

Zoom in anywhere and see people’s attributes, attitudes, and behaviors to better understand community-level gender dynamics and inequality.

Key Applications for Fraym

Quantify Women’s Vulnerabilities

Child marriage, gender-based violence, health, family planning, and nutrition for investment and programmatic decisions.

Understanding Avenues to Increase Self-Determination

Economic empowerment, digital connectivity, skills and education.

Mapping Norms and Drivers of Inequality

Women’s agency and decision-making, barriers to economic participation, policy implications and return on investment in support of learning agendas, research, and advocacy.

Child Marriage Learning Agenda Example

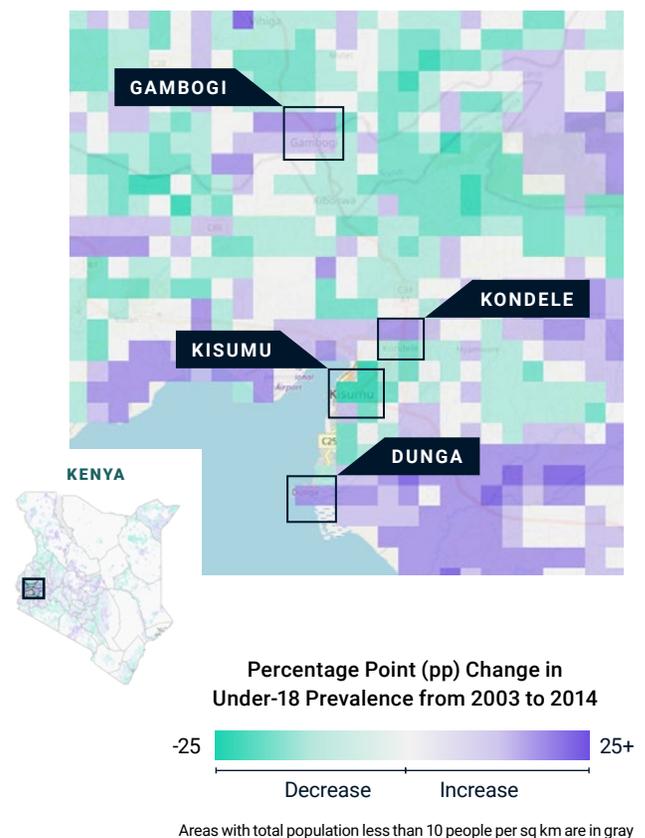
Where are we making progress to ending child marriage?

- » Stagnant national statistics measuring child marriage mask critical differences in progress
- » Even county level measures in Turkana hide significant backsliding on the issue

In Kenya, the national statistic measuring child marriage prevalence has largely remained static over a 10-year period. However, Fraym finds that dozens of communities face 25+ percentage point *increases* in child marriage.

Neighborhood level data unmask at risk communities for more targeted programming to address this critical issue.

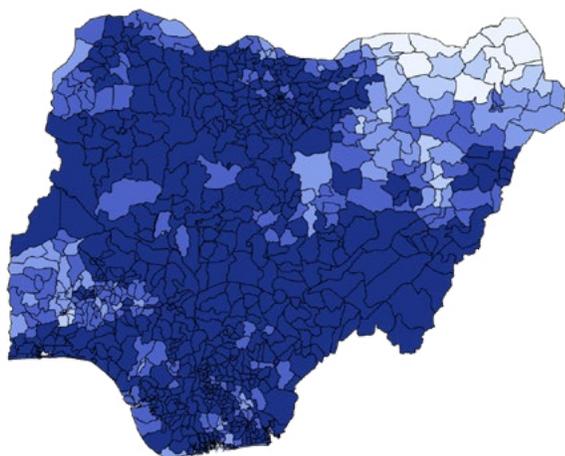
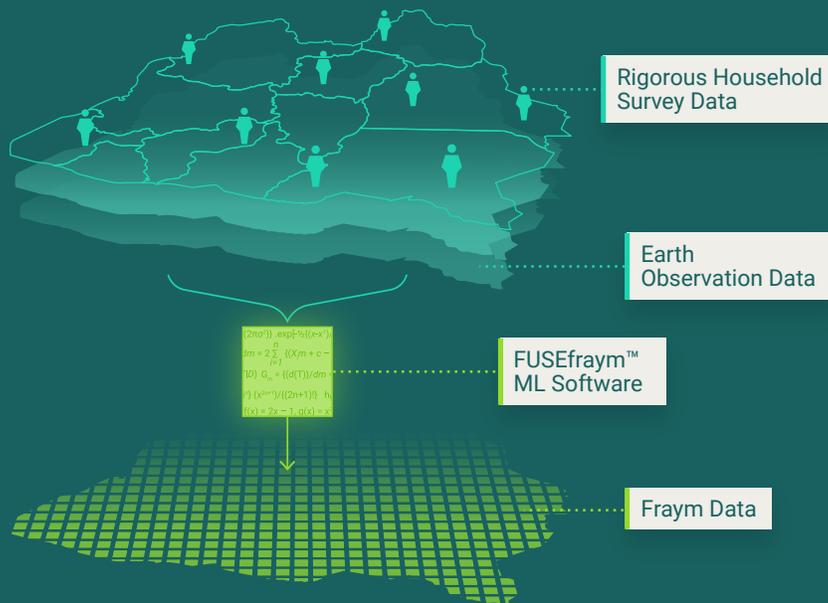
	2003	2014
Kisumu County	30%	30%
Nairobi County	16%	11%
National	26%	25%



Transforming ordinary household surveys into census-like spatial data.

FRAYM'S UNIQUE VALUE

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



NIGERIA

Percent of adults who believe the government should subsidize childcare services



Economic Returns of Addressing the Caregiving Crisis

Addressing primary caregivers' childcare needs could lead to 8-percentage point increase in the labor force participation rate, or roughly 9 million people.

For every \$1 invested in childcare programming in Nigeria, primary caregivers could generate up to \$3 in benefits through entering the labor force.

Cost is by far the most cited barrier to changing childcare arrangements, but a subsidy could alter parents' calculus. There is overwhelming public support for subsidized child caregiving for needy families across Nigeria—95% nationally.

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Contact Melissa Persaud at m.persaud@fraym.io to discuss further