



OBJETIVOS DE DESARROLLO SOSTENIBLE

5 IGUALDAD
DE GÉNERO



Campaña informativa y de sensibilización sobre violencia, igualdad de género y prevención dirigida a escolares del distrito de Chorrillos



Entre junio y julio de 2023, alumnos de la carrera de Medicina de la UPC realizaron una campaña informativa y de sensibilización sobre violencia, igualdad de género y prevención, dirigida a los escolares adolescentes de la Institución Educativa Mariano Santos, ubicado en el distrito de Chorrillos.

El objetivo de la campaña fue educar a los estudiantes sobre el reconocimiento de señales de alarma frente a algún caso de violencia sexual, así como lo que debe realizar frente a una situación de este tipo. La sensibilización estuvo dirigida también a los docentes, quienes podrían trabajar en el desarrollo de factores protectores como autoestima, asertividad, empatía, solución de conflictos, entre otros temas.



Marea Fest



Alumnos de la carrera de Comunicación Audiovisual y Medios Interactivos de la UPC organizaron el festival Marea Fest, realizado por EFA producciones en el Centro Cultural Juan Parra del Riego de Barranco. Este evento brindó un espacio para reconocer y visibilizar el trabajo de las artistas femeninas de la escena alternativa limeña, quienes realizaron la difusión de su arte mediante las exposiciones realizadas.

El objetivo del festival fue posicionarse como una ventana para reunir y promover la oferta de nuevos talentos femeninos de la música alternativa dentro de la creciente industria musical peruana. Las propuestas que se presentaron fueron interesantes y enriquecedoras, y sus talentosas creadoras contaron con un lugar para presentar su arte.



Taller sobre sexualidad saludable



Entre mayo y junio de 2023, alumnos de la carrera de Medicina de la UPC realizaron el taller participativo sobre sexualidad saludable en el Centro Educativo Ollantay, ubicado en el distrito de San Juan de Miraflores.

El objetivo del taller fue contribuir con la disminución de la violencia sexual contra las niñas de 10 a 13 años, mejorar la convivencia escolar y conductas inadecuadas dentro y fuera de la institución educativa. Gracias a los talleres que se desarrollaron con la participación de un psicólogo y asistentes sociales del Centro Materno Infantil (CMI) Ollantay, se identificó un problema de salud que afecta a la población. A partir de ello, se desarrolló un proyecto de intervención comunitaria en beneficio de la población.



Festival Zona V



Alumnos de la carrera de Comunicación Audiovisual y Medios Interactivos de la UPC organizaron el Festival Zona V, que se realizó en la Casa Cultural Taypa. En el evento se presentaron talentos de la escena musical femenina.

Este proyecto se realizó con el objetivo de difundir, apoyar y visibilizar la obra musical de las mujeres en la industria limeña en las diferentes plataformas y espacios culturales.



We the gamers fest



La carrera de Comunicación Audiovisual y Medios Interactivos de la UPC participó en la organización del evento cultural We The Gamers Fest, donde se presentaron emprendimientos, actividades y estaciones de gaming, diseñado especialmente para mujeres jóvenes apasionadas por los videojuegos.

El objetivo del evento fue crear un festival cultural apto para todo público, pero especialmente dirigido a las jugadoras de videojuegos en Perú con un enfoque que fomentó la equidad, tolerancia y la empatía.



Convocatoria Mujeres Latinoamericanas 2023



La Dirección de Gestión del Conocimiento de la UPC realizó la Convocatoria Mujeres Latinoamericanas 2023, que fue dirigida a mujeres que tuvieron un manuscrito académico para publicar un libro. La Editorial UPC seleccionó los mejores manuscritos para que se publiquen y el de mayor puntaje se presentó en la Feria Internacional del Libro de los Universitarios - FILUNI en México.

El objetivo de la convocatoria fue promover y difundir trabajos académicos de calidad realizados por mujeres. Asimismo, ofreció una alternativa seria para que las mujeres académicas publiquen profesionalmente y sean reconocidas. La convocatoria fue abierta al público en general y a la comunidad UPC.



