

Leveraging AI to catalyze equitable response to gender-based violence

IAna - a case study from Mapa do Acolhimento



Mapa do
acolhimento



Context

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In 2023 alone, around **1 case of femicide was reported every 6 hours in the country**

66% of femicide victims **are black women.**

Mapa do Acolhimento exists to ensure that women experiencing gender based violence receive the support they need, preventing them from suffering femicides



What we do

- 1** Service Provision
Direct support for women who are survivors of violence, provided by volunteer psychologists and lawyers
- 2** Government Cooperation
Improvement of public services to support survivors through technical training to government entities
- 3** Social Mobilization
Strengthen the social fabric by supporting local grassroots organizations and activists to create micro networks in defense of women's rights



How we create systemic change

A nationwide solidarity network, helping tackle the short term need.

We use cutting edge technology that allows our team to instantly connect women who suffered GBV with volunteer psychologists and/or lawyers who provide their services free of charge. The platform is present in all 27 Brazilian states supporting +12,00 women.

Impact on GBV-related public services, helping tackle the medium/long term need.

To achieve this impact, we use collective action and cooperation with governmental institutions to safeguard and improve existing public service infrastructures that supports GBV survivors at great scale.



Our main goal is to
overcome the epidemic
of femicides in Brazil

We employ technology to develop qualified, scalable solutions.



How we build technology



100% female
team

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centered on the
survivor's experience
and autonomy

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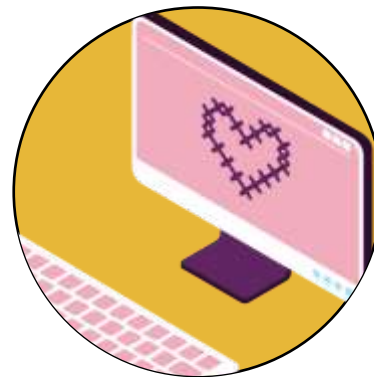
ensuring data
protection



Our tech solutions allow us to:



Foster **on-demand connection** within our community

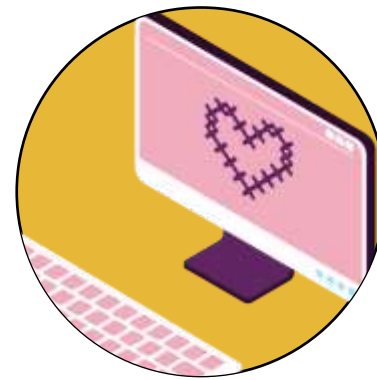


Provide an interactive and gamified **training experience**



Collect **quantitative and qualitative data** to monitor the impact of our services

Here enters
the use of
Artificial
Intelligence



Provide an interactive and
gamified **training experience**



I Ana

IAna is a chatbot, powered by GPT-4, designed to provide reliable and sensitive information to professionals who support survivors of GBV in Brazil.

I Ana

How does it work?



As a Q&A tool to provide information on supporting women who suffer GBV in Brazil



Embedded in our capacity building to train volunteers to provide empathetic and effective support to survivors of GBV



I Ana

How it was designed?



