



A Roadmap To Create Your Own Contraceptive Google Map

An IYAFA EEDA RESOURCE

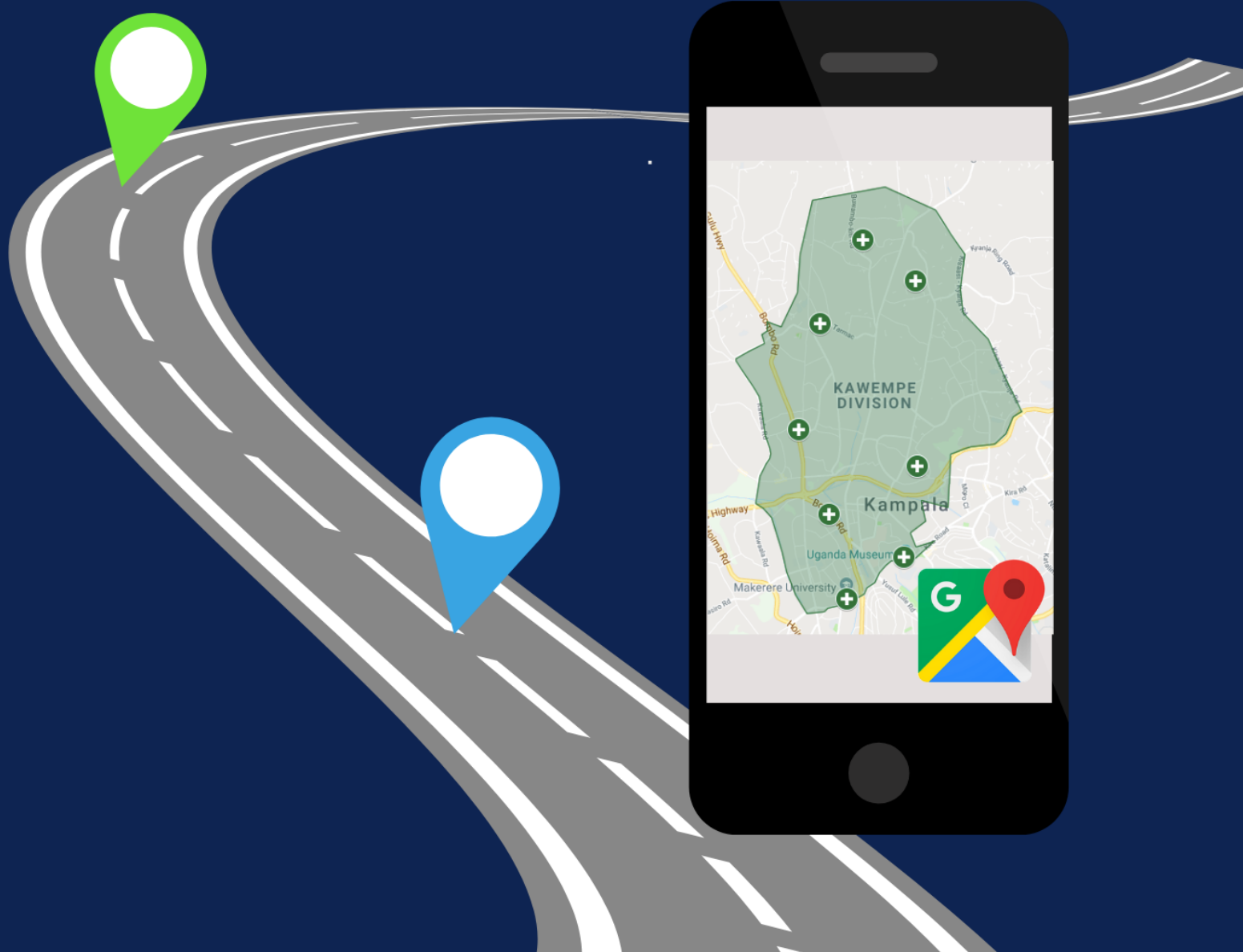


Table of Contents

Introduction	3
Meet The Team	4
Why Did We Create a Contraceptive Google Map?	5
Why Others Might Create a Contraceptive Google Map?	6
Lessons Learnt	7
Recommendations	10
Costing Your Annual Budget	11
Click on “Untitled Map” at the top to edit the map title and description.	13
Now you can edit the text in the box. A few tips:	16
How to Use the Contraceptive Google Map	23
Success Stories	26

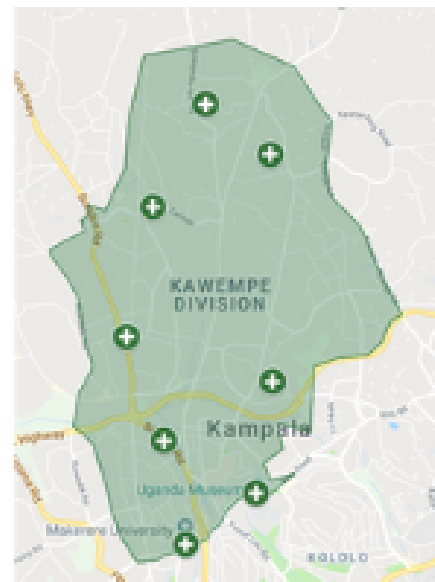
Introduction

In 2018, a study was conducted by Population Reference Bureau (PRB) and the International Youth Alliance for Family Planning (IYAFA) in the districts of Kampala, Mayuge, and Kabale to learn about young people’s experiences when seeking contraceptive information, counseling, and services. The study utilized in-depth interviews, focus group discussions, and web-based surveys. Participants in the study were both males and females ages 15 to 24.



The map was designed with three objectives:

- To use technology to increase youth access to contraception in Kawempe Division of Kampala.
- To support the Ministry of Health’s efforts to ensure family planning services are accessible to all.
- To discover how youth leadership can be at the core of sexual and reproductive health and rights (SRHR) advocacy.



Meet The Team



Bridget Kezaabu has worked as an advocacy associate on the Empowering Evidence Driven Advocacy (EEDA) and Sustaining Evidence Driven Advocacy (SEDA) projects to conceptualize and implement the contraceptive Google map. She is very passionate about family planning! Women are often wary of contraceptives due to the potential side effects; to that she says: Do not give up on family planning; keep trying different methods.



Sandra Nabulega is a data researcher and tech enthusiast. She is inspired by data, research, and women’s empowerment. Her passion for data and research has led her to participate in various civic research projects within and outside Uganda. She is also passionate about using technology for women’s empowerment. Sandra believes that helping young people use contraceptives successfully requires improving the accessibility and quality of contraceptive information.



Hadijah Nanyonjo is a finance and social worker whose interest lies in advocacy for the human rights of young people. She is passionate about youth making well informed health and life decisions. She believes this goal can be achieved by creating safe spaces where young people can access sexual and reproductive health and rights information and services, especially family planning. She joined the team towards the end of the SEDA project to support sustainability and documentation of the Contraceptive Google Map wins through research and reporting.

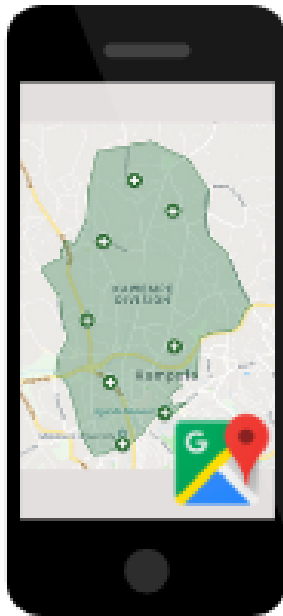
Why Did We Create a Contraceptive Google Map?