Mujer Esperanza



En junio de 2023, la dirección de Vida Universitaria organizó el evento “Mujer Esperanza”, que se realizó en la sala Alcedo del Teatro Segura, donde participó la cantautora peruana Luz María Carriquiry. El objetivo del evento fue dar visibilidad a las cantautoras.

Asimismo, se ofreció oportunidades de información, reflexión, conocimiento, arte, cultura, deporte y entretenimiento a los estudiantes e integrantes de la comunidad universitaria.



Premio “Igualdad Mujer y Deporte” reconoció por segundo año consecutivo a las mujeres más destacadas del deporte peruano



La Universidad Peruana de Ciencias Aplicadas (UPC) y la Fundación Deporte en Igualdad, en su compromiso con la promoción de la igualdad de género para obtener cambios visibles y positivos en la sociedad, organizaron la segunda edición de los premios “Igualdad, Mujer y Deporte”.

El objetivo fue reconocer a las deportistas y paradesportistas que son referentes en las distintas disciplinas, así como a las personas y organizaciones que fomentan la diversidad e inclusión en el deporte.

El evento se realizó en una ceremonia en el Campus San Isidro de la UPC, el 25 de enero del 2023. “Igualdad, Mujer y Deporte” da visibilidad y reconoce la diversa participación de las mujeres en el deporte; difunde referentes que inspiren a las nuevas generaciones, reconoce la importancia de promover el deporte femenino y la igualdad de oportunidades en el Sistema Deportivo Nacional.

