



SUSTAINABLE DEVELOPMENT GOALS

5 GENDER
EQUALITY



Informative and awareness campaign on violence, gender equality, and prevention for schoolchildren in Chorrillos district



From June to July 2023, UPC Medicine students carried out an informative and awareness campaign on violence, gender equality, and prevention, targeting adolescent students at the Educational Institution Mariano Santos, located in Chorrillos.

The campaign aimed to educate students on recognizing warning signs of sexual violence and how to respond to such situations. The awareness efforts also targeted teachers, helping them develop protective factors such as self-esteem, assertiveness, empathy, conflict resolution, and other relevant topics.



Marea Fest



Students from the Audiovisual Communication and Interactive Media program at UPC organized the Marea Fest, produced by EFA Productions, at the Juan Parra del Riego Cultural Center in Barranco. This event provided a space to recognize and highlight the work of female artists in Lima's alternative scene, who made the dissemination of their art through exhibitions.

The festival aimed to establish itself as a platform for gathering and promoting new female talents in alternative music within Peru's growing music industry. The proposals presented were interesting and enriching, and its talented creators had a place to present their art.



Workshop on healthy sexuality



Between May and June 2023, UPC Medicine students conducted a participatory workshop on healthy sexuality at the Ollantay Educational Center, located in San Juan de Miraflores.

The workshop aimed to reduce sexual violence against girls aged 10 to 13, improve school coexistence, and address inappropriate behaviors inside and outside the educational institution. Thanks to the workshops, which included participation from a psychologist and social workers from the Ollantay Maternal and Child Center (CMI), a health issue affecting the population was identified. Based on this, a community intervention project was developed to benefit the population.



Zona V Festival



Students from the Audiovisual Communication and Interactive Media program at UPC organized the “Zona V” (V Zone) Festival, which took place at the Taypa Cultural House. The event featured talents from the female music scene.

This project aimed to disseminate, support, and highlight the musical works of women in the Lima industry across various platforms and cultural spaces.



We the gamers fest



The Audiovisual Communication and Interactive Media program at UPC participated in organizing the cultural event We The Gamers Fest, showcasing entrepreneurship, activities, and gaming stations, specifically designed for young women passionate about video games.

The event aimed to create a cultural festival suitable for all audiences but specifically directed at female gamers in Peru, promoting equity, tolerance, and empathy.



Call for Latin American Women 2023



The Knowledge Management Directorate of UPC held the Call for Latin American Women 2023, which was directed at women who had an academic manuscript ready for publication. The UNPC Publishing House selected the best manuscripts for publication, and the highest-scoring one was presented at the International Book Fair for University Students - FILUNI in Mexico.

The objective of the call was to promote and disseminate high-quality academic works by women. Additionally, it offered a serious alternative for female academics to publish professionally and gain recognition. The call was open to the general public and the UPC community.



Mujer Esperanza (Woman Hope)



In June 2023, the Office of University Life organized the event “Mujer Esperanza” (Woman Hope), held in the Alcedo Hall of the Segura Theater, featuring the Peruvian singer-songwriter Luz María Carriquiry. The event aimed to give visibility to female singer-songwriters.

Additionally, it provided opportunities for information, reflection, knowledge, art, culture, sports, and entertainment to students and members of the university community.



“Equality, Women, and Sports” Award recognized the most outstanding women in Peruvian sports for the second consecutive year



The Universidad Peruana de Ciencias Aplicadas (UPC) and the Fundación Deporte en Igualdad foundation, committed to promoting gender equality for visible and positive societal changes, organized the second edition of the “Equality, Women, and Sports” awards.

The objective was to recognize female athletes and para-athletes who are role models in various disciplines, as well as individuals and organizations that promote diversity and inclusion in sports.

The event took place in a ceremony at the UPC San Isidro Campus on January 25, 2023. “Equality, Women, and Sports” gives visibility and recognition to the diverse participation of women in sports; it promotes role models that inspire new generations and acknowledges the importance of promoting female sports and equal opportunities in the National Sports System.

