



**INFORM
WOMEN,
TRANSFORM
LIVES**

CITY SPOTLIGHTS

São Paulo, Brazil



Marta Suplicy

São Paulo Secretary
of International Affairs

Because women often have a harder time than men accessing important public information, The Carter Center is working with 13 international cities to help them get information to women about beneficial city services. Today, we're speaking with Marta Suplicy, secretary of international affairs for São Paulo.

What service(s) are you highlighting?

The theme of the campaign is domestic violence against women and overcoming this cycle of abuse.

We're working to expand access to information about services offered by the city's five Women's Citizenship Centers, places that welcome victims of violence and that offer activities such as workshops, discussions, sessions with psychologists, and financial empowerment opportunities.



Why did you choose to focus on these services?

We wanted to tailor the campaign to the needs of our female citizens, so we held a virtual public consultation process. Participants offered suggestions and proposals, and the theme that turned up most often was violence against women.

While we've seen an increase in violence against women during the pandemic, the number of women using the services our shelters offer decreased by 65%. Women may not be aware of them.

How are you using the Inform Women, Transform Lives grant to reach more women?

During the pandemic, the city has invested in alternate ways to reach victims of violence, many of whom have been isolated at home with their abusers. With the support of The Carter Center, we're working with a specialized agency on a campaign to:

- Encourage women to report violence against them.
- Promote the support available at the Women's Citizenship Centers.
- Provide information on how to recognize and break the cycle of violence.

We're developing both digital content and printed materials so we can reach women without access to the internet. We're specifically targeting areas where gender-based violence cases are higher, but we'll also place materials in other parts of the city, especially around public transportation spots.

More generally, why do you think it's important for women to have access to information?

The city of São Paulo has 110 women for every 100 men, yet women do not always occupy the same spaces and enjoy the same rights as men.

São Paulo understands the challenge and importance of building a fairer city. It's crucial that women be able to access information about their rights and about existing services that can help them.