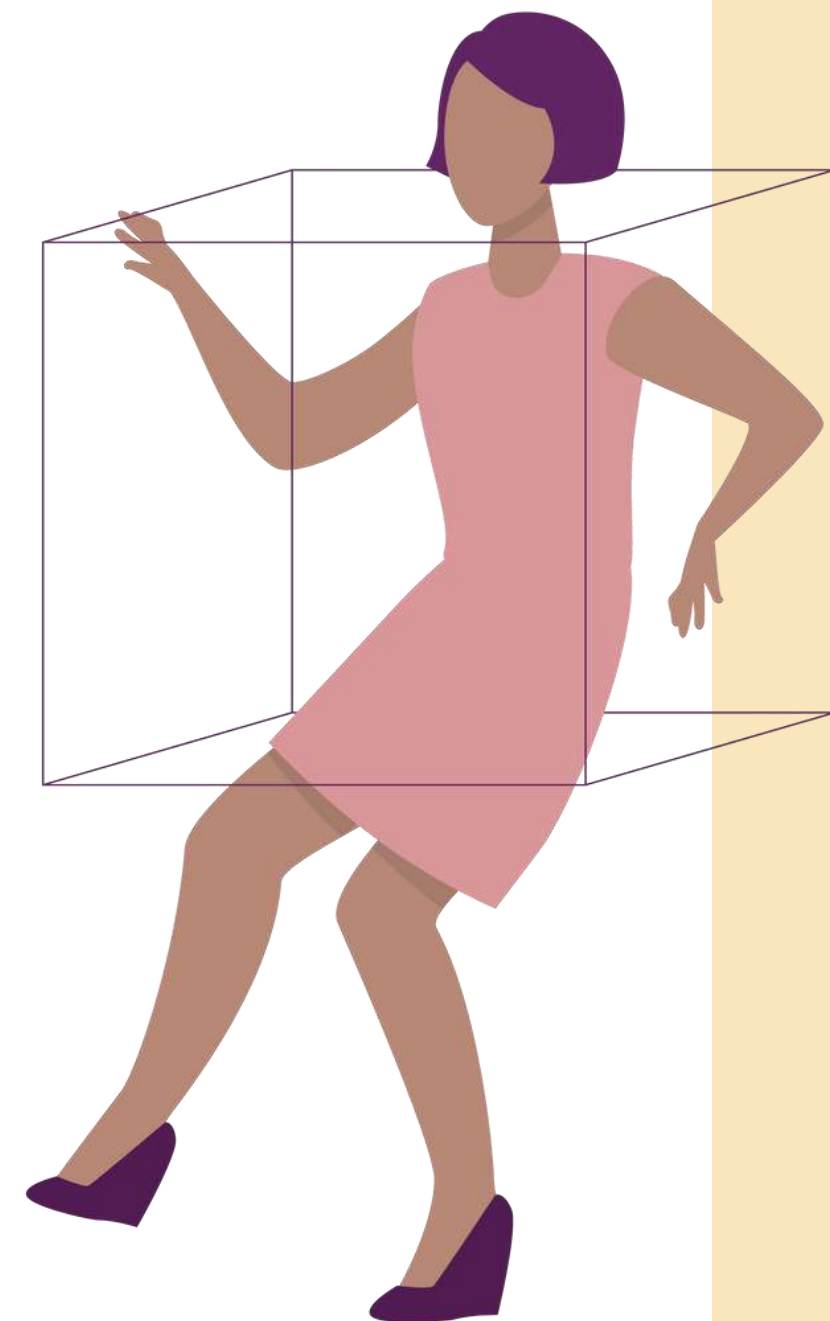
Do no harm approach



Survivor centered design



Gender sensitive content



IAna

How it was developed?

