



Nia Mall Apartments | Level 2 | Pat Ah Him Building

Phone: 8422584

Email: nationalyouthcouncil@snyc.org.ws

FINAL REPORT

Title of Activity: “My Choice, Our Life Campaign”

Activity Code on AWP: WSM5U603, PGWS01, FPA90, ACT37WSM

Start/ End date for implementation: November – December 2015

Background

The Samoa National Youth Council in the past 3 years have developed and implemented an alcohol control campaign targeting youth and alcohol consumption. The core theme of the campaign was primarily focused on the responsible consumption of alcohol in particular the need for young adults including the public to practice safe driving habits.

Advocacy for alcohol control included a physical and health education day for the members followed by the delivery of the “BOB” the Sober Driver campaign with its partner nightclubs. The campaign partners include the Ministry of Police, DFY – MWCSD, UNFPA, PLP, CSSP and selected night clubs.

OBJECTIVES:

1. To build the capacity of youth through innovative and responsive programs.

Activity Indicator:

1.1 Develop and implement the “My Choice, Our Life” campaign strategy to be launched at the Youth Week. Implement strategy during the festive season i.e. Christmas and New Year.

During the National Youth Week, the SNYC conducted its 2 day awareness and advocacy quarterly forum with its membership. The members’ forum that took place on 10 December 2015 involved the debriefing and awareness of its Village Youth Representatives regarding the additional components of the campaign. These components included the following:

- Amending the Youth and Alcohol slogan to the “My Choice, Our Life” slogan for the campaign to create awareness to the general public and youth in particular about making the right choices so that the impact on the community becomes a positive and well received impact as opposed to making the wrong choices and seeing an increase in irresponsible and destructive behaviour.

- The increase of nightclubs and bars on board to partner with SNYC and DFY – MWCSO in the delivery of the “D – Driver” or Designated driver initiative on 18 December 2015.
- Increased visibility of the campaign throughout the National Youth Week in correlation to the launching of the Samoa National Action Plan on Youth Employment.
- Development of the SNYC first ever life choices draft handbook “My Choice, Our Life” Handbook and pocketbook. The draft handbook is currently undergoing a partnership review and will be finalised and launched in the next National Youth Week 2016.

2. To promote awareness of all social, economic and political issues facing young people.

Activity Indicator:

2.1 Host a “BLOCK PARTY” with the Village Youth Representatives and targeted young people to educate and increase awareness on the sexual and reproductive health and rights and how irresponsible choices brought on by alcohol consumption can affect them.

In 2013 – 2014, the participating nightclubs in the awareness of youth and alcohol issues and the sober driver campaign consisted of 2 nightclubs i.e. Club X and Ace of Clubs. In 2015, 4 additional nightclubs and bars came on board to support the message of the campaign and to deliver the “D” driver initiative i.e.:

- Ace of Clubs
- Avenue Bar
- Club X
- Leon’s Bar & Restaurant
- RSA
- The Edge

The advocacy and awareness of the campaign also took place with the selected in-house DJ’s or band to promote the D-Driver initiative and message including ensuring that the participating nightclubs and bar staff wear the My Choice, Our Life campaign t-shirts to further promote visibility of the sober driving campaign.

The campaign review included giving ownership to the nightclub and bar owners in advocating for responsible consumption of alcohol through its bar staff to implement the campaign by serving non-alcoholic drinks to D-Drivers wearing wristbands upon provision of vouchers sponsored by the participating club including non-service of alcohol to intoxicated individuals.

In addition to the above, SNYC also hosted a block party or day of service on 11 December 2015 where the “D – Driver” initiative was launched by the Minister of MWCSO. This was then followed up by a day of service by the members of SNYC to the Home for the Aged Mapuifagalele. This opportunity was utilised by SNYC to not only advocate the key messages of

the My Choice, Our Life campaign but to also demonstrate how making the right choices can positively impact a community.

The day of service was then concluded with a sports day to promote healthy and wellbeing among its youth members.

3. To contribute and engage effectively in policy development in particular strengthened capacity of the Samoa National Youth Council in policy development and implementation.

Activity Indicator:

3.1 Dissemination of relevant advocacy materials to young people during the Youth Week.

The launching of the Samoa National Action Plan, the My Choice, Our Life campaign during the National Youth Week well received by 100 village youth representatives of the SNYC. A show of consolidated support from the SNYC youth representatives was showcased in the dissemination of the advocacy materials including t – shirts with the My Choice, Our Life campaign and youth employment messages, flyers and promotional materials for the information of youths of the represented villages.

In addition to the members of SNYC contributing to the development of the Samoa National Action Plan, Village Youth Representatives of SNYC also utilised the opportunity coordinated by the SNYC and DFY – MWCS D to further contribute and engage effectively in the final review of the National Youth Policy 2016 – 2020.

Issues affecting youths at the village level in particular on the selected priority areas such as Health and Education, Law and Justice, Recreation and Environment, Youth Employment, Community Cultural values and Spiritual Development was well presented to the MWCS D. Members took the opportunity to discuss and provide anecdotal evidence of village governance affecting youth rights to engage and participate effectively in village council affairs.

OUTCOMES

1.1 Develop and implement the “My Choice, Our Life” campaign strategy to be launched at the Youth Week. Implement strategy during the festive season i.e. Christmas and New Year.

2.1 Host a “BLOCK PARTY” with the Village Youth Representatives and targeted young people to educate and increase awareness on the sexual and reproductive health and rights and how irresponsible choices brought on by alcohol consumption can affect them.

3.1 Dissemination of relevant advocacy materials to young people during the Youth Week.