stakeholder mapping identifying partners and specific areas of work within the programme for a coordinated approach; set up of the CS-NRG as a priority item for the accountability of the Spotlight Initiative; convening thematic-focused coordination sessions on GBV data and village-level prevention approaches; and initiating a National Stakeholder dialogue to facilitate coherence between RUNOs and national partners beyond members of the CS-NRG and Steering Committee.

## PROGRAMME GOVERNANCE AND COORDINATION

### NATIONAL STEERING COMMITTEE (NSC)

The Government of Samoa and the UN Team endorsed a Joint Samoa-UN Steering (JSC) Committee for all UN joint programs in the country. The JSC is co-chaired by the Chief Executive Officer (CEO) of the Ministry of Foreign Affairs and Trade (MFAT) and the UN Resident Coordinator for the Samoa Multi Country Office. The JSC has been aligned to the National SDG Taskforce, which leads on the SDG mapping and reporting including the recent Voluntary National Reporting (VNR) for Samoa during the High-Level Political Forum on 11 July 2020.

The Spotlight Initiative is included as part of the JSC mandate of joint programs. Given the focus on COVID-19, the first JSC was held on 17 July 2020, with agreement for quarterly meetings to review and progress work across all joint programs. The initial meeting focused on updates for the Spotlight Initiative as well as post facto non objection for the Spotlight Initiative reprogramming. The next meeting is scheduled in October, where more information regarding workplans and financial reporting will be submitted for review and endorsement. Although the civil society representatives had not been selected by the time of the first meeting, the Spotlight Initiative team has planned out the induction process in advance, so that these representatives may begin their role without delay once they are selected.

The JSC exercises a critical role in accountability and oversight for the Spotlight Initiative. Moreover, the JSC facilitates high-level decision-making by convening key stakeholders, including representatives from the government, the European Union, the United Nations, and civil society. The key responsibilities of the JSC are outlined in Annex F in the draft Terms of Reference for the committee.

Membership of the JSC comprise of:

Organization	Membership
Chief Executive Officer, Ministry of Finance	National SDG Taskforce
Chief Executive Officer, Ministry of Women, Community and Social Development	National SDG Taskforce
Chief Executive Officer, Samoa Bureau of Statistics	National SDG Taskforce
Chief Executive Officer, Ministry of Natural Resources and Environment	National SDG Taskforce
Chief Executive Officer, Ministry of Prime Minister and Cabinet	National SDG Taskforce
European Union	Donor and Partner
UN Women Representative	RUNO/ Technical Lead
UNESCO Representative	RUNO
UNICEF Representative	RUNO
UNFPA Representative	RUNO
UNDP Representative	RUNO
CSO Representative (20% of the JSC)	CSO National Reference Group

### CIVIL SOCIETY NATIONAL REFERENCE GROUP (CS-NRG)



An interim CS-NRG was formed and members were actively engaged in the design of the Spotlight Initiative programme in Samoa. They provided practical inputs to enhance the Country Programme Document and ensure CSOs were reflected as partners in the design and implementation of the programme. Inputs from the interim group revolved around<sup>6</sup>:

- Ensuring Spotlight focused on gaps not captured or addressed in existing EVAWG interventions in particular targeting those left furthest behind;
- Spotlight to identify relevant and effective strategies to approach rural versus urban matais (chiefs) and village councils, as effective community structures to facilitate and inform behavioral change and attitudes towards VAWG;
- Ensuring a cooperative approach across EVAWG initiatives in Samoa that is aligned to coordination frameworks and mechanisms by government and civil society;
- To ensure national ownership of the Spotlight Programme by promoting the meaningful engagement of civil society, collaboration of government stakeholders with the transparent and relevant technical support and guidance by RUNOs.
- Effective communication of Key Messages and Information on EVAWG through stronger collaboration and capacity development with national media practitioners.
- Activities of the Initiative to target local level interventions in an impactful manner that promotes local leadership engagement and ownership
- Strengthen local initiatives by Komiti a Tina ma Tamaitai (Women's Committees) by resourcing and supporting their community level efforts to confidently lead and implement EVAWG interventions for their own villages.
- Build the capacity of local communities to break the culture of Silence with the provision of relevant tools and trainings to utilize positive cultural practices and indigenous knowledge as an acceptable approach to changing behavior and mindsets on the imbalance of power that perpetuates violence.
- Promote the importance of an effective Response system for EVAWG to gauge the buy in and commitment of national stakeholders within this system and highlight the benefits and added value for the survivors of violence.

The CS-NRG formation process was delayed due to the COVID-19 SOE restrictions and limited internet connectivity. As alluded to earlier, the pandemic shifted the focus and prioritization of all partners to COVID19 preparedness and response. In addition, the SOE orders prevented any public

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<sup>6</sup> Summary of interim CSO reference group meetings in 2019



gatherings of more than 5 people<sup>7</sup>. The permanent CS-NRG process for Samoa commenced from mid-May to mid-July, with final endorsement of the group from the Selection Committee. The process and selection of the CSNRG will be reported in the next report covering July – December 2020.

The Spotlight Initiative in Samoa liaised closely with the Spotlight Initiative Secretariat on the CS-NRG process and guidelines<sup>8</sup>, which were used by the Selection Committee for the set-up of the CS-NRG. In addition, the team liaised with other Spotlight Initiative countries in the Pacific Region for guidance and lessons learnt, namely the Vanuatu and Papua New Guinea Country Programmes and the Pacific Regional Programme. This information-sharing exercise enabled the Spotlight Initiative in Samoa to more effectively and confidently oversee the CS-NRG process. As per guidance on the CS-NRG, a Selection Committee of up to 6 members was identified, including 4 civil society representatives nominated from the interim CS-NRG list and two UN agency representatives. The civil society representatives in the Selection Committee aligned with the broad categories of groups outlined in the guidance. This included representative of persons with disabilities; representatives of grassroots women’s groups; advocate on Gender Based Violence and academia. This participatory selection process embodied the principles of “Leaving No One Behind,” and moving forward, the CS-NRG will support the Spotlight Initiative in Samoa in guaranteeing inclusive programming.

The Selection Committee, chaired by a civil society representative, reviewed and endorsed documentation, processes and timelines. A glossary of terms and definitions contextualized for the Samoa environment was recommended by the Selection Committee. As a living document, the initial draft will be shared with other RUNOs to ensure consistency of language and terms, in the spirit of interagency cooperation.

During the process, some concerns were raised on meaningful engagement of the CS-NRG in the Spotlight Initiative and beyond. Some concerns raised by the Committee included clarity of financial support to the reference group given the expectations of their roles (sitting allowance, DSA, travel and transport allowances); sustainability of the group beyond the life of Spotlight; clarity on the voting rights of the members at the Steering Committee; level of engagement with RUNOs given

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<sup>7</sup> Refer to Annex E of the Samoa State of Emergency Orders

<sup>8</sup> [Spotlight Initiative Civil Society National Reference Group: Guidance for Set Up](#)



the Programme Document (ProDoc) has been signed and AWP's in place and ensuring contextualization of the Initiative and CS-NRG's to ensure applicability and impact in Samoa. It was important to note that the CS-NRG will be adequately resourced to support and guide the Initiative's endeavors in Samoa as well as have equal representation on the JSC with full voting rights for decision making. The CS-NRG will also be invited to inter-agency technical meetings to ensure members are updated and engaged throughout the implementation phase of the programme.

The next steps for the CS-NRG will be an induction workshop (with the Resident Coordinator, UN Women as the Technical Lead Agency and the other RUNOs on the Spotlight Initiative in Samoa), discussion on GBV in Samoa, partnerships and CS-NRG member's roles and work plan. The workshop will discuss their Terms of Reference, Chairmanship, members for the JSC, workplan, meeting schedule and budget. More details on the induction and workplan will be reported in the next report.

#### INTER-AGENCY COORDINATION, TECHNICAL COMMITTEES AND OTHER GOVERNANCE MECHANISMS

The UN Pacific Strategy (UNPS) is a 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 in the UNPS, with Outcome 2 focusing on Gender Equality. To progress collaboration on gender related initiatives, a UNPS Outcome Group leads on this work and has integrated the Spotlight Initiative into the Outcome Group's discussions. This collaboration led to a decision to conduct a future mapping exercise with the Pacific Islands Forum (PIFS) and Secretariat of the Pacific Community (SPC) on the Spotlight Initiative and the Pacific Partnership on Eliminating Violence Against Women and Girls (the region's flagship EVAWG programme led by PIFS, SPC and UN Women). The intention is to enhance cohesion, reduce duplication and complement each initiative to achieve maximum impact on ending violence against women and girls.

A Technical Working Group has been convened by the Technical Lead Agency, UN Women, to facilitate coherence between RUNOs within and across Pillars and to ensure coherence with existing gender-based violence efforts in Samoa. This Working Group meets once a month, in addition to regular, targeted thematic coordination meetings as needed. The Samoa Technical Specialist was on boarded in mid-April. As part of the technical coherence of the Spotlight Initiative, a number of coordination and technical meetings have been held to strengthen coherence across the activities within each Pillar. For instance, partner mapping was undertaken across all the pillars for all the RUNOs to ensure clarity on different partners and identify ways to collaborate.



