

Service Charter

OF THE STATE SECRETARIAT FOR WOMEN



SECRETARIA DAS
MULHERES



GOVERNO DO
PARÁ



Scan the QR Code
with your phone to
visit our website!



semu.pa



www.semu.pa.gov.br



TAP THE ICONS
TO EXPLORE:

Preface

EXECUTIVE DIRECTORATE	01
TECHNICAL DIRECTORATE	01
WHAT IS THE SECRETARIAT FOR WOMEN?	02
SECRETARY	03
CORE PURPOSE	04
MISSION	04
VISION	04
VALUES	04
SERVICES PROVIDED	
BRAZILIAN WOMEN’S HOUSE OF ANANINDEUA	05
SPECIALIZED CENTER FOR ASSISTANCE TO MARAJOARA WOMEN AND GIRLS	06
EDUCATIONAL ACTIONS IN VIOLENCE PREVENTION CAMPAIGNS	07
VIRTUAL DEAM SELF-SERVICE KIOSK	08
PARÁ NETWORK OF MEN FOR ENDING VIOLENCE	09
“SPEACK UP” PROTOCOL	10
PSYCHOSOCIAL SUPPORT AND REFERRAL TO THE NETWORK	11
TRAINING FOR THE CARE AND SUPPORT NETWORK	12
ECONOMIC AUTONOMY AND CROSS-CUTTING POLICIES – WOMEN’S VOICES IN THE TERRITORY	13
“QUALIFICA MULHER” PROGRAM	14
AMAZON WOMEN EXPO	15
OMBUDSMAN OFFICE	16

Executive Directorate

PAULA GOMES

State Secretary for Womens

CLEIDE MARIA AMORIM DE OLIVEIRA

Deputy State Secretary for Women

Technical Directorate

MARIA CLARICE LEONEL

Director of Women's Policy Coordination

CLAUDILENE SOUZA MAIA

Ombudswoman of the State Secretariat for Women

MÁRCIA ANDREIA JORGE DE LIMA

Coordinator for Combating Violence and Promoting Rights

LYA MARIANNA OLIVEIRA GOMES

Coordinator for Economic Autonomy and Cross-Cutting Policies

IVANILDES DOS SANTOS DA SILVA

Social Worker

KELEN CRISTINA VIEIRA DOS SANTOS

Social Worker

KELLY REGINA CASTRO CASTELO BRANCO

Administrative Assistant

LAURA MARIA CARVALHO CALS MARQUES

Psychologist

MARISA ELENICE SILVA LIMA

MARYANNE NUNES CARNEIRO

Executive Secretary of the CEDM

NATASHA CABRAL FERRAZ DE LIMA

Psychologis

STEFANY CARIME DA SILVA WANZELER

Social Worker

TELMA MARIA MEDEIROS LIMA

Social Worker

**EDNA MÁRCIA TEXEIRA MONTEIRO
DA SILVA VALENTE**

Social Worker

JANAINA ANDRADE DOS SANTOS

Psychologist

NIVIA PINTO COSTA

Psychologist

GABRYELLA POMPEU DA SILVA

Communications Coordinator

LUIZ EDGAR MEDEIROS DA SILVA

Art Director



What is the Secretariat for Women?

The State Secretariat for Women – Semu/Pará is a body of the Direct Administration, linked to the State Government. It was established on March 8, 2023, as the state authority responsible for implementing and ensuring the cross-cutting nature of public policies aimed at guaranteeing the rights of women and girls.

Through this User Service Charter, the State Secretariat for Women, within the scope of its jurisdiction, publicly discloses the services made available to users, as well as the means of access provided for in Article 3 of Decree No. 2.455, which regulates this Charter within the state executive branch.

The Semu/Pará User Service Charter is an important public policy management tool, as it ensures access to public services for the prevention, response, and mitigation of violence, the protection of rights, economic autonomy, and sustainability for women and girls, as well as serving as an instrument of social accountability.