The research conducted in Uganda by PRB and IYAFP in 2018 generated evidence that when young people try to access contraceptives at local facilities, they are often out of stock. Survey respondents described visiting several facilities only to find that they either didn't have their preferred method available or didn't offer contraceptive services at all. After several attempts, many reported giving up, leaving them at higher risk of unintended pregnancy. As of 2014, according to the UBOS, 72% of Uganda's population lived far from health centers. Many can't afford to travel to seek care, even before conditions worsened under the COVID-19 pandemic, and risk arriving to find that clinics are out of stock of their preferred contraceptive methods. The Kawempe contraceptive Google map was born out of an effort to solve these problems.

With this map, users can see which contraceptives are available in facilities around them and also what other kinds of sexual and reproductive health services they offer. Instead of visiting a facility and hoping to get what they need, young people can use the map to confirm that their preferred method is in stock before arriving. This saves them time and money, especially now that transportation fees have been doubled in an effort to curb the spread of COVID-19. The map is an online resource that can be accessed from anywhere and on any device. It can be easily shared with other young people. Some young people have reported that they usually seek contraceptive services away from their home districts to avoid being seen and that this tool provides them with the exact information they need to make a swift and confident plan to obtain contraceptives in Kawempe District.

Since mobile data is still expensive in Africa, the map utilizes a link instead of a downloaded app, which limits the amount of data needed to access the map. The link is also available on our social media pages, so users don't need to memorize the URL or

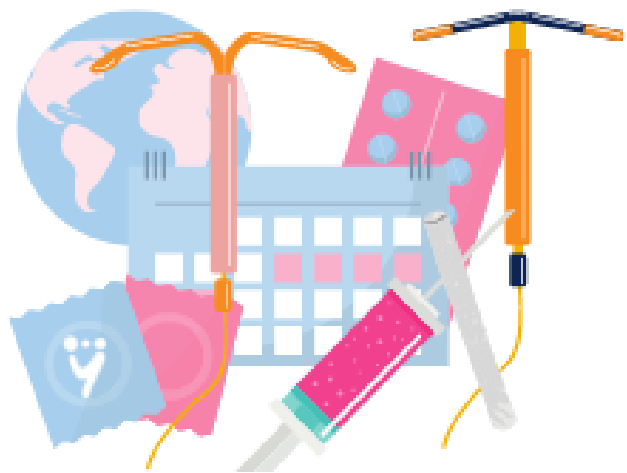
know how to use a browser. They can also easily share the map with family, friends, and colleagues through social media accounts like Twitter and Instagram. (The link was also available on Facebook, until that platform was banned in Uganda.)



Why Others Might Create a Contraceptive Google Map?

The Google map is also easily replicable in other areas. It can display photos of the mapped health facilities which fosters trust among those seeking contraceptive services, making young people more likely to approach these facilities. The map also displays contact details and locations and can be modified to include more information such as pricing, explanation on the types of contraceptives available, and more.

Designing a custom map using Google Maps is free and it attracts more clients into the listed health facilities. So when clients seek contraceptive methods that are in stock at facilities, facilities can more accurately order new methods, leading to eventually stocking methods that are in high demand accurately.



Lessons Learnt


Selecting Health Centers Often Used by Young People

We selected Kawempe Division, which is in the northern part of Kampala, as our mapped area for several reasons. Kawempe is the largest division in Kampala in terms of population, and 67% of the population is between the ages of 13 and 22. Of these young people, 68% are girls, and 79% of the girls are mothers (UBOS, 2014). This region is also home to Uganda's biggest university. When designing a map for a particular location, it is important to select health facilities that are reachable, spread across the mapped area, and able to serve the population's needs. We selected health facilities to include on the map that have a history of serving a larger volume of tech-savvy young people than other clinics in the region according to available data.

Seeking Permission From Line Ministries

Before we initiated conversations with the selected facilities, we sought permission from the Ministry of Health Uganda, as is required for anyone seeking to use health data in the country. We also wanted to introduce ourselves to the Ministry and thus be in the loop for future opportunities. In Uganda, it is important for health innovations and innovators to be known by the Ministry because it makes it easier to conduct the work, improve relations with decision makers, and access funding opportunities that may arise.

Even if not required, informing the Ministry about your innovation gives you a competitive edge. In our case, after making contact with the Ministry of Health we were advised to work with the Ministry's pharmacy department, which controls the supply of contraception across the country. They oversee both private and public suppliers and were interested in advising the map team. Working with the pharmacy department introduced the team to Kampala Capital City Authority (KCCA), a body that oversees most of the health facilities in Kampala. It would be illegal to work with these facilities



without informing this body. KCCA responded by sending a letter to the seven facilities introducing us, our innovation, and what we needed, which encouraged the facilities to respond to us and made it easier to work with them.

Being Known by Not Only One Person at the Facilities but the Entire Facility Personnel

Once we'd been introduced to the health facilities, each one assigned us a contact person who would work with us any time we approached them. We made it a point to get to know not only the facility head but also the entire team so that it was easy to get what we needed even in the absence of the contact person. We built a relationship with the contact person and facility staff—a relationship of mutual understanding and consideration of their workload and time. We provided regular updates about our work and endeavored to keep them informed in whatever we were doing, not just data collection. We continue to invite them to be a part of our events to share information about contraceptives and their facilities. Getting involved in our activities increased their responsiveness towards our needs. This was evident during the first lockdown in Uganda, when we could not collect data in-person; however, the health facility contact persons would take our calls and provide all the information needed over the phone.

Establishing a Rapport with Contact Persons at Each Facility

Our rapport with our facilities grew over time and improved knowledge sharing amongst us. For example, Marie Stopes Clinic informed us about the emergency contact telephone line they had established for those seeking contraceptive services so we could add it to the map. The contact person from the Child and Family Medical Center would inform us each time they had immunization days so that we could come talk to young mothers about our map and contraceptive services.

Establishing Partnerships

We have been able to spread information about the contraceptive Google map by establishing partnerships with local and international organizations who have not only provided us a platform to share the map with their constituents but have also shared the map themselves. She Decides has on many occasions invited us to their happy hour to publicize the map. In the process, we met staff from organizations and potential funders working within SRHR. Reproductive Health Uganda invited us to be part of their inter-university dialogue on sexuality. The event brought together thousands of young people from around Kampala, and we had an opportunity to share about the map. At this event we were also introduced to the university leadership and later met to discuss ways they could help share the map. Later, the university leadership invited us to be part of a contraceptives panel where we shared the map with thousands of students from Makerere University. Once youth leadership at the university was aware of the map, awareness spread quickly; students trusted the map because they learned of it from their peers.

Partnerships are also a potential source of funding, which is needed to run the data collection and improvement activities attached to the map. It is key however to only partner with trusted organizations that share your values. This will avoid challenges such as one we faced where an organization used this innovation to seek funding without collaborating with our team.

Reaching Potential Contraceptive Google Map Users

Since it is impossible to reach all local young people through physical events, we also utilized social media to share information about the map. On social media, however, we attracted young people even beyond Kawempe who asked questions about the map, how to use it, and contraceptives in general. We had assumed that our map was easy to use but later learned that some young people were struggling to

navigate the map. We therefore created a step-by-step guide to using the map, which has proved important for potential clients. Do not assume everyone will figure it out. Sharing the map online attracted a lot of opposition, so we were always prepared with facts whenever we might be faced with an attack, especially during events. Contraceptives and Ugandan culture don't sit well together but most opposition is born out of ignorance. There is still a knowledge gap on contraceptives among young people because adults don't talk about contraceptives. Also, myths and misconceptions have spread farther than accurate information.



Recommendations

It is important to follow legal procedures before implementing a Google map in your community, not only to avoid unlawful activity but also because it helps establish good working relationships with lead institutions and create awareness of your social impact project. The requirements may differ from country to country, so be sure to align with legal procedures of your local context.

