

A GENDER-BASED VIOLENCE PREVENTION PROGRAM

DELIVERABLES

- 1 puppet for workshops
character profile of the puppet
puppet show stage



THE CONTEXT

70% of women age 15+ had experienced at least one incident of violence in their lifetime, including psychological or sexual abuse.

EVERY DAY
22 girls aged 10–14 become mothers

80% aggressors are family members or acquaintances.

the urban peripheries of the State of Mexico that wrap around Mexico City face deep socioeconomic and cultural stigma



METHODOLOGY



WHY USE PUPPETS FOR TEACHING?

- **Make difficult topics speakable:** Puppets create emotional distance, so children can ask questions and share feelings.
- **Child-centered support:** The puppet format allows age-appropriate language, comfort, and guided discussion.
- **Humor without minimizing harm:** Gentle, appropriate humor lowers fear while respecting the seriousness of sexual violence.
- **Memory, care, and political imagination:** Puppets make key messages memorable and help children imagine safer, more equal relationships.

WHY THE AXOLOTL

- Children should learn to **identify bodily changes**. The puppet normalizes disclosure of health concerns as a preventive behavior aligned with early intervention practices.
- Bodily changes in the context of **pregnancy and STDs** can reflect normal variation, or a reproductive health issue requiring clinical assessment.
- **Axolotl symbolism:** regeneration represents recovery supported by prompt access to care.



THE STAGE

- **Brick wall + jacaranda flowers:** symbolizes resilience, renewal/hope, urban adaptation, and warns against “surface-level” empowerment (anti-purplewashing).
- **Graffiti side messages:** “sobrevivimos junt@s,” “Tu voz importa,” “no es no,” “No estás sol@” — feminist, autonomy, and youth-centered values carried beyond the workshop.
- **Urban mural tradition:** Mexican muralism’s belief in art in public spaces to educate and name everyday struggles
- **Peripheries representation:** highlights resilience and beauty despite stigma and inequality.
- **Bees:** honors Genera Territorios, connecting women’s economic empowerment and long-term impact.

REFLECTIONS

Working in Mexico with Laidlaw, MakeSense, and Las Sabinas strengthened my communication, collaboration, and leadership. I learned to lead with humility and courage, adapting designs to community needs while navigating cultural contexts. With empathy and determination, we promoted body autonomy, prevention education, and youth support, thus creating social impact that extends beyond the workshop stage.



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