Further, a regional effort to roll out multi-sectoral GBV Administrative Data systems in the Pacific has been underway since before Spotlight's presence in the region. Spotlight's Samoa country programme contributes to this regional priority through a focused set up a GBV Administrative Data system in Samoa mirrored on shared, regional approaches at regional level in close partnership with the Pacific Partnership to End Violence Against Women and Girls. Furthermore, Samoa's data system, implemented through Pillar 5, will build off of Samoa's Interagency Essential Services Guidelines (IESG), the country's first national guidelines on multi-sector GBV service delivery, led by UN Women in the Pacific Partnership. To coordinate efforts, a regional technical working group on multi-sectoral GBV administrative data has been established by UNFPA and UN Women with University of Melbourne and SPC to support coherence and consistency in quality of data and set up of data systems across the region. The regional GBV administrative data technical working group will be meeting quarterly (or more regularly as required) to support consistent and high-level technical assistance to Samoa national partners. Once the GBV administrative data system start-up commences, a coordination structure will be established, by the national government in partnership with the Spotlight Initiative, and regularity of meetings will be determined by the technical working group.

The Spotlight Initiative has been discussed and advocated by the UN team and national implementing partners, with the highest levels of Government, including the Prime Minister, who also provided key remarks at the regional launch of the Spotlight Initiative in March 2019 and the national launch in March 2020 during the 84<sup>th</sup> Extraordinary Session of the CRC. This government engagement is promising in terms of multi-partner coordination.

In addition, the RUNOs engaged and informed senior government personnel and Cabinet Ministers about the Initiative through their respective line ministries. As Samoa implements programmes through a sector-wide approach, the RUNOs have aligned with national processes and engaged with key relevant sectors including the Law & Justice Sector, Community Sector, Health Sector and Education Sector in order to ensure sustainability and national ownership of the programme's work.

The establishment of the JSC has been severely delayed due to shifting priorities of partners and government in response to COVID-19. In the absence of the JSC, the normal governance and financial management policies and procedures for the respective RUNOs were followed. This approach has ensured compliance and proper accountability practices to progress activities in the midst of the global pandemic. Even so, the Spotlight Initiative continued to work towards implementing joint ways of working wherever possible.



## NEW WAY OF WORKING UNDER THE UN REFORM

### ROLE OF THE RESIDENT COORDINATOR (RC)

As outlined previously, the role of the UN Resident Coordinator (RC) in leading the design and coordination of the Spotlight Initiative in Samoa is in line with the UN Secretary General's UN Reforms as well as the SAMOA Pathway, the Addis Ababa Action Agenda and the 2030 Agenda for Sustainable Development. This newly empowered role has improved inter-agency cooperation and streamlined delivery for the Spotlight Initiative in Samoa.

The leadership and effective communication of the UN Resident Coordinator enabled extensive consultations and meetings with national, regional and international partners on the Spotlight Initiative. In terms of implementation, the RC/ RCO leads the overall coordination of the Initiative in partnership with the Technical Lead, RUNOs and national partners. This set-up ensures that RUNOs are communicating and implementing as One UN and that there is oversight on the overall programme. The RC represents the UN in the Spotlight Initiative programme in Samoa, maintaining a "one UN" interface when engaging with external partners. The RC is responsible for programme oversight and is accountable to the Spotlight Initiative Secretariat and European Union for results and impacts on the ground.

### INTERAGENCY COLLABORATION

During the reporting period, inter-agency collaboration was facilitated primarily through two mechanisms: as part of the One UN COVID-19 response and through the Spotlight Initiative Samoa Technical Working Group. COVID-19 and Samoa's SOE prompted an immediate, collaborative response and required significant financial and technical support to national counterparts across programme areas. In that forum, Spotlight Initiative agencies worked collaboratively to meet these needs by re-programming Spotlight Initiative funds along with mobilizing other resources. The emergency response prioritized national needs and coordination from March to June. As the immediate needs identified were increasingly addressed through COVID-19 response, RUNO agencies had the bandwidth to engage in technical discussions and planning for programmatic work that was originally planned for the programme. Due to SOE restrictions, RUNOs met with national implementing partners (government and CSOs) to identify critical needs. These were then presented by the RCO to the National Emergency Operations Centre (NEOC) Chairman and the Chief Executive Officer (CEO) of MFAT as part of the One UN weekly meetings on COVID support.



This platform ensured that the Spotlight Initiative and UN support were discussed with the national decision-making bodies and reported in the NEOC situational reports of development support.

In June 2020, a Technical Working Group meeting was called, and the decisions taken during this meeting have increased coordination and cohesion among agencies. Additionally, a joint partner mapping, revised AWP and set of normative coordination structures amongst RUNOs has been established.

The Recipient UN Organizations (RUNOs) also used the inception period for joint programme set-up, finalization of recruitments and work planning within their teams to build understanding and synergy. This work was an essential step since the majority of personnel involved in the Country Programme are newly on boarded and were not involved in the planning and design phase. The regular internal meetings provided an opportunity to provide background information on the 2019 design processes and how the programme came about.

#### THE VALUE ADDED BY UN REFORM

The Spotlight Initiative is a critical driver of the UN Reforms, in particular the Addis Ababa Agenda, which requires the UN System to move away from exclusive funding arrangements to inclusive modalities for an enabling environment at all levels for the UN to deliver results. The most significant value added by UN Reform in Samoa during the reporting period was streamlined coordination. In the next reporting period, the Spotlight Initiative in Samoa will focus its efforts on leveraging UN reform to achieve cost-sharing and greater efficiency.

From a technical perspective, the Spotlight Initiative has encouraged stronger collaboration and synergies between agencies as well as highlighted how leveraging the varied expertise across the UN system is essential to driving results through mutually reinforcing areas of work. For example, UNFPA and UN Women have established a regional GBV data working group on multi-sectoral GBV administrative data with partners including the Pacific Community (SPC) and the University of Melbourne that is for the Pacific Region and has a direct impact on implementation of Pillar 5 in Samoa. The purpose of this data working group is to support coherence and consistency in quality data across the region and at country level with data system set up. This working group will center holistic and standardized country approaches and benefit of comparative advantage of each organization and will ensure that the range of programmes contributing to ending violence against women will be cohesive across development partners. The working group will begin substantive efforts in the next reporting period.



Most importantly, the Spotlight Initiative in Samoa builds on and integrates with existing EAWG initiatives. National partners in Samoa are committed to addressing violence against women and girls and family violence more broadly. Efforts to end violence against women and girls in the country that pre-date the launch of the Initiative include the National Inquiry for Family Violence and development of the Interagency Essential Services Guide, the first national set of protocols and standards for service delivery related to family violence. This IESG, initiated in 2018, is aligned to both government priorities and the global Spotlight Initiative's investment in holistic solutions to end violence against women and girls. UN Women will further contribute its regional efforts for prevention programming to Spotlight in Samoa in order to enrich Pillar 3 efforts led by RUNOs; efforts include a 'Blueprint for Prevention of Violence' which aims to develop global guidelines and a community of practice for violence prevention which will further support Pacific prevention programming and the RESPECT Women Framework for preventing violence against women and girls. Spotlight in Samoa builds upon these existing initiatives to increase the evidence-base on EAWG, further understand what does and does not work to EAWG, leverage existing expertise and knowledge, and catalyze efforts to end violence against women and girls in Samoa.

## PROGRAMME PARTNERSHIPS

### GOVERNMENT

The Samoa government develops, implements and reports on programmes through a sector-wide approach to enable multi- and cross- sector synergies by engaging multiple stakeholders including civil society, the private sector, communities, government ministries, and development partners. This sector-wide approach also ensures national ownership and increases coherence between policy and implementation.

The Spotlight Initiative in Samoa utilizes this approach to engage critical national partners, including leading government ministries. The key sectors involved are the Law and Justice Sector, Community Sector, Health Sector and Education Sector. Each sector is composed of relevant line Ministries. The Ministries have been strategically selected based on official legal mandates, scope of services, and existing work at the national and subnational levels in line with project objectives and outcomes.

The Spotlight Initiative outcomes and objectives are far broader than the mandate of a single Ministry. Thus, the Law and Justice Sector acts as the custodians and implementers of key family



law legislation(s) that prevent and respond to EAW under the leadership of the Ministry of Justice, Courts and Administration as a critical partner. The Law and Justice Sector (LJS) aims to promote peaceful societies based on access to equal justice, the rule of law and strengthening institutions. Related strategies of this sector will facilitate stronger coordination, collaboration, commitment and accountability to EAWG and domestic violence at all levels. The LJS works through a collaborative partnership group of a Steering Committee which comprises of sixteen (16) critical members from government – Office of the Attorney General, Ministry of Justice Courts & Administration, Ministry of Police, Prisons, Ministry of Women, Community & Social Development, Ombudsman & National Human Rights Institution, Samoa Law Reform Commission, Ministry of Finance, Public Service Commission. Civil Society organizations – Samoa Umbrella of Non- Government Organizations, Samoa Law Society, National Council of Churches, Samoa Matai Representative, Samoa Women Representative (Village Women’s Committee), Samoa Village Representative. The diversity of the sector which is inclusive of important stakeholders and experts is responsible for the leadership to deliver as one on all sector programs and outcomes.

