

URBAN95



AN URBAN95 STARTER KIT **IDEAS FOR ACTION**



LOOKING FOR A NEW PERSPECTIVE TO FOSTER POSITIVE CHANGE IN YOUR CITY?



Focusing on the needs of children under 5 provides a path to better cities. This Urban95 Starter Kit offers a range of ideas to inspire city leaders to incorporate a focus on the needs of young children and those who care for them into city design, planning and management.

From urban storytelling to cleaner, greener, safer public spaces, from ways to slow traffic and improve air quality to turning the whole city into a playground, these are ideas for building a better city for all – both now and for the future.

WHO SHOULD USE THE URBAN95 STARTER KIT?

It is primarily designed for city and local government leaders and managers, politicians, and urban planners and designers in their teams. However, anyone involved in building better cities for young children and their caregivers may find it of interest.

HOW TO USE THE URBAN95 STARTER KIT?

The Starter Kit is just that – a starting point to spark discussion and planning and to illustrate what could be possible, rather than a full do-it-yourself manual.

You can think of this as a menu and select one or two ideas you think would work best and try them out before going for more elaborate ones. You can also start where it connects with your current projects and work from there. You could also consider a more comprehensive approach, as Bogotá and Recife are doing with the Children's Priority Zone.

There are several ways you could start a conversation about early childhood in your city. Take a look at the final section of the kit for suggestions on how to use it whether you have five minutes with colleagues, or half a day for a workshop.

YOU CAN HELP US!

This version is a test. We will learn from it to improve the next, and to consolidate our knowledge and position in the urban planning, design and policy world.

However you choose to use the Starter Kit, do not hesitate to tell us how you would like it to be improved. Do you want to include your project as a featured example in the next version, planned for early 2019? Is there an idea you are working on that isn't in there yet? Let us know at Urban95@bvleerf.nl and we will get in touch.

AND WE CAN HELP YOU!

Do you have an idea that you think might fit but you would like to strengthen its early childhood component? Would you like to know more about who is implementing Urban95, and how? Send us an email at Urban95@bvleerf.nl and we can contact you.



WHY URBAN95?





WHY URBAN95?

At the Bernard van Leer Foundation, we believe that giving all children a good start in life is the right thing to do and the best way to build healthy, prosperous and creative societies.

Growing evidence from neuroscience, public health, education and economics makes it clear: experience shapes the developing brain. A safe, healthy environment and positive care from caregivers during the first five years of life can translate into better school readiness, improved adult health outcomes, greater ability to learn and work with others, and even higher lifetime incomes.

Today, more than a billion children live in cities. Cities can be wonderful places to grow up, but they can also pose serious challenges for healthy child development – with consequences for the next generation of adults. Our Urban95 initiative works with urban leaders, planners, designers and managers to ask:

IF YOU COULD EXPERIENCE THE CITY FROM 95cm – THE HEIGHT OF A 3-YEAR-OLD – WHAT WOULD YOU CHANGE?

With Urban95, we work with cities and urban entrepreneurs to identify and scale ideas to change the way families with young children live, play, interact and move through cities, through better public space, transport, planning, early childhood services, land use policies and collaboration and data management across city agencies.



IRMA'S STORY



Lima, Peru

Irma is a 2-year-old girl in Lima. One of her two parents, Carmen and Pablo, takes her to a good-quality nursery every day. Still, Irma looks tired and irritable. Carmen wakes her up very early so she can take her daughter to childcare before going to her own job as a nanny on the other side of town.

When they leave home, it is still dark and there are no streetlights. Carmen and her children must go down some irregular, sand-covered stairs without rails. At the bus stop, Irma waits without much to do as she breathes exhaust-filled air from the cars and buses rumbling by right at the level of her small body.

Irma is frequently sent home due to respiratory infections or diarrhoea. After a 60-minute journey back home on public transport, both Irma and Carmen (who fears she will lose her job) are exhausted, stressed and don't speak.

When Irma gets home, she doesn't want to go in the door – she'd rather go out and explore with her 5-year-old sister, Andrea. But there's nowhere safe to do that nearby, so her mother puts the two girls in front of the television while she prepares dinner.

Adapted from a story by **Leonardo Yáñez**,
Senior Representative, Bernard van Leer Foundation



WHY BABIES AND TODDLERS NEED URBAN95

Two of the most important things a young child needs in order to develop to his or her full potential are frequent, warm, responsive interactions with loving adults and a safe, stimulating physical environment to explore.

Yet both of these things are often in short supply in a city. Dense neighbourhoods, poor access to nature, long, unpredictable and even dangerous commutes, crowded housing, poor sanitation, isolation and lack of access to affordable healthcare and childcare all make it harder for children to explore safely. They also make it harder for caregivers to interact with their children in ways that promote healthy development.

Besides these challenges to healthy child development, the spatial needs of young children are different from those of older children and adults. Babies and toddlers:

- experience the world at a **much smaller scale** and have a dependent and far **shorter range of mobility** than the typical city dweller.
- are particularly vulnerable to **air and noise pollution**.
- need to **travel regularly** to early childhood services such as well-baby clinics and childcare.
- are always to be found with their **caregivers**.



WHY CITIES BENEFIT FROM URBAN95

Urban95 interventions will not only make a city's young children more likely to develop to their full potential – they will make a city better for everyone.

In fact, we'd argue that the well-being of babies, toddlers and their caregivers is the best measure of a vibrant, prosperous and healthy city. This is because when city leaders make decisions that work for the youngest residents, they are not only investing in a productive future generation, they are also making decisions that will have a positive impact today.

Consider the following:

- Walkable, **mixed-use neighbourhoods** that cater for the basics a young family needs are attractive for everyone.
- Lively, **green public spaces** close to home that offer amenities for caregivers while allowing small children to explore safely attract all generations and may create higher economic value for a city.
- Safe **transport routes** and transit systems that make it easy, reliable, affordable and enjoyable for families with young children to travel where they need to go are also more likely to work for older people and those with disabilities.
- **Air quality** is not only important for everyone's health, it is becoming a major public and political concern in cities all over the world.

Finally, young children can serve as a powerful, simple 'cause' for mobilising political and public will for a broad range of initiatives. As one mayor we spoke with said, 'There's a natural and broad constituency of support when it comes to children.'



MEASURING THE IMPACT OF URBAN95

Investing in early childhood yields benefits in both the short and the long term.

In the short term, these may include reduced caregiver stress, decreased exposure to pollution, or increased physical exercise for both children and their families. In the long term, investments in early childhood can have a transformative impact. For example, participation in high-quality early childhood programmes has been linked to lower levels of depression and obesity later in life, higher chances of completing primary and secondary education, and 25% higher incomes in adulthood.

Measuring the long-term impact can also be done in the short term. Research has shown there are many aspects of caregiver well-being and caregiver behaviours that predict better health, education, social and work-related outcomes in later life. We focus on these behaviours in our work.

The following list presents our global Urban95 outcome areas, although this list will not be the same in every city: context matters, and adaptation is important.

URBAN95 CORE OUTCOME AREAS

ATTENDANCE TO AT LEAST FOUR PRENATAL VISITS

Prenatal visits are a preventive measure to ensure the health, well-being and development of the mother and her unborn child. It also ensures that the mother and her immediate family are equipped with relevant knowledge and support in preparing for a newborn.

EXCLUSIVE BREASTFEEDING IN THE FIRST SIX MONTHS

Not only does breast milk provide infants with all the nutrients they need, breastfeeding also strengthens the emotional bond between mother and child.

HEALTHY FOOD PREPARATION IN INFANCY

Having healthy, balanced meals from infancy reduces the occurrence of both stunting and obesity. It sets the foundation for healthy eating habits in childhood and into adulthood, ensuring a healthier community with reduced instances of illness.

INCREASED FREQUENCY OF STORYTELLING, SINGING AND READING

In addition to storytelling, singing and reading being vehicles of play, they also encourage the use of language and support the socio-emotional development of the child.

INCREASED FREQUENCY OF CAREGIVER-INFANT PLAY

When caregivers are sensitive to an infant's signals and respond appropriately, it builds up stable, responsive relationships. This has positive long-term impacts on brain development, health, behaviour and social interactions.



REDUCED CAREGIVER STRESS AND ISOLATION

Caregiving behaviour is influenced by the socio-emotional well-being of the individual caregiver. Ensuring that their routines go smoothly, with social or community support networks, has a significant impact on their mental health and nurtures positive interactions with their children.

