

# PRODUCT & TECHNOLOGY STRATEGY

LM4D's online Platform empowers trained educators & volunteers to work towards eradication of FGM

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# What is FGM?

## Female Genital Mutilation

The World Health Organization defines Female Genital Mutilation (FGM) as all procedures that involve partial or total removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons.

It is an ancient cultural practice, which causes significant physical and psychological health risks, including infections, bleeding, damage to adjacent organs, sterility, birth complications & even death.

FGM is a global problem that affects 3 million girls a year - one every 10 - seconds and is the leading cause of school dropout for girls.

# Who we are

LM4D is a non-profit, which focuses on women and girls' rights-to-health and safety.

LM4D combines community-centric projects with technology customized for the needs of participant communities.

Currently, in Eastern Kenya, we are using this bundling of technology and programming to help eradicate the brutal practice of FGM. Our methods combine FGM interventions in marginalized communities with innovative technology and real-time data analytics.

LM4D has a team of health executives, programmers, UX designers, and social and health providers, using measurable data analytics with the mission to develop health and safety solutions for women and girls.

# Is FGM a violation of human rights?

- Women and girl's sexual and reproductive health is a human rights issue, related to right-to-life, right to be free from torture, right to health, right to privacy, right to education and protection from discrimination.  
- UN Health Rights, 1996-2018 -

- These health rights are risked when girls are subjected to FGM (and the related issue of early marriage.) FGM is a form of violence against women and girls, depriving them of the right to have control over their own bodies.

- Our intervention with girls at risk of FGM focuses on the rights of women and girls to health and safety, freedom from gender-based violence, and a chance to finish high-school.

- FGM is practiced even in places where FGM is illegal (e.g. Kenya). This speaks to the challenge of changing the norms around FGM, not just the law.



# What we do

We employ community-designed, "high tech/high touch" technology solutions using gender-sensitive education, to create awareness, train and create outreach to at-risk women and girls. Going forward, trained educators and volunteers will use these methods to identify girls at risk for being cut – FGM – utilizing our platform to record their findings and put intervention measures in place to rescue these girls.

We plan to scale up beyond this Kenyan community, and the one-thousand girls already targeted for intervention. The secure online portal/app is designed for educators & volunteers to easily access training materials, capture data and share information that is then leveraged towards having a measurable impact on the delivery of their work.





# Online Platform

## - Functionality

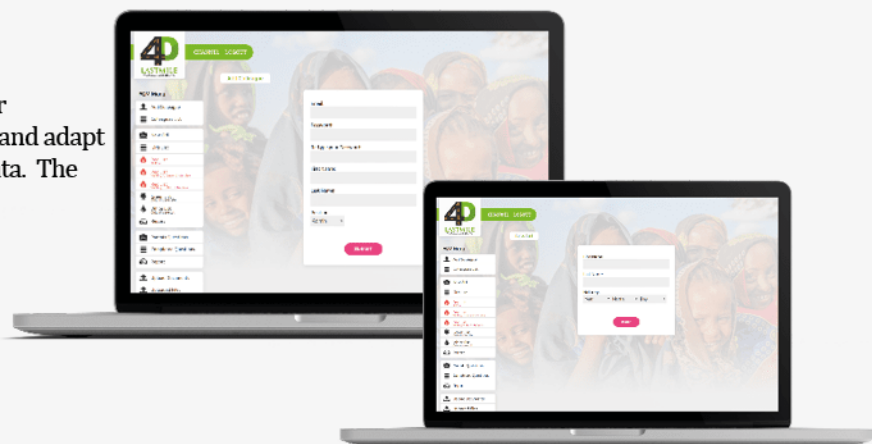
The Online Platform gives LM4D the ability to adjust our interventions on FGM “on the fly”. This is the engine of our community design capabilities and our ability to develop and adapt interventions in response to “real time” on-the-ground data. The components of our integrated approach are:

### Training educators and volunteers encompasses:

- 1) How to use the platform, and collect and record data
- 2) What to do and how to use FGM educational material
- 3) How to communicate with the girls, follow protocol, monitor each case and introduce intervention measures.

### Data Collection about girls' safety:

Educators and volunteers complete the interview questionnaire, designed to collect data on the Platform about the girls and their safety. The Platform uses this collected data to identify girls at risk.



### Girls at risk:

Once the platform identifies a girl is at risk, it triggers a series of activities. She is flagged as a priority by a system designed to remind educators and volunteers to follow up with the girl for in-time intervention. The educators or volunteers stay in touch with the girls weekly and capture data on school attendance, performance and general well-being of the girls. This is to help increase knowledge, confidence and self-esteem amongst the girls so they can fight off FGM.



### Reports:

Real-time reports generated by our system bring awareness about the magnitude of the problem among the communities that practice FGM and increase the capacity of volunteers and educators to advocate for the necessary behavioral changes to eradicate FGM.



### Parents education and community awareness:

Trained educators and volunteers engage the girls' parents and their communities at-large to bring awareness to the short and long-term harmful effect of FGM on their daughters and future generations.

### Girl's education:

Educators and volunteers use our online gender-responsive training tools to bring access and awareness to the girls, empowering them to speak up against FGM.



## VPack

In remote last mile communities, where there is little access to information and services, we deploy VPack to reach women and girls in need. VPack is an integrated technology that combines innovative teaching methodologies, and online access to information and programming, to help eradicate the brutal practice of Female Genital Mutilation (FGM). In Kuria, Kenya – in collaboration with ChildsLife Kenya, and GOCESO Women Network – we used VPack technology to create awareness, conduct training and reach out to at-risk women and girls.



[www.lastmile4D.org](http://www.lastmile4D.org)  
[info@lastmile4D.org](mailto:info@lastmile4D.org)  
+1-412-638-3816