The Ministry of Women, Community and Social Development (MWCS) is a core partner for the Spotlight Initiative in Samoa. MWCS is the lead government entity mandated for advancing women’s and girls’ issues, including EAWG, as well as engagement with community and village structures. Work with the Ministry of Women's Affairs is focused on community engagement, particular the risk communications work in response to COVID-19. The MWCS is the interlocutor to the districts and villages in Samoa, and the Community Sector which governs all initiatives involving the village councils and the women’s committees fall under the purview of the Ministry. The National Prevention Framework, one of the key outputs of the Initiative, is lead and implemented by the Ministry.

The Ministry of Education, Sports and Culture (MESC) is the policy and planning authority of the Government of Samoa for the entire education sector. Given the preventive focus of the SI in Samoa and its objective to contribute to achieving change in deeply engrained social norms and behaviors, MESC is a crucial partner to install healthy behaviors and attitudes at a young age through the education system. The significant engagement of MESC will also increase its attention to the need to address violence in their programs and plans. The Ministry of Education will support the roll out of multimedia curriculum for comprehensive sexuality education, adapted in the context of COVID-19 to support increased access for young people.

The Ministry of Finance is the key agency through which Spotlight Initiative funding is directed and channeled through to the other Ministries. Engaging with the Ministry of Finance ensures the



Spotlight Initiative is also reflected in the Government's budget and workplans. The intention is to highlight the importance of GBV in national reports as well as sustainability of the Initiative into national mechanisms.

The Ministry of Health is the lead agency for the Health Sector and is engaged to support the development and roll out of guidelines for health workers to respond to survivors of violence. The provision of guidelines is significant in this context and will help facilitate the development of national protocols on GBV. This is necessary given the statistics on rising incidences of domestic violence in Samoa. These materials aim to adopt global standards and guidance for essential services at the local level and to integrate them into service delivery, as well as to provide coordinated, multi-sectoral and quality essential services for IPV/DV survivors in line with these standards and tools.

Samoa Bureau of Statistics (SBS) as the national data hub for Samoa will support analysis of the Samoa DHS/DV module on violence against women prevalence data to support targeted and effective programming. The work on data is being conducted in close collaboration with the Pacific Community (SPC), an intergovernmental regional agency operating across the Pacific. In Samoa, SPC has a close partnership with SBS and collaborated on safe and ethical data collection followed by data tabulation and analysis as part of the roll out of the DHS/DV module under the Spotlight Initiative.

Other lead Government partners under the programme are the Samoa Law Reform Commission and the National Human Rights Institution/Office of the Ombudsman.

#### EUROPEAN UNION

As the main counterpart and most valued partner of the Spotlight Initiative, the EU Delegation for the Pacific has been involved with the Spotlight Initiative programme in Samoa since the design phase. Their engagement with the Samoa programme was an opportunity to ensure the Initiative was aligned with the EU requirements as well as the Strategy for the Development of Samoa.

The EU Delegation for the Pacific was actively engaged in and led the discussions on the Pacific Spotlight Initiative launch in March 2019 hosted in Samoa. They were also involved in the national Spotlight Initiative launch for Samoa in March 2020. The EU engaged with the RCO in the preparations for the 2019 regional launch whereby the former Commissioner for International Cooperation and Development, Honourable Neven Mimica, Prime Minister of Samoa, Honourable Tuilaepa Sailele Malielegaoi and the UN Under Secretary General and Executive Director of



UNFPA, Dr Natalia Kanem were the main speakers in Samoa. Similarly, for the 2020 national launch, the current Ambassador of the European Union for the Pacific and Samoa, Honourable Sujiro Seam and the Prime Minister of Samoa, spoke at the event.

As funds were reprogrammed for COVID-19, the Spotlight Initiative team in Samoa ensured the EU Delegation for the Pacific was regularly informed of updates, queries and endorsement. In addition, the EU participated during the first Joint Steering Committee held on 17 July 2020.

The Spotlight Initiative in Samoa is consistently identifying ways to align with other EU-funded initiatives in Samoa. For example, the EU provides funding to the Samoa Civil Society Support Program (CSSP), governed and managed by the Government, to enhance and improve capacities of civil society. This is in addition to the Pacific Partnership to End Violence Against Women and Girls, the Pacific region's flagship ending violence program led by SPC, PIFS and UN Women with funding support from the EU, New Zealand and Australia, to which the Spotlight Initiative complements. In the next reporting period, the Spotlight Initiative will leverage its partnership with the EU to further explore synergies between existing programmes and to efficiently pool resources in the efforts to eliminate violence against women and girls.

The Samoa Spotlight Initiative has been engaged with the EU Delegation for the Pacific since the regional launch in 2019. Since then, engagement has been mainly during the development of the Programme, the national launch in March 2020, regular communications on reporting, workplans and COVID, as well as participation in the Joint Steering Committee. While communication has been good, it is noted that more can be done to strengthen the partnership. Use of online and virtual mediums has been effective but it has been challenging due to the EU Delegation for the Pacific office based in Fiji and therefore difficult to engage more at the community/village level interventions. The Spotlight Initiative has also taken measures to enhance engagement through plans to develop a Samoa specific Spotlight Initiative newsletter as well as a Facebook page to ensure activities and progresses are visible and reflected to our partners especially the European Union.

#### CIVIL SOCIETY

In engaging with Civil Society, the RUNOs undertook a mapping exercise of CSOs, partners and communities to strengthen collaboration and coordination when implementing in Samoa.

RUNOs provided agency-specific partner selection exercises and capacity assessments in the selection of lead CSO partners. Given the scope of civil society partners with expertise in ending



violence, there are very few who have the expertise or track record to engage in certain programme areas under the Initiative in Samoa. Under Pillar 6, a capacity assessment will be carried out to support the technical, functional, resource and training needs of CSOs working in this space, including women's groups, youth groups and those working in areas of intersecting forms of discrimination. A joint competitive call was also undertaken as part of a UN agency's regular programming (inclusive of and beyond the Initiative in Samoa) with dedicated outputs supporting strengthened response and prevention to gender-based violence.

Some of the CSOs identified due to their expertise working in GBV prevention and response services are women's organizations. The types of services offered are particularly for women, marginalized groups, the most vulnerable and survivors of violence. These organizations have a grassroots reach through engagement of women committees in villages and local CSOs across the country. Thus, the Spotlight Initiative prioritized partnerships with these organizations, in the spirit of leaving no one behind. These CSOs have existing work at the national and subnational levels. These CSOs include:

- Faataua le Ola (FLO) is a specific NGO that focuses on suicide prevention and has been in existence for 15 years. They manage a free calling lifeline and offers confidential counseling services, trainings on effective communication and healthy relationship marital programs, prevention community outreach. FLO was selected to undertake programming in Pillar 6.
- Samoa Family Health Association (SHFA) is the leading sexual and reproductive health and rights services provider in Samoa. It delivers family planning and reproductive health services through permanent clinics in Apia and a mobile unit which visits rural villages and outer islands. The Spotlight Initiative in Samoa works closely with the IPPF and Samoa Family Health Association, to roll out Family Life Education (as part of the Comprehensive Sexuality Education package) trainings in Samoa, conduct risk communications as part of the COVID-19 response and support roll out of the guidelines for health workers in responding to survivors of violence. SHFA was selected to undertake programming in Pillar 3.
- Samoa Victim Support Group (SVSG) has a solid community support network in 90% of villages in Samoa in addressing GBV. It is the only provider in Samoa that runs a DV shelter for women and children, works exclusively with survivors of violence, case management and only CSO that is officiated to apply protection orders on behalf of victims, offers counseling, and psychosocial support. It manages free calling helplines, welfare



assistance and income generating programs for vulnerable women and families. SVSG is currently engaged as a partner in Pillar 6.

- Samoa National Council of Women (SNCW) is the oldest women specific non-government organization operational in Samoa since 1953. At the village level, the members of this group play an integral role in the village local governance to influence village council, young men and women. The organization has experience in the areas of VAWG and IPV/DV advocacy and prevention. SNCW is engaged as a partner in Pillar 6.
- Samoa Umbrella for Non-Government Organizations (SUNGO) is an umbrella body for selected NGOs, a service provider for delivering trainings on project governance, management and capacity assessments to support CSO/NGO functional capacities. It has a registration of over 100 CBOs including NGOs as direct affiliates. SUNGO is engaged as a partner in Pillar 6.

#### OTHER PARTNERS (IF APPLICABLE)

In the coming reporting period, the programme will seek to partner with multiple stakeholders from local communities, private sector, faith-based organizations and other development partners. These partnerships will support the Spotlight Initiative's goals of achieving national ownership and sustainability.

