

# Design of a Pharmaceutical Service Intended to Address the Gender-based Violence <sup>†</sup>

Juan Pablo Real <sup>1</sup>, María Lina Formica <sup>1</sup>, Natalia Angel Villegas <sup>1</sup>, Luciana Paula Campagno <sup>1</sup>, Griselda Piva <sup>2</sup>, Lucia Burgener <sup>2</sup>, Micaela Daniela Blache <sup>2</sup>, Dahiana Gil Valerio <sup>2</sup>, Santiago Daniel Palma <sup>1,\*</sup>

<sup>1</sup> Unidad de Investigación y Desarrollo en Tecnología Farmacéutica (UNITEFA), CONICET and Departamento de Farmacia, Facultad de Ciencias Químicas, Universidad Nacional de Córdoba, Ciudad Universitaria, 5000 Córdoba ; [juan.real@unc.edu.ar](mailto:juan.real@unc.edu.ar) (J.P.R.); [lina.formica@unc.edu.ar](mailto:lina.formica@unc.edu.ar) (M.L.F.); [nataliaangelvillegas@unc.edu.ar](mailto:nataliaangelvillegas@unc.edu.ar) (N.A.V.); [luciana.paula.campagno@unc.edu.ar](mailto:luciana.paula.campagno@unc.edu.ar) (L.P.C.); [sdpalma@unc.edu.ar](mailto:sdpalma@unc.edu.ar) (S.D.P.)

<sup>2</sup> Facultad de Ciencias Químicas, Universidad Nacional de Córdoba, Ciudad Universitaria, 5000 Córdoba. [griselda.piva@mi.unc.edu.ar](mailto:griselda.piva@mi.unc.edu.ar) (G.P.); [lucia.burgener@mi.unc.edu.ar](mailto:lucia.burgener@mi.unc.edu.ar) (L.B.); [micaela.blache@mi.unc.edu.ar](mailto:micaela.blache@mi.unc.edu.ar) (M.D.B.); [dahianagilvalerio@mi.unc.edu.ar](mailto:dahianagilvalerio@mi.unc.edu.ar) (D.G.V.)

\* Correspondence: [sdpalma@unc.edu.ar](mailto:sdpalma@unc.edu.ar) (S.D.P.);

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**Abstract:** Gender-based violence is a global health problem that mainly affects women, where one in three suffers from it at some point in their life, and less than 40% seek help. The objective was to design a pharmaceutical service that addresses this problem based on the tools provided by the Community Pharmacy subject: Empathy Map (EM), Value Proposal-Canvas (VP-C), Operational Tool (OT) and Cost Worksheet of Academic Club Civil Association (ACCA). After analysis (VP-V, OT), the free service “Loudly Shout” was designed based on needs identified by EM, which initially seeks strategies for education and awareness-raising for the general population and makes the problem visible, providing information in Pharmacy through physical-digital supports and periodic free informative talks for interested parties. The second stage is specifically geared towards women, providing them with tools to identify harmful behaviors and signs of abuse. In the third stage, a space of trust will be offered by trained professionals (pharmacists and psychologists) where containment and eventual referral to the public institutions of reference will be provided. Cost analysis revealed that the implementation of this service would require an initial investment of ARS136.000, a fixed monthly cost of ARS3.300, and a variable cost of ARS800 for each woman who accesses the third stage, and a reward Crowdfunding strategy was proposed for its financing. In conclusion, a self-financing pharmaceutical service was designed that includes everything from prevention and primary assistance to victims to their eventual referrals.

**Keywords:** pharmaceutical service; gender-based violence; community pharmacy.

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## **Conflicts of Interest**

The authors declare no conflict of interest.