

Roots of Strength – Family First Initiative

Fa'avae i le Aiga — Strength begins at home.

Why “Roots of Strength”?

Youth and women thrive when family bonds are strong. “Roots of Strength (ROS)” centers our programs on Aiga—the Samoan family—so we build skills, confidence, and opportunity on a stable foundation of culture, faith, respect, and shared responsibility. Core belief: To solve youth and women’s issues, we must strengthen the thinking and actions that return us to the root—family bonding, structure, and accountability.

Purpose

Focus DYWA initiatives on strengthening families first, so youth and women can grow in health, learning, work, leadership, and service.

Objectives

1. Bonding: Increase quality family time and positive parent–child interaction.
2. Skills & Safety: Equip youth and women with life skills, digital literacy, wellness habits, and prevention tools.
3. Opportunity: Expand pathways to education, training, employment, and entrepreneurship.
4. Community Network: Engage churches, villages, schools, and NGOs in family-first solutions.
5. Evidence: Track participation, outcomes, and stories to improve programs and guide funding.

Foundation of ROS

- Fa'a Samoa in practice: Respect, service, faith, and leadership lived at home first.
- Family structure: Parents/guardians as mentors; elders as culture carriers; youth as contributors.
- Protective factors: Routines, communication, shared meals, recreation, and support deter risk behaviors.
- Empowered mindset: Teach youth and women to choose health, learning, and service—and practice these daily within their aiga.

Program Alignment to ROS

Youth Division: Leadership, cultural values, career labs, and drug-free campaigns.

Women's Division: Skills-to-income training, health and safety workshops, mentorship.

Wellness & Fitness: Family fitness blocks, healthy home habits, wellness fairs.

Media & Outreach: Storytelling, bilingual tips, podcast discussions.

Facilities: Safe, clean, and welcoming spaces for family and community use.

Get Involved

Families: Join Family Challenge Nights or open-gym blocks.

Youth: Enroll in leadership or career labs.

Women: Participate in skills-to-income or digital literacy programs.

Partners: Host workshops, mentor, or co-fund a cohort.

O A'a o lo tatou malosi o le Aiga — The roots of our strength are found in the family.