## RESULTS

#### OVERARCHING NARRATIVE: CAPTURING BROADER TRANSFORMATION

With the start of the Samoa Country Programme in January 2020, programme implementation has adapted to the realities of the COVID-19 global pandemic. The Spotlight Initiative in Samoa put forward a roadmap to advance ending violence against women and girls' interventions alongside existing work underway by national stakeholders including service providers, civil society, government partners and regional programmes, such as the Pacific Partnership to End Violence Against Women and Girls. The SOE and global crisis provided the time needed to establish the project parameters and performance requirements. Predesign processes and activities which led to finalization of the project document brought several changes which are unknown to the identified and potential implementation partners and their organizational issues, needs, and requirements. It is helping shift the focus from activity to outcomes at the implementation partner level in a clear and workable statement.



Demonstrating adaptability in the COVID-19 context, programming was re-oriented while retaining key principles and long-term aims of the Initiative through collaboration between UN agencies to collectively support existing institutions and infrastructure in the response and prevention of DV/IPV. This was designed and implemented in tandem with government partners, the women’s advocacy groups and non-government service providers. Agencies strategically re-programmed Spotlight Initiative funds to fill critical gaps and needs, such as support to helplines for survivors of violence, delivery of dignity kits/ prevention packs for women and girls in rural areas, support to mobile health clinics to expand their health services for survivors of GBV and enable increased community engagement and risk communications to ensure mitigation of disruption of access to services for survivors of GBV.

The conduct of the Demographic Health Survey Domestic Violence (DHS/DV) module as part of the hybrid Demographic Health Survey/Multi Indicator Cluster Survey in 2019 and 2020 has made a significant contribution to the understanding of the current rates of violence in Samoa. While data was collected across 2019 and into 2020, a data tabulation workshop was held in the last week of June. Public release of data along with key analytical messages is forthcoming in the next reporting period. This data will support a trends analysis of the changes in the type and prevalence of violence since the last national prevalence study conducted in 2014. This will be transformational in enabling RUNOs as well as other stakeholders and partners, including Government and CSOs in designing and implementing effective and targeted programmes. The changes in the type and prevalence of violence as presented in the data collected will allow stakeholders to integrate targeted programmes addressing specific issues and increase knowledge on all types of violence. The data produced will also contribute to the baseline for the Spotlight Initiative in Samoa, along with other triangulated data sources if required, against which the success of the programme will be understood.

With the global crisis and focus by the Government and national implementing partners, reporting against the results matrix is currently being reviewed by the M&E focal points for each of the RUNOs in collaboration with the Resident Coordinator’s Office. More information will be provided in the next 2020 report.

## CAPTURING CHANGE AT OUTCOME LEVEL

### OUTCOME 1: LEGAL AND POLICY FRAMEWORK

#### ***Output 1.1***



### **Activities 1.1.1 – 1.1.3**

The review of Family Laws in partnership with Samoa Law Reform Commission has been postponed due to COVID-19 and State of Emergency restrictions. The review requires the conduct of national public consultations on 6 major family legislations which has not been possible given the public gathering capacity restrictions currently enforced. For robust and interactive community consultations, virtual / online connections have not been possible. There are no information technology (IT) infrastructure nor resources to enable this at the village level.

### **Output 1.2**

#### **Activities 1.2.1 – 1.2.2**

Costing efforts are postponed until 2021. Efforts will ensure close collaboration with the Pacific Regional Program that is undertaking costing research.

## OUTCOME 2: INSTITUTIONS

### **Output 2.1**

#### **Activities 2.1.1 – 2.1.3**

The Law and Justice Sector approach was set up by the Government of Samoa to demonstrate a new strategic way of working to improve quality of life for all citizens. This sector plays a significant role in addressing violence against women and girls, especially violence in the home given the sector's critical role in implementing and enforcing family violence prevention laws. Additionally, the justice sector is comprised of multi-tiered systems and has a responsibility to respond. Thus, the work of this sector is critical not only at the national but also the sub-national level. Work is progressing within this sector as the recruitment process has been initiated to hire a consultant to review and develop the Law and Justice Sector Plan. Based on the Spotlight Initiative's Theory of Change, the development of the new sector plan will have a strong M&E framework incorporating gender specific targets, outcomes for prevention and responding to DV/IPV that will ensure an accountable sector responsive to the needs of women, children and marginalized groups.

The following is a snapshot of service statistics from one GBV service provider. While it is important to take these numbers with caution, recognizing they are not representative of Samoa in its entirety and though the issue is complex, it is important to note the need and high demand for GBV services as well as prevention efforts. An increased number of distress calls were recorded and responded to during the first six weeks of lockdown to SVSG's helpline. An increased proportion of the distress calls were related to domestic violence in the home. A total of 438 distress calls were recorded and responded to using the 24/7 free calling helplines during the first 6 weeks of lockdown including a notable number of high-risk domestic violence calls in the home that required police assistance with



some women and children relocated to safe shelter options. Eighty (80%) percent of callers were women.

To support frontline CSO institutions and government agencies at the forefront of responding to this need through the provision of essential services during COVID-19, initial support was channeled to frontline CSOs (SVSG and FLO) to provide essential counseling services via digital platforms (e.g. free helplines) and to MWCSO for a national multimedia campaign using a community sector approach to GBV. The strategic decision to repurpose Spotlight Initiative funds was timely and very appropriate to ensure GBV response services were available and accessible to women, children and any vulnerable individual/groups in a safe manner during the SOE.

The helplines connected more than 3,000 family members of men, women, children inclusive of people with disabilities and the LGBTQTI community, in Upolu and Savaii, to one or more support services. These range from counselling, services for suicide prevention and family support, safe shelter for survivors and children/dependents' care and protection, case management and referrals, health-legal-police services, welfare assistance and community support.

Data collected via the helplines indicate a relationship between the socio-economic impact of COVID-19 and its manifestation in interpersonal and community relationships. According to SVSG, we are in a crisis within a crisis (the crisis of violence against women and girls) with "inequality and poverty staring us in the face." In addition to the helplines, SVSG is also implementing a robust awareness raising strategy on how to seek services via different media platforms and printed media disseminated at village level; this is complemented via social media promotion by the Spotlight Initiative team in Samoa.

Re-programming for COVID-19 also supported MWCSO to raise awareness on gender-based violence as part of their ongoing prevention of COVID-19 national multimedia campaign. Panel discussions with some of the key stakeholders under the Law and Justice, Community Sector have taken place in June. The significance of the campaign was to ensure that everyone was informed that even with COVID-19 pandemic, GBV is still an issue that will escalate due to the SOE with economic and social implications to families.

#### ***Activities 2.1.4-2.1.5***

In partnership with MESC, an educational sector plan will be developed to contribute to the prevention of domestic and intimate partner violence. The initiatives included under this partnership



will focus on education policy and planning, curricula development, supporting youth who dropped out of formal education at secondary level, and training of senior public service officials. While the work under this activity was delayed due to the State of Emergency, future development of this plan will contribute to sustainable education efforts by being embedded in government structures that will last beyond the Initiative.

### ***Output 2.3***

#### ***Activities 2.3.3 – 2.3.4***

Activities on capacity-building of government and civil society partners on gender-responsive budgeting are yet to commence due to COVID-19 delays. Efforts will be conducted in close collaboration with the Spotlight Initiative Regional Programme that is undertaking regional gender-responsive budgeting efforts. These efforts are being led by UN Women, PIFS and SPC. At the regional level, costing research and a gender-responsive budgeting capacity-building pack is being developed, which will support and inform Samoa's efforts for sustainability and to tailor regional resources to the unique context of Samoa. This partnership is a new way of working as until now, there had yet to be an established connection with regional counterparts SPC and PIFS. This contextualizing of regional tools for the Samoa programme is an example of how regional and country programmes can be strengthened through building synergies while remaining distinct programmes.

## OUTCOME 3: PREVENTION AND NORM CHANGE

### ***Output 3.1***

#### ***Activity 3.1.1***

Efforts were re-programmed to support MWCSO's community engagement efforts on COVID-19. Specifically, prevention support was provided through the design and procurement of prevention packs (400 total, 100 procured during the reporting period) to women and girls living in rural areas in Savai'i (outer island). The packs were locally sourced from Samoa with IEC materials designed and printed in Samoa as well. The modality of procurement sought to supporting local vendors to the extent feasible. Local women's vendors were scoped to provide the materials, however procurement obstacles and regulations prevented them from being engaged at the level of scale required for the delivery of goods. Provision of the packs fill a gap and need for basic hygiene and water collection as well as dissemination of key information on COVID-19, gender-based violence and available services/helplines. The packs will be distributed by MWCSO as part of their community engagement efforts and district-level engagement strategy. This initiative was born out of the recognition that women and girls in rural areas already had limited access to water storage



containers, hygiene products (menstrual products), soap, hand sanitizers and importantly, limited access to information on GBV services and sources of support. COVID-19 exacerbated these inequalities. The package of supplies is not a solution to these inequalities, but an effort to address them in the short-term. The knowledge products will enable access to key information on service providers which many women and girls were not aware of due to lack of access to radio, televisions or mobile phones. The information booklet developed on behalf of MWCSO with technical support from UN Women is the only tool that specifically highlights the dual impacts on women and girls of COVID-19 and VAWG.