Paula Gomes

State Secretary for Women

Paula Gomes de Freitas is the current State Secretary for Women of Pará (SEMU), the authority responsible for formulating, coordinating, and implementing public policies aimed at promoting the rights of women and girls throughout the state. Her appointment marked a new phase in public administration in Pará, focused on gender mainstreaming, social protection, and expanding women's participation in political and institutional decision-making processes.

Under her leadership, SEMU has been consolidated as a space for coordination and strengthening of the support networks for women, with a focus on combating gender-based violence, promoting economic empowerment, and fostering active citizenship. Paula Gomes advocates for an integrated approach among different levels of government and women's social movements, ensuring that public policies effectively reach all 144 municipalities of Pará.

Core Purpose

- Access to and implementation of public policies for women
- Educational and anti-discrimination campaigns
- Programs for the prevention and response to violence
- Intervention actions to guarantee rights
- Monitoring of the support and service network
- Support for councils and women's policy bodies
- Gender research initiatives
- Strengthening women's socioeconomic autonomy
- Humanized support for women victims of violence
- Coordination with protection network institutions
- Promotion of guidance and reporting channels, such as Disque 180 and 181

Mission

To plan, coordinate, and articulate the implementation of public policies for women within the State of Pará, ensuring the incorporation of gender perspectives and cross-cutting approaches across all governmental actions.

Vision

To become a leading governmental authority in promoting gender equality, ensuring the effective implementation of public policies for women throughout the State of Pará, grounded in

Values

Respect for human rights, integrity, proactivity, empathy, ethics, and humanized practices, aimed at continuous improvement, are essential values for promoting an inclusive, anti-discriminatory, and fair society for all women and girls.



CASA DA MULHER BRASILEIRA

Brazilian Women's House of Ananindeua

Comprehensive support services for women aimed at breaking the cycle of violence and ensuring the protection of their rights, followed by referrals for Women in Situations of Violence to the Support Network (access to services); as well as the provision of professional training and referral to the labor market.

In-Person Support



Tv das Mercês- Centro Ananindeua- PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Requirements:

Women experiencing violence or social vulnerability, as well as those referred by the Support Network.



Specialized Care Center for Women and Girls from Marajó

Provide specialized support to women and girls through welcoming services, psychosocial care, and legal guidance. Refer them to the Support Network and offer training focused on strengthening initiatives for economic autonomy and sustainability.

In-person Service



Rua Ângelo Fernandes, Breves- PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Requirements:

Women experiencing violence or social vulnerability, including those referred by the Support Network.



Educational activities during campaigns to prevent violence against women and girls

The educational activities carried out during campaigns to prevent violence against women and girls aim to raise public awareness of a culture of non-violence, promoting new social values and behavioral standards that ensure equal rights and gender equity.

In-person and Media-based Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

The campaigns that make up the **positive agenda** are: **March 8 – International Women’s Day**; **“Agosto Lilás” – Anniversary of the Maria da Penha Law** and **National Campaign to Prevent Domestic and Family Violence against Women**; **Pink October – Breast Cancer Awareness**; **November 25 – International Day for the Elimination of Violence against Women**, marking the beginning of the **21 Days of Activism to End Violence against Women Campaign**; **December 6 – White Ribbon Campaign – Men’s Day for Ending Violence against Women**, during which integrated actions are developed by the **Service Network** focused on capacity building and citizenship, such as vaccination, rapid testing, preventive gynecological exams, specialized medical consultations, issuance of personal documentation, lectures, discussion circles, talk shows, etc.

Requirements:

To integrate the institutional programming with educational and citizenship-focused activities (health, education, culture, sports and leisure, justice, public security, social assistance, and economic autonomy) through an intersectoral approach that involves the Network for Confronting and Assisting Women in Situations of Violence, offering multiple services and engaging society with the goal of raising awareness about the importance of preventing violence against women and girls.



Virtual DEAM Service Kiosk

Ensuring that women have quick, humane, and safe access to the services of the Specialized Police Station for Women (DEAM) is one of the priorities of the Pará State Secretariat for Women.