INCREASED CAREGIVER-REPORTED SENSE OF SELF-EFFICACY

Being sure of his or her own ability to support and provide for the child leads to improved caregiver mental health, motivation, and overall positive well-being.

USE OF POSITIVE, NON-VIOLENT APPROACHES TO DISCIPLINE

The use of positive discipline builds up the quality of communication, understanding and trust between caregiver and child. This has long-term effects on the child's cognitive and emotional development.

INCREASED TIME SPENT OUTDOORS TOGETHER BY CAREGIVERS AND CHILDREN

Spending time outdoors playing and relaxing increases exposure to nature, has a good effect on the mental health of caregivers and allows children to explore. It also increases potential social interactions within neighbourhoods.

INCREASED INSTANCES OF CAREGIVERS WHO WALK OR BIKE WITH YOUNG CHILDREN

Active forms of mobility not only encourage healthier routines, contributing to reducing childhood obesity and increasing exposure to nature, but also allow for more frequent and regular social interactions within the neighbourhood.



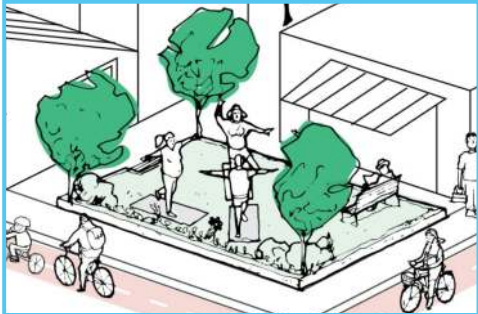
AN URBAN95 STARTER KIT

Ideas for action



WHAT'S IN THE STARTER KIT?

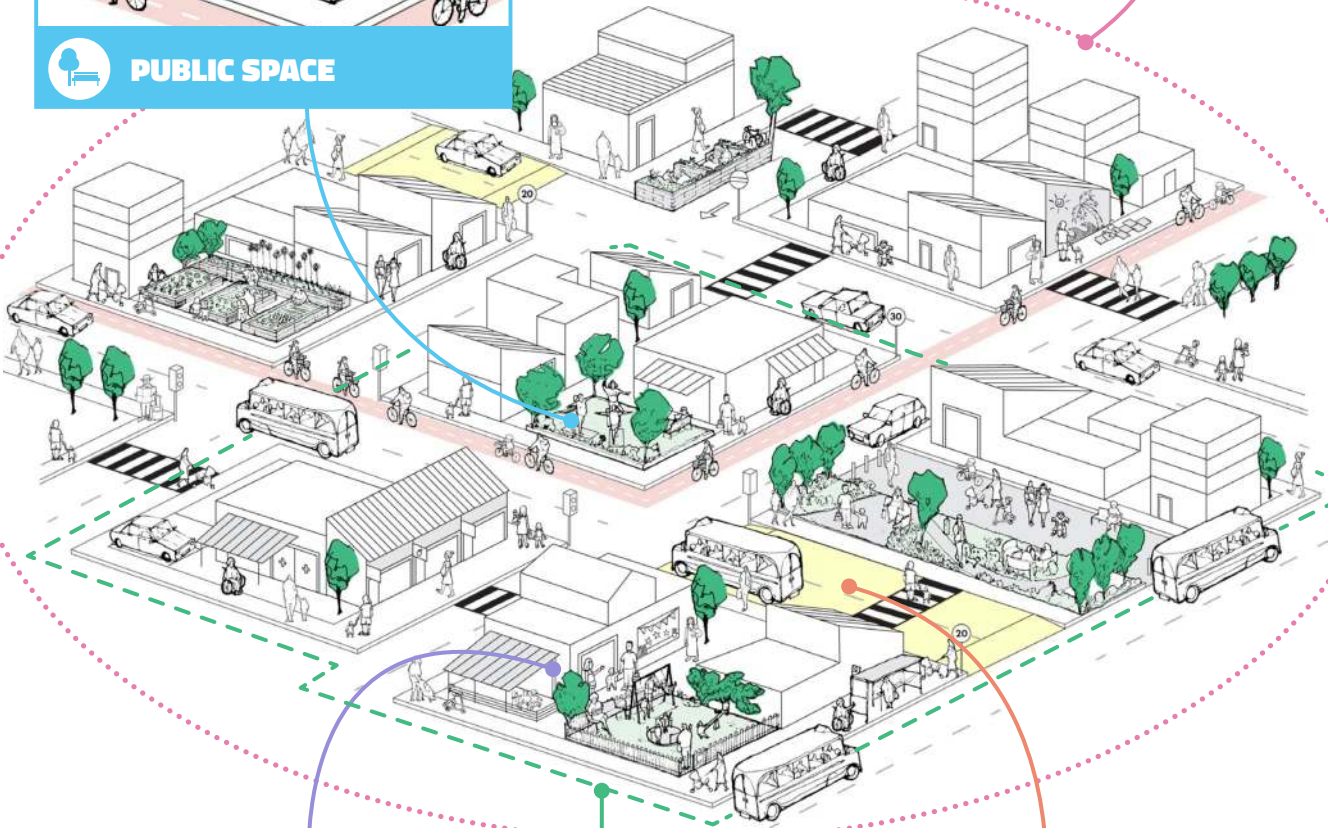
29 ideas in four categories and a comprehensive package: the Children's Priority Zone



PUBLIC SPACE



DATA-DRIVEN MANAGEMENT



EARLY CHILDHOOD SERVICES



CHILDREN'S PRIORITY ZONE



MOBILITY



EACH CATEGORY INCLUDES

- a set of **sample outcomes** that give a sense of the kinds of performance metrics you might consider.
- a list of **practical ideas** ranging from simplest to most complex.

EACH IDEA INCLUDES

- a **description** and some **implementation examples**.
- indications on **cost, the city departments involved, minimum scale, maintenance and existing implementation level**. These indications are based on our experience and try to span geographic diversity.

The ideas in the kit vary in terms of their evidence and implementation levels. It should not be presented as a package of tried and tested interventions, but a collection of promising ideas.



URBAN95 STARTER KIT

TABLE OF CONTENTS

Each category ranks ideas from simple to complex. Where will you start?



PUBLIC SPACE *Page 16*



MOBILITY *Page 43*



EARLY CHILDHOOD SERVICES *Page 60*



DATA-DRIVEN MANAGEMENT *Page 71*

1 Pop-up play 	2 Urban stories 	3 Safe & public breastfeeding 	4 Behavioural prompts 	5 Temporary play streets 
6 Opening public facilities out of hours 	7 Storytelling in public 	8 Design for play 	9 Nature takeover 	10 A tree for every baby 
11 Merging green and play spaces 	12 Targeted air quality improvements 	13 Playworkers and free play 	1 Safer street crossings 	2 Subsidised public transport 
3 Children routes 	4 Safe, interesting and playful transit 	5 Pedestrian improvements 	6 Traffic calming 	7 Protected bike lanes 
8 Everything nearby 	1 Priority access to services for young families 	2 Neighbourhood directories for early childhood services 	3 ICT-enabled coaching 	4 Parent coaching bundled with health services 
5 Integrated early childhood services 	1 Training in data literacy for city staff 	2 Chief child development officer 	3 Data dashboards 	



CHILDREN'S PRIORITY ZONE
Page 78

A place-based package that covers early childhood services, public space, mobility and inter-agency data-driven management. It has been designed to favour a scale up of urban policies on early childhood, and is being tested.



PUBLIC SPACE

WHAT CAN WE DO AT THE LOCAL (SPATIAL) LEVEL TO IMPROVE CHILD–CAREGIVER INTERACTIONS AND CAREGIVER WELL-BEING?

Ideas...

1 Pop-up play	2 Urban stories	3 Safe & public breastfeeding	4 Behavioural prompts	5 Temporary play streets
6 Opening public facilities out of hours	7 Storytelling in public	8 Design for play	9 Nature takeover	10 A tree for every baby
11 Merging green and play spaces	12 Targeted air quality improvements	13 Playworkers and free play		

This category focuses on how cities can maximise positive interactions between young children and caregivers in their experience of space. It focuses on physical design or programming and relates more strongly to the city's Planning and Parks departments.

The experience of space for young children is very dependent on the stage of their sensory, physical, cognitive, social and emotional development and tends to be limited to an extremely local scale. The ideas are therefore either very localised interventions, or about general environmental factors affecting places where young children spend the most time.