Development of the prevention pack with MWCSO led to co-creating and designing of the process for the development of a national prevention framework. The Ministry of Women, Community, and Social Development (MWCSO) in Samoa is committed to addressing violence prevention as a top priority of the Government of Samoa in order to complement and strengthen the Interagency Essential Services Guidelines, Samoa's first national protocols on service provision for survivors of violence. MWCSO recognizes that response and prevention are two sides of the same coin – a prevention framework cannot exist without strong delivery of essential services to survivors and a prevention approach is critical to achieving a world free from violence. It is evident that the favourable policy environment, strong political will, and existing investments in strengthening service provision make this the ideal and opportune time to partner with the Government of Samoa to advance a primary prevention framework and action plan in the country.

### ***Activity 3.1.2***

Implementation of Family Life Education (as a part of the Comprehensive Sexuality Education) for in and out of school youth is being implemented in partnership with MESC and IPPF's regional office as well as its member association in Samoa, Samoa Family Health Association. MESC initiated the process to procure services of an expert (consultant) with specialization in community and youth engagement to conduct trainings, maintain technical oversight and ensure that communication lines are maintained throughout the Initiative. FLE will be expanded beyond the school curricular to supplement existing programmes administered by village council and the teachings of church leaders. This expertise is essential for engagement with the church and community groups to build the capacities of a group of senior officials who are expected to continue these efforts after the completion of the project, deeply contributing to the sustainability of the Initiative. Further, work is underway with MESC in the adaptation of the Comprehensive Sexuality Education (CSE) curriculum for multimedia platforms to continue education virtually in the COVID-19 context. This will enable



increased access to information for young people, supporting them to make informed choices on their reproductive health and overall well-being and safety.

### ***Output 3.2***

#### ***Activity 3.2.1 – 3.2.2***

Engagement on education sector prevention work is delayed due to COVID-19 realities. However, the hiring of the youth mobilizer that is part of the broader partnership with MESC is pending final approval of the Public Service Commission. This will ensure technical oversight over multiple components under the Spotlight Initiative. In addition, an experimental research on impact of family equality education in addressing DV/IPV has now been approved by the National University of Samoa that will contribute to developing a training module with methods and approaches to promote gender equitable norms, attitudes and behaviors. This intervention is focused at contributing to a shift in beliefs and attitudes on DV/IPV.

#### ***Activity 3.2.3***

Planning for the engagement with media and training of journalists is underway. The 2AP Radio Station is operated under the Ministry of Communication and Information Technology (MCIT) and is the only country-wide radio. This radio station has been engaged to support the Spotlight Initiative with radio training for 20-25 survivors of domestic violence. In addition, the 2AP Radio will receive media training for fact-checking using survivor empowerment approaches. The trainer has been hired and training material is being developed. The first round of radio content produced by the survivors is expected to be ready before the 16 Days of Activism against Gender-Based Violence international campaign on 25 November.

#### ***Activity 3.2.4***

The Spotlight Initiative supported discussions with partners – government ministries, sporting bodies, media organizations, community-based organizations and the private sector on ways to support and advocate against GBV. During the reporting period, the Spotlight Initiative in Samoa engaged with the Samoa Association of Sports and National Olympic Committee (SASNOC) who play a critical role in the planning and execution of the Pacific Games and Samoa's preparation for the Olympics. It is expected that this partnership would go beyond the project duration to influence Samoan sports institutions' attitudes towards intimate partner violence. Organised sport, from clubs and sporting bodies to village level associations, is a large part of daily life in Samoa. Sports and sports bodies are largely dominated by men, and are therefore built on gendered relations in Samoa. It is not yet known how many of the sports bodies in Samoa have policies, bylaws and guidelines for men and youth as players, employees and contractors regarding domestic violence and for the



promotion of respectful relationships in the family and with their partners. This activity is expected to address these issues by strengthening the policy direction for the prevention of domestic and intimate partner violence in particular, and gender-based violence broadly, in sports bodies. Secondly, this activity aims to achieve long-term change by shifting deeply engrained social norms and behaviours, which contribute to VAWG. Sport has the status of being a social institution and players are revered long after they have ceased to play. Players in Samoa are role models and their support and advocacy can be used to build healthy attitudes in men, including youth and confidence in women and girls to act against domestic and intimate partner violence. Since sport activities came to a complete standstill as a result of the COVID-19 pandemic, the planning with SASNOC is likely to see implementation begin sooner than planned due to fewer competing obligations for the Samoa National Olympics Committee.

#### ***Activity 3.2.5***

The COVID-19 emergency provided an opportunity to expand public dialogue on ending violence, especially in recognition of the link between stress and household violence. The dialogue focused on promoting awareness of and willingness to access specialized support services when needed. These messages and communications were delivered through a multichannel media campaign. TV, radio, social media and text messages promoted MHPSS messaging for parents, children and communities, which will be further advanced by the activities under the Spotlight Initiative in quarter three, 2020. MWCSO were able to prioritize MHPSS messages for the well-being of children and their caregivers, which is oftentimes overlooked during emergency situations, and widely promoted and supported PFA for those most affected. Given the demonstrated increase in cases of gender-based violence during the lockdown period implemented by the Government of Samoa, and mindful of the impact of domestic violence on children, the public communication campaign provided an opportunity to advance the public dialogue on the impact of the emergency situation and gendered inequities on family violence, while promoting referral pathways and ensuring that case workers were available to provide continuing services to affected children and their families. This was possible due to support from alternative emergency funding, which helped lay a foundation for the Spotlight Initiative to build upon in the future.

#### ***Activity 3.2.6 – 3.2.7***

The planned engagement with young women and men as well as fa'afafine and fa'afatima leaders has been delayed due to the expired registration of the identified partner, Samoa National Youth Council, as a national NGO. A contractual relationship cannot be entered without this registration as a national NGO, and the Council is facing challenges with renewal. The process to identify an alternative partner for this area of work has started. However, the planning of a tradition/culture-



based communication campaign targeted at village male elders has been initiated, despite some delays due to in-person restrictions during the pandemic. This activity includes the identification of four to five ancient Samoan values and the production of 2-minute infomercials that can be used to initiate debates at the community level as well as for social messaging. This will aim to change mindsets and targets members of the communities that have a decision-making responsibility. An orientation is planned once restrictions are eased for a group of chiefs to serve as a resource for their communities, encourage experience-sharing through Village Councils and mobilize community performances.

### ***Output 3.3***

#### ***Activity 3.3.2 – 3.3.3***

A community mobilization intervention to transform social norms for the prevention of VAWG and addressing gender inequalities at the sub national level has led to the establishment of six Village Family Safety Committees (VFSC), a specific intervention to addressing family violence. The set-up of VFSC was in response to recommendation 20 of the Samoa 2018 National Inquiry into Family Violence and the 2017 Family Safety Study that recommended the establishment of VFSC to take a lead and proactive role in the prevention of family violence in their own villages. Each of the committees are in the process of developing Village Safety Plans which will provide a roadmap for village level prevention work as a pilot program in partnership with the National Human Rights Institution. A significant short-term achievement is the actual establishment of the Village Family Safety Committees, which were nonexistent before.

The committees are made up of 15 members of the village that comprises of village female representatives, the village mayor, representatives from the village council, the church minister, and youth representatives who have mobilized themselves to take the lead in initiating a policy intervention based on critical analysis of the root drivers of violence in their contexts. This pilot program has the potential to be an innovative model strategy that can lead to good solutions with a positive impact on the lives of women, children and vulnerable groups once the plans are finalized and implemented. Some of the immediate outcomes of this pilot witnessed thus far include and are not limited to: full support of the VFSC's by the village council; adoption of good governance principles for developing village plans and set up of committees; and exploration of comparable data in relation to the national family violence surveys conducted in Samoa. Additionally, there is now an increased understanding of VFSC members on the situation of family violence. Myths and facts on family violence have been distinguished, including on the root causes and triggers of violence, the



different types of abuse and violent behavior exercised by those in power to control their victims, including more marginalized individuals and groups, and common cultural practices that promote violence have been re-examined. Members are now better informed on prevention measures as well as on appropriate actions that can be taken as first responders to incidents of IPV, sexual assault on children and violent discipline of children that may happen in the village.

#### OUTCOME 4: QUALITY SERVICES

##### ***Output 4.1 and 4.2***

##### ***Activity 4.1.1 and 4.2.1***

Given the focus on COVID-19 support and response, activities on the development and roll out of GBV guidelines for health workers under the Spotlight Initiative in partnership with the Ministry of Health and IPPF are rescheduled to 2021. Discussion and planning for conducting consultation meetings in the development of the community care model has commenced with the expectation that implementation will start in the latter part of 2020. This is a crucial step as it will adapt the community care model in new context and area and a consultative approach seeking the views of all stakeholders is necessary.

In order to better respond to COVID-19 realities, funds were re-programmed to support a mobile sexual and reproductive health clinic also integrate capacities to provide clinical services to survivors of GBV. The mobile clinic was to bring integrated services closer to hard-to-reach communities under the SOE to allow continued provision of these critical health services.