The Virtual DEAM Kiosk, located at SEMU headquarters, serves as a direct channel for support and for filing police reports, allowing women to report incidents and seek guidance without needing to travel to a physical police station.

Atendimento Presencial



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

The Virtual DEAM Kiosk is a technological tool that facilitates women's access to services provided by the Pará Civil Police. Through this system, women can file police reports, request urgent protective measures, track their cases, and receive legal and psychosocial guidance in a safe and confidential manner. The assistance is provided by trained professionals specializing in addressing gender-based violence, in partnership with the Civil Police and other agencies within the Protection Network.

Requirements:

The kiosk is available to all women and girls who feel they are experiencing physical, psychological, sexual, property-related, or moral violence. The service is free, confidential, and accessible to any woman.

Objective:

To ensure support and a quick response to situations of violence against women, strengthening the integration between SEMU services and Public Security agencies, while expanding access to justice and to rights.



Pará Network of Men for the End of Violence Against Women and Girls

Training men as multipliers of new masculinities and women's rights; developing planned and integrated actions to prevent violence against women and girls, involving men and boys. Conducting educational activities such as lectures, discussion circles, and campaigns (e.g., "Agosto Lilás," White Ribbon Campaign). Promoting dialogues and seminars on positive masculinities with a transformative gender-focused approach.

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

- Requests for training on the topic of new masculinities must follow the institutional agenda.
- Interested institutions must send male representatives to participate in the Positive Masculinities Multipliers Course.
- To join the Network, institutions must sign a Technical Cooperation Agreement (TCA) and designate representatives to be part of the managing or signatory group.
- Participating institutions must be willing to carry out educational and gender

Requirements:

Demand for the specialized service offered as a state public policy by public and private institutions, as well as civil society.



“Speak up”

Protocol

To ensure assistance for women experiencing violence, particularly victims of sexual harassment, to increase the number of partner companies in the “Do Not Stay Silent” Protocol, to promote the campaign against sexual harassment throughout all integration regions of the State of Pará, and to develop a media awareness campaign aimed at changing behavior.

In-person and Virtual Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99317-1015



semupara@gmail.com




TAP THE ICONS
TO INTERACT:

Description:

- **Team Training:** Mandatory to ensure that establishments are properly prepared to respond to situations of violence against women.
- **Informative Measures for Patrons:** Continuous dissemination of information about the protocol and addressing violence, as part of the establishment's social responsibility.
- **Prohibition of Sexist Campaigns:** Establishments must avoid any promotion or activity that reinforces gender stereotypes or encourages sexist behavior.
- **Conducting Sexual Harassment Prevention Campaigns:** Campaigns should take place in bars, restaurants, nightclubs, resorts, and similar venues, as well as in bus, river, and airport terminals, public transportation, bus stops, ride-hailing services, and other public spaces.
- **Provision of Audiovisual Materials:** Access to links for series and other content aimed at ongoing training for professionals working in public and private entertainment spaces, as well as for interested individuals, to ensure the effectiveness of public policies protecting women and girls.

Requirements:

- Companies that join the “speak up” Protocol
- Women experiencing violence (sexual harassment)



Psychosocial Assistance

Women Experiencing Violence and Referral to the Support Network

Reception, psychosocial support, and referral to the Support Network, aiming to ensure the effective implementation of public policies that guarantee rights

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

- Presentation of the role of reception as a mechanism for intermediation with institutional networks – CRAS, CREAS, CAPS, DEAM, Women's Hospital, PARAPAZ, Brazilian Women's House, among others.
- Conducting qualified listening in a private space for reception at SEMU headquarters.
- Use of assessment tools, in the form of technical sheets, during reception to collect information about the socioeconomic profile of women experiencing violence.
- Referral to the Support Network (services): If the service to be accessed is CRAS (low-complexity assistance), the referral is made directly, ensuring immediate care. Referrals to other network entities are made via email, such as CREAS (medium complexity), and shelters and centers (high complexity).

Requirements:

Women experiencing domestic violence, rights violations, or social vulnerability.