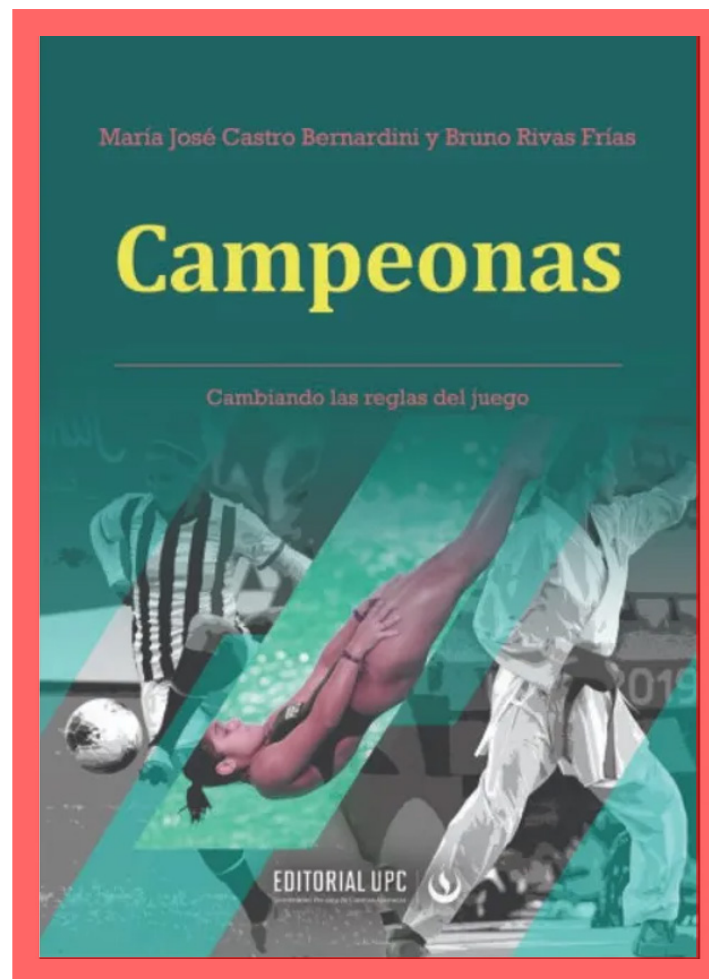


Publicación del Libro Campeonas por la Editorial UPC



Solo en el transcurso de este siglo el Perú ha visto a 16 mujeres en lo más alto del podio del deporte nacional. De a pocos, la presencia de las mujeres se ha vuelto constante en diversas competencias, incluso en aquellas que en el pasado eran consideradas solo para hombres. Las historias de 12 mujeres han marcado para siempre al deporte peruano, cuyos éxitos fueron reconocidos en 2021 con el premio Igualdad, Mujer y Deporte (IMD), otorgado por la Fundación Deporte en Igualdad y la Universidad Peruana de Ciencias Aplicadas (UPC).

En *Campeonas* se presentan los perfiles de Angélica Espinoza, Carmela de la Barra, Ana Ricci, Marisa Matsuda, María Isabel Barragán, Luisa Villar, Alexia Sotomayor, McKenna de Bever Elliot, Alexandra Grande, Adriana Lúcar, Marina Montes y Flor Cuenca. Estas atletas, entrenadoras y dirigentes son las caras femeninas del deporte peruano y dignas herederas de Choco de Vivanco, la nadadora peruana que marcó historia en 1964 al convertirse en la primera en participar en una Olimpiada. Este es un libro imperdible que reconoce el ascenso imparable de las mujeres en el deporte nacional.



Experiences of psychosocial coping at international matches in professional volleyball players of the Peruvian national team



Authors: Cuba-Martínez, C.; Malvaceda-Espinoza, E.; Reyes-Bossio, M.

Abstract: The present study seeks to know how psychosocial coping are experienced at international matches in professional volleyball players of the Peruvian national team. A qualitative methodology with phenomenological-hermeneutic design was used. Twelve semi-structured interviews were conducted with professional volleyball players belonging to the Peruvian women's team in the senior category. From the analysis, three categories, nine subcategories and seven codes were identified, which comprise the 189 units of analysis. The results showed that the main coping strategies used by the athletes are personal logical analysis and the analysis of the opposing team, the use of effort, the search for professional support and mental imagery. It is concluded that professional volleyball players in Peru mainly use task-oriented coping, carried out activities that allow them to feel capable and play an essential role in decision-making during competitions.

Keywords: coping, phenomenology, professional standards, qualitative research, sports psychology, Psychosocial coping, International matches, Professional volleyball players, Peruvian national team, Qualitative methodology

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Physical Violence during Pregnancy and Its Implications at Birth: Analysis of a Population Survey, 2019



Authors: Medrano, L.V.P.; Loarte, M.A.G.; Visconti-Lopez, F.J.; Azañedo, D.; Vargas-Fernández, R.

Abstract: Physical partner violence is widely recognized as a global health problem, especially in pregnant women. This study determines the association between physical violence during pregnancy in Peruvian women aged 15 to 49 years with low birth weight and abortion according to the Demographic and Family Health Survey (ENDES) 2019. An analytical cross-sectional observational study was carried out based on the data from the ENDES 2019. Two dependent variables referring to birth outcomes were included: abortion and low birth weight. The independent variable was physical violence during pregnancy by her current or former husband/partner. A total of 15,305 women were included in the study. The prevalence of physical violence during pregnancy was 6.43%. Regarding the adverse outcomes of pregnancy, the prevalences of abortion and low birth weight were 20.84% and 6.01%, respectively. Women suffering physical violence during pregnancy were more likely to have an abortion but not low birth weight. In conclusion, it was found that 6 in 100 Peruvian women of childbearing age were victims of violence during pregnancy. Likewise, it was observed that women who were victims of violence during pregnancy had a higher probability of having an abortion but not low birth weight.

Keywords: Peru; abortion; low birth weight; physical violence; pregnancy.

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Factors promoting gender-responsive early childhood education: The Peruvian case



Authors: Arroyo-Corahua, L.F.; Ruiz-Ruiz, M.F.

