Participatory Method

"On this paper you will draw what your [community] looks like... you will draw all things you know, do not worry or feel you will be mistaken."

[Facilitator, zone A, Ethiopia]

Discussion anchored in the map

- Supports
- Barriers
- Targets for change

Social Mapping

- [Image of a hand-drawn social map]
- [Text: I am powerful]
To understand family planning behavior, researchers have focused on barriers and facilitators to service utilization and adoption of contraceptive methods.

Predominant approaches and their limitations:
- Quantitative: surveys and questionnaires
  - Can’t capture the social and cultural context
- Qualitative: focus groups and in-depth interviews
  - May not fully engage participants or make them feel invested in the research
  - Difficult for researchers to disengage subjective biases and assumptions
Social mapping is a technique that has been applied to a wide range of topics and has potential to overcome these limitations.

Participatory research methods:
- Origins
- Characteristics
- Applications
- Advantages
How can the application of social mapping contribute to and expand upon existing research efforts to understand family planning behavior?
Study Setting

- Ethiopia
  - East and West Hararghe, two of the 17 zones in the Oromiya Region
  - Married men and women 18-45

- Kenya
  - Siaya, one of the 12 divisions of the Nyanza Province
  - Married men and women 18-45
Methodology

● Fieldwork
  ○ Gender-stratified focus group discussions
    ● Collaborative mapping exercise
    ● Discussion rooted in the map

● Analysis
  ○ Visual analysis of maps
  ○ Textual analysis of transcripts
    ● Inductive and deductive codes
    ● Grounded theory
Results:
Perceptions of Local Resources and Features

<table>
<thead>
<tr>
<th>ETHIOPIA</th>
<th>KENYA</th>
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<tbody>
<tr>
<td>MEN</td>
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<td>WOMEN</td>
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<td>Health Facility</td>
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<td>Churches/mosques</td>
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<td>Houses</td>
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<td>Other Villages</td>
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<td>Roads</td>
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<td>Water Source</td>
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<td>Geography and Natural Features</td>
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<td>Agricultural Plots</td>
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<td>Railway Crossing</td>
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<td>Market</td>
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</tbody>
</table>
Results:
Perceptions of Local Resources and Features

Ethiopia Men

Ethiopia Women
Results:
Perceptions of Local Resources and Features

Kenya Men

Kenya Women
Results:
**Complexity and Nuance**

- Few elements were considered to have a clear, unconditional stance on family planning
- Example: Religious institutions

  "When we come to the religion it, does not allowed us fully to use the [family planning] service, but for us because of our problem it is must to use the service we do not care about [religion]." [Female participant, zone A, Ethiopia]
Results:
Spatial Detail

- Distance to health facilities
  - “Up on the main roadside there is health facility, we are getting the family planning service from there by travelling the long distance.” [Female participant, zone A, Ethiopia]

- Specific sub-populations
  - “There are some villages that don’t allow us to mention issues of family planning, this is where there are elders, and they don’t want issues of family planning.” [Female participant, Kenya]
Results:
Planning for Change

- Source of barriers
  - “Where do you see that barrier is on this map? Are these traditions in the homesteads or in the rivers?” [Facilitator, male group, Kenya]

- Targets for change
  - “In the hospital, they should accept so that anyone can get family planning services, be it a man or a woman, a boy or a girl.” [Female participant, Kenya]
The application of social mapping into focus group discussions yielded rich data on:

- The way people perceive and interact with their surroundings
- Complexity and nuance
- Spatial relationships and influences
- Sources of abstract barriers
- Tangible targets for change

- Open discussion, spontaneity
- Importance of a good facilitator
Conclusions

- Social mapping has great potential to contribute to family planning research and program design.

- By anchoring discussion in the maps created by the community members, the technique facilitates collaborative identification of contextual, tangible targets for change.