Training of the Support Network for Women Experiencing Violence

To strengthen inter-institutional relationships between Women's Policy Bodies (OPMs) and the Support and Assistance Network (services), aiming to qualify the entities and institutionalize practices to improve the integrated management of services, thereby ensuring access, humanized care, and the consolidation of rights-based policies for girls and women.

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Descrição:

- Coordination with municipal and state institutions.
- Strengthening the service flows for women experiencing violence.
- Development of Network protocols.

Requirements:

To be part of the specialized and non-specialized service Network.



Economic Autonomy and Cross-Cutting Policies

Women's Voices in the Territory

To ensure ongoing training and technical support, coordinate with SEMAS and EMATER to guarantee women's access and proper guidance, collaborate with SEDEME and OCB to promote the strengthening of women's networks and support the creation of local cooperatives, ensure the mapping of women producers and their inclusion in fairs, catalogs, and events, and coordinate with partner agencies to provide access to credit lines for women in the Amazon region.

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

- Oficina de Women's Entrepreneurship.
- Support for registration in the Rural Environmental Registry (CAR).
- Workshop on Cooperativism and Solidarity Economy.
- Assistance for integration into marketing networks.
- Training on access to credit and guided microcredit.

Requirements:

To be a woman residing in the municipality, interested in starting or strengthening a business, a farmer or owner of rural property; women who wish to form or join a productive group/cooperative or engage in artisanal, agricultural, or extractive production. Must be 18 years or older and interested in accessing credit for production or business.



“Qualifica Mulher”

Program

To ensure free access to professional and civic training, providing up-to-date and accessible content for all, respecting the diversity of women’s profiles and trajectories, and promoting economic autonomy and the strengthening of female leadership. The program offers professional qualification courses in areas such as beauty, gastronomy, sewing, entrepreneurship, and technology, civic education and rights training workshops, as well as support for labor market inclusion and income generation.

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

Professional qualification courses in areas such as beauty, gastronomy, sewing, entrepreneurship, and technology. Civic education and rights training workshops. Support for labor market inclusion and income generation.

Requirements:

Women aged 18 or older, in situations of vulnerability or risk, included under Protective Measures of the Maria da Penha Law, belonging to traditional populations, or who have experienced human trafficking or conditions analogous to slavery. **For certain courses, girls or women aged 16 and above may also participate.**



Amazon Women Expo

To value the production of women from Pará and their stories. To increase the visibility of women entrepreneurs. To promote the formalization of cooperatives, support networks, social businesses, and the creative economy. To ensure access and opportunities for exhibitors and the

In-person Assistance



Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA



(91) 99373-4391



semupara@gmail.com



TAP THE ICONS
TO INTERACT:

Description:

Spaces for exhibiting and selling products from women entrepreneurs. Discussion circles, workshops, and lectures on empowerment and business. Support for business formalization and access to credit

Requirements:


Be a girl or woman aged 16 or older and be affiliated with a women's collective engaged in entrepreneurship. Be in a situation of risk and social vulnerability, have experienced rights violations and/or be under Protective Measures of the Maria da Penha Law; belong to traditional populations or social groups considered minorities; have experienced human trafficking or conditions analogous to slavery. Be a woman entrepreneur from diverse sectors.

Ombudsman Office



Point your phone's camera at the QR Code and contact us via WhatsApp.

 **(91) 99317-1015**

 ouvidoria.semu.pa@gmail.com

 sistemas.pa.gov.br/sigo

 Av. Gov. José Malcher, 2803 - A - São Brás, Belém - PA

Description:

Requests related to public policies for women; the need to report a request, suggestion, or situation involving services or assistance for women. Submissions can be made anonymously or with identification.

Requirements:

Women experiencing violence who require reception/humanized assistance and access to the services of the Support Network.

SECRETARIA DAS
MULHERES



GOVERNO DO
PARÁ





GOVERNO DO PARÁ

POR TODO O PARÁ

SECRETARIA DE ESTADO DAS MULHERES
SECRETARIA DAS MULHERES
GOVERNO DO
PARÁ