

PRESS RELEASE
For immediate release



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Music video to de-stigmatize mental ill/health issues

“Keep on walking” and “you can overcome your challenges” is the message of a new locally produced mental health music video to Fiji youth.

The video will be launched tomorrow (Thursday 26 November) at the Partners in Community Development Fiji Office in Suva at 2.30pm.

“The video is aimed at de-stigmatizing mental ill/health”, said Partners in Community Development Fiji Director, Alisi Daurewa.

The purpose of the video is to empower young people to overcome their challenges through accessing support that is available. Its’ creation was inspired by a true story of a young person in Fiji, his journey through depression and his ability to overcome hardship.

“Stigma against mental ill/health has been a challenge to mental health awareness for too long, and youth are vulnerable to mental health issues because of the rapid changes they experience in this phase of their lives”, said Partners in Community Development Fiji Youth and Women Coordinator, Tiriseyani Naulivou.

“It is about time that we use creative modes of advocating like this [music video] to reach out to empower youth”, Naulivou added.

The video is five minutes long and is based on the Mental Health theme song ‘Keep on Walking’. The song was written by mental health advocates Koni Fiu and Gary Rounds and is performed by the locally based Pasifika Voices choir.

The video is a project of Partners in Community Development Fiji and is supported by the Ministry of Health, the Foundation for the Peoples of

the South Pacific International, Fiji Television and the Youth Champs for Mental Health.

Partners in Community Development Fiji – formerly the Foundation for Peoples of the South Pacific Fiji (FSP Fiji) – works with communities across the country to promote good governance, sustainable livelihoods and poverty reduction. Major projects are in the areas of Human Resource Development and Natural Resource Management. PCDF is an affiliate of the Peoples of the South Pacific International Regional Secretariat – FSPI.

Available for interview:

Sashi Singh – Chairperson, Partners in Community Development Fiji Board

Alisi Daurewa – Executive Director, Partners in Community Development Fiji.

Tiriseyani Naulivou - Youth and Women Coordinator, Partners in Community Development Fiji.

“We believe Fiji is full of promise...Partners in Community Development Fiji holds a 30 year legacy of providing valuable lessons, guidance and most importantly, inspiration for the future. We aim to assist the people of Fiji in all aspects of development; environmental, infrastructural, governmental and social.”

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