At this level, impact can be measured through indicators of caregiving behaviours and caregiver well-being, but also of vibrancy of public life and environmental factors.

Sample outcome areas...

- Exclusive breastfeeding in the first six months
- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Increased frequency of storytelling, singing and reading
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Reduced crime
- Improved air quality
- Increased tree coverage
- Increased profits for local businesses

Idea 1

POP-UP PLAY

Mobile containers of books, toys and games for small children, along with movable benches and chairs, can be easily towed by bicycle or car.

It fills public space with life, engages community members and is an efficient way to test ideas for permanent infrastructure. It can provide moments for parents and children to socialise and may contribute to reducing their stress. It is widely used around the world, but there is a need to develop more experiences that are inclusive of the youngest children.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ○ ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

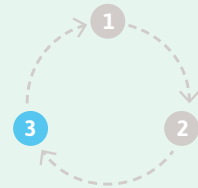
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses



REAL WORLD EXAMPLES

- In **Canberra, Australia**, an eight-day pop-up park experiment on Garema Place led to a sixfold increase in children and families spending time in public spaces.
- In **Brussels, Belgium**, *Cultureghem's PlayBox* adapts the idea of the play-box to fit the needs of young kids in the city's most deprived neighbourhood, to create a safe and challenging play environment.
- In **Bogotá, Colombia**, the city introduced a pop-up play initiative combined with murals and street closure in a low-income neighbourhood. Young local artists painted a graffiti mural, honouring early childhood by depicting games they remember playing on the streets. This is the first step in a longer process through which the city is planning progressively more permanent interventions.
- Imagination Playground is a mobile block-based play system that can be easily placed in any kind of open space and allows children to creatively build their own playground. Developed in the **USA**, it has also been used in **Turkey, Vietnam, Australia** and **Russia**.
- In **Amman, Jordan**, two architects designed a modular, easy-to-assemble system of wooden street furniture called Stackable Playscapes, to cost-effectively bring play elements to public spaces in cities and refugee camps.



RELATED IDEAS

- 2 Urban stories
- 5 Temporary play streets
- 11 Merging green and play spaces
- 13 Playworkers and free play
- 4 Safe, interesting and playful transit



RESOURCES

- Playbox – moveable play space in Brussels
- *Play Everywhere Playbook* by KaBOOM

Idea 2

URBAN STORIES

Stories can be disseminated throughout the urban environment as murals, art installations and sculptures.

Apart from a beautification effect, they have potential to trigger learning and curiosity in young children and can be used to foster interactions with caregivers.

Every place has its stories, so it also contributes to strengthening a community and can be adapted to any context.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ○ ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

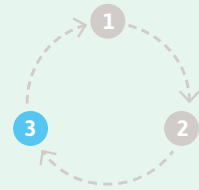
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses



REAL WORLD EXAMPLES

- In **Melbourne, Australia**, a series of images relating a story from the Aboriginal community painted as a mural along a street can be easily interpreted and followed by children as well as used as a support for storytelling interactions between caregivers and children.
- In **Ciudad Bolivar, Bogotá, Colombia**, a local project of neighbourhood improvement named *Crezco con mi barrio* and led by a local community organisation in partnership with the municipal government, has resulted, among other interventions, in a 95-cm-tall mural painted by local inhabitants. It relates to local stories as well as marking out physically the height of a 3 year old, serving as a reminder of their vulnerability to traffic.
- In **Accra, Ghana**, the Playtime in Africa team of the Mmofra Foundation is creating a 'toddler exploration' journey in a park. Some of the play elements use local storytelling features such as local instruments, games or design patterns. Intergenerational and relying on natural structure, the play area also develops social skills, and provides a unique opportunity for children from different socio-economic backgrounds to interact.



RELATED IDEAS

- 4 Behavioural prompts
- 8 Design for play
- 4 Safe, interesting and playful transit



RESOURCES

- Playbox – moveable play space in Brussels
- *Play Everywhere Playbook* by KaBOOM

Idea 3

SAFE & PUBLIC BREASTFEEDING

Exclusive breastfeeding, particularly in the first six months of life, can improve children's health and nutrition, and the bonding experience with their mothers.

Longitudinal studies have found that breastfeeding has a long-term impact on a range of developmental outcomes. Encouraging breastfeeding in public spaces can be done through safer environments for women to feel secure (lighting, pavements, urban furniture), but also through supportive infrastructure, policies and campaigns. Feeling safe and comfortable to breastfeed can reduce mothers' stress.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ○ ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

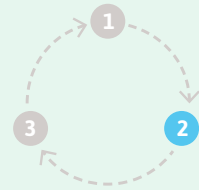
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

In experimentation



More info...



OUTCOME AREAS

- Exclusive breastfeeding in the first six months
- Reduced caregiver stress and isolation
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses



REAL WORLD EXAMPLES

- In **New York**, the city is providing the most deprived neighbourhoods with 'lactation pods' in health facilities, catering for the needs of young mothers to encourage breastfeeding by providing a safe space.
- In **New Zealand**, the Breastfeeding Friendly Spaces Accreditation is an initiative that creates and sustains breastfeeding-friendly environments with the aim of normalising breastfeeding. *Toi Te Ora* Public Health's breastfeeding-friendly team engage workplaces, early childhood education services, cafes, and health service providers. It supports spaces with breastfeeding policy development, staff training, breastfeeding signage, and education on how to create comfortable spaces for mothers.
- In **Croatia, Hum na Sutli**, a small town in the north, has implemented a breastfeeding bench in a park next to a primary school. The bench has signage and provides shade for mothers. The initiative was led by a group of citizens, supported and funded by the city, and aims at encouraging breastfeeding in public.



RELATED IDEAS

- 7 Storytelling in public
- 4 Safe, interesting and playful transit
- 2 Neighbourhood directories for early childhood services

Idea 4

BEHAVIOURAL PROMPTS

Any place where children linger with their parents can be a place of learning, from a supermarket to a bus stop.

A set of key messages and caregiving behaviours to promote can be identified and spread through behavioural prompts in the physical environment (on walls, in markets, on billboards, on product packaging).

To increase their effect, these messages can be strengthened through mobile phones and online channels, or through coherent messages from other people in parents' lives, such as health professionals, teachers, employers, barbers, imams, bus drivers.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

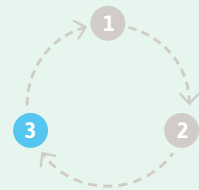
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased profits for local businesses



REAL WORLD EXAMPLES

- In **São Paulo, Brazil**, the city government developed key messages about the importance of talking, singing and playing with babies and toddlers and is spreading them through digital advertising billboards throughout the city.
- In **Tulsa, USA**, small signs were placed in the dairy and vegetable sections of supermarkets encouraging caregivers to start conversations with kids. One prompt, for example, encouraged caregivers to ask children ‘where does milk come from?’ There were 33% more conversations as a result. Similar results were observed in a project in Duncan Village, South Africa.
- In **Boston, USA**, a team at Harvard University’s Achievement Gap Initiative developed five caregiving principles (‘the basics’), and trained staff from more than 40 local organisations to deliver them – in person and through media – in their daily work. This initiative showed a significant increase in awareness of the five caregiving principles.
- **Amsterdam, Netherlands**, developed and scaled a First 1000 Days strategy promoting healthy caregiving (such as breastfeeding, food choices, placing small children on bikes, eating dinner as a family). While the health sector drove the strategy, they also used other sectors such as education and sport, as well as partnerships with private organisations to deliver key messages on- and offline.
- In **Ghana**, the MAP (Market, Mothers & Parks) initiative seeks to improve literary and cognitive outcomes for small children by building a partnership between two key urban community sites – the marketplace and the park. It does so partly by seeding the market with intentionally designed items that will readily lend themselves to informal playful learning.



RELATED IDEAS

- 2 Urban stories
- 8 Design for play
- 4 Safe, interesting and playful transit
- 3 ICT-enabled coaching

Idea 5

TEMPORARY PLAY STREETS

Closing a network of streets at regular intervals allows people of all ages to have a safe public space to play, meet, and be active.

Temporary closures are a step toward permanent solutions, which can be difficult to implement without first building citizen support. Temporary closures also give everyone a chance to breathe cleaner air, increasing motivation for more regular closures.

