

USING SHORT FILMS TO STIMULATE CONVERSATION ON GENDER ISSUES IN SAMOA

*Lessons learned from the 2018
Centre for Samoan Studies
Film Challenge with a focus on
Gender Issues*

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Campus*





EMERGED FROM THE PROJECT
“USING FILM TO STIMULATE COMMUNITY
DIALOGUE”

COMMON POINTS RAISED

- Gender based violence is a common issue
- Enthusiasm for the use of film to stimulate discussion
- Lack of Funding to purchase equipment to make films
- Lack of technical expertise in film making
- Pacific Islanders have a strong oral tradition,
- The use of film can cross language barriers, and social barriers

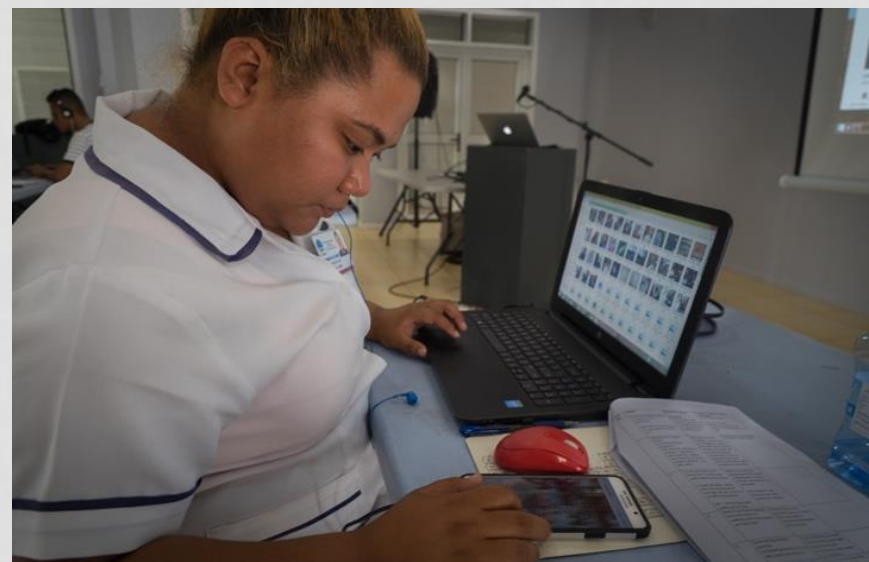


FILM/TRAINING AND SHORT FILM CONTEST

- Funded by Pacific Media Assistance Scheme, the Ministry of Women Community and Social Development, the Australian High Commission
- Provided Free Training Workshops on writing a story, script writing, filming and editing using mobile phones with experienced Australian Film Maker
- Preliminary workshop held in September to introduce the topic and to help people identify their film ideas
- Three day workshop in September and four day workshop in October 2018
- An evaluation committee made of local and regional members evaluated the films (six films were judged, two were non judged films)



FROM SCRIPTING TO FILMING AND EDITING



TAKING CONTROL OF THE NARRATIVE

- Participants were provided a platform to narrate their personal experiences of gender issues. A good reminder that experiences can be unique.
- Sensitive topics covered
 - Equality
 - Gender based violence
 - Vulnerability of people who live in the homes of their spouses who may be asked to leave upon the death of the spouse
 - Experience of being a Nofotane
 - Gender roles with the home and perception that some occupations are male or female occupations
 - The rules that girls must abide by as opposed to their brothers



PUBLIC AND PRIVATE LAUNCH COINCIDED WITH 16 DAYS OF ACTIVISM

- The launch took place on November 26th at NUS with specially invited guests.
- Attendees asked to complete feedback forms
- A public screening was held on November 30th at NUS.

Invitation to Public Screening

Centre for Samoan Studies Film Challenge

November 30th 2018

Time 6-8 pm

Room D201

National University of Samoa

In Commemoration of the 16 Days of Activism

Films on Schedule

- Nofotane at home, boss at work
- In my father's footsteps
- Equal
- The violence project
- A house is not a home
- The Soccer Captain



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FEEDBACK FROM THE JUDGES

- *Generally positive*

“ A very big fa'amalo and congratulations to all of the competitors and students who took part. They all did a brilliant job with their films. Apart from technical issues, I was very impressed overall with the concepts of the films and efforts by the students. I have no doubt the films will send a very important message and have a great impact on everyone who will be viewing them.”

Representative of the Office of the Ombudsman

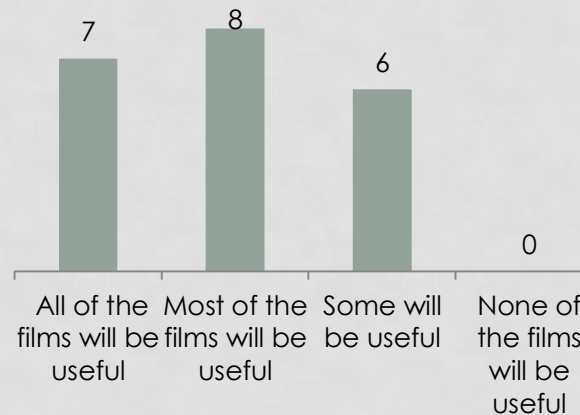
FEEDBACK FROM THE JUDGES - KEY POINTS TO CONSIDER

- Accessibility of films – as many were in English and only two in Samoan
- Balancing the autonomy of film makers to share their personal experiences with the promulgation of stereotypical messages and the impact on advocacy messages.
- Evolving ethical considerations – protection of participants from retribution, rethinking initial consent

FEEDBACK FROM THE FILM LAUNCH



Despite advertising efforts, most attendees learned about it through the invitation



Majority considered the films to be of good quality and useful in discussion on issues related to gender

PARTICIPANT IMPRESSIONS

- General challenges with scheduling and balancing school and home obligations
- Many expressed pride and confidence in themselves
- *"I am very happy that at last I have this opportunity of disclosing or uncovering what I have bottled up for so long and to take the concept of being a Nofotane a positive thing instead of a negative one as I believe some people think it is."*
- *"I feel pleased and also excited because it's my first time doing film"*
- *"I feel great because this is the first time I did it"*
- *"I love this project, I feel interesting and confidence"*
- *"I feel so excited and so proud of this film after its done I have seen it really interesting that's how going global that all my families and friends were shocked that this film was so funny but important"*
- *"I feel confident and proud about the films that I have planned and hope to developed up to the next level"*



RECEPTION ON SOCIAL MEDIA – PACMAS FACEBOOK PAGE

- Soccer Captain (672 views)
- Rules for Girls (544 views)
- Becoming a Man (635 views)
- A house is not a home (118 views)
- In my father's footsteps (237 views)
- Boss at work and Nofotane at home (9,900 views)
- Equal (1,100 views) and
- The Violence Project (2,300 views)

MOVING FORWARD LESSONS LEARNT

- Timing needs to be considered
 - Difficult to attend all days of the workshop
- Utilize different strategies to attract an audience
- The quality of the films may not be up to the standard for wide spread distribution
- In Samoan and English to improve accessibility
- When participants are enthusiastic the learning curve is steep
- Pocket films are a powerful tool to reach a wider audience
- Need to integrate feedback mechanism to facilitate discussion
- Need to improve distribution strategies and mechanism



EQUAL



**THE NATIONAL
UNIVERSITY OF SAMOA**

Pacific Update Conference July 3rd 2019



“A HOUSE IS NOT A HOME”



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THANK YOU FOR THIS
OPPORTUNITY