

# Mapping Humanity



Zoom into communities across the globe and know the people's attributes, attitudes, and behaviors.

## Key Applications for Global Health

### Mapping Health Needs and Vulnerabilities

Identify populations in need of better family planning (FP), reproductive, maternal, neonatal, child, and adolescent health (RMNCAH) services and quantifying risks to communicable diseases including HIV, TB, and Malaria.

### Targeting Social Behavior Change (SBC) Activities

Track community changes in health attitudes and behaviors over time and identify the most accessed and trusted media channels and information sources—from social media sites to religious leaders.

### Strengthening Health Systems

Visualize country health system capacity, facility locations, and integrate novel datasets directly into health information systems (HIS) to improve national health security, resiliency, and responsiveness.

## Analytical Example

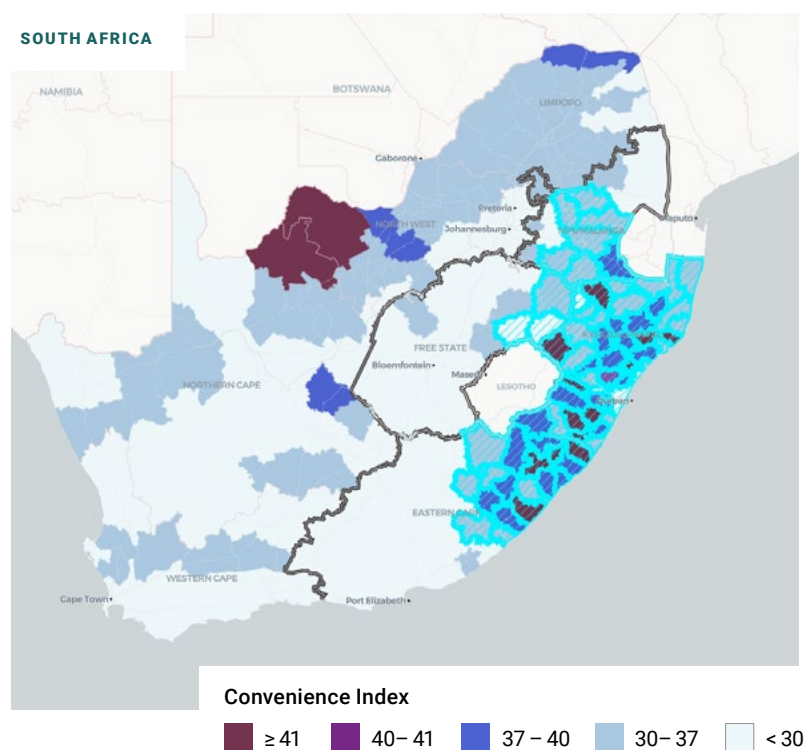
### How can we reduce COVID-19 vaccine hesitancy and increase vaccine uptake?

Across ten countries, Fraym mapped vaccine hesitant populations, hesitancy drivers (Confidence, Convenience, and Complacency), and the reach of all major newspapers, radio stations, TV channels, and social media apps to inform risk communication and community engagement (RCCE) and SBC initiatives.

91%  
use  
Facebook

86%  
use  
YouTube

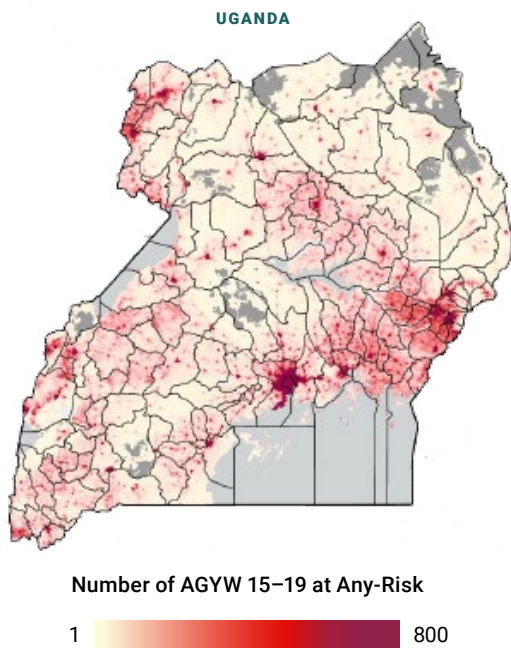
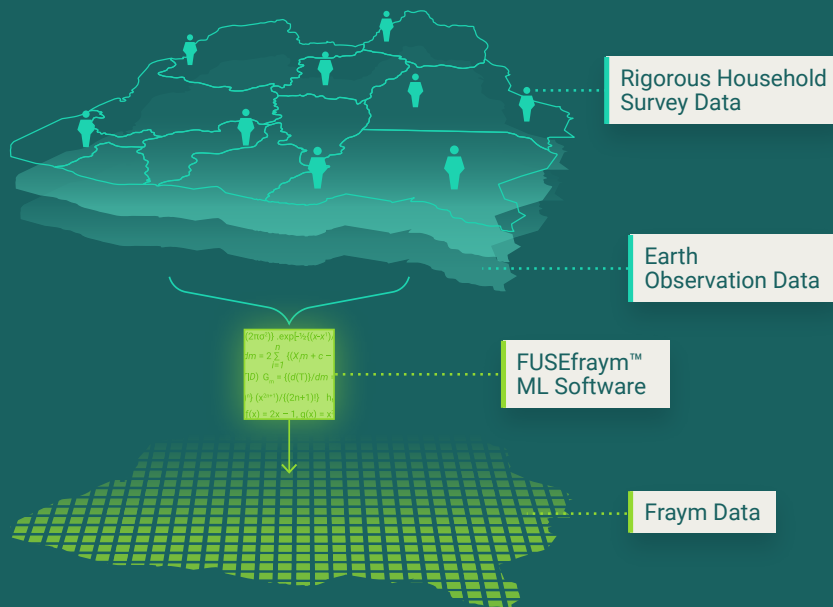
50%  
listen to  
Ukhozi FM



# Transforming ordinary household surveys into census-like spatial data.

## FRAYM'S UNIQUE VALUE

- » Neighborhood level resolution
- » Standardized global data
- » Trend monitoring
- » Flexible integrations



## Mapping Populations at Risk of HIV

For USAID/Data.FI, Fraym calculated and mapped the total denominator of Adolescent Girls and Young Women (AGYW) in priority PEPFAR districts within six countries by age band. Fraym then identified which AGYW risk factor were most significantly associated with HIV/STI infection to segment AGYW into Any-risk and High-risk groups. High-risk factors were dependent on both the country context and particular AGYW age band.

HIV-negative AGYW (at Any-risk) 15 to 19	60%
HIV-negative AGYW (at High-risk) 15 to 19	3%
HIV-negative AGYW (at Any-risk) 20 to 24	26%
HIV-negative AGYW (at High-risk) 20 to 24	7%

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