ZonaSegura: A trauma-informed youth-centered mobile solution to teen dating violence prevention in Honduras

SVRI
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About ETR/ YTH
What we do

Advance the health and wellness of young people through new media and technology.

DISCOVER
INNOVATE
LEAD
Youth Centered Health Design

Human-Centered Design (HCD)

“Human-centered design is all about starting with people and building deep empathy; generating lots of possible ideas; building and testing prototypes with the people you’re designing for; and eventually putting new solutions out into the world to improve lives.”

- acumen[1]

Youth-Centered Health Design (YCHD)

The combination of positive youth development which involves and engages youth as partners and respects their knowledge, strength, and leadership PLUS human centered design.

- Youth+Tech+Health
Why Honduras
TEEN DATING VIOLENCE IN HONDURAS

One woman is killed EVERY 14 HOURS

96% IMPUNITY
Honduras has the highest rates of femicide for a country not at war.

From 2005 to 2013, the number of violent deaths of women rose by 263.4%.

Gender-based violence is fueling the US immigration crisis.
About
Zona Segura
About ZonaSegura

ZonaSegura is a trauma-informed, youth-centered innovative research study and mobile solution addressing teen dating violence (TDV) in Honduras.

Aim: Reduce experiences of TDV among adolescents in Tegucigalpa, Honduras.
ZonaSegura: The stats

700: young people will be enrolled in the study
400: girls who will be enrolled
300: boys who will be enrolled
90: intervention period in days
40: youth who participated in co-design activities
14-19: age range of participants
3: partners (YTH Initiative, GoJoven International, GoJoven Honduras)
3: donors (World Bank, SVRI, Summit Foundation)
### ZonaSegura: Methods

#### INSPIRATION RESEARCH
Learn about your user and their world

#### SYNTHESIZE
Identify opportunity areas based on user needs and insights

#### IDEATE
Brainstorm creative solutions

#### PROTOTYPE
Build a tangible, testable version of your idea to get feedback

#### TEST & ITERATE
Test these prototypes with the user to learn and refine them

- 6 expert interviews
- 3 co-design workshops
- Prototyping
- Usability Testing

Adapted from IDEO
use technology to provide girls your age with educational content about healthy relationships and teen dating violence?
While girls can identify the prevalence and power of machismo, they lack the tools and resources to challenge it.

Violence is the problem and violence is the solution.

Boys lack an understanding of consent, but value communication in relationships; the lack of skills surrounding communication results in boys unknowingly perpetuating gender inequality and TDV.
Zona Segura: Prototypes
Quotes from Co-Design

For more, follow @zonasegurahonduras on Instagram
Welcome to Zona Segura

ZonaSegura is your place to learn about healthy romantic relationships and staying safe. ZonaSegura is a WhatsApp messaging campaign for boys and girls and a mobile app for girls. You’ll learn what healthy relationships are, how to create them, and what to do if your relationship isn’t healthy.....

Safety Plan

It can be hard to know what to do in a crisis. Use this safety plan to think through how you know a situation may become unsafe and what you can do to stay safe.

People I can call or message to help me

Activities I can do by myself to try to take my mind off things

Staying Safe at School

The Safest way for me to get to and from school is:

If I need to leave the school in an emergency, I can get home safely through:

Get Instant Help

A help desk is a resource intended to provide the customer or end user with information.

Quality of Life Association
Lic. Ana Lizeth Cruz
Bethany San Felipe, Casco West Haven, adjacent to Hospital D
- Atención psicológica
- Social
- Terapia ocupacional
- Terapia grupal
- Reforzoamiento escolar

Priority Services Clinic Doctors
Without Borders, in the Alonso Huazoz Health Center
Dr. Rafael Contreras / Sr. Héctor Chaparro
Morazán district, adjoining Catholic Church San Martin de Porres, near Tiburcio Carías Andino Nation
- Medical consultation
- Counseling
ZonaSegura: Study Journey

- **In-person recruitment & baseline**
- **Female participants receive native app**
- **All participants enrolled in WhatsApp campaign**
- **Study period is 90 days**
- **Endline**
VERY EARLY ZonaSegura Baseline Results

106 youth enrolled
Less than a third know where to find information for a friend experiencing GBV
Less than a quarter feel they can be in a healthy relationship now or in the future.
30% do not know what to do if in a violent situation.
Challenges, Lessons Learned, and Next Steps
Challenges

Limited examples of healthy relationships in young people’s lives

Pregnancy prevention takes precedence over GBV for providers

Local turnover, safety of staff
Lessons Learned

Girls have strong knowledge about GBV but there are gaps: “love has no age.”

Girls need tools to navigate violence and boys need awareness about the gravity and scope of violence.
Next Steps:

Complete study

Goals: expand beyond Tegucigalpa, add AI technology to the platform, adapt to humanitarian settings.
In closing...
UNDERSTANDING TRAUMA

Trauma can lead to lasting effects on individuals, families, communities, cultures, and systems. With support, resilience and well-being is possible.

7 in 10 YOUTH AROUND THE WORLD HAVE EXPERIENCED ONE OR MORE TRAUMATIC EVENTS
May 3–4, 2020
BESPOKE, SAN FRANCISCO

CALL FOR ABSTRACTS

YTH Live is the premier conference for trailblazing technology that advances youth, health, and wellness. If you would like to share your work through presentation, workshop, or poster, let us know. Submissions are due October 28. Details at ythlive.org
thank you.
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