These events increase parental perception of safety, reducing their stress and allowing more outdoor play time for children, and more socialisation between neighbours.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

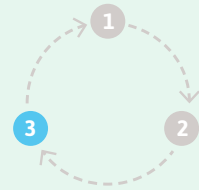
MINIMUM SCALE

Street



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Reduced crime
- Improved air quality
- Increased profits for local businesses



REAL WORLD EXAMPLES

- In **Mexico City**, LabCDMX is regularly closing streets in front of schools in some of the most deprived neighbourhoods to provide outdoor play opportunities.
- In **Libreville, Gabon**, Closing Streets for Children to Play creates a safe space for children to play where outdoor play space is lacking. It also fits into a broader tradition of reclaiming the streets for social events, such as weddings.
- **New York City** created a programme of closing streets adjacent to schools that lacked playgrounds during school break times. With teacher supervision and traffic signs, the streets are used as playgrounds.
- In **Brazil**, the city of **Manaus** has created a programme to close the streets during certain hours of the day and transform them into playground areas.
- In **Santiago, Chile**, the *Paseo Bandera* project turned a busy street in the centre into a pedestrianised thoroughfare, including facilities to rest, meet, and enjoy the colourful art by local artists. It also includes more green spaces. The tactical urbanism intervention is temporary and has been paid for by local business owners (USD 550,000).



RELATED IDEAS

- 1 Pop-up play
- 6 Opening public facilities out of hours
- 7 Storytelling in public
- 8 Design for play
- 12 Targeted air quality improvements
- 3 Children routes
- 4 Safe, interesting and playful transit
- 6 Traffic calming



RESOURCES

- *Play Everywhere Playbook* by KaBOOM
- *Playing Out*, UK
- *The Play Street* toolkit

Idea 6

OPENING PUBLIC FACILITIES OUT OF HOURS

Placing play facilities within existing public facilities, such as schools or healthcare centres, ensures a degree of care and maintenance.

They can then be opened out of hours for the community, increasing access for young children and their caregivers to a nearby play space.

These places tend to be trusted by caregivers and opening them longer increases opportunities for gathering after work, reducing parental stress related to limited time and space for play.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE



GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

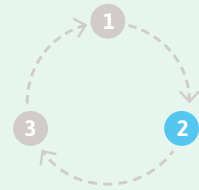
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

In experimentation



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses



REAL WORLD EXAMPLES

- **New York, USA**, created a programme to transform school parking lots into playgrounds. Design and construction are done with help of the community and children. They remain open for the community to use after school hours.
- In **Bangladesh**, the local government implemented a project to provide playground facilities for children and make primary education livelier. Playgrounds are on school grounds, but stay open to the community after school hours. Results indicate a 10% increase in attendance. Children started to arrive earlier at school to play and by the time classes began they were happier, more peaceful and attentive to class.



RELATED IDEAS

- 8 Design for play
- 8 Everything nearby
- 2 Neighbourhood directories for early childhood services

Idea 7

STORYTELLING IN PUBLIC

Storytelling is one of the best ways to improve language development and get children ready for learning to read and write.

It is also a medium to improve social and emotional bonding between caregivers and children. It contributes to caregiver well-being and reduces their stress. Every community has stories, so it can easily draw on local resources.

Creating storytelling activities for young kids reinforces the idea that language development starts long before children are talking and that simple techniques can have a positive impact on early brain development.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

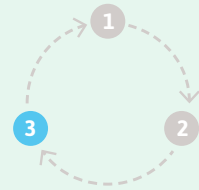
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased frequency of storytelling, singing and reading
- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased frequency and efficiency of public space usage



REAL WORLD EXAMPLES

- **Tel Aviv, Israel**, recently adapted its storytelling in the park to focus on young children, and combines it with information on how best to tell stories to children to encourage vibrant caregiver–child interactions at home.
- In **Bengaluru, India**, the *Kagakka Gubakka* initiative uses storytelling to relay myths in the Kannada language, thus also contributing to passing on local identity to children, fostering social and cultural cohesion and healthy brain development for the youngest. Sessions take place in public spaces and encourage the adoption of traditional games for outdoor play.
- In **Jakarta, Indonesia**, 38 Child-Friendly Integrated Public Space (RPTRA programme) managers were trained in 2016 to use storytelling for young children as a method of improving school readiness. These spaces have formed a network of social and green infrastructure in densely populated areas since 2014. They are opened to all, but focus on the needs of children through programming, play spaces, staff and design.



RELATED IDEAS

- 1 Pop-up play
- 2 Urban stories
- 5 Temporary play streets

Idea 8

DESIGN FOR PLAY

Playgrounds – or designated play spaces – are bounded in space and not evenly spread. When possible, it is better to think of the whole city as a playground.

Use behavioural prompts and design to encourage play during the walk along the street, at the bus stop, in plazas and waiting areas. Undesignated play spaces like these offer additional play opportunities and a more diverse learning environment for young children. And remember to include benches and other areas where people can stop and rest, as young children and caregivers are especially likely to need a break along the way.

In some contexts, negative parental behaviours towards outdoor play remain a challenge. Improving parents' and caregivers' perception of safety will also foster more play, and contribute to reducing their levels of stress.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE



GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

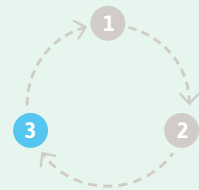
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Reduced crime
- Increased profits for local businesses



REAL WORLD EXAMPLES

- The city of **Richmond, USA**, is working with KaBOOM! to install free retractable jump ropes on sidewalks for play along the way.
- In **Nashville** and **San Francisco, USA**, movable wall instruments such as xylophones, or colourful game instructions on the walls encourage children to engage in physical and creative exercise in the public space. In **Copenhagen, Denmark**, trampoline sidewalks encourage play and physical activity for all ages.
- In **Gwangju, South Korea**, the architecture firm MVRDV has redesigned a street into a pedestrian area with the word 'Love' spelled on the pavement with a variety of textures, including grass, sand, water features and trampolines. Allowing for gathering and play, the intervention has been popular among the local children and families, and is being replicated across the city.
- Across **India**, the NGO Anthill Creations supports communities by co-designing playgrounds in public spaces, following a five-day Do-It-Yourself methodology. They have reached 10,000 kids since their first pilot in **Kharagpur** in 2015.



RELATED IDEAS

- 5 Temporary play streets
- // Merging green and play spaces
- 4 Safe, interesting and playful transit
- 6 Traffic calming



RESOURCES

- *Play Everywhere Playbook* by KaBOOM

Idea 9

NATURE TAKEOVER

Turning unused or dilapidated infrastructure into community gardens, small parks or natural playgrounds has increased spaces where children can play and families can meet.

This gives babies and toddlers access to nature, creates a stronger sense of community and improves environmental awareness. It also improves children's self-efficacy – or their sense of achievement, their sense of cause–effect and their nutrition and understanding of where food comes from.

Exposure to nature on a regular basis has a positive impact on mental health for both children and caregivers, in addition to improving self-regulation skills and physical development in children.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

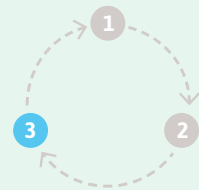
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise
- Increased frequency and efficiency of public space usage
- Improved air quality
- Increased tree coverage



REAL WORLD EXAMPLES

- In **Antwerp, Belgium**, *Kind en Samenleving* is turning small, sterile plots of land in front of homes into green zones where young children can play and learn gardening activities.
- In **Recife, Brazil**, the *Comunidade dos Pequenos Profetas* is an urban farming project on a rooftop, which produces healthy food and hires local young people. The project has educational, vocational and nutritional impacts on local families, while providing 400 square metres of green space.
- In **Sydney, Australia**, Waverley council's Urban Interventions programme received an award for 'best planning idea' for their parklet project – turning car parking space into pop-up parks – from the Planning Institute of Australia in 2014. The idea, originating in **San Francisco, USA**, has since spread and is now a common sight in most western countries.



RELATED IDEAS

- 8 Design for play
- 10 A tree for every baby
- 11 Merging green and play spaces
- 12 Targeted air quality improvements

Idea 10

A TREE FOR EVERY BABY

A way to increase tree coverage could be to plant a tree for each newborn, prioritising the neighbourhood where the child is born.

When done with a communications component, this initiative provides an opportunity to connect the issues of air quality, nature and child development.