Abstract: Gender differences become relevant in the educational sphere for the construction of a sustainable society. Therefore, this research aimed to determine the factors that promote the Peruvian gender-responsive early childhood education system (3-5 y/o). Based on an exploratory and descriptive design, a qualitative structural analysis was carried out with the help of a panel of five expert educators, with early childhood education children (3-5 years old) in Peru as the context of the study. Using the Matrix-based Multiplication Applied to a Classification tool, we found the identification of the following key factors of the system: the implementation of policies, teacher training, pedagogical practices, the choice and characteristics of teaching resources, as well as the expectations of families regarding early childhood development with a gender approach. The leadership rests mainly with the Peruvian Ministry of Education, which is responsible for forming an egalitarian society from a comprehensive approach. Any strategic planning effort must address this problem of Peruvian early childhood education from a holistic perspective. This study is a starting point for studying future scenarios for the education system in the medium and long term.

Keywords: Early childhood education, structural analysis, gender-responsive, teaching practices, Peru

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Gender Violence in Social Networks. Analysis of the Interaction Generated by the Hashtag #MeGustaLaVidaSocial on Instagram



Authors: Revelo-Fernández, C.F.R.; Vite-León, V.O.

Abstract: Gender differences become relevant in the educational sphere for the construction of a sustainable society. Therefore, this research aimed to determine the factors that promote the Peruvian gender-responsive early childhood education system (3-5 y/o). Based on an exploratory and descriptive design, a qualitative structural analysis was carried out with the help of a panel of five expert educators, with early childhood education children (3-5 years old) in Peru as the context of the study. Using the Matrix-based Multiplication Applied to a Classification tool, we found the identification of the following key factors of the system: the implementation of policies, teacher training, pedagogical practices, the choice and characteristics of teaching resources, as well as the expectations of families regarding early childhood development with a gender approach. The leadership rests mainly with the Peruvian Ministry of Education, which is responsible for forming an egalitarian society from a comprehensive approach. Any strategic planning effort must address this problem of Peruvian early childhood education from a holistic perspective. This study is a starting point for studying future scenarios for the education system in the medium and long term.

Keywords: Early childhood education, structural analysis, gender-responsive, teaching practices, Peru

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A Cross-Sectional Analysis of Self-Reported Needs and Health Service Utilization Among Transgender Women in Lima, Perú



Authors: Carosella, E.A.; Huerta, L.; Galea, J.T.; Lecca, L.; Ramos, K.; Hernández, N.G.; Franke, M.F.; Peinado, J.

Abstract: Purpose: Globally, transgender women (TGW) experience wide-ranging barriers to health and care, with disproportionately high risks of infectious and chronic diseases. Yet, research on transgender populations' access to care in low- and middle-income countries remains limited, focused on human immunodeficiency virus (HIV) infection, and assesses TGW as a homogenous group. We analyzed morbidity and health service uptake patterns among TGW in Lima, Perú, to understand health outreach and service needs to inform targeting and design of community-level interventions. Methods: This cross-sectional study surveyed a convenience sample of 301 TGW in metropolitan Lima during September-October 2020. We report descriptive statistics and bivariable and multivariable regression model results as adjusted prevalence ratios (aPRs). Results: Health coverage and access to care were suboptimal. Less education and older age were positively associated with illness and negatively associated with HIV and tuberculosis (TB) testing. In the first study to quantitatively examine health utilization by gender identity subgroup (i.e., woman, trans or transgender, transsexual, "transformista," "travesti," and other) in Perú, TGW who identified as women were more likely to ever test for HIV (aPR =



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1.49, 95% confidence interval [CI]: 1.16-1.91) and use pre-exposure prophylaxis (PrEP) (aPR = 2.36, 95% CI: 1.15-4.80). Both awareness and interest regarding PrEP were low, as was usage among those who were interested in taking PrEP. Conclusion: Public health efforts should be tailored to meet TGW's diverse needs, expand TB testing, bridge the gap between PrEP interest and use, and increase insurance coverage and access to trans-friendly services for improved health.

