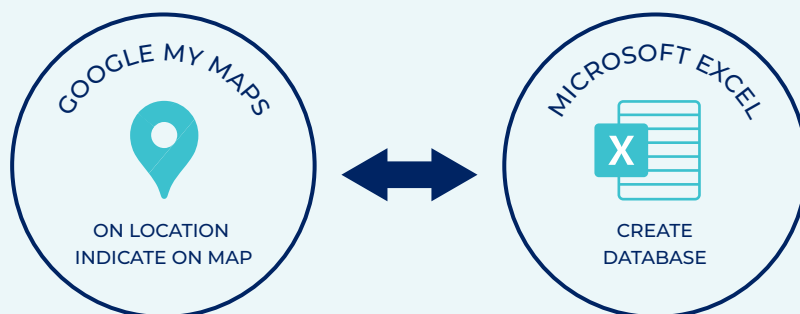
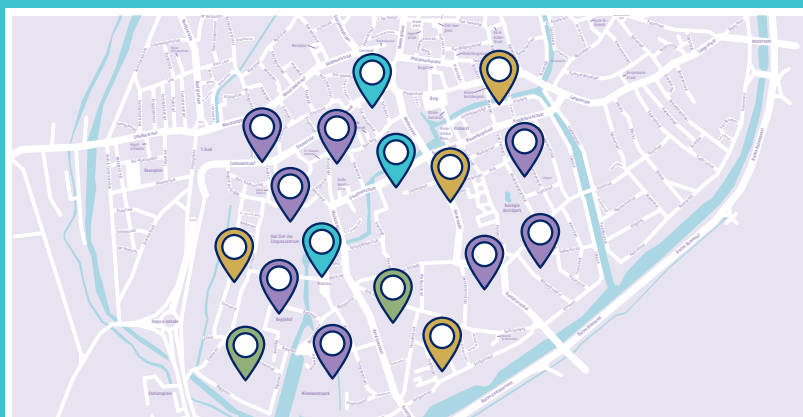


# mapping method

## COLLECT & REGISTER DATA



## VISUALIZE



## ANALYSE & ADJUST

- **DISCOVER COVERAGE RATIO:** social cohesion of the area and the scopes of your partners
- **DISCOVER THE 'GAPS':** lack of social cohesion or (partner) projects
- **ADJUST NEW PROJECTS/ACTIVITIES/COOPERATIONS** with your findings

# MAPPING METHOD

While developing the project, we anticipated the need of developing detection groups in the neighbourhoods to detect vulnerable elderly. In all neighbourhoods participating in the project, we discovered that there are already a lot of stakeholders that take up this role. However, where are the detection partners situated? What areas in the neighbourhood are covered? And where are the areas that need extra attention? To find an answer on these questions, we developed a model to literally map the partners and the target groups within our neighbourhoods.

## HOW TO USE IT?

The method is based on two existing programs: Google My Maps and a spreadsheet software (we used Microsoft Excel and Google Spreadsheets).

1. There are two ways to get all the info on the (Google) map:
  - When you are in your neighbourhood and meet a partner or client on their address, you can registrate them immediately in Google My Maps.
  - Or you can make a database using three categories: the name of the person/organisation you want to add, their address and their profile (are they a partner, part of a target group: did you met a Cora or an Edgar?). Afterwards you can upload your spreadsheet in My Maps and the program will automatically visualise everything on the map.
2. The map is highly customisable: you can add extra info and pictures, changes colours and pictograms.
3. You can search your maps on location, name or category. For example: using the differentiation compass categories, we can immediately find and visualise all the Cora's or Edgars we've met. But also the community police officers or the social workers and their scope.

If Google My Maps is new to you, some interesting video tutorials can help you. We advise these short tutorials:

- Using My Maps as a tool in general:  
<https://www.youtube.com/watch?v=DKv0kaxY2JE&t=9s>
- Using My Maps to visualise the neighbourhood:
  - o Adding your contact lists, Excel forms automatically:  
<https://www.youtube.com/watch?v=-v1e-bS-T34>
  - o Create an interactive neighbourhood map with Google Maps:  
<https://www.youtube.com/watch?v=vj5dL-YSXWQ>

## WHY USE IT?

This mapping method helps to direct the action planning towards the most vulnerable areas in the neighbourhood. The location of target groups, partners and detection ambassadors and their work areas becomes visible. This emphasises also the 'gaps' in the actual detection of loneliness in the neighbourhood. This enables adjusting projects, activities or cooperation's based on these findings. For example, in Bruges, using this mapping method, we discovered for the first time – very specific - where a more outreaching presence in the neighbourhoods was needed.