YANAPP: Preventing and Responding GBV in Peru through a Mobile App

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1. Background
Tech as a weapon or force for good?

Technology-facilitated GBV (TFGBV)

Ways tech can help to reduce GBV
The Peruvian Context

68% of Peruvian women have experienced psychological, physical, and/or sexual violence in their lives. Only 20% of women seek formal help and face overwhelmed services. The COVID-19 pandemic and national policies: limited mobility, little accessibility to services. 73% of Peruvians have access to Internet, most of them through mobile phones.

Sources:
2. Designing Yanapp
Key considerations

- Power imbalances
- Listen to unheard voices
- Violence is not a problem of one person/government
- Community responses (including men)
Design process

1. Review of international experiences
2. Adaptation with local specialists and government officials
3. Mixed methods validation with potential users and GBV survivors
4. Validation with key government stakeholders
Review and analysis of 50 international experiences

→ What works?

✓ Work with communities.
✓ Include prevention components.
✓ Include geolocation and quick response functionalities.
✓ Align with available services and local capacity + involve service providers in the design.

→ What NOT?

× No One-Size-Fits-All solution, include local voices and potential users.
× Do not overlook communication strategies to promote app usage.

Safety is about communities making decisions to support each other.

Nancy Schwartzman, CEO

Originally designed to prevent sexual violence among college students.
Workshop with local specialists and government officials

Service operators, MIMP policymakers, civil society, and specialists from international organizations.

Presentation of the initial prototype and discuss aspects such as:

- Target population (women 18-35)
- Territory for the pilot (Metropolitan Lima)
- Prioritization of information to be included (CEM, Line 100, municipal "police", Machometer, etc.)
- Recommendations for scalability and sustainability
Mixed methods analysis with potential users

How easy was it to use the app?
- Hard: 6.94%
- Easy: 34.72%
- Very easy: 58.33%

How satisfied did you feel after using the app?
- Dissatisfied: 6.85%
- Very dissatisfied: 2.74%
- Very satisfied: 15.07%
- Satisfied: 75.34%

- 93% find it easy/very easy
- 90% satisfied/very satisfied
- 97% find it useful for emergencies

Surveyed 100 women: satisfaction, usability, and recommendations
When would you use the app?

What did you like the most?

Other recommendations:

• Add other services (police/serenazgo) and important numbers
• Some functionalities (less useful) can be removed
• Do not consume a lot of data or space on the mobile
Validation with stakeholders

- **Review of international experiences**
- **Adaptation with local specialists and government officials**
- **Mixed methods validation with potential users and GBV survivors**
- **Validation with key government stakeholders**

**GENERAL DIRECTION AGAINST GBV**
- Direct, coordinate, and manage public policies for the prevention, response, and eradication of GBV.

**AURORA**
- Design and implement response services including Chat 100, 100 hotline, and Women’s Emergency Center (CEM).

**MINISTRY OF JUSTICE**
- Regulate and coordinate public defense services including free legal assistance and defense of GBV survivors.

**PUBLIC MINISTRY**
- Responsible for the defense of citizens' rights including the reception, registration and processing of accusations.

- **PERU**
  - Ministerio de la Mujer y Poblaciones Vulnerables
  - MINJUSDH
  - MINISTERIO PÚBLICO FISCALÍA DE LA NACIÓN
3. Final product
1. Information

Gives potential victims key resources and relevant information for prevention and response of GBV.
Ministerio de la Mujer y Poblaciones Vulnerables

¡No te enredes!: El MIMP publica guía para prevenir la violencia en línea
Nota de Prensa

Documento se elaboró con el apoyo de organizaciones de la sociedad civil y cooperación internacional.
2. Circle of trust

Facilitate GBV prevention and response strategies through quick communication with up to six close and reliable people.
3. Emergency

Provides contact to emergency numbers that include a direct call to the local police emergency number and a geolocated map to find the closest police stations to the user’s location.
A free mobile app that aims to prevent violence against women.
Thank You