

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 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%**



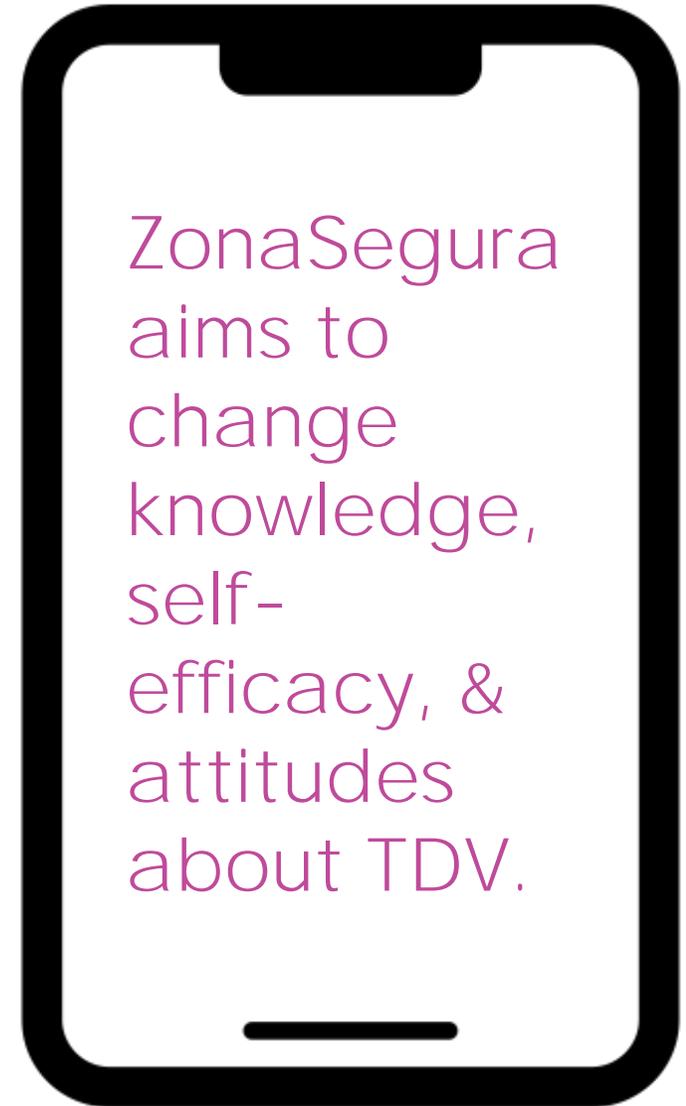
**Gender
based violence
IS FUELING
THE US IMMIGRATION
CRISIS**

About ZonaSegura

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

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



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

ZonaSegura: Insights

- 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.

ZonaSegura: Prototypes



Tienes derecho a:



Una relación saludable, basada en igualdad y respeto.



Decir "no" en cualquier momento y por cualquier razón.



Informarte y decidir sobre tu salud y seguridad sexual.



Sentir y expresar dolor.



Hablar con quien quieras, contraseñas propias y privacidad.



Decir tu opinión y necesidades para que tu pareja las tome en cuenta.



Darle prioridad al autocuidado.



Juntarte con tu familia o amigos.



Cometer errores y/o cambiar de opinión.



Controlar tu propio dinero y tus pertenencias.



Salir de una relación no saludable.

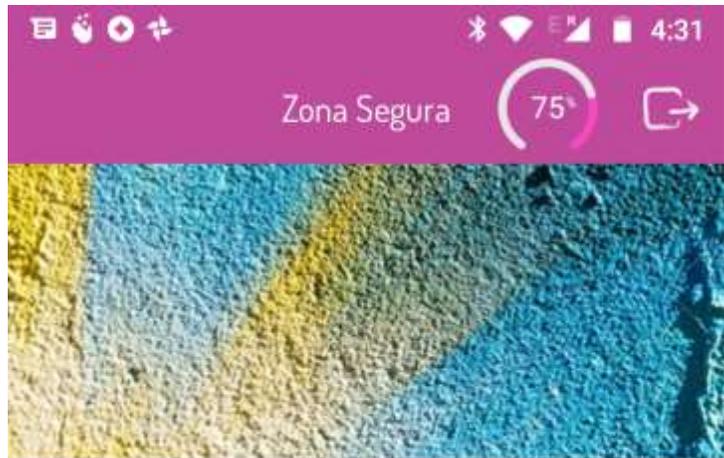


Decidir participar o no en actividad sexual con tu pareja, rechazando el sexting.

Quotes from Co-Design

For more, follow @zonasegurahonduras on Instagram





Welcome to Zona Segura

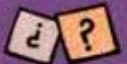
ZonaSegura is your place to learn about healthy romantic relationships and staying safe. ZonaSegura is a WhatsApp messaging campaign for boys and girls and a mobile app for girls. You'll learn what healthy relationships are, how to create them, and what to do if your relationship isn't healthy.....

Knowledge



Get More Knowledge

Weekly Quiz



Take a Quiz



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 +

 Edit

Staying Safe at School

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

 Enter your response

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



 Barrio San Felipe, Costado West Haven Invalids, opposite Reposteria El Hogar, adjacent to Hospital D

- Atención psicológica
- social
- terapia ocupacional
- terapia grupal
- reforzamiento escolar

Priority Services Clinic Doctors Without Borders, in the Alonso Suazo Health Center

Dr. Rafael Contreras / Sr.Héctor Chaparro



 Morazán district, adjoining Catholic Church San Martin de Porres, near Tiburcio Carias Andino Nation

- medical consultation
- counseling



ZonaSegura: Study Journey



In-person
recruitment
& baseline



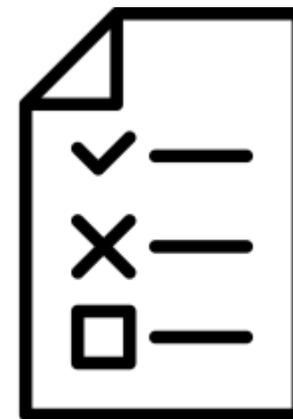
Female
participants
receive
native app



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...

TRAUMA-INFORMED YOUTH-CENTERED HEALTH DESIGN

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 EVENTS¹



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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