

MEXICO

Application of artificial intelligence in the prevention of child sexual abuse in Mexico: "Pinta tu raya ASI"

RESEARCH INSTITUTIONS

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PROJECT AIM

With our project, we will seek to deepen the learning of girls and boys on issues that contribute to the prevention of CSA, using artificial intelligence as a tool to educate young people on child sexual abuse via a Virtual Learning Environment (VLE). Studies have been proven that this tool has positive effects on knowledge retention and increases motivation for learning.⁶ Therefore, we will evaluate the use of VLE to implement an intervention model entitled "Paint your line LIKE THIS" with girls and boys from a sample of primary schools in Mexico, which will contribute to the prevention of child sexual abuse.

CONTEXT

Child sexual abuse (CSA) is a public health problem. It represents one of the worst forms of violence and violation of the human rights of girls and boys¹. In 2013, Mexico ranked first in the world in sexual abuse, physical violence and homicides of people under 14 years of age, for which around 4.5 million girls and boys were victims of sexual abuse². Results of national surveys have found CSA prevalence of 3.6% in women and 1.9% in men³, figures that are still current⁴.

The extent of this problem might be underestimated because most CSA cases go unreported, showing only the tip of the iceberg. Currently, the COVID-19 pandemic places mainly girls and boys at greater risk of violence⁵, so it is urgent to implement concrete and effective educational actions to prevent CSA by empowering girls and boys with knowledge and skills for self-care.

STUDY CONTRIBUTION

This study will contribute to a better understanding of how to effectively reduce child sexual abuse using virtual platforms with a particular focus on girls. CSA is a problem where the largest proportion of victims are girls. This places them in a condition of double vulnerability, due to their gender condition as well as their age. The project will also work with teachers from the selected schools to strengthen the knowledge of CSA protocols already in place in some schools in the country.

Finally, this project will be key to informing the development of an accessible, replicable and potentially scalable CSA prevention programme in the country's primary schools through the use of technological tools.

1 National Commission for Human Rights. General Law for the Rights of Girls, Boys and Adolescents. General Law for the Provision of Services for the Attention, Care and Comprehensive Development of Children. Mexico, 4°. México City; 2018.

2 OECD. Organisation for Economic Co-operation and Development; 2013.

3 Chávez R, Rivera-Rivera L, Angeles-Llerenas A, Díaz-Cerón E, Allen-Leigh B, Lazcano Ponce E.: "Factores del abuso sexual en la niñez y la adolescencia en estudiantes de Morelos, México". Rev Saúde Pública. June 2009; 43(3):506-14.

4 Valdez-Santiago R, Villalobos A, Arenas-Monreal L, Flores-Celis K, Ramos-Lira L.: "Abuso sexual infantil en Mexico: conductas de riesgo e indicadores de salud mental en adolescents". Public Health México. 24 November 2020; 62(6, Nov-Dic):661-71.

5 Protección de la niñez ante la violencia. Respuestas durante y después de COVID-19. Nota técnica. UNICEF 2020.

6 Dede C. Immersive Interfaces for Engagement and Learning. Science. 2 de enero de 2009;323(5910):66-9.

