

Zoom in anywhere and see people's attributes, attitudes, and community norms.

Fraym's Gender Data Engine tracks gender-related social norms driving young people's behaviors across five themes in priority geographies at frequent intervals: (1) child marriage; (2) sexual and reproductive health; (3) gender-based violence; (4) physical safety; and (5) women's economic empowerment. This means now you can:

Understand the influence of norms by community

Map supportive and unsupportive communities and pair that with who the key reference groups are and assess their impact on young people's behavior.

Design localized media campaigns based on novel behavioral insights

Segment target populations based on knowledge and practices, ascertain how many people are likely to adopt a new behavior by location, and design targeted messages via high

impact messengers to tip the scales on behavior change.

Translate data into action with programmatic insights

Pair norms data with behavioral insights, media data, and information on what is and is not available in a community to design robust programs and cross-sector initiatives.

Track location specific changes over time

Analyze high frequency data to track changes in community norms and young people's behavior over time in your target geographies.

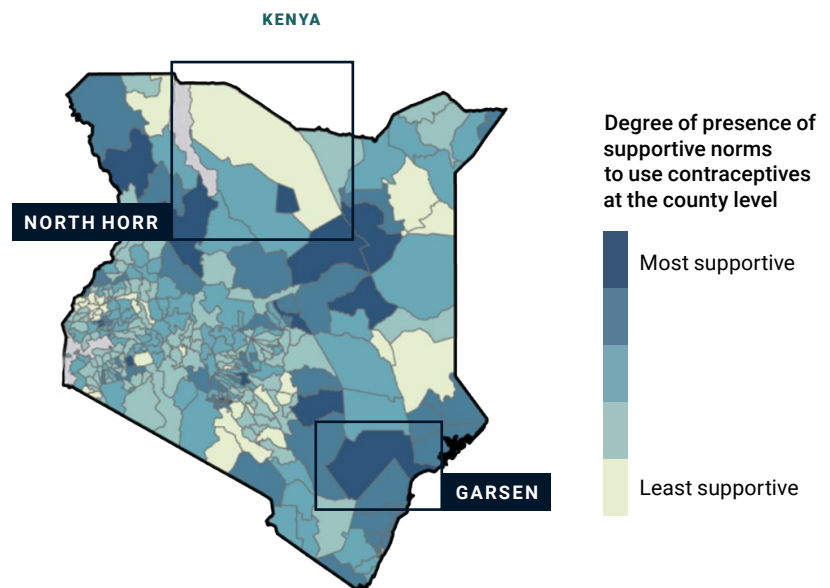
Analytical Example

How can you increase contraceptive use among adolescents and young people (15-24 years) using Fraym's Gender Data Engine?

STEP 1: Zoom in and identify where community norms support young people's adoption of contraceptive use.

In North Horr as compared to Garsen, community norms are less supportive of adolescents and young people adopting contraception, and youth here are less likely to have an intention to use contraceptives.

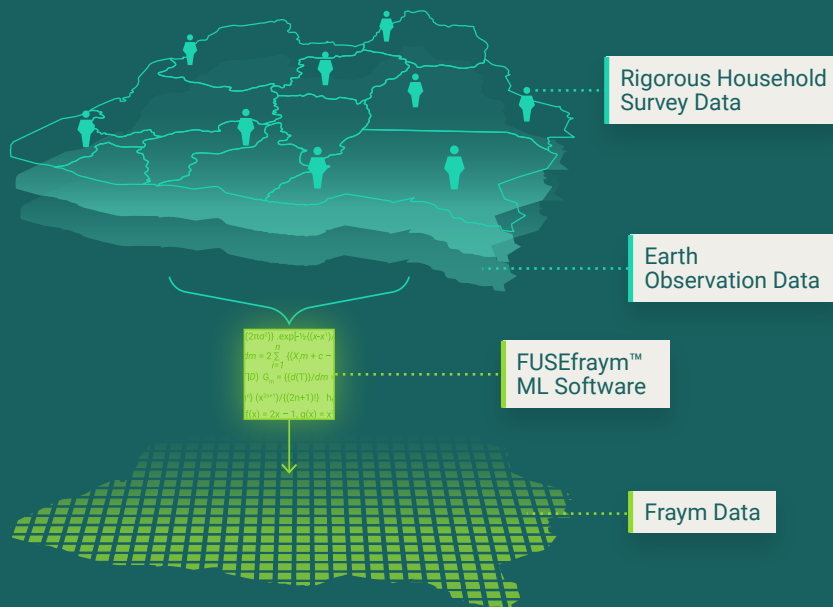
In North Horr, 46% of youth intend to use contraceptives. In Garsen, 61% of youth intend to use contraceptives.



Transforming ordinary household surveys into census-like spatial data.

FRAYM'S UNIQUE VALUE

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

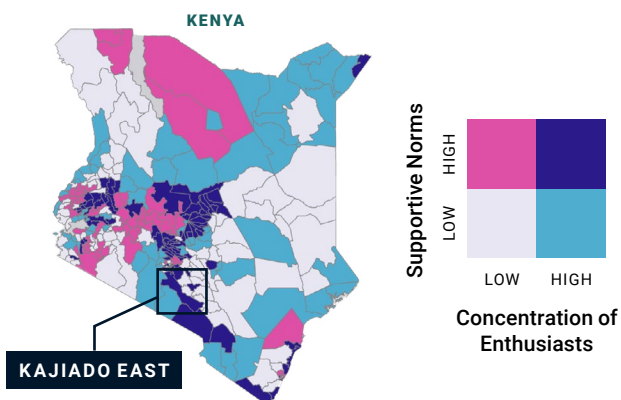


Analytical Example, Cont.

STEP 2: In a supportive community, identify segments of young people ready to adopt contraception.

Kajiado East is a sub-county with a high concentration of “Enthusiasts”—a group with high motivation to use contraceptives but less confident about their ability to communicate with a partner and consistently use contraceptives. In an environment where norms are supportive of contraceptive use, this group can be targeted with programming that can build their self-efficacy.

STEP 3: Identify the best mediums to reach them with messages to adopt contraceptive use.



Kajiado East: Best Mediums to Reach Key Segment

Top three radio channels consumed	% of Enthusiasts
Radio Jambo	37%
Radio Citizen	30%
Radio Maisha	27%
Top three TV channels consumed	% of Enthusiasts
Citizen TV	56%
KTN	27%
NTV	27%
Top Influencers	% of Enthusiasts
Actors and comedians	46%
Musicians	44%
Religious experts	25%
Fitness and beauty experts	22%

CURRENT CUSTOMERS



BILL & MELINDA GATES foundation



Johnson & Johnson

Contact Neetu John at n.john@fraym.io to discuss further