#### OUTCOME 5: DATA

##### ***Output 5.1***

##### ***Activity 5.1.1 – 5.1.2***

Work on data with the education sector is yet to commence. The Spotlight Initiative's partnership with MESC will assess how to integrate relevant analysis of prevention of domestic and intimate partner violence in education sector data and statistics to support the education sector's implementation of both SDG 4 and SDG 5. This is planned to be achieved by engaging a statistical trainer to support in designing and updating instruments used for collection of data for the purposes of the statistical digest, as well as training MESC enumerators in schools. This work will be carried out in coordination with Samoa Bureau of Statistics and contribute to updating the relevant



databases. The activity is responding to the overall need for quality data across sectors, and the capacity to analyze and synthesize information from data that can lead to evidence-based programming to address DP/IPV.

#### ***Activities 5.1.3 - 5.1.4***

The Spotlight Initiative worked in close collaboration with the Samoa Bureau of Statistics, the Pacific Community (SPC) and the University of Melbourne (UoM) to support the data collection, tabulation and analysis of the Demographic Health Survey Domestic Violence (DHS/DV module) to determine the prevalence of violence against women in Samoa. It is expected that the data will be released in August 2020 at which time it will be used to inform a baseline of the Spotlight Initiative programme in Samoa. This data is critical, not only in serving as a baseline for designing response and prevention programming in Samoa, but also in understanding the trends in patterns and prevalence of violence against women since the last national prevalence data survey in 2014.

Analysis of the data will serve to provide RUNOs with an understanding of the way in which EVAW interventions, including criminalizing violence, has had an impact on levels of violence. If these interventions have been positive, it can be expected that the prevalence rates have decreased and programming in these areas ought to be scaled up. Investment in young people, for example, through the provision of Comprehensive Sexuality Education, may have had a demonstrable impact upon the levels of violence over the prior 12 months widening the gap between lifetime prevalence rates and last 12 months prevalence rates. This kind of analysis would demonstrate that an investment in young people is serving to prevent young people entering into violent relationships. Likewise, attitudinal questions in the DHS/DV module may provide RUNOs and national stakeholders with an insight into the way in which any prevention interventions over the prior five years may have had a demonstrable impact upon the normalization of violence. This trends analysis will therefore be able to highlight shifts in data against EVAW interventions to support RUNOs in scaling up or scaling back existing programmes. Given the breakdown of the data across the geographic regions of Samoa, national stakeholders and RUNOs will have the opportunity to target response programming in areas where prevalence rates are higher or prevention programmes into areas where attitudes indicate a normalization of violence.

With regards to set up of an administrative data system related to VAWG, initial steps have been taken to establish a regional working group on administrative data to complement and draw synergies with existing country-based efforts being undertaken across the region. Administrative data efforts encompass multiple EVAWG initiatives in the region, including the Pacific Partnership



to End Violence Against Women and Girls. Spotlight Initiative funds are being utilized to support the implementation of data efforts in some locations.

## ***Output 5.2***

### ***Activity 5.2.1***

The planning work for the design of a basic module for the AI platform and phone application has started with the identification of suitable partners. This activity plans to consult and review the needs of survivors with the aim to design basic modules for an Artificial Intelligence platform and connected phone application. The design that will be developed can then be used to inform a pilot initiative. The activity is responding to the need for improved data and information management systems on EAWG that will guide the development of strong and better targeted evidence-based programs and policies.

## OUTCOME 6: WOMEN'S MOVEMENT

### ***Output 6.1***

#### ***All activities***

To strengthen the capacity of women's organizations and civil society organizations, the Initiative made substantive progress despite the COVID-19 restrictions and priorities. A partnership with the Samoa Umbrella of Non-Government Organizations (SUNGO) was confirmed to facilitate a CSO Capacity Assessment and improve the design, implementation, monitoring and reporting of prevention and response efforts. A capacity assessment survey was developed to map civil society capacities, identify ways to strengthen support and create a cohort of civil society organizations focused on EAWG. It is anticipated the results of the assessment will inform some key strategies and program support towards meaningful capacity building support for relevant women's organisations and civil society organisations, including those representing youth and groups facing multiple intersecting forms of discrimination/marginalisation, to influence and advance progress on addressing VAWG, including DV/IPV.

The Samoa National Council of Women (SNCW) play a pivotal role to strengthen the core technical and functional capacities of CSOs who play a pivotal role in the: the implementation of prevention initiatives; and advocacy with key decision-makers on for positive change in laws and policies at village and district levels. The partnership with SNCW commenced with transformational leadership development trainings with a component on EAWG conducted in late June to early July for 50 women leaders representing sixteen (16) villages. The SNCW believes that building capacity of the



movement through the women leaders to work in teams in their own respective villages can and will enable social change which will help alleviate VAWG. A total of 50 were trained to work in two to three village teams (VWT), and as a result of the training, all women displayed strong interpersonal qualities of empathy, collaboration, oratory skills and commitment that can has the potential to initiate sustainable good change within their own villages. This activity facilitated trainees to spearhead initiatives/interventions in their villages using the learned transformational tools. The impact of training outcomes would be the evidence of initiatives/interventions the women spearheaded in their villages. The VWTs demonstrated their enthusiasm and commitment to use the different transformational models to brainstorm and draft their prevention village plans on some tangible tasks they can do and is supported by results- based monitoring by the SNCW. These initiatives can lead to changes such as lobbying the village council, through the village mayor, to adopt a STOP EVAW/IPV policy, share knowledge and ideas with their village women’s committee, and provide community-based support for those at risk/survivors of violence by connecting them to available services.

The partnerships developed from these trainings led to collaboration between various stakeholders facilitating service referral for those with severe disabilities to NOLA, the national advocacy body for persons with disabilities. These families were then identified and supported with COVID-19 response services, such as hygiene and food relief. This was supported with additional COVID-19 funding from UNDP, underscoring that the Spotlight Initiative has deepened complementarities and leveraged synergies with existing programs in order to reach those furthest behind.

### ***Output 6.2***

The engagement and planned support to women’s rights groups with the aim to bolster their advocacy efforts has been initiated with funds support to two national CSOs namely - Samoa National Council of Women (SNCW) and Samoa umbrella agency for non-government organizations (SUNGO) to support a capacity development response package. They have experiences in the areas of VAWG advocacy and prevention as the largest all women grassroots level organization with a structural reach to the most distant village-based women and will advocate for social movement and accountability practices through the trainings, assessment dialogues and advocacy interventions that would be supported for implementation delivered by these two partners. working in this space as identified in the AWP and program strategy.

### ***Output 6.3***

#### ***All activities***



Learning efforts across Pillar 6 will be conducted towards the end of Phase 1.

## COVID-19 RESPONSE

### EFFECTS OF COVID-19

The COVID-19 context led to delays for certain planned activities. However, the Spotlight Initiative in Samoa demonstrated flexibility through re-programming funds to immediately support COVID-19 response through key activities centering the needs of women and girls in collaboration with key stakeholders. The Initiative also leveraged this moment to strengthen delivery as One UN system in line with the UN reforms. This flexibility allowed for increased support to women and girls including through establishing hotlines and supporting increased community engagement and risk communications.

The COVID-19 pandemic and consequent declaration of the State of Emergency by the government is having an unprecedented impact on regular implementation. It is not yet clear what long-term economic impacts and effects of social isolation will have on communities. This will be observed and efforts will be made to address these issues as the situation unfolds.

### COVID-19 RESPONSE

The Spotlight Initiative in Samoa approached COVID-19-response through facilitated channels of communication and coordination among UN agencies to provide a holistic response and technical assistance as One UN system. Resources, including Spotlight Initiative funds, were pooled and this way of working contributed to the ethos of implementing as One UN system. Furthermore, the Spotlight Initiative engaged the EU to ensure alignment on COVID-19 response priorities and messaging. The final COVID-19 response plan was shared with the EU Delegation for the Pacific, for their information and consultation. Due to the COVID-19 restrictions in Samoa, the Spotlight Initiative were not able to confer with the interim CS-NRG in relation to the COVID-19 support. However, the RUNOs were able to engage with key civil society representatives in their individual capacities in discussions and their ongoing work in relation to supporting the most vulnerable.

During the State of Emergency, the Initiative's #WithHer messages were disseminated by Vodafone Samoa to all its customers free of charge for two months. This was a significant feat mobilized by the Samoa Spotlight Initiative (UNESCO) in partnership with the Ministry of Health and Ministry of



Education, Sports and Culture. The main aim was to disseminate messages on EVAWG on a massive scale across the population and to promote the helplines supported through the Initiative.

The work of CSOs (SVSG and FLO) supported by the Spotlight Initiative developed and launched an awareness campaign to promote free and safe helplines for survivors of GBV. The strict enforcement of national lockdown imposed by government to prevent the spread of the coronavirus prompted the new partnership between SVSG, FLO and Spotlight Initiative to provide GBV responsive services through safe digital and virtual platforms. The message for this initiative was very clear: while the country was on lockdown with restricted movement at the family level, accessing help was not on lockdown. It was emphasized that help is available 24/7 through national free calling, texting, emailing and chat rooms using two nation-wide networks with over 90% coverage in all of Samoa. To ensure the Samoan population were made aware of the helplines and support services available, including where and who to contact during the lockdown, this campaign was implemented through social media, national radio and printed media. The campaign spanned social media, 600 posters and stickers, and promotional 30 seconds spots televised and broadcast daily on national radio and TV in both English and Samoan languages.