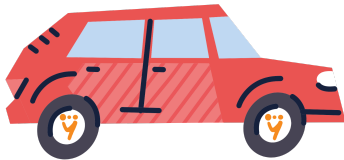
Get creative with your map design and consider adding features that will benefit youth in your community. For example, information about each contraceptive commodity's cost could help users budget in advance. You could also consider including phone contact

information for a youth-friendly doctor or nurse so young people can reach out to ask questions related to the service.

Costing Your Annual Budget

Below is a summary of our year one budget listing the major expenses the Kawempe contraceptive Google map encountered, such as transport, internet access, and airtime.

Please note that cost may be higher or lower depending on the number of health facilities, transport system, internet accessibility, and other costs in your region.

ACTIVITY	AMOUNT (USD)	COMMENTS
<p>Transportation</p> 	<p>\$1,820</p>	<p>To visit each facility and collect data, transportation is needed. We rented a car each month when we needed to collect data from the health facilities (\$112 per month for 12 months- this covered transport for 2 members to visit the 7 facilities). Transportation was also needed to attend family planning-related events and meet with ministry offices.</p>
<p>Internet and airtime</p>	<p>\$1,320 (\$110 per month for 12 months)</p>	<p>The airtime was used to schedule and follow up on meetings. The Internet access was used to update the map and to promote it on social media.</p>



Branding



\$640

To promote the map, we utilized flyers, t-shirts, pull-up banners, and stickers.

Meetings



\$694

Officials from the Ministry of Health requested transportation refunds (usually \$14 per person) after meetings to inform and update them about the map.

Promotions



\$600

Paid Facebook promotions (\$100 each) helped the map's social media page reach a wider audience.

Total

\$5,074

A Step-by-Step Guide to Creating a Custom Google Map

STEP 1: Getting Started

Go to <https://www.google.com/maps/about/mymaps/>.

Scroll down and click on "Create Maps". Then click on "Create a New Map" in the upper left corner on the new page.

GET STARTED NOW

CREATE MAPS

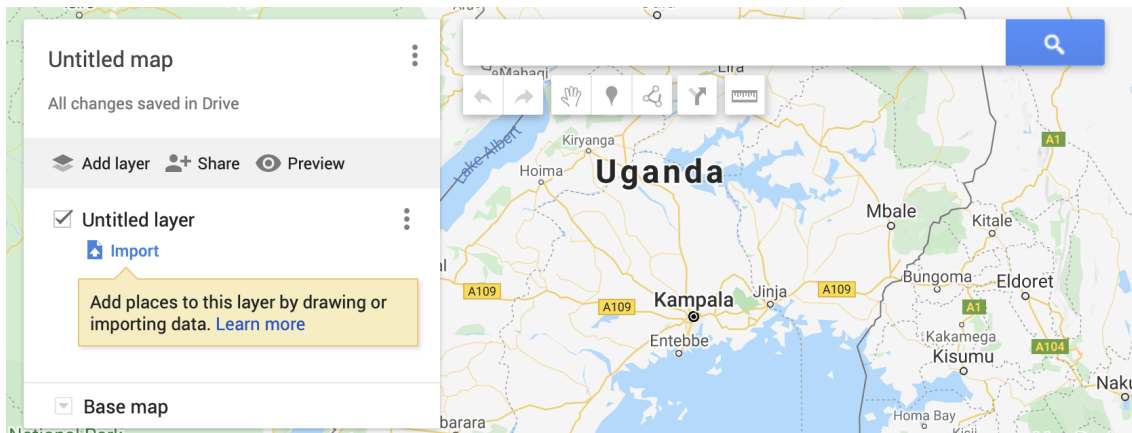
☰ Google My Maps

+ CREATE A NEW MAP

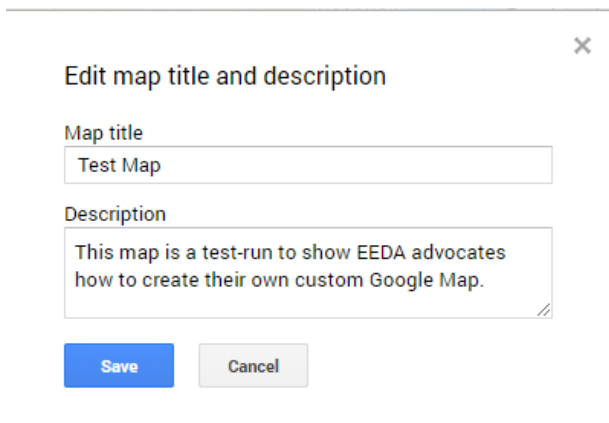
*Note: You will need to be signed into a Gmail/Google account to create a Google map. If you are not already signed in when you begin this process, there will be opportunities to do so multiple times during step 1.

STEP 2: Naming Your Map

Click on “Untitled Map” at the top to edit the map title and description.



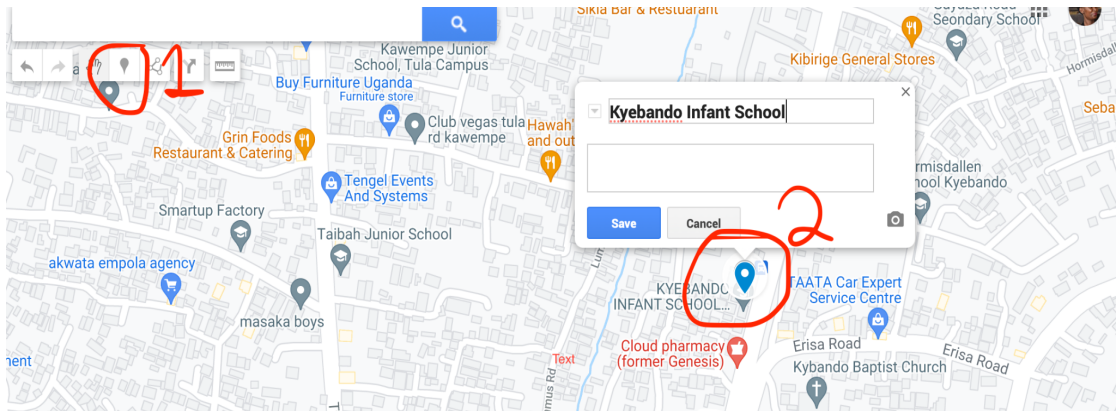
We recommend keeping the title as short and succinct as possible and providing further details in the description.



STEP 3: Adding Location Pins

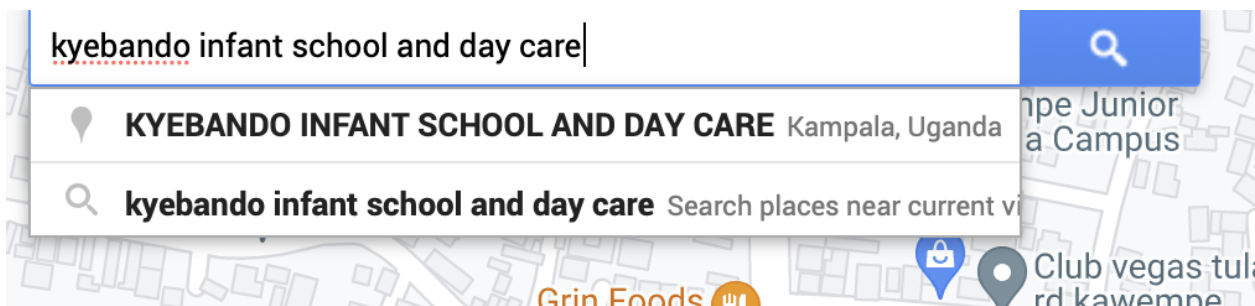
Zoom into the area you want to map. Google allows users to mark locations on a map using “pins”. (As an example, this guide will be using Kawempe Division and will be identifying schools with pins.)