The tree canopy can improve local air quality and provides natural areas for children to play in. Increased green coverage has also been associated with better mental health for all.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

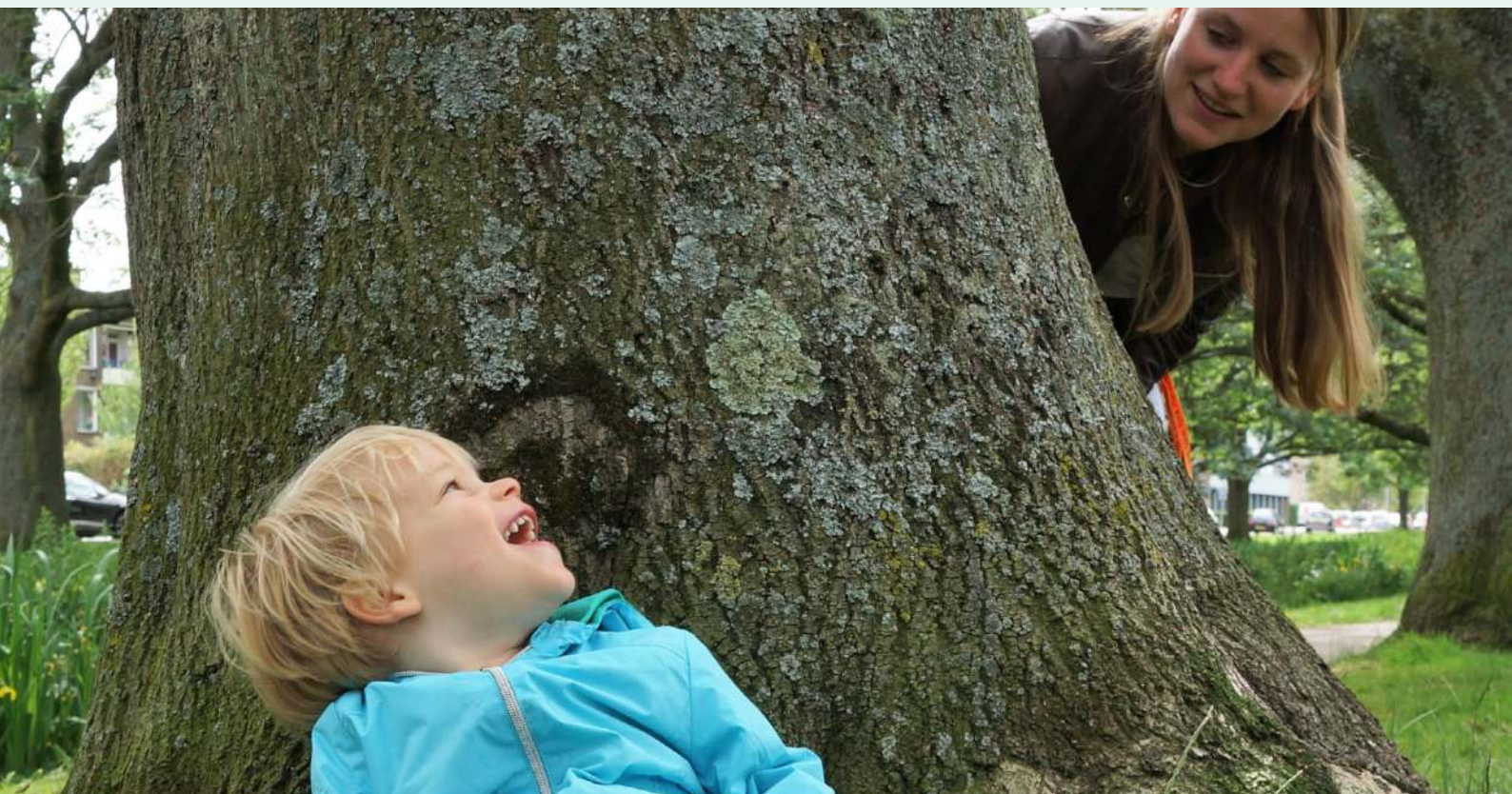
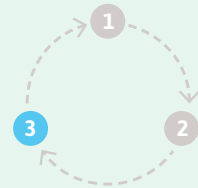
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased exposure to nature
- Increased frequency and efficiency of public space usage
- Improved air quality
- Increased tree coverage



REAL WORLD EXAMPLES

- In **Wales, UK**, a reforestation strategy was initiated following the suggestion of an 8-year-old girl. For each baby born or adopted in Wales, a tree is planted, and the child receives information about the exact location. The tree planting is done by children from local schools and is used to teach children about gardening.
- In **Rotterdam, Netherlands**, parents can ‘adopt’ – or pay for – a tree after the birth of their baby. This programme resulted in a tree planted for every 100 newborns, with an average of 800 trees a year.
- In **Cambridge, UK**, parents can order a tree for free from the city for the birth of a child. Trees are from local species and must be planted in a private space (garden, nursery, school, office) within the city limits.



RELATED IDEAS

- 9 Nature takeover
- 11 Merging green and play spaces
- 12 Targeted air quality improvements



LEARN MORE

- The Nature Conservancy on urban trees

Idea 11

MERGING GREEN AND PLAY SPACES

Park design that integrates play or playground design based on natural elements fosters better development for young children.

It increases their motor skills, but also their creativity and contact with nature. Exposure to nature on a regular basis has a positive impact on mental health, self-regulation and physical development.

Rolling hills in a park can provide play opportunities without integrating any specific play elements, while integrating 1-metre-tall ferns in a playground can lead to endless hide-and-seek fun. It also provides a pleasant experience to caregivers who can receive mental health benefits from a heightened connection to nature.

At a glance...

COST

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MAINTENANCE



GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

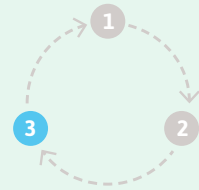
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Reduced caregiver stress and isolation
- Increased exercise
- Increased frequency and efficiency of public space usage
- Improved air quality
- Increased tree coverage



REAL WORLD EXAMPLES

- The Tumbling Bay playground in Queen Elizabeth Olympic Park, **London, UK**, has been designed entirely in natural elements, both in terms of materials and the play features themselves. Apart from traditional climbing nets and swings, it includes water flowing through a landscape, sand, tall ferns, hills and shrubs, all providing opportunities for play.
- **Bhubaneshwar, India**, is building a child-friendly smart park. Located in a central part of the city with a large concentration of schools, the park will incorporate accessible, creative, and interactive spaces, including play areas, community gardens, butterfly gardens, seating areas for parents, social spaces for individuals and groups, pop-up theatres, and splash parks.
- The Simón Bolívar park in **Bogotá, Colombia**, has an area designed with small hills, suitable for families with young children to gather and children to play. The park has been conceived for intergenerational use. Older children can play soccer on the flat part while the younger ones explore the hills. The terrain prevents this part of the park being taken over by soccer play, ensuring a diversity of use.
- In **Ghana**, the MAP (Markets, Mothers & Parks) initiative seeks to improve literary and cognitive outcomes for small children by linking important urban community sites: the marketplace and the park. The park is one of the few places where children from different backgrounds play together. It calls for careful design of the park for playful learning through plant selection and minor design interventions.



RELATED IDEAS

- 6 Opening public facilities out of hours
- 8 Design for play
- 9 Nature takeover
- 10 A tree for every baby



LEARN MORE

- *London Study of Playgrounds* by Studio Ludo

Idea 12

TARGETED AIR QUALITY IMPROVEMENTS

Air quality is hyper-local: while it is a global problem, short distances can make a difference.

Targeted interventions around the places where pregnant women, young children and caregivers spend the most time have great potential. However, while the effects of pollution on pregnant women, babies and toddlers have been well proven, there has been less experimentation around targeted improvements and most child-focused interventions have centred around schools, which are not relevant for babies. More testing is needed.

At a glance...

COST

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MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

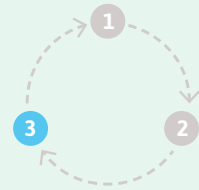
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Improved air quality
- Increased tree coverage
- Increased profits for local businesses



REAL WORLD EXAMPLES

- Idling vehicles pollute air. The state of **Arizona, USA** works with schools to test a no idling policy that includes having school buses park at least 100 feet away from an active air intake, and obliges drivers to shut off the engine when they arrive.
- **London, UK**, has started introducing in 2017 some traffic calming measures around schools, in order to reduce exposure of children to vehicle emissions. Results have not yet been published.
- In **North Richmond, California, USA** diesel trucks were using local streets and polluting air. The city is working to re-route trucks away from the local elementary school and residential areas through signage and fines.
- Greening the childcare centres, schools, health clinics and playground can help improve air quality. One unique way to do this in the future, could be to introduce technologies like the City Tree, developed by Green City Solutions in **Germany**. It is an air-purifying plant wall that has the absorptive of power of 275 trees in 99 per cent less space and has been integrated into the design of public benches in **London, Oslo, Paris, Amsterdam** and **Hong Kong**.
- In **Turin, Italy**, the citizen organisation *Che aria Respiro* is pushing for better cycling infrastructure and is developing ways to measure pollution in areas that children use daily, such as routes to kindergartens. The end goal is to influence municipal policy towards better air quality.