## NEW OPPORTUNITIES AND LESSONS LEARNED

### NEW OPPORTUNITIES

Efforts to end violence against women and girls extends beyond the Spotlight Initiative programme and requires cross-sectoral and inter-agency collaboration and support. There is a well-recognized need to leverage new partnerships and platforms on all levels to maximize results and ensure long term sustainability. The Initiative cannot work in isolation from other existing or new programmes. New opportunities for programme synergies have been identified by the Samoa team during its partner, CSO and community mapping to create alignment and complementarity with other initiatives. These other initiatives include but are not limited to: Pacific Women Shaping Development Program (DFAT), Pacific Partnership on Ending Violence Against Women and Girls (EU, DFAT, MFAT), and the Child Protection Program (UNICEF). As outlined earlier, the impact of these partnerships will ensure complementarity of activities, addressing gaps, collaboration on common themes, sustainability and most importantly ensuring impact and addressing critical needs in Samoa.

In alignment with the *Leave No One Behind* principle, the Initiative seized the new opportunity to manage and strengthen the Domestic Violence Crisis Helplines for 24 hours. The helpline has allowed CSOs to reach and connect to the most vulnerable and affected households to provide



essential support services. For instance, the partnership with SVSG Nofotane (a women's empowerment program for survivors of violence and their families) has supported 15 women with income-generating activities to support their daily basic needs. As an alternative employment opportunity, the women have sewn over 2,000 face masks, accessible from their homes when unable to leave due to COVID-19 restrictions. The face masks are made for basic use and are being sold online via social media. Due to COVID-19 restrictions and loss of employment mainly in the hospitality sector, supporting local vendors, especially survivors of gender-based violence, enhance their confidence, independence and ability to financially support their families. Supplies of hygiene equipment, food packs and prepaid electricity (cash power) have been provided to vulnerable families. This combined resource package will directly facilitate basic income generation opportunities for survivors of domestic violence and welfare assistance for women and families who have been severely impacted due to COVID-19.

The Spotlight Initiative in Samoa is exploring how to harness the state run 2AP radio, the only radio accessible widely across the country, to disseminate information about accessing services and helplines for women and girls and survivors of intimate partner violence. In collaboration with the Ministry of Communication and Information Technology (MCIT), and following specially designed trainings the survivors of violence who are expected to produce content such as radio interviews, live-broadcast radio shows, hall debates, VOX Pops and Radio spots to be broadcasted by the 2AP radio station.

As a result of the Spotlight Initiative's interagency structure, RUNOs are engaging in increased dialogue and are in a better position to work closely with each other. This set-up has created new opportunities for improved programming. For example, the dialogues led to recognition of the need to include sensitization and training on referral pathways as per the Interagency Essential Services Guidelines (developed by the Pacific Partnership to End Violence Against Women and Girls and MWCSD as the first national protocols on multi-sector service delivery) into Family Life Education scale up with teachers and school administrators, to inform them of what to do if a student discloses and experience of violence. This will further support a transformation of gendered norms and enable a reduction in rates of unintended pregnancy, STIs and HIV, and in intimate partner violence. As the IESG was designed, the need for a prevention equivalent was highlighted. This is where the Prevention Framework was born and it is a key deliverable under SI.

The Spotlight Initiative technical coherence programme meetings have presented opportunities for cross fertilization and integration of practices and tools across activities in different Pillars of the program. For example, the data collected as a result of the DHS/DV module will also support the



focus areas of programming in response to trends analysis of types of violence and locations where there are spikes in violence. This is critical as more focused integrated programming of activities will deliver higher impact of outcomes.

## LESSONS LEARNED

### **RCO and Technical Lead Agency Leadership**

Coordination and technical leadership from RCO and UN Women have been key to promoting internal coherence of the programme and collaboration with other organizations. To date, Spotlight Initiative Coordinators have been proactively supporting RCO leadership, resulting in successful coordination and programme coherence across national sectors and development partners. Strong coordination of the RCO and UN Interagency Spotlight Coordinators in Samoa as well as effective technical coherence facilitated by UN Women within and across the Pillars of the program has ensured that RUNOs can effectively engage in the 'new way of working' to reach those women, girls and communities furthest behind. While there are areas that will require continued strengthening and coordination, initial efforts put forth by the RCO and UN Women to steer the programme across RUNOs and stakeholders has been positive given the setbacks of COVID-19 and the process of on-boarding key staff during this reporting period.

### **Inter-Agency Collaboration**

As the Initiative focuses on joint collaboration and with five RUNOs implementing the Spotlight Initiative in Samoa, there is a strong focus on inter-agency collaboration, common understanding and alignment across the pillars with programme outcomes and outputs, as well as at the activity level.

The success of inter-agency collaboration in the programme has re-emphasized the importance of establishing and sustaining positive healthy partnerships amongst all stakeholders, including donors, development partners, and national implementing partners. For programmatic coherence, work plans are divided at the Outcome or Output level among the RUNOs instead of having several activities by a number of RUNOs for the same output.

### **New Way of Working/ Adaptability**

As a result of COVID-19 and despite the zero positive cases, all activity implementation immediately ceased and were delayed to later quarters and next year. As urgent attention for government and



CSOs were diverted towards COVID-19 preparation and response. The restrictions have mobilized the need for adaptability and to identify new approaches to the program.

## INNOVATION AND/OR PROMISING PRACTICES

### IMPLEMENTATION PRACTICES

In light of COVID-19 and, in 2019, the measles outbreak, an organic coordination structure of a One UN approach to engaging government ministries and stakeholders has developed as a promising practice. Previously, line Ministries had technical focal points with specific UN agencies based on UN agency mandate and areas of focus/expertise. It has been known across Samoa, the region and globally that this approach produces siloes and leads to less coordinated outcomes. For violence against women and girl's prevention and response, a holistic, multi-sector approach is required to end violence and achieve gender equality.

From this reporting period, the convening of a One UN coordination structure to liaise with government counterparts and for government counterparts to efficiently voice their priorities and requests from the UN was conducted. UN agencies were able to bring forth all their resources across funding streams and joint programmes in order to better respond and support government stakeholders. By placing efforts into one forum with one response plan, increased communication between government Ministries and UN agencies reduced miscommunication and overburdening of processes. While the Spotlight Initiative in Samoa did not initiate this effort, the Initiative's support was notable and showcased the flexibility of joint programmes to support national priorities, especially during emergencies.

### TECHNICAL PRACTICES

During the first phase of the Spotlight Initiative in Samoa, efforts were focused on COVID-19 with full attention to supporting the government and service providers. Indications of technical promising practices, however, are beginning to show. For example, efforts across RUNOs within the prevention pillar may contribute to laying the foundation for building an evidence-base and strategy on prevention. In Pillar 3, RUNOs are implementing specific pilot or small-scale prevention-based efforts including Village Safety Committees, engagement through sports bodies and a prevention media campaign. These efforts will feed into and inform, along with other prevention work undertaken by partners beyond the Spotlight Initiative, a National Prevention Action Plan. This National Action Plan effort in Samoa, led by MWCSO, will be the first of a handful of countries that are to implement a nationally endorsed primary prevention approach.

## NEXT STEPS

In the next reporting period, programme implementation will be accelerated to account for delays. COVID-19 response efforts with Spotlight Initiative funds will continue to be implemented by RUNOs in an adaptable way in alignment with changing priorities and shifting needs. Gender-based violence will be integrated across existing and new programmes.

The key joint coordination and technical focus areas for the next quarters are:

- Finalization of a Communications and Visibility Plan, including a Standard Operating Procedure for all RUNOs, with a common budget for joint communications and advocacy;
- Development of a Monitoring and Evaluation Framework/results matrix and establishment of a baseline;
- Joint high-level Technical Stakeholder Session with key partners;
- Joint induction with the CSO National Reference Group;
- Activation of the CSO National Reference Group – review and endorsement of their Terms of Reference, development and endorsement of workplan and budget;
- Joint review and mapping of the Spotlight Initiative with the Pacific Partnership to End Violence Against Women and Girls for consistency, collaboration and alignment of initiatives at regional and national levels;
- Ongoing thematic technical deep dive discussions and coordination efforts to ensure alignment across pillars, especially where UN agencies are working on similar issues or with the same partner;
- Strengthening engagement with EU Delegation for the Pacific Office;

RUNOs will progress on their programme priorities in response to the delays in implementation and finalize partnership agreements and workplans. Ongoing coordination and collaboration will continue to be a priority for the Spotlight Initiative in Samoa to ensure high levels of integration and cross fertilization of work across all the pillars. Key programme activities for the next six months are outlined below:

### **Outcome 1:**

- Holistic review of selected Family Laws in Samoa will commence with the conduct of public consultations.



