

Support H.E.R.

(Health. Education, Revival)

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Vision*

We aim to create a supportive, go to digital platform for women seeking assistance, justice or guidance to escape their realities of Gender Based Violence (GBV).

Mission statement: We aim to provide a space for women who are victims of GBV to be able to navigate the road to safety, justice and rebuilding their lives from emotional, physical, sexual and economical trauma.

Problem Statement *

Women most vulnerable to Gender Based Violence(GBV) often lack support and expertise in navigating the justice system and lack access to safety and emotional support.

Customer *

Out of every 4 women you know, 1 has experienced intimate partner physical, psychological and sexual violence in their lifetime. **THIS REQUIRES ACTION!**

Target audience: Here, with our Support H.E.R app, we aim to assist women under 45 (Early adopters) with a solution.

Solution *

A zero rated, digital platform to help vulnerable women of GBV's gain access to support system quickly.

- Access to trained GBV Peer Navigators
- Allows you to contact the police or other help resources free.
- Directory of Resources for women seeking specific assistance whether from State or NGO (shelter, counselling etc.)
- Subscription to daily text motivational texts and stories.

Collaboration *

Proposed Partners

- Ministry of Youth, Culture & Gender Affairs
- Women Crisis Centre
- Telecommunications Companies
- Bureau of Gender Affairs
- Private Sector organizations
- UN Women

Passion (empathy) *

- Visit communities and conduct sensitization sessions about GBV app with our target audience
- Offline and online campaigns on GBV (driving the message)
- Contact the Gleaner and Observer to write articles about the GBV app
- Partner with JCF (Jamaica Constabulary Force) to show women that the force will believe and assist them when they report domestic abuse.
- Create Hashtag to go viral on twitter #WomenYouAreNotAlone #StopDomesticViolence #SupportHER

Proof of Concept *

- Create a focus group with women under 45 to test the app and get feedback (a mixture of women who have been abuse and those who have not experience abuse)
- Create survey with questions to find out the pain points of our target audience and provide the Support H.E.R as the solution
- Provide a demonstration of the Support H.E.R to our stakeholders (Bureau of Gender Affairs, Women's Crisis Centre, Private sector etc.)

Costs*

Outline all costs for proof of concept implementation.

+Training for peer navigators -\$60,000

+Marketing -\$40,000

+ Building/ Maintaining the app - \$1 million

Opportunities and Risks

Opportunities:

- Opportunities for people to work with GBV as trained peer navigators
- Enhance public advocacy and relations.
- Centralizing GBV support resources
- Possibility for this solution to be adopted/ funded by the state.
- Reducing the involvement of the JCF (allowing for a more sensitive and comfortable approach for women.)

Risk:

- Privacy of the information collected and victims

SDG Goals 5 and 14 *

Sustainable Development Goal 5 refers to achieving Gender Equality. The violence meted out to women often is a result of harmful perspectives about gender roles. Empowering women to navigate the cross-cutting impacts of GBV allows women to be able to harness that power to fuel progress in all aspects of life.

Sustainable Goal 14 refers to Peace, Justice and Strong Institutions. Our model enables socially disenfranchised women to be able to access and navigate the corridors of Justice which is often perceived to be daunting and unfriendly.