



INFORM
WOMEN,
TRANSFORM
LIVES

CITY SPOTLIGHTS

LIMA, PERU



Jorge Muñoz
Mayor of Lima, Peru

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 Jorge Muñoz, mayor of Lima, about the campaign there.

What service(s) are you highlighting?

We are promoting a telephone line called Mujer Lima, which is oriented toward sharing information on municipal services that focus on the rights of economic autonomy, public participation, and a life free of violence.



Why did you choose to focus on these services?

According to a 2019 national survey, 84.4% of poor households had cell phones. This is much higher than the percentage of people with TV, Internet access, or even radio access. This reveals an urgent need to provide an information channel through cell phones so that women in metropolitan Lima are aware of helpful services. Lima mainly shares information about the services it provides through its social networks, but that means that the information does not reach the most vulnerable women. We believe that disseminating an easy-to-remember telephone line for municipal services will contribute to higher awareness and access to these services.

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

We hope that with this grant we will be able to reach our main target audience: women in situations of poverty and vulnerability. We will print banners, flyers, stickers, and posters to distribute in vulnerable areas of Lima and on city buses. We are currently producing jingles and videos with women as protagonists and plan to hire a public relations officer to carry out the media campaign.

During this campaign, we expect to increase the use of municipal services by 25% through the telephone line and to have 1,000 calls to the line between its inauguration and December 2021.

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

We believe that access to accurate, adequate, and timely information, especially for women, contributes to informed decision-making in health, education, and greater access to justice, making it a multiplying tool for the full exercise of other rights.