First, select the pin icon (1) under the search bar. Then click on the building or location where you would like the pin to appear (2). Then type in the title for the pin (i.e., Kyebando Infant School) along with any description you want to include.

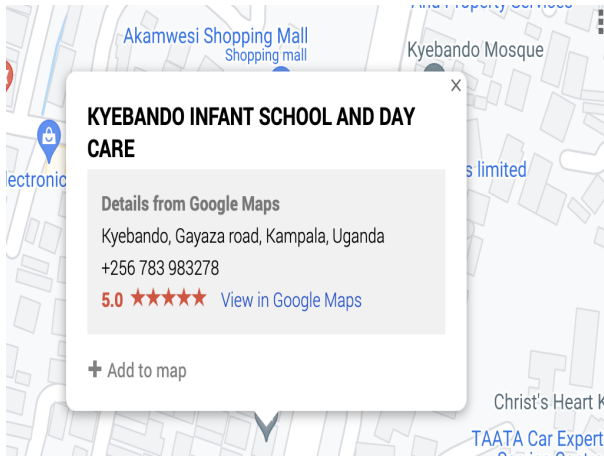


If the location you want to pin already exists on Google Maps, you can add a pin by either entering the name in Google (see Option 1 below) or locating the building by zooming in, clicking on the existing Google pin (see Option 2 below), and clicking “Add to Map”. As you can see from Option 2, this has benefits, including attaching contact information and reviews that already exist in Google to your location pin.

Option 1



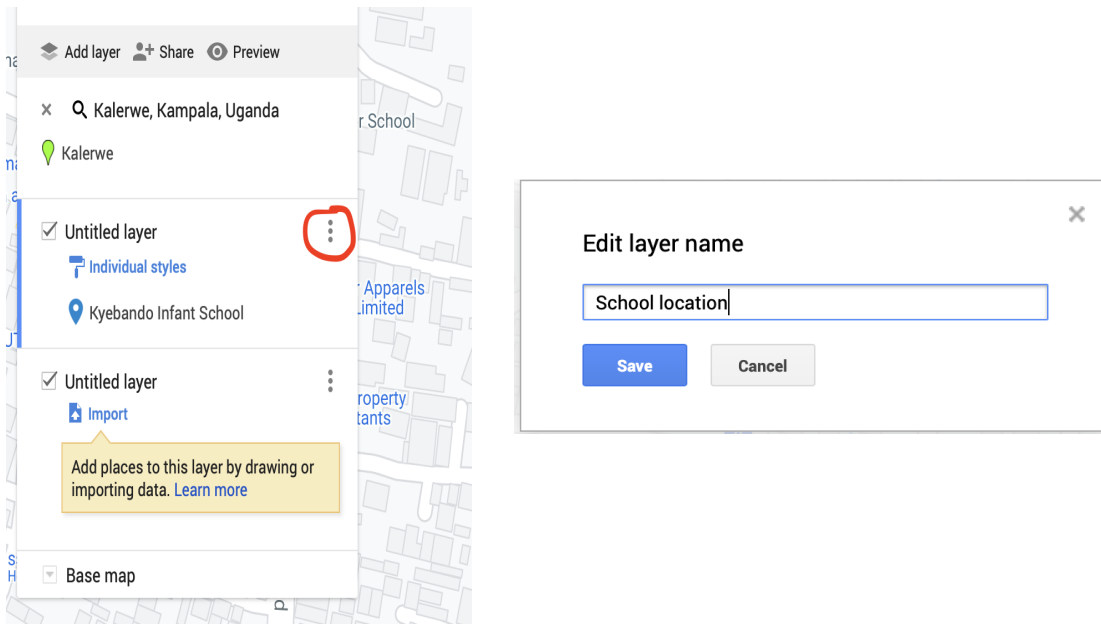
Option 2



STEP 4: Layers

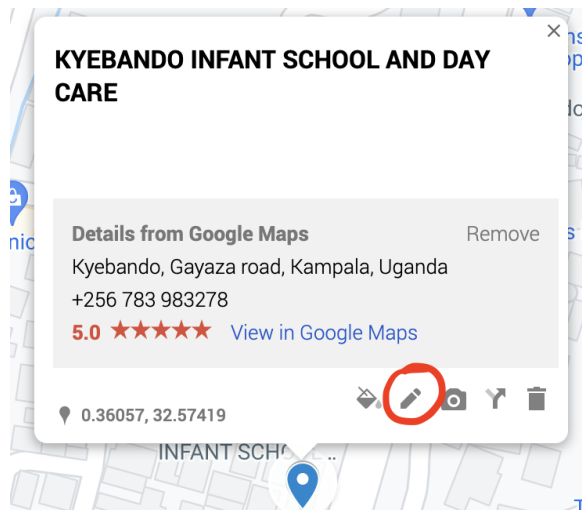
Google Maps uses a term called “layers” for you to group pins on a map. This gives you the ability to have multiple groups of location pins and allows users to select only one if needed. For example, if you want people to see only public clinics or only private ones, you can add them in separate layers. (See “Add Layer” in the next screenshot to add another group of locations.)

Once you’ve added pins for all your desired locations, don’t forget to name your layer. Click on the three dots next to “Untitled Layer” and type in a descriptor:



STEP 5: Adding Description to Locations

Select the location you'd like to edit by clicking on its icon on the map. Click the pen icon at the bottom of the facility description popup (see image below). This is the only place to add information on a location. If you are creating a health facility map, this is where you'll want to add information on methods and services available.



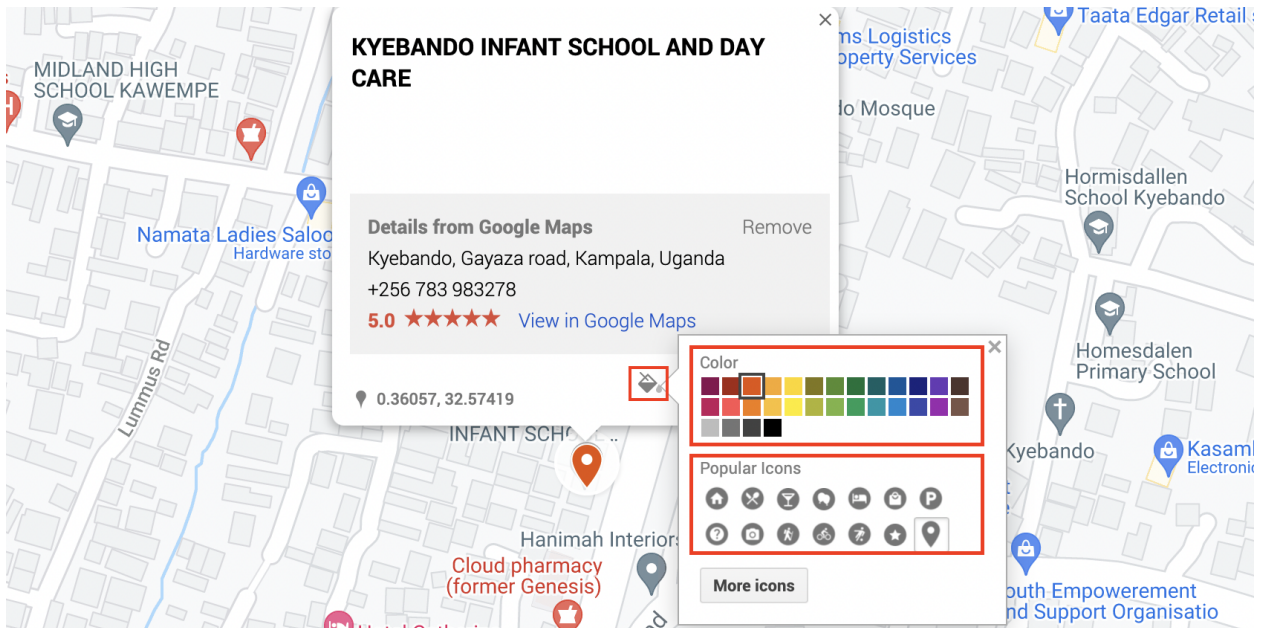
Now you can edit the text in the box. A few tips:

- If you need to add a bullet point, copy one from an existing list (there is no formatting available unless you copy it into the box).
- To add a new line of text, press shift + enter at the same time. If you just press “enter” all changes will be saved and the box will close.

