



WORKSHEET #3: COMMUNITY MAPPING

Purpose: To see the community from the eyes of your intended audience. Maps can be drawn to represent anything that is of interest for your SBCC program. For example, you might need a map to identify areas where urban youth feel vulnerable or safe, areas where they congregate or places where they go for SRH services.

Directions:

To conduct a community mapping activity here are five easy steps:

- 1. Define your geographic area and the purpose of your map.**
- 2. Invite members of your intended audience to create the map.** Like most qualitative research, it is best to group similar people together for this activity. For example, you may want to conduct a mapping exercise with urban young women who are out of school and another with urban young women who are in school if you will reach both segments of this audience.
- 3. Draw the map.** Provide a large piece of flipchart paper or tape smaller pieces of paper together. Ask the group to draw a large map of the urban area you are targeting indicating the boundaries and major structures, man-made (roads, train tracks) and natural (rivers, oceans, mountains, forest). Remind them it doesn't have to be perfect and a rough representation is fine. Community areas to identify could include:
 - Housing
 - Institutions (churches, mosques, schools, health centers)
 - Police or security
 - Markets and shops
 - Bars, restaurants, cafes
 - Entertainment (movie theater or and video stalls)
 - Youth clubs
 - Internet cafes
 - Shopping areas (market, mall, small shops)
 - Parks, gardens
 - Sports grounds
 - Location of community leaders and other influential people
 - Transportation hubs
 - Communication channels, such as radio stations or town criers
 - Any other areas that your team feels are important to have on the map - like areas youth are not welcome, or tend to avoid
- 4. Identify your task.** What information do you need to know about the community that is affecting your intended audience and the SRH problem? For example, if older men put younger women at risk for HIV, the mapping activity would identify the places where older men try to meet young women. Or if drinking alcohol increases a young man's risk of HIV, then the activity would identify the places where young men drink alcohol.
- 5. Present the map.** Ask the group to present their map, explain what they have drawn and answer any questions to help you better understand the view of the community from their eyes.

WORKSHEET #3: COMMUNITY MAPPING (CONTINUED)

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.