



GBV AND BEHAVIORAL CHANGE: TESTED PACKAGE TO ADDRESS SEXUAL HARASSMENT AGAINST WOMEN IN MEXICO CITY'S PUBLIC TRANSPORTATION



Karla Dominguez Gonzalez and Bianca Bianchi Alves

Introduction

Sexual harassment in public transport is not only normatively wrong, but it also constitutes a barrier for women to access better opportunities and services and to fully exercise their rights. The Transport and ICT Global Practice of the World Bank decided to test an intervention package to address this problem in urban settings. The package aimed to increase transport users' and operators' willingness to intervene and change their behavior vis-à-vis cases of sexual harassment. The strategy was decided to be evaluated in **Mexico City, as 65% of women have suffered of sexual harassment in public transportation or related spaces.**

Through the Human Center Design Tool of IDEO a diagnostic of the situation of sexual harassment in Mexico City was conducted. Four main problems were discovered: a) lack of peer environment in buses, b) inefficient report process, c) segregated cars not seen as a long term solutions and d) absence of safe transportation alternatives, mainly during the night. The World Bank decided to pilot a package tool to address the **lack of peer environment.**

Objectives

- 1) Provide transport users and bus operators with tools to become active interveners in situations of sexual harassment against women
- 2) Develop a mobile application to make reporting easy and to enable access to the referral pathway for survivors of violence
- 3) Train bus operators on non confrontational strategies to respond to sexual harassment
- 4) Develop a communication campaign with the potential to trigger behavioral change



Results

Baseline	Exit
Social norms: "women are asking to be harassed" (victim blaming)	Change in social norms: decrease in victim blaming
Behavioral intentions: people's intentions to intervene when they see harassment	Increase on behavioral intentions (more among men and youth)
Risk perception: passenger's perceptions about risk for women traveling on the bus	Increase on risk perception (proxy for awareness raising)
Outcome expectations: Belief that one's actions will result in positive outcomes	Decrease on outcome expectations but less in the treatment

Impact evaluation

A quasi-impact evaluation (QIE) was designed by the George Washington University. Pre and post surveys were implemented to passengers and operators in a treatment route and a control one. In terms of outcomes, there was an increase in risk perception (proxy for increase in awareness), and increase in willingness of transport users to intervene (mainly youth and men), and the more people were exposed to the campaign, the more they were willing to intervene. Moreover, for the short period of the implementation (3 months), there were 62 reports - 38% by the victim and 62 by bystanders.

CONCLUSIONS

Upcoming interventions will need:

- 1) Permanent training of the community
- 2) Longer time of the campaign, targeting men and young people
- 3) Thinking of institutionalization and sustainability
- 4) Calculate the economic cost of sexual harassment in public transport
- 5) Include other aspects with an impact on prevention: environmental design



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CONTACT

Karla Dominguez Gonzalez
Gender Specialist, World Bank
kdominguezg@worldbank.org