When you've updated the text box, make sure to press “save”.

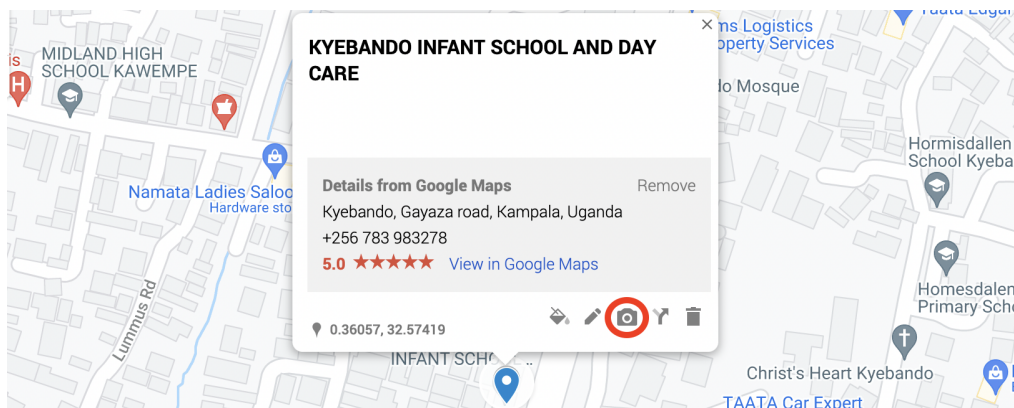
STEP 6: Changing Colors

You can change the color of the pin or the icon of the pin by selecting the paint bucket icon. You'll likely want to use the generic pin icon (📍) unless one of the existing alternate icons fits better. We also recommend using the same color for a given layer (i.e., if you create a layer for private facilities and one for public facilities, you'll have two layers. Each layer could have different color pins but doesn't need to).



Step 7: Adding Photos

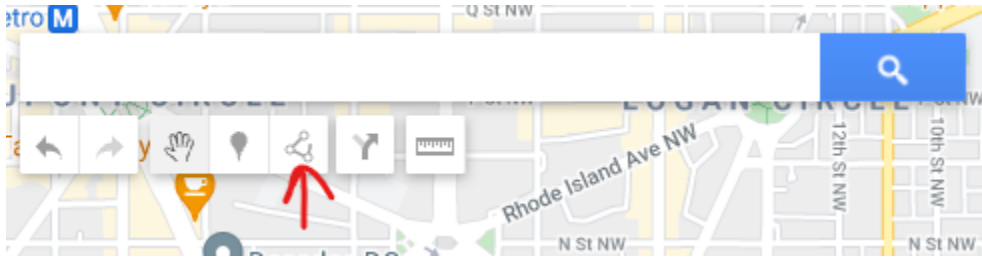
You can also take and upload photos of the locations. This can be particularly helpful if the location is not well known to users or if the entrance is not clear. To upload a photo, click on a location pin and press the camera button next to the pen icon.



Step 9:

Drawing Shapes

If you would like to identify an area for which you will drop your pins (for example, if you are only tracking contraceptives in one district), you can draw a shape to designate the area. To draw an area around your dropped pins, you must manually draw that shape. Click on the line icon (see below) to draw a line or shape.

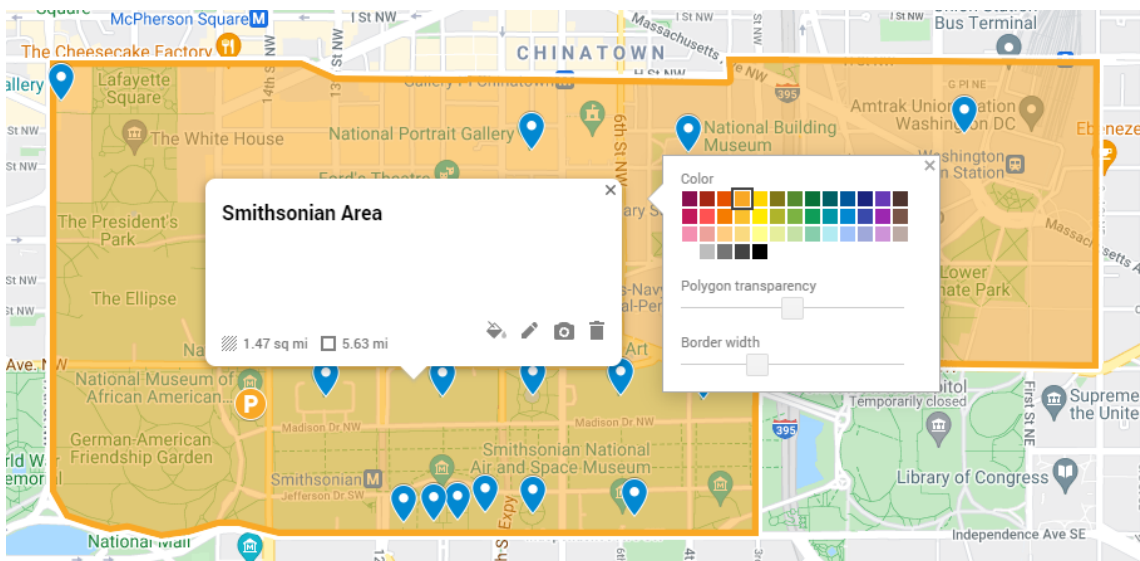


Click on where you'd like to start; each click will be a corner of your shape. To move the map, drag your mouse to the edge of the map in the direction you'd like to continue drawing the line/shape. To finalize the shape, make sure your lines connect to the first point.*

*It can be difficult to create the shape as you must draw it in one attempt. Play around with the function before trying to draw a complex shape, such as the outline of a district where you need to follow specific roads.

Step 10: Coloring Your Shape

You can shade the area inside your shape by clicking on the paint bucket icon. Increasing the “polygon transparency” refers to the color inside the line, and the border width can be increased as well. We recommend using a color that makes it easy to see your location pins.