Keywords: HIV/AIDS; Perú; PrEP; transgender health; transgender women; tuberculosis.

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The credibility of the femvertising message in the campaign against cyberbullying in Pilsen Callao



Authors: Aldana-Rondinel, B.; Gallardo-Echenique, E.

Abstract: This study analyzes, the credibility of femvertising, the advertising trend that seeks to empower women and reduce gender stereotypes, through three traits: experience, goodwill and reliability, which indicate how people perceive this type of narrative. It is a qualitative research developed based on the Pilsen Callao campaign called 'Banners against cyberbullying', released in March 2021 for the International Women's Day. To do this, 20 semi-structured interviews were conducted with young women students from Lima, with ages ranging between 18 and 25 years, since they belong to the group of people who have most reported cases of cyberbullying in the country. As a result, this advertising strategy present in the campaign managed to generate credibility in the public through the expertise, empathy and transparency that it demonstrated when communicating the problem. Additionally, a reclassification of credibility features is proposed, since the need to add one was evidenced: coherence, an attribute valued by young women, which influences their perception of credibility.

Keywords: Femvertising; empowerment of women; gender stereotypes; credibility; cyber bullying

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<https://www.scopus.com/record/display.url?eid=2-s2.0-85162904534&origin=resultlist>



HIV therapy adherence and outcomes in Peruvian military personnel over a 30-year period



Authors: De la Cruz Ku, G.; Contreras, C.R.;Chambergo-Michilot, D.; Torres-Roman, J.S.; Príncipe-Meneses, F.S.; Torres, F.R.; Zamudio, F.C; Pachas, G.P.; Modesto, A.H.; Chavez, V.

Abstract: Objectives: We aimed to describe the sociodemographic, clinical, and therapeutic characteristics of Peruvian military personnel diagnosed with HIV. Furthermore, we determined the frequency of highly active antiretroviral therapy (HAART) adherence, the complications and mortality. Methods: We retrospectively reviewed the medical records of patients diagnosed with HIV, confirmed by Western blot at a single institution from 1989-2020. Descriptive analyses were performed for all the variables using mean and standard deviation (SD) in the case of quantitative variables, and frequency and percentage for qualitative variables. Results: Of the 161 patients included, 95.7% were males and the mean age was 39.59 years (SD= 16.45 years). Most had college or higher education (67.7%) and were on active duty at diagnosis (77%). 35.4% had AIDS at diagnosis; 28.6% opportunistic infections; and 8.1% tuberculosis. The median follow-up was five years. 94.4% of the patients received HAART as the principal treatment; of these, 88.8% was adherent to treatment, and death was reported in 6.8%. There were no factors associated with adherence. Conclusions: Although the sociodemographic



HIV therapy adherence and outcomes in Peruvian military personnel over a 30-year period



characteristics of Peruvian military personnel are similar to those of other countries, our findings suggest that Peruvian military personnel present higher adherence to HAART compared to previous studies in other military populations from South American countries. Further studies are recommended to assess specific factors attributed to these successful outcomes in the military personnel that can be applied in other hospitals.

Keywords: Human immunodeficiency virus, HIV, communicable diseases, Peru

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Sexual network characteristics and partnership types among men who have sex with men diagnosed with syphilis, gonorrhoea and/or chlamydia in Lima, Peru



Authors: Jonathan Freese, Eddy R Segura, Jessica Gutierrez, Jordan E Lake⁵, Robinson Cabello, Jesse L Clark⁶, Cherie Blair