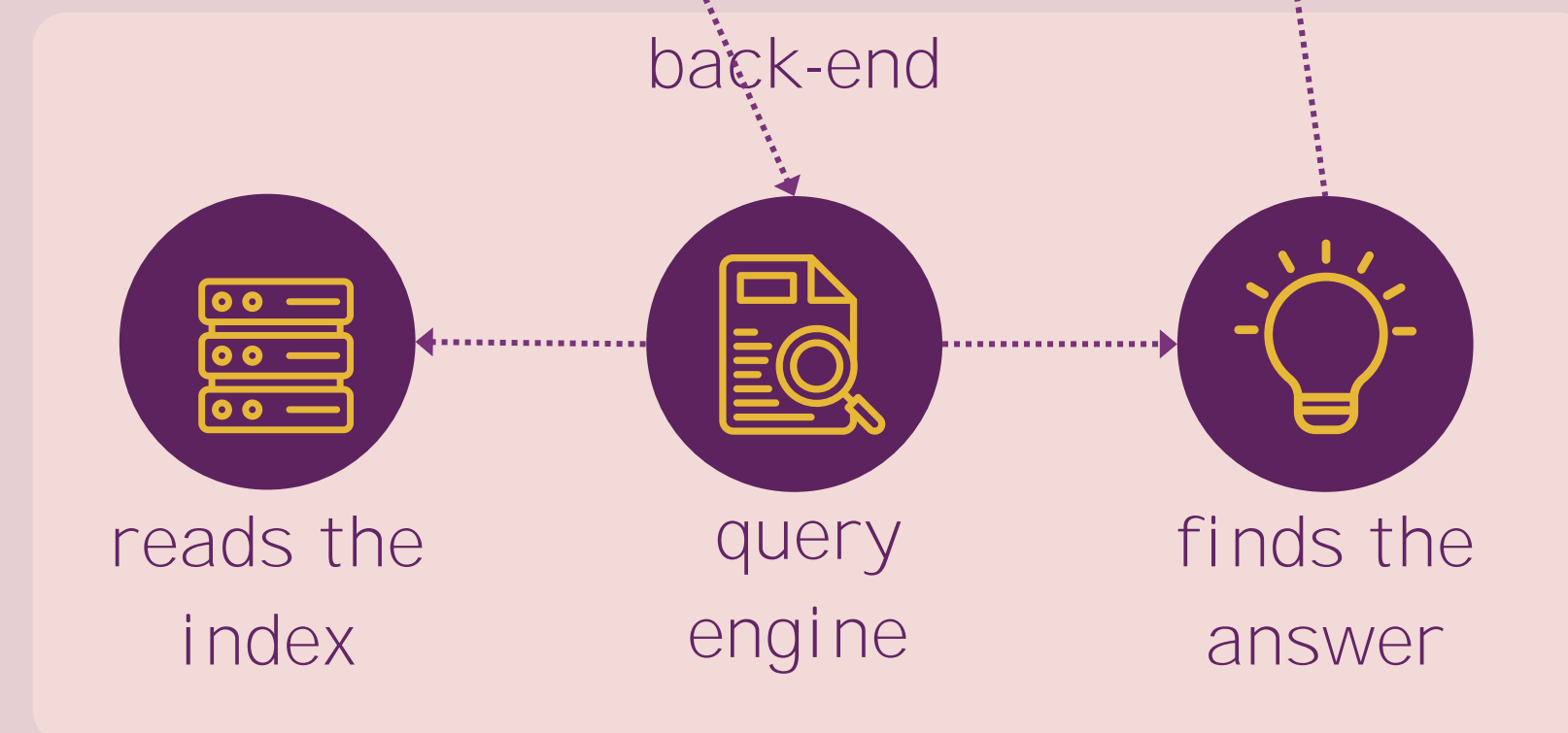
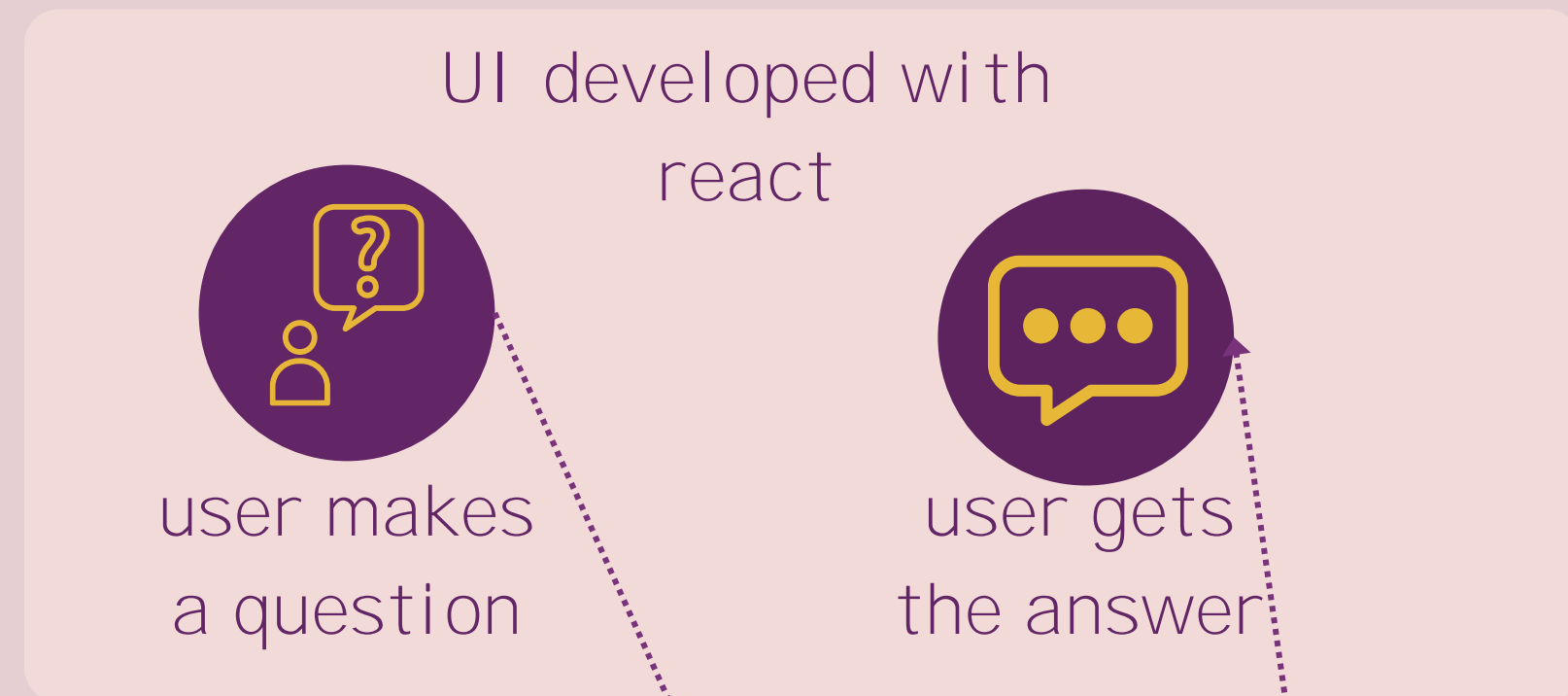
Indexing the course content