### **Outcome 2:**

- Adaptation of the current Family Life Education (Comprehensive Sexuality Education) curriculum into multimedia platforms to encourage increased access to materials by youth.
- Commence the work under the law and justice sector to strengthen institutional capacities in systems strengthening including the coordination of an ERAW taskforce to mobilize a multisectoral response platform to ERAWG and DV.

### **Outcome 3:**

- Commence implementation of media related work to have some outputs ready for the 16-Days of Activism from 25 Nov 2020.
- Launch of a national prevention framework and strategy process and consultation with MWCSO.
- Initiating work with the sport organizations and community performance groups involved in traditional performing arts for social messaging and social debates.
- Commence work with the Community Sector (Ministry of Women, Community and Social Development) for development of material based on art, culture and tradition.
- Commencement of a tradition/culture-based communication campaign targeted at village male elders.
- Commence work with a group of chiefs and community performance groups.
- Commence planning for Artificial Intelligence-based mobile phone application.
- Building on the media campaign launched during COVID-19, contribute to sustaining the multi-media campaign to end family violence in all forms and contexts. A school-based campaign is set to be launched to engage children, parents and teachers through drama performances, art exhibitions and sporting events centered around the theme of "safe families."
- Commence the Launch of the Village Family Safety Plans<sup>9</sup> and support implementation of these plans a partnership at subnational level which reflects a significant change to how village systems operate and taking stronger community ownership approach to prevent and end DV in their villages.
- Adaptation of the current Family Life Education (comprehensive sexuality education) curriculum into multimedia platforms to encourage increased access to the materials;

### **Outcome 4:**

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<sup>9</sup> This activity is funded by numerous partners including SI and implemented through the NHRI.



- Commencement of adaptation of the Community Cares program to support increased help seeking behaviors in communities in accessing health services.

#### **Outcome 5:**

- Development of training material and outreach to church and community groups to conduct trainings for youth and beginning work towards designing/updating instruments used for collection of data by the Ministry of Education, Sports and Culture.
- Initiating research on influence of family equality education.
- Contracting a study of socio-economic analysis of women's role in the agriculture sector and fisheries sub-sector to inform DV/IPV prevention strategies in this sector.
- Analysis and reporting on the DHS/DV data from the Samoa Bureau of Statistics.
- Development of statistical frameworks related to IPV.
- Activities to support setting up the GBV multi sectoral administrative data system.

#### **Outcome 6:**

- Initiating community actions for women's rights and CSO movement building.
- Conduct of capacity assessments for CSOs to strengthen technical, functional, training needs capacities

## COMMUNICATIONS AND VISIBILITY

### OVERVIEW

Consistent, clear and evidence-based messaging is critical to the Spotlight Initiative's communications efforts. During the reporting period, a draft Communications and Visibility Plan was developed for the Samoa Spotlight Initiative. The Plan will be reviewed by the RUNOs in alignment with the Spotlight Communications and Branding Guidelines with a joint workplan and budget for cost sharing. UN Women are leading development of key messages based on global messages from the Spotlight Secretariat in order to be used for advocacy purposes. To date, communications for the Initiative have been focused specifically on COVID-19 support and response.

The Samoa Spotlight Initiative have also been in discussions with the Spotlight Secretariat on a pilot cross agency digital editorial project. The pilot aims to highlight how the RUNOs are supporting Spotlight's work collaboratively on the ground to eliminate violence against women and girls. Samoa is one of three countries identified for the pilot project and it will be incorporated into the Communications and Visibility Plan for Samoa.



#### NATIONAL OR REGIONAL LAUNCH

The Samoa Spotlight Initiative was officially launched on 6 March 2020, during the 84<sup>th</sup> Extraordinary Session on the Convention on the Rights of the Child (CRC). The event was jointly organized by the UN Resident Coordinators Office in partnership with the RUNOs, Government of Samoa and the CRC Secretariat. The event was attended by the Honourable Prime Minister of Samoa, EU Commissioner for the Pacific, CRC Committee Members, Diplomatic Corp, Pacific Government and CSO delegations and school children from around 10 secondary schools in Samoa. The event was streamed globally and was incorporated as part of the CRC formal program, given its importance and linkages to child protection.

The national launch in Samoa was preceded by the Pacific Spotlight launch hosted by Samoa in March 2019, during the Pacific ACP-EU High Level Dialogue on Post Cotonou Negotiations. The Pacific wide event included leaders from the Pacific Islands, European Union partners as well as the UN Under Secretary General and Executive Director of UNFPA, Dr Natalia Kanem.

#### MEDIA AND VISIBILITY EVENTS AND CAMPAIGNS

During the reporting period, visibility and campaigns for Spotlight Initiative was facilitated mainly through COVID-19 support.

During the State of Emergency and lockdown in Samoa, the Spotlight Initiative enabled support to the most vulnerable by working in partnership with two CSOs, Samoa Victim Support Group and Faataua Le Ola. The support enhanced the mobilization of the anti-Domestic Violence Crisis Helplines to continue operation seven days a week and connecting vulnerable families to essential services. The CSOs implemented national campaigns to promote the Helplines via local media, social media and village representatives.

Some of the links to media and visibility events and campaigns:

[https://www.facebook.com/samoavictimsupportgroup/posts/10158427584918293?\\_tn=K-R](https://www.facebook.com/samoavictimsupportgroup/posts/10158427584918293?_tn=K-R)

[https://www.facebook.com/samoavictimsupportgroup/posts/10158442617973293?\\_tn=-R](https://www.facebook.com/samoavictimsupportgroup/posts/10158442617973293?_tn=-R)

[https://www.facebook.com/samoavictimsupportgroup/posts/10158363159918293?\\_tn=-R](https://www.facebook.com/samoavictimsupportgroup/posts/10158363159918293?_tn=-R)

[https://www.facebook.com/samoavictimsupportgroup/posts/10158420095028293?\\_tn=-R](https://www.facebook.com/samoavictimsupportgroup/posts/10158420095028293?_tn=-R)

<https://www.facebook.com/unwomenpacific/posts/3048621545245671>

#### STORIES FROM THE FIELD:

As the main grassroots activities were on COVID-19 support, the stories relate to work supported by the Initiative through Samoa Victim Support Group and Faataua Le Ola. Refer to Annex C for Stories from the Field.

PHOTOS:



***Launch of the Samoa Spotlight Initiative, March 06 2020, during the 84<sup>th</sup> Extraordinary CRC Session***

*From L-R: His Excellency Sujiro Seam (Ambassador of the European Union for the Pacific and Samoa), Honourable Tuilaepa Sailele Malielegaoi (Samoa PM), Luis Pedernera (Chair, CRC Committee), Allegra Franchetti (CRC Secretariat), Orest Nowosad (CRC Secretariat), Jorn Sorensen (UN RC ai), Leilua Lino (Advocate/ GBV Survivor)*



**Spotlight  
Initiative**



**Spotlight  
Initiative**  
*To eliminate violence  
against women and girls*



**HELPLINE  
800-7874**

Facilitating COVID-19 targeted access for  
the most vulnerable women & girls where  
**SAFETY, CARE & PROTECTION** is PRIORITY

*Advertisements by the Samoa Victim Support Group on the SVSG Helpline with support from the Spotlight Initiative*



*Honorable Minister and MWCSD CEO and ACEOs with UN Women's Country Programme Coordinator receiving the Prevention Packs for women and girls as part of the COVID-19 response.*



**Spotlight Initiative**

**AUA LE AVEA LE FAAMAI O LE KOVITI-19 MA ALOFAGA I SAUAGA**

**VALAAU MAI NUMERA NEI PE A MOOMIA SE FESOASOANI**

**MWCSD 8427752    EMERGENCY 911    POLICE 22222    SVSG - HELPLINE 8007874    FLO-LIFELINE 8005433**

**E TAUA TELE LE SAOGALEMU MA LE MALUPUIPUIA O TAGATA UMA, I TOTONU O AIGA AEMASE LAVA TAIMI O FAAMAI PIPISI MA FAALAVELAVE FAAFUASEI.**

Ministry of Women, Community and Social Development

Spotlight Initiative

*Spotlight Initiative Communications Material for COVID-19 Support and Response with GBV Service Providers Contact Information*

VIDEOS:

[https://www.facebook.com/undpsamoa/videos/216343629788659/?fref=mentions&\\_tn\\_ =K-R](https://www.facebook.com/undpsamoa/videos/216343629788659/?fref=mentions&_tn_ =K-R)

[https://www.facebook.com/undpsamoa/posts/3736459113091186?\\_tn\\_ =-R](https://www.facebook.com/undpsamoa/posts/3736459113091186?_tn_ =-R)

## ANNEXES

- *Annex A - Risk Management Report (see attached Excel)*
- *Annex B - CSO Engagement as Implementing Partners Report (see attached Excel)*
- *Annex C – Stories from the Field (attached Word document)*
- *Annex D – Spotlight Communication Materials for COVID Response*
- *Annex E - Original State of Emergency Orders (see attached document)*
- *Annex F – Draft Terms of Reference Samoa-UN Joint Steering Committee*