Abstract: Objectives Sexual networks are known to structure sexually transmitted infection (STI) transmission among men who have sex with men (MSM). We sought to estimate the risks of STI diagnosis for various partnership types within these networks. Methods Our cross-sectional survey analysed data from 1376 MSM screened for a partner management intervention in Lima, Peru. Participants were tested for HIV, syphilis, gonorrhoea (NG) and chlamydia (CT) and completed surveys on their demographics, sexual identity/role, HIV status, partnership types and sexual network from the prior 90 days. χ^2 and Wilcoxon rank-sum tests compared participants without an STI to those diagnosed with (1) syphilis, (2) NG and/or CT (NG/CT) and (3) syphilis and NG/CT coinfection (coinfection). Results 40.8% (n=561/1376) of participants were diagnosed with an STI (syphilis: 14.9%, NG/CT: 16.4%, coinfection: 9.5%). 47.9% of all participants were living with HIV and 8.9% were newly diagnosed. A greater proportion of participants with syphilis and coinfection were living with HIV (73.5%, $p < 0.001$; 71.0%, $p < 0.001$) compared with those with NG/CT (47.8%) or no STI (37.8%). Participants with syphilis more often reported sex-on-premises venues (SOPVs) as the location of their last sexual encounter (51.7%, $p = 0.038$) while those with NG/CT tended to meet their last sexual partner online (72.8%, $p = 0.031$). Respondents



Sexual network characteristics and partnership types among men who have sex with men diagnosed with syphilis, gonorrhoea and/or chlamydia in Lima, Peru



with coinfection were the only STI group more likely to report transactional sex than participants without an STI (31.3%, $p=0.039$). Conclusions Sexual networks and partnership types of Peruvian MSM are associated with differential risks for STIs. Participants diagnosed with syphilis tended to meet single-encounter casual partners at SOPV, while MSM with NG/CT were younger and often contacted casual partners online. Coinfection had higher frequency of transactional sex. These findings suggest the potential importance of public health interventions through combined syphilis/HIV screening at SOPV, syphilis screening at routine clinic appointments for MSM living with HIV and directed advertisements and/or access to NG/CT testing through online platforms.

Keywords: Chlamydia Infections; Disease Transmission, Infectious; Gonorrhoea; Homosexuality, Male; SYPHILIS.

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The advertising discourse of menstrual activism in the femcare industry



Authors: Sarah Alessandra Gonzales Meza; Melina Haydee Mezarina Castilla

Abstract: This research study aims to analyze how Peruvian women perceive the advertising discourse of menstrual activism in the femcare section of the Nosotras brand with the “Womb Stories” campaign. For this purpose, a qualitative research approach was used through semi-structured in-depth interviews with women aged 25 to 35 who belonged to online communities of feminism, maternity, sexuality and/or activism. As a result, the interviewees mentioned that the use of the advertising discourse of menstrual activism was positive in the category as it allowed to demystify menstruation, empower women, and reduce stigma around their bodies by presenting more real situations of menstruation and other aspects around it. However, brand advertising efforts would not yet be enough with respect to what the movement is seeking. Thus, it is necessary that brands that work with this type of advertising discourse take into account aspects such as the representation of menstruation, the representation of women, the handling of real stories and the use of visual resources that evidences the reality of everything that menstruation entails without falling into the menstrual stigma.

Keywords: Industries; Visualization; Humanities; Aging; Distance measurement; Advertising; Interviews; menstrual activism; advertising; feminism; stigma; menstruation

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Representation of Afrodescendant Women in Digital Advertising. Case: Natalia Barreda as a Digital Storyteller



Authors: Andrea Egusquiza-Bellido; Maria José Castro-Bernardini

Abstract: This research approaches the characteristics of digital advertising storytelling in campaign development that representing Afro-descendant women and give space to share their social discourse. To do so, it starts from the historical analysis of the representations of Afro-descendant women and details their main stereotypes in the media. A qualitative approach was used in which 15 interviews were conducted with Afro women in Lima. The main result was that storytelling is representative when there is evidence of reliable activism, identity strengthening and intersectionality in the narrative. These characteristics construct a digital advertising storytelling that represents Afro-descendant women without stereotypes or racist prejudices.

Keywords: Resistance; Visualization; Sociology; Media; Reliability; Cultural differences; Advertising; Advertising; Storytelling; Afro-descendant women; Influencer; Activism.

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