An index is a **data structure** that enables querying (make questions) by an LLM.

The index **splits the original text into chunks**.

For each chunk, it creates a **numerical representation of the semantics, or meaning** of that chunk.



The user **asks a question** which is then transformed into a **numerical representation**

The query engine performs a **semantic search**, determining which combinations from the index **are more mathematically similar** to the user's question and providing the most adequate answer

IAna is a **chat engine**: it keeps track of the conversation history to provide richer answers.

I Ana

Here are some examples of questions that you can ask:

- ☞ What are the types Public Services available for victims of gender-based violence?
- ☞ How can I assist a gender-based violence victim who wants to press charges?
- ☞ What are the most recommended services for a certain type of violence?
- ☞ What is the closest Police Station to me?

I Ana

Other features of I Ana:

Besides the **Q&A**, it has two more features:

- **Assessment:** IAna asks 3 questions about the content of the course and helps the volunteer to find the right answers;
- **Feedback:** IAna asks the volunteers for a written feedback about her experience and saves this answer in the database.

Meet I Ana



Fale com a IAna



Oie, Mapa!

Eu sou a IAna, uma assistente criada para auxiliar seu treinamento, fornecendo informações e respostas sobre os serviços públicos disponíveis para mulheres vítimas de violência. Meu objetivo é oferecer um suporte acolhedor e informativo. Como posso ajudar você hoje? 😊

Não sabe como começar? Temos algumas sugestões de conteúdo:

Tipos de serviço público

Mapa de serviços públicos

Como fazer para encaminhar?

Como denunciar?

Como fazer a articulação?

Hi IANA, how can I su

ENVIAR

Highlights



The value of a multidisciplinary team

Co creation with developers, designers and GBV specialists



Listen to users in all stages of development

Informal research conducting interviews at several stages of the project to collect feedback of volunteers to guide the design phase and the implementation



Ongoing feedback and monitoring

Collecting regular feedback from the volunteers, ensuring monitoring and evaluation of IAna's performance



Leverage AI to amplify our impact

Sharing IAna to other audiences

Outcomes



I Ana's capabilities

Accurately responses according to training content, interpretation of complex questions providing efficient answers.



Ethical and human-like responses

The model consistently delivers ethical responses, even on sensitive topics like gender based violence and generates fluid text that resembles human language with a sensitive tone.



Tech for good

Use of artificial intelligence to facilitate support for survivors of GBV by creating tech solutions to strengthen the fight against gender based violence.

Talk to I Ana!



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