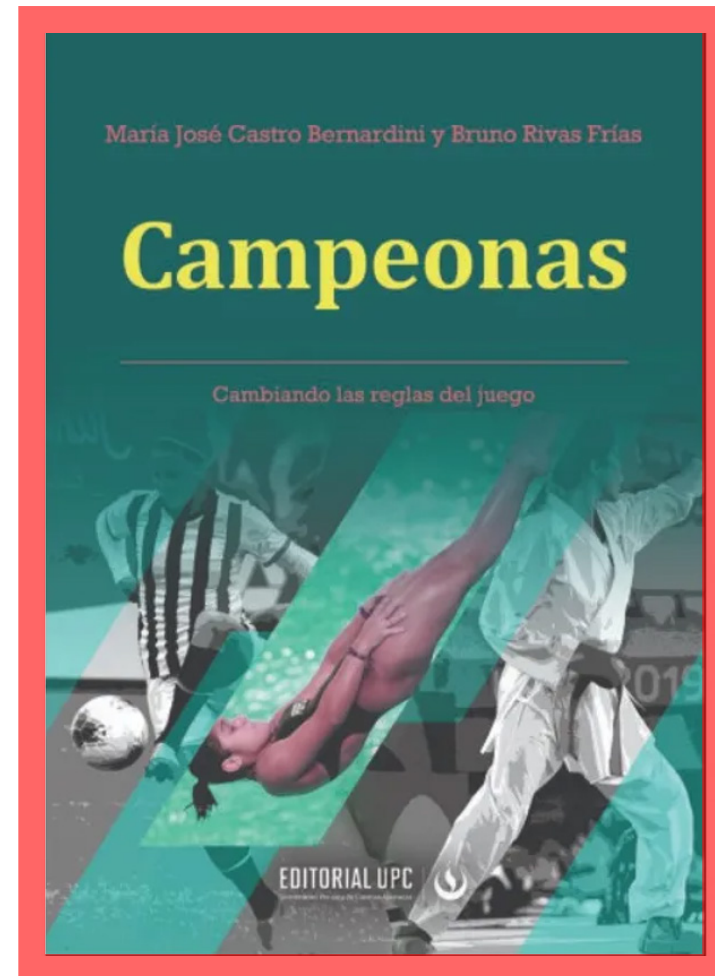


Publication of the Book “Champions” by UPC’s Publishing House



In this century alone, Peru has seen 16 women reach the pinnacle of national sports. Gradually, the presence of women has become constant in various competitions, even in those that were previously considered only for men. The stories of 12 women have forever marked Peruvian sports, their successes being recognized in 2021 with the Equality, Women, and Sports (IMD) award, given by the Fundación Deporte en Igualdad foundation and Universidad Peruana de Ciencias Aplicadas (UPC).

“Champions” presents the profiles of 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, and Flor Cuenca. These athletes, coaches, and leaders are the female faces of Peruvian sports and worthy heirs of Choco de Vivanco, the Peruvian swimmer who made history in 1964 by becoming the first to participate in an Olympics. This is an essential book that recognizes the unstoppable rise of women in national sports.



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

Cuadernos de Psicología del Deporte; Volume 23; Pages 89-102; 2023

<https://doi.org/10.6018/cpd.512421>



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.

Healthcare (Switzerland), Volume 11, 2023

<https://doi.org/10.3390/healthcare11010033>



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

Revista de Ciencias Sociales; Volume 29; Pages 32-48; 2023

<http://dx.doi.org/10.31876/racs.v29i2.39961>



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

Smart Innovation, Systems and Technologies; Volume 318; Pages 377-386; 2023

http://dx.doi.org/10.1007/978-981-19-6347-6_34



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.

LGBT Health; 2023

<http://dx.doi.org/10.1089/lgbt.2022.0054>



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

RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao; Volume 2023; pages 663-675

<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



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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

Electronic Journal of General Medicine; Volume 20

<http://dx.doi.org/10.29333/ejgm/12776>



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.

Sex Transm Infect. 2024 Feb 19;100(2):84-90

<https://doi.org/10.1136/sextrans-2023-055910>



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

2023 IEEE 3rd International Conference on Advanced Learning Technologies on Education & Research (ICALTER), Chiclayo, Peru, 2023, pp. 1-4

<https://doi.org/10.1109/ICALTER61411.2023.10372945>



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.

2023 IEEE 3rd International Conference on Advanced Learning Technologies on Education & Research (ICALTER), Chiclayo, Peru, 2023, pp. 1-4

<https://doi.org/10.1109/ICALTER61411.2023.10372942>