RELATED IDEAS

- | | | | |
|----|-------------------------------|---|-----------------|
| 5 | Temporary play streets | 6 | Traffic calming |
| 9 | Nature takeover | 3 | Data dashboards |
| 10 | A tree for every baby | | |
| 11 | Merging green and play spaces | | |

Idea 13

PLAYWORKERS AND FREE PLAY

Free play is crucial for learning and brain development, as children learn to evaluate and navigate risk. It also helps them to develop creativity and their motor and social skills.

Free play happens when children are not under parental supervision or restrictions. Playworkers – or trained play staff – and adventure playgrounds allow this without placing young children in dangerous situations.

Playworkers are available to assist a child if needed, but strive to be as inconspicuous as possible to allow children to direct their own play.

At a glance...

COST

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MAINTENANCE



GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

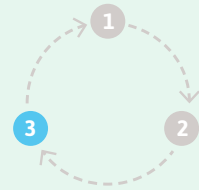
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Increased exposure to nature
- Increased connectivity and trust between caregivers and children from different families
- Increased exercise



REAL WORLD EXAMPLES

- In the **UK**, adventure playgrounds are spaces where children are free from parental supervision and spend their time in absolute free play. Children are encouraged and supported by playworkers – trained play staff – who ensure their safety without preventing play.
- Playrangers in the **UK** are local government employees who visit parks and public spaces and provide guidance along with equipment to help children enjoy the space in a playful way. They can be considered as a combination of park ranger and playworker.
- *Waldkindergarten* – or forest preschools – in **Germany** use play in woodlands and forest areas as part of the preschool curriculum. The children spend most of their time in nature, and their free play is supported by trained staff. There are about 2000 such kindergartens across the country. The idea originated in **Denmark**, but has now spread, with about 40% of all **South Korean** preschoolers now exposed to some form of outdoor learning as a result of the creation of the Korean Forest Kindergarten Association in 2011. This type of preschool significantly improves readiness for school.
- **Copenhagen, Denmark**, has a network of 26 *Bemandede Legeplads* or staffed playgrounds, in addition to regular public playgrounds. The staffed playgrounds are manned during open hours with staff who provide help with homework, manage play equipment, and organise other activities. The playgrounds are themed and can specialise in subjects such as traffic, nature or gardening.



RELATED IDEAS

- 5 Temporary play streets
- 8 Design for play
- 9 Nature takeover
- // Merging green and play spaces



LEARN MORE

- Play England on playwork



MOBILITY

WHAT CAN WE DO IN THE MANAGEMENT OF URBAN FLOWS AND MOVEMENTS TO IMPROVE CHILD–CAREGIVER INTERACTIONS AND CAREGIVER WELL-BEING?

Ideas...

1 Safer street crossings	2 Subsidised public transport	3 Children routes	4 Safe, interesting and playful transit	5 Pedestrian improvements
6 Traffic calming	7 Protected bike lanes	8 Everything nearby		

This category focuses on how movement, transit and reaching destinations can be moments of positive interaction between young children and caregivers. Ideas in this category tend to relate more to Planning and Transport departments. The suggested interventions aim at improving the experience of mobility for caregivers, to enhance their well-being and enable more quality time. This category tends to focus on the caregiver's experience in reaching key destinations such as healthcare services or a play space. Key factors would be proximity, safety, predictability and reliability of transit.

At this level, impact can be measured through indicators focusing on caregiving behaviours and caregiver well-being, but also on time, distance and user experience of transit.

Sample outcome areas...

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Improved air quality
- Reduced traffic-related deaths and injuries
- Improved access to early childhood services

Idea 1

SAFER STREET CROSSINGS

Road crossings can easily be made safer for young children and caregivers by signage for drivers.

For example, adding colours increases awareness of the presence of children and encourages them to use crossings. More comprehensive design interventions can significantly increase safety, such as adding traffic islands, shrubs and other shielding elements, as well as introducing speed reduction devices such as speed bumps. Design interventions may also influence perceived safety for parents, reducing their stress levels.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

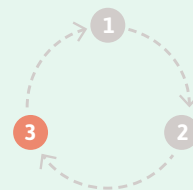
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Reduced traffic-related deaths and injuries
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In **La Paz, Bolivia**, the Traffic Zebras are a fleet of urban educators dressed in zebra outfits, whose role is to raise awareness in a creative and memorable way about safe crossing behaviours for pedestrians and drivers. It is particularly popular with young children and parents.
- **Bhubaneshwar India**, is redesigning its Janpath road for a safer accessibility for children, focusing on crossings leading to schools. This includes increasing visibility on the crossing itself, reducing the kerb height for younger children or adding ramps for pushchairs and signage around schools. It also means adding vegetation and turning the road into a pleasant and more interesting walk for children.
- In **Mexico City**, *Liga Peatonal* uses data on road accidents to inform road safety recommendations around schools. They have engaged in pilot projects, advocacy, and a public information campaign to uphold children's right to the city.



RELATED IDEAS:

- 5 Temporary play streets
- 3 Children routes
- 4 Safe, interesting and playful transit
- 5 Pedestrian improvements
- 6 Traffic calming
- 7 Protected bike lanes
- 3 Data dashboards



LEARN MORE

- *Cities Safer by Design* by the World Resources Institute's Ross Centre for Sustainable Cities
- *Global Street Design Guide* by the National Association of City Transportation Officials (NACTO)
- *Pedestrians First, tools for a walkable city* by the Institute for Transportation and Development Policy (ITDP)

Idea 2

SUBSIDISED PUBLIC TRANSPORT

The price of public transport acts as a barrier to mobility for the poorer sections of the population.

One result is reduced access to healthcare, leading to fewer prenatal visits and a higher likelihood that a caregiver will wait until an emergency to seek help. Lowering the cost can improve access and improve healthy development for both mother and child. Reducing the transport burden also contributes to reducing levels of stress of caregivers.

At a glance...

COST

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MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

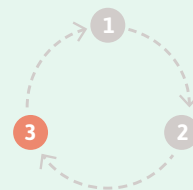
MINIMUM SCALE

City



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In **São Paulo, Brazil**, the *Programa Mãe Paulistana* aims to ensure access to healthcare throughout pregnancy by providing a free travel card to pregnant women. This programme is coupled with further incentives such as the gift of a bag of baby clothes for completing the full six prenatal visits.
- In **Columbus, Ohio, USA**, pregnant women at risk under Medicaid insurance can order a van for non-emergency travel to their medical appointments or support programme (Moms2B) sessions. However, the service is deemed unreliable by users and has been assessed by Alphabet's Sidewalk Labs as lacking the public funds to function properly.
- In **Japan**, pregnant women in **Tohoku** are able to pre-register for certain maternity services with some of the city's taxis, named 'Sankyu'. It gives them priority when heading to prenatal check-ups at any time of the day or night and places them on the urgent list when going into labour. Some taxi companies are also educating their drivers on how to look after expectant mothers on their way to the hospital.



RELATED IDEAS

- 6 Opening public facilities out of hours
- 4 Safe, interesting and playful transit
- 5 Pedestrian improvements
- 8 Everything nearby
- / Priority access to services for young families

Idea 3

CHILDREN ROUTES

Marking children’s daily routes with colours and playful elements can help improve their mobility while increasing the playability of the public space. These routes typically connect residential areas with schools, playgrounds and parks.

This also alerts drivers to the presence of children in the area, and increases levels of perceived safety for parents, thus reducing their stress levels. It allows for earlier independent mobility and ensures a visible focus on children mobility.

Implementing a children route may lead to a public space being assessed for friendliness to families, by identifying dangerous areas, for example.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

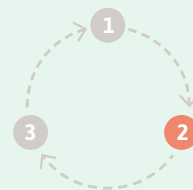
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

In experimentation



More info...



