



@lajairadeana

# "Lajaira de ana



SECRETARÍA DE ESTADO  
DE IGUALDAD  
Y CONTRA LA VIOLENCIA DE GÉNERO  
  
DELEGACIÓN DEL GOBIERNO  
CONTRA LA VIOLENCIA DE GÉNERO



# ABOUT US

- Jaira de Ana is a family project headed by Anabel Calderín Castro, founder and manager of our school farm. Anabel wanted to return to her roots, to her land in Aguimes and to the primary sector, giving value to the field of livestock.
- School farm located in Aguimes.  
Las palmas, Spain





# OBJECTIVES

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**General Objective: 1. Promote spaces for positive coexistence connected with nature to strengthen the bonds between mothers who are victims of gender-based violence and their sons and daughters.**

Specific objectives:

- 1.1. Develop socio-emotional workshops or workshops for the transformation of local products among young mothers who are victims of gender-based violence to promote self-esteem and socio-emotional aspects.
- 1.2. Generate fun spaces for boys and girls to enjoy responsible, environmental and educational leisure
- 1.3. Carry out awareness sessions on the importance of natural spaces as a tool for uniting families who have suffered violence, and on making the primary sector visible as a professional opportunity.

# PROFILES

Young women up to 35 years old, victims or have been through situations of gender violence, as well as their daughters and sons.

Mothers above the age of 35, who are victims or have experienced situations of gender violence, with their daughters and sons between 12 and 17 years old.







# IT INCLUDES

- Transport service.
- Snack with products KM.0

Action protocol to prevent extreme situations:

- Surveillance by the local police municipal
- Canarian police connection.



# PROCESS



# Workshops on natural cosmetics and aromatherapy

Artisan: Cristo Belinda Caldera

- In these workshops, tools are provided to help with relaxation and connecting with their interior.
  - Promote self-care and love through techniques based in preparation of natural cosmetics.





# WORKSHOPS TO WORK WITH WOOL

Artisan: Lesley bonchke

- Connect and create bonds with your inner world through artistic creation with soft wool and its colours.





# SOCIOEMOTIONAL WORKSHOPS

General Health Psychologist: Felgeda del Pino  
Gil Gutierrez

- Empower women personally and with entrepreneurship knowledge for the creation of a brand in the making of a product.





# COORDINATION

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Coordinator: Claudia Betancor Rodríguez





# COMMUNICATION PLAN

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Marketing & Technical Leader: Fco. Jacobo Sarmiento Pérez

- Generate a communication plan for social networks and updating of actions carried out by OCIRIF.





# HEAD OF LEISURE AND FREE TIME ACTIVITIES

Responsible for leisure activities at school farm:  
Melania Sánchez Santana

- Create fun spaces for daughters and sons and likewise, enjoy responsible, environmental and educational leisure time.





# RESPONSIBLE FOR THE PROJECT

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Jaira de Ana: Anabel Calderín Castro





# COUNT

A total of 85 families have been beneficiaries of this project.

85

women

113

boys and girl



# ¡¡THANK YOU VERY MUCH!!

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