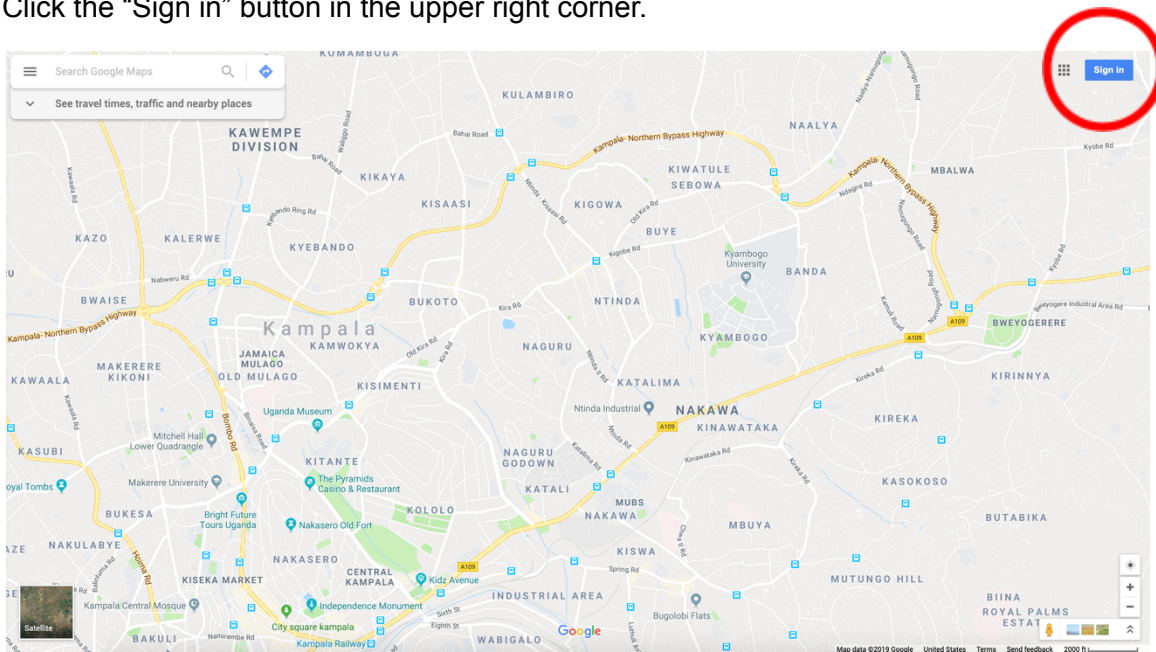
How to Edit the Backend for the Contraceptive Google Map

STEP 1

Go to www.google.com/maps.

STEP 2

Click the “Sign in” button in the upper right corner.

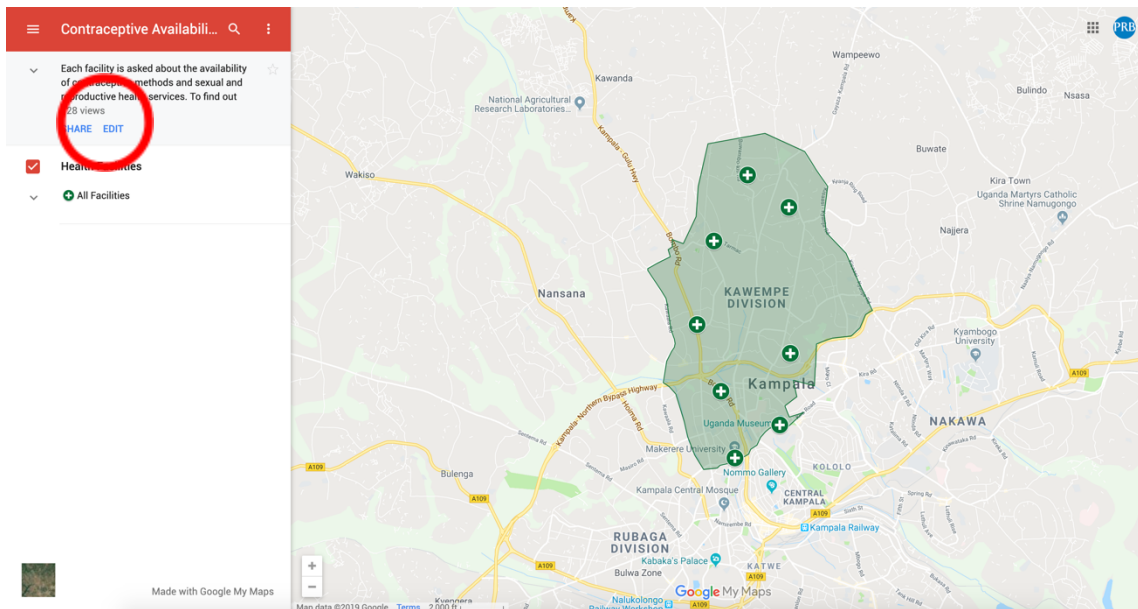


STEP 3

Log in to your Google account.

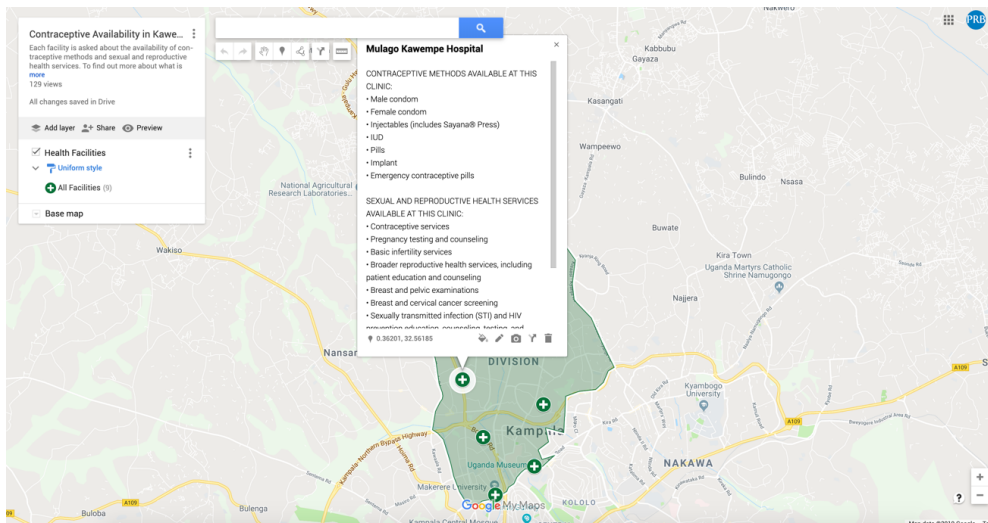
STEP 4

Click the “edit” button in the panel at left.



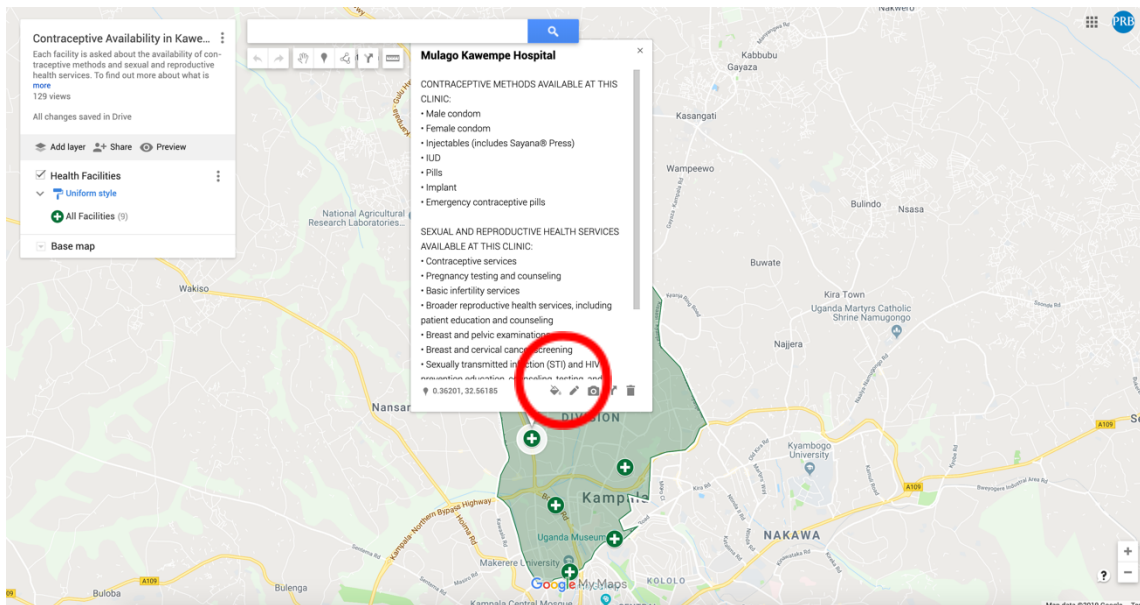
STEP 5

Select the facility you'd like to edit by clicking on its icon on the map.



STEP 6

Click the pen button at the bottom of the facility description popup.



STEP 7

Now you can edit the text in the box. A few tips:

- If you need to add a bullet point, copy one from an existing list.
- To add a new line of text, make sure to press shift + enter at the same time. If you just press “enter” all changes will be saved and the box will close.
- The list of methods and services we used is as follows. You can copy and paste from here if you’d like:

CONTRACEPTIVE METHODS AVAILABLE AT THIS CLINIC:

- Male condom
- Female condom
- Injectables (includes Sayana® Press)
- IUD
- Pill
- Implant
- Emergency contraceptive pill

SEXUAL AND REPRODUCTIVE HEALTH SERVICES AVAILABLE AT THIS CLINIC:

- Contraceptive services
- Pregnancy testing and counseling
- Basic infertility services
- Broader reproductive health services, including patient education and

counseling

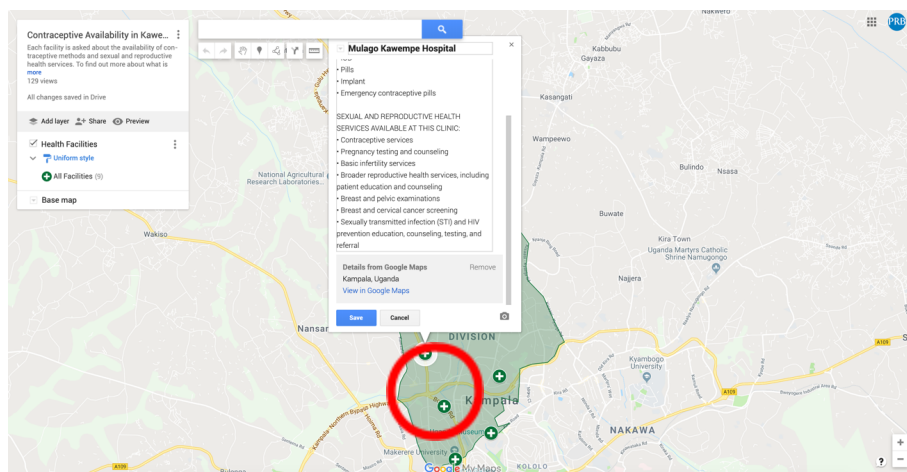
- Breast and pelvic examinations
- Breast and cervical cancer screening
- Sexually transmitted infection (STI) and HIV prevention education, counselling, testing, and referral

STEP 8

Don't forget to take and upload photos of the facilities. To upload, press the camera button next to the pen icon when you are editing a facility.

STEP 9

When you've updated the text box, press "save".



How to
Use the

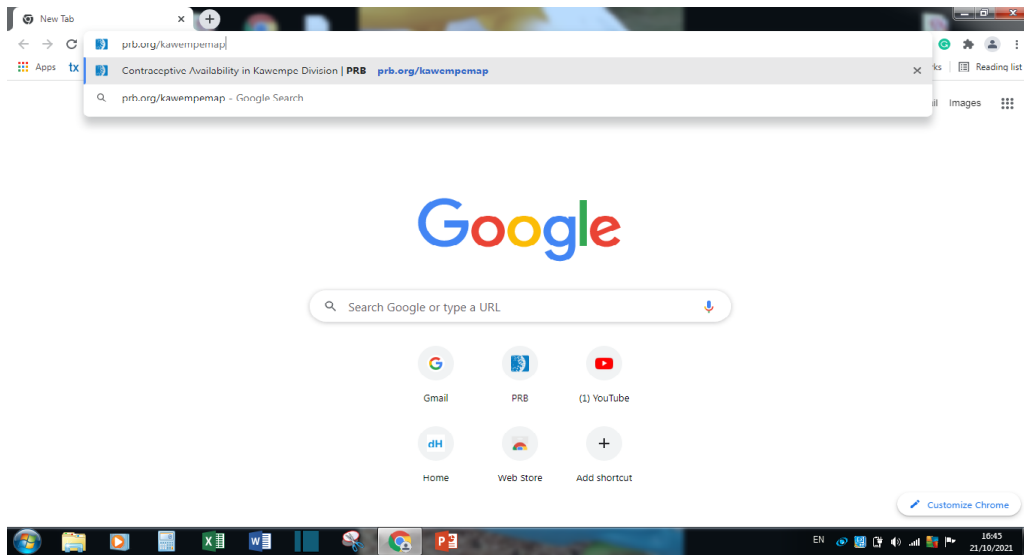
Contraceptive Google Map

Here is a video illustrating how to use the contraceptive Google map:

<https://fb.watch/8hNRMwOFsn/>.

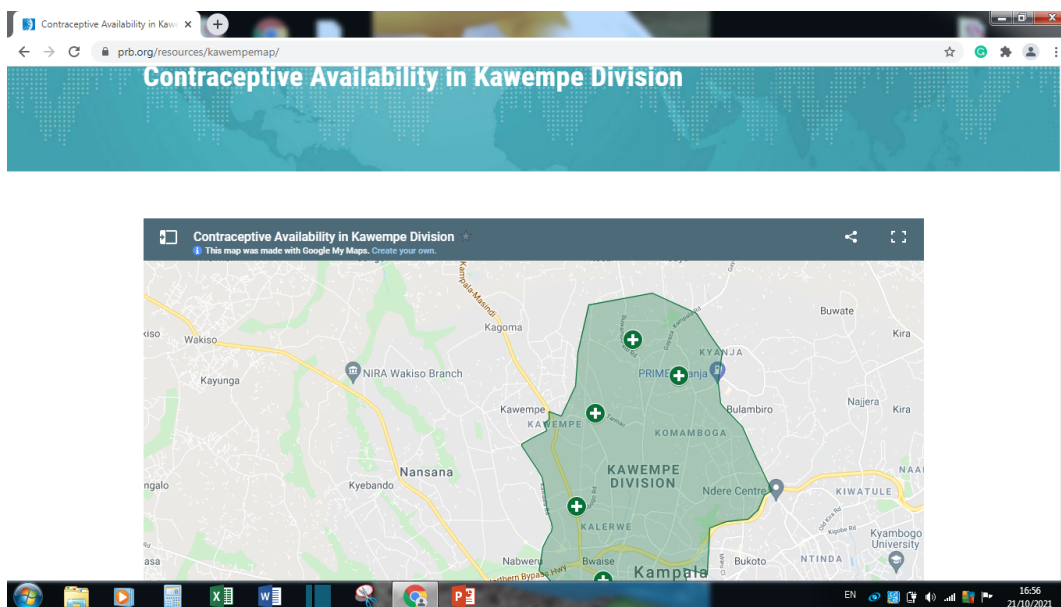
STEP 1

Using a phone or laptop with internet access, open a browser (for example, Chrome, Opera, or Internet Explorer). Type in the link www.prb.org/kawempemap, and press "enter" or "go".



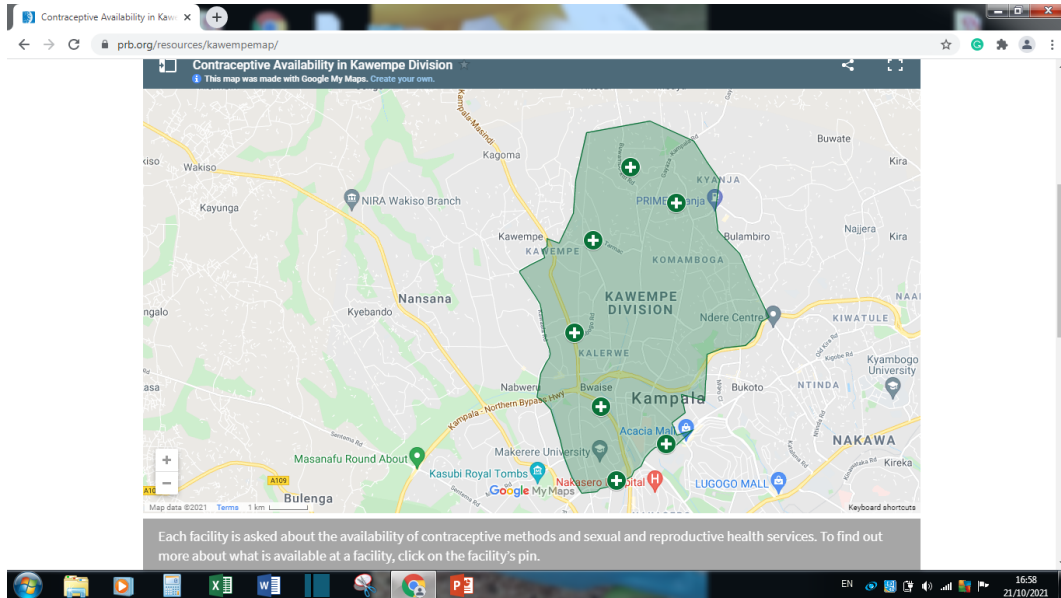
STEP 2

A map will appear displaying pins- in our case, seven pins marked by plus signs.



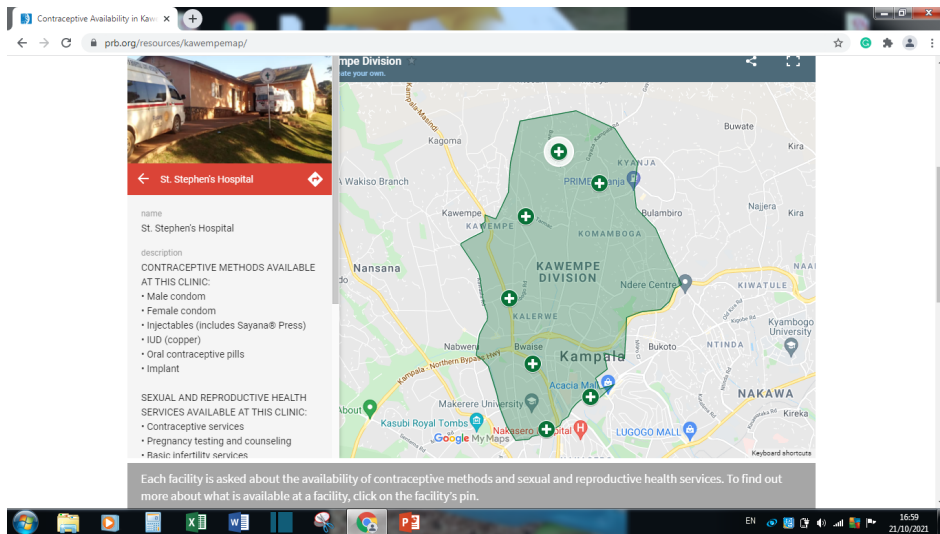
STEP 3

Scroll down to see the map fully. The plus signs represent the seven health facilities on the contraceptive Google map.



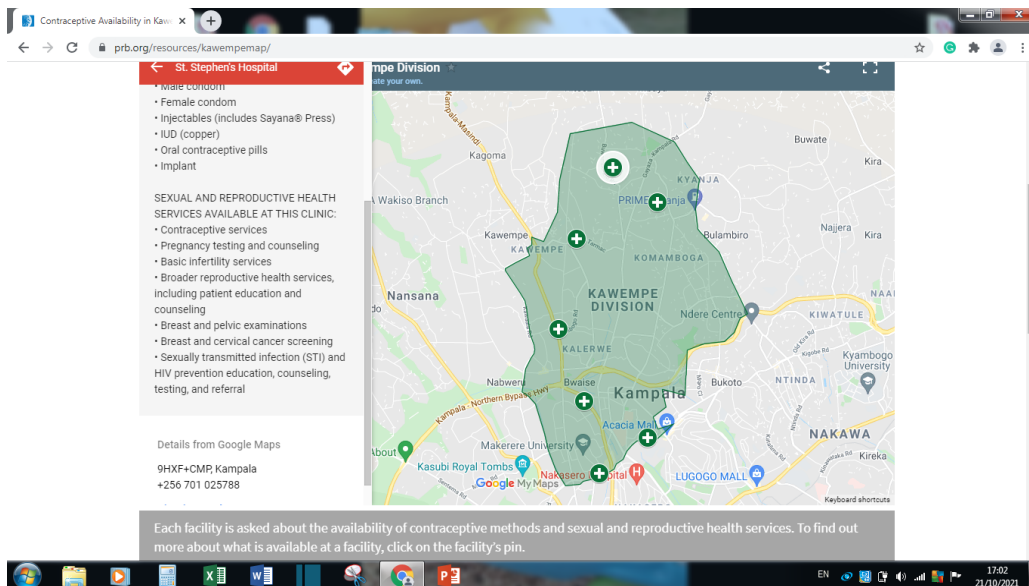
STEP 4

Click on any of the plus signs to see which health facility it is and which contraceptives and services are available there in real time.




STEP 5

Scroll down to see more services and a phone number to call in case of any inquiries. Please note that if a contraceptive or service does not appear on the list then it is not available at the health facility at the moment.



Success Stories

- “I didn’t know where to go within my area in order to get a contraceptive until I saw the map on Bridget’s Facebook page. I actually realized that Marie Stopes was close and had a contraceptive of my choice, so I went there and successfully got it.” —Shiela, university student, Kampala
- “I had always wondered how family planning works but didn’t know where to begin or where to go. Then some day I saw the link on Claire’s WhatsApp status, and I saw different health centres and what they offer, which gave me options on where to go. I did go to Marie Stopes where I was helped and given all the information needed.” —Barbra, university student, Kampala
- “I saw the contraceptive Google map poster in Makerere University then I decided to check out the link. I then realized that the Makerere Hospital has condoms, which I shared with my boyfriend where he went and picked some in order for us to protect ourselves.” —Mary, university student, Kampala
- “I got to know about the Google map through a flyer I got at a family planning event at Makerere University. Since I am sexually active and not ready to get pregnant, I was very much interested in family planning. From the map, I discovered Komaboga Health Centre, which is near where I stay. I went there and got an IUD placed, which has helped me not to have to worry about pregnancy.” —Brenda, university student, Kampala
- “I am a mother of two toddlers. My last pregnancy was totally unplanned and a shock. When I saw the contraceptive Google map page on Facebook, I looked at the map link with interest to know where I can easily get contraceptives in order to avoid unplanned pregnancy again. I chose to go to a reproductive health clinic where I got an implant.” —Doreen, Kampala resident

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- “I learned about the contraceptive Google map through their Facebook page. After seeing all the available facilities, I chose to go to St. Stephens Hospital where I was taught about all the different contraceptives, and I chose to get the implant for three years.” —Winnie, Kampala resident
 - “The number of clients seeking family planning services has increased compared to last year. This is why we decided to fully stock, add more contraceptive methods so that we can effectively serve our customers. If we run out of stock, we now find a way to get stock from other suppliers, not like last year where we would wait on one supplier.” —Sarah Wanyeze, family planning coordinator at Child and Family Medical Centre