OUTCOME AREAS

- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Reduced traffic-related deaths and injuries



REAL WORLD EXAMPLES

- The *Kindlint* or 'child-route' in **Eindhoven, Netherlands**, is meant to provide a safe, walkable route for children in the neighbourhood. It is marked by signage, and a distinctive coloured and textured path for children to follow. It connects residential areas to schools, parks and playgrounds. It is meant to reduce the age at which independent mobility is attained, and to increase perceived safety for parents.
- The city of **Boulder, Colorado**, has applied the concept to cycling mobility for children and families, ensuring that all spaces frequented regularly by children are connected by protected bike lanes.
- In **Mexico City**, *Liga Peatonal* uses data on road accidents to inform road safety recommendations around schools. They have engaged in tactical urbanism interventions such as signage and playful painting activities at road crossings to create safer routes for children to reach schools.



RELATED IDEAS

- 2 Urban stories
- 8 Design for play
- 12 Targeted air quality improvements
- 4 Safe, interesting and playful transit
- 5 Pedestrian improvements
- 6 Traffic calming
- 7 Protected bike lanes
- 2 Chief child development officer



LEARN MORE

- *Play Everywhere Playbook* by KaBOOM

Idea 4

SAFE, INTERESTING AND PLAYFUL TRANSIT

Mobility also implies moments of immobility, which can be opportunities for learning and play.

Turning a bus stop into a learning experience can be done via messages and stories, or games relying on colours or shapes. Messages can also be included inside the buses or trains to encourage interactions or games. Similarly, enhancing safety at stations and other transport access points – by reducing gaps and allowing for pushchair access, or ensuring shade and lighting – can greatly improve the caregivers' experience and enhance their mobility. This can also be done by ensuring a level of comfort at stations.

Thinking multimodal transit for young children and their caregivers – by providing 'strollable' (stroller-friendly) pavements to reach a public transit station for example – will greatly boost their mobility.

At a glance...

COST

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MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

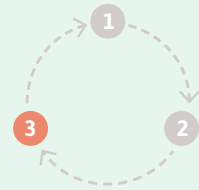
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Improved access to early childhood services



REAL WORLD EXAMPLES

- The Urban Thinkscape Project in **Philadelphia, USA**, focuses on maximising opportunities for play throughout the public space. This includes playful bus stops with puzzles and street lighting projecting animated stories on the pavements.
- ITDP's Gold Standard for Bus Rapid Transit systems requires, among other factors, to ensure pushchair accessibility for all buses and stations, defined as a gap of no more than 1.5 cm (vertical) and 10 cm (horizontal) between the bus and the platform. There are gold-standard BRT systems in **Yichang, China**; **Belo Horizonte, Brazil**; **Bogotá, Colombia**; and **Dar-es-Salaam, Tanzania**.
- The city of **Melville, Australia**, has an artistic programme named 'Adopt a bus stop' which encourages and funds artists, students and community groups to turn a bus stop into a local landmark. Some bus stops have been decorated with educative paintings for children, reflecting a nearby school's curriculum. These interventions could be adapted for young children.
- **Medellín, Colombia**, introduced safe routes for preschoolers who live in neighbourhoods with high levels of violence. Children walk to school together with a group of adults, playing games and accompanied by music.



RELATED IDEAS

- 1 Pop-up play
- 2 Urban stories
- 5 Temporary play streets
- 8 Design for play
- 5 Pedestrian improvements
- 6 Traffic calming
- 3 Data dashboards



LEARN MORE

- *Play Everywhere Playbook* by KaBOOM
- *Global Street Design Guide* by the National Association of City Transportation Officials (NACTO)

Idea 5

PEDESTRIAN IMPROVEMENTS

Increasing pavement width, walkability and ‘strollability’ – walking while pushing a pushchair – increases opportunities for interaction and play, and reduces the likelihood of collisions and injuries.

It provides more time to catch a toddler who runs off towards the street and allows for a more comfortable walk during which caregivers and kids are less stressed and more likely to use the time for positive interactions. Ensuring that pavements remain free from obstructions (cars, stalls), and comfortable (shade, benches) is crucial, and requires maintenance and enforcement of regulations in addition to design interventions. Interventions can easily be tested temporarily first.

Finally, by ensuring a walkable connection between the places where young children and caregivers go frequently (health clinic, childcare, park or playground), cities encourage physical activity, reduce stress and increase quality of life.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

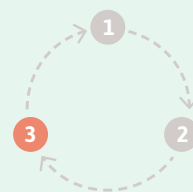
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, pre-school, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Reduced traffic-related deaths and injuries
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In **Copenhagen, Denmark**, *woonerfs* (or shared streets where pedestrians have legal priority over motorists) increase safety, but also teach young children about navigating public space. Different textures and materials for the floor encourage children towards certain spaces or deter them.
- In **Eindhoven, Netherlands**, and **San Francisco, California, USA** dedicated children's routes linking schools, parks and playgrounds in residential neighbourhoods are made visible via colourful signs and paint.
- In the **City of London, UK**, the Bankside Boardwalk installation is a wooden, levelled, and temporary (six months) extension of the pavement onto the street in response to a need for more pedestrian space. Adaptable, colourful and potentially playful, the intervention includes benches, increases space for pedestrians in a pushchair-friendly way (no change of level) and contributes to lower traffic speed by reducing car space.



RELATED IDEAS

- 5 Temporary play streets
- 1 Safer street crossings
- 3 Children routes
- 4 Safe, interesting and playful transit
- 6 Traffic calming
- 7 Protected bike lanes
- 3 Data dashboards



LEARN MORE

- *Global Street Design Guide* by the National Association of City Transportation Officials (NACTO)
- *Pedestrians First, tools for a walkable city* by the Institute for Transportation and Development Policy (ITDP)
- *Play Everywhere Playbook* by KaBOOM

Idea 6

TRAFFIC CALMING

Reducing car speed (via regulation, speed bumps, modified street patterns) increases safety for all, and especially young children.

It also reduces their exposure to air pollution and frees up public space. Traffic calming or complete interruption on a temporary basis is a good way to start. Increased pedestrianisation of streets also has some ancillary benefits, such as increased business for local shops and more ‘eyes on the street’. Slower traffic also means an increased perception of safety and reduces caregiver stress.

At a glance...

COST

\$ \$ \$ \$ \$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

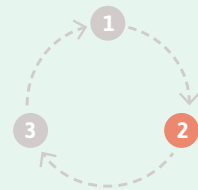
MINIMUM SCALE

Street



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Improved air quality
- Reduced traffic-related deaths and injuries



REAL WORLD EXAMPLES

- In **Kigali, Rwanda**, has banned cars from its city centre and has monthly car-free days, complemented by city-supported sports. Similarly, the car-free mornings every Sunday in the two main central thoroughfares in **Jakarta, Indonesia**, have become a hugely popular tradition. Families flock to make use of this newly available public space by walking, biking or simply gathering. **Paris, France** has launched car-free Sundays once a month and has seen an increase in public space usage and a reduction in levels of air pollution. It is now expanding the geographical scope and frequency of the event.
- A review of 600 traffic-calming schemes (road narrowing, frequent pedestrian crossings, cycle tracks) in **Denmark** indicates a reduction of 43% in casualties compared with untreated areas.
- Closing streets is a common form of traffic calming. **Mexico City** regularly does so near schools in disadvantaged areas. In **Libreville**, a project called *Closing Streets for Children to Play* creates a safe space for children to play where outdoor play space is lacking. **New York City** created a programme to close streets adjacent to schools that lacked playground areas during school break times. **Manaus** has a programme to close streets at certain hours of the day and transform them into playgrounds.
- In **Ciudad Bolivar, Bogotá, Colombia**, local community engagement structures and city government identified the most dangerous traffic intersection. Families gathered to paint playful shapes on the pavement and local stories on the walls, raising awareness for families about the risk in this space. Next steps include engaging the Department of Transportation to introduce permanent traffic-calming measures.
- **Barcelona, Spain**, is rethinking its urban layout through the Superblock project. It has closed car traffic on some streets, so cars are now only allowed on main arteries, and inner streets are available for other activities such as play, programming, greening, cycling and walking.



RELATED IDEAS

- 5 Temporary play streets
- 1 Protected bike lanes
- 3 Safer street crossings
- 4 Children routes
- 7 Safe, interesting and playful transit
- 3 Data dashboards



LEARN MORE

- *Cities Safer by Design* by the World Resources Institute's Ross Centre for Sustainable Cities
- *Global Street Design Guide* by the National Association of City Transportation Officials (NACTO)
- *Pedestrians First, tools for a walkable city* by the Institute for Transportation and Development Policy (ITDP)

Idea 7

PROTECTED BIKE LANES

Segregated cycle lanes are good for biking in general, but even more critical for encouraging caregivers riding with babies and toddlers on their bikes or toddlers using a solo bike for the first time.

They have a strong impact on reducing stress levels for caregivers through an increased perception of safety. By fostering healthy habits in children from an early age, bike lanes have a positive impact on air quality.

At a glance...


COST	MAINTENANCE
\$ \$ \$ \$ \$	● ● ●

- GOVERNMENT INVOLVEMENT**
- Social Services
 - Parks & Recreation
 - Education
 - Planning
 - Health
 - Transportation

MINIMUM SCALE
City



EXISTING IMPLEMENTATION LEVEL
Tested and implemented




More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Improved air quality
- Reduced traffic-related deaths and injuries
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In the **Netherlands**, bike lanes are a minimum of 2.5 metres wide, and are typically widened at junctions for increased safety, allowing more room for cyclists with young children. Additionally, physically separating bike lanes from other traffic encourages parents to cycle with their children, because of their perception of increased safety.
- In **Melbourne, Australia**, bike lanes are separated from traffic by car parks. The city also has developed long-term cycling and walking plans.
- In **Boulder, Colorado, USA**, the bike lane network leads to areas where children and their parents are likely to go to, such as playgrounds, parks and schools.
- In **Turin, Italy**, the citizens organisation *Che aria Respiro* is pushing for better cycling infrastructure as part of its demands for cleaner air. Focusing on disadvantaged neighbourhoods, they have organised a 'bike pride' event and regular workshops to raise awareness of the importance of soft mobility – walking and cycling – and its need to be baby-friendly.
- In **Santiago, Chile**, the city is using the river Mapucho's path through the city centre to place a protected bike lane on its banks. The bike lane is 30 km long and completely separated from traffic and allows easy and safe movement through the city.



RELATED IDEAS

- 10 A tree for every baby
- 12 Targeted air quality improvements
- 4 Safe, interesting and playful transit
- 5 Pedestrian improvements
- 6 Traffic calming



LEARN MORE

- *Cities Safer by Design* by the World Resources Institute's Ross Centre for Sustainable Cities
- *Global Street Design Guide* by the National Association of City Transportation Officials (NACTO)

Idea 8

EVERYTHING NEARBY

When establishing new service facilities such as childcare or health clinics, thinking about proximity is important – and favouring denser but smaller service provision is ultimately better for young children and caregivers to access them.

In already urbanised areas where building new facilities may be complex, one possibility is to use existing private spaces for the municipality to provide a service. In this way, municipalities can rapidly increase density and coverage of children’s service provision.

This notion of proximity is especially relevant to reducing travel time and stress for parents from poorly equipped (often informal) neighbourhoods, as well as in new developments where space can be reserved at the outset.

At a glance...

COST

\$ \$ \$ \$ \$

MAINTENANCE

● ● ●

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

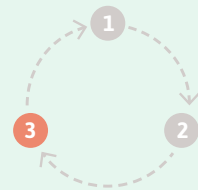
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Reduced cost and average time to reach healthcare, childcare, preschool, green space and a source of healthy food
- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In **Maranhão, Brazil**, 17 cities are using private homes as meeting points for pregnant women and health workers. Locations are chosen to be close enough for the parents-to-be to arrive on foot. This results in fewer missed prenatal visits and more time spent helping mothers and fathers think through what steps they can take – before and after the birth – to help children thrive.
- For decades, the **Colombian** government has run home-based childcare programmes set up in local homes, but financed and regulated by the government. This strategy has increased the proximity of childcare to where parents live even in high-density neighbourhoods.
- In **Antwerp, Belgium**, the *Kleuters in de voortuin* project reclaims small areas to create playable nature spaces everywhere, so that children can access nature easily rather than having to travel to large playgrounds further away.
- In **Tucumán, Argentina**, the project *Filling urban voids* has introduced parenting-friendly pop-up urban furniture in 1200 small abandoned spaces in the city. These spaces are self-managed by local communities and increase the proximity of family-friendly places throughout the city.
- The Kidogo project in **Kibera**, one of the largest informal settlements in **Nairobi, Kenya**, builds capacity for mothers to provide higher-quality, sustainable childcare micro-businesses, based in their homes.



RELATED IDEAS

- 6 Opening public facilities out of hours
- 2 Subsidised public transport
- 1 Priority access to services for young families
- 2 Neighbourhood directories for early childhood services
- 4 Parent coaching bundled with health services



EARLY CHILDHOOD SERVICES

WHAT CAN WE DO IN THE DELIVERY OF SERVICES TO IMPROVE CHILD-CAREGIVER INTERACTIONS AND CAREGIVER WELL-BEING?

Ideas...

1 Priority access to services for young families	2 Neighbourhood directories for early childhood services	3 ICT-enabled coaching	4 Parent coaching bundled with health services	5 Integrated early childhood services
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This category focuses on what a city's Social Services, along with Education and Health services, can provide to support the maximisation of positive child–caregiver interactions. It looks at these interactions from the perspective of the individual. It has a strong focus on caregiver behaviours but also on their well-being, and how they connect with and strengthen their local social networks as parents. It also looks at how accessible early childhood services are to caregivers.

At this level, impact can be measured through indicators focusing on caregiving behaviours, caregiver well-being, and service efficiency.

Sample outcome areas...

- Attendance to at least four prenatal visits
- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Increased frequency of storytelling, singing and reading
- Increased frequency of caregiver–infant play
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Use of non-violent approaches to discipline
- Improved referrals across early childhood services
- Improved access to early childhood services

Idea 1

PRIORITY ACCESS TO SERVICES FOR YOUNG FAMILIES

Giving families with young children preferential access to local services, such as not having to wait at the town hall for administrative tasks, improves their well-being.

It also sends a political message of commitment from the local authorities. It requires data collection on the administrative situation of families with young children, and a capacity to share the data across city departments.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ○ ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

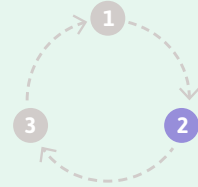
MINIMUM SCALE

A few square meters



EXISTING IMPLEMENTATION LEVEL

In experimentation



More info...



OUTCOME AREAS

- Attendance to at least four prenatal visits
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Improved referrals across early childhood services
- Improved access to early childhood services



REAL WORLD EXAMPLES

- **Boa Vista, in the northern Brazilian state of Roraima**, provides preferential administrative access to families with young children for their land tenure formalisation programme. This prioritises improving the housing situation of families with young children, who need to establish a stable living environment for the healthy development of their children.



RELATED IDEAS

- 6 Opening public facilities out of hours
- 2 Subsidised public transport
- 8 Everything nearby
- 5 Integrated early childhood services

Idea 2

NEIGHBOURHOOD DIRECTORIES FOR EARLY CHILDHOOD SERVICES

Cities and even communities themselves may not be aware of all the informal and private resources available to support child development.

Applying community solidarity – or the principles of the sharing economy – can be done through the creation of neighbourhood directories. These directories can record residents' skills and experience in areas such as child health, nutrition, childcare, and early learning parenting and topics. This allows caregivers in need of counsel to reach out to someone nearby. It also fosters local community cohesion.

At a glance...

COST

\$ \$ \$ \$ \$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Parks
- Education
- Planning
- Health
- Transport

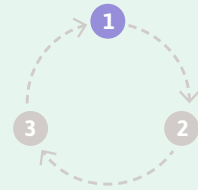
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Conceptual



More info...



OUTCOME AREAS

- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Improved access to early childhood services



REAL WORLD EXAMPLES

- In **Chicago, USA**, the Neighborhood Parents Network connects parents across the city to enable sharing of resources, tips, skills and events and ease the experience of being a parent in the city.
- In **Tel Aviv, Israel**, the city's digital platform for parents of young children, Digitaf, provides support and parenting tips, but also informs caregivers of programming suitable for young children, opportunities and child services across the city.



RELATED IDEAS

- 8 Everything nearby
- 3 ICT-enabled coaching
- 5 Integrated early childhood services

Idea 3

ICT-ENABLED COACHING

While still relatively untested relative to person-to-person-based approaches, the use of mobile phones and other technologies, as well as the application of artificial intelligence to augment parent coaching, is a promising area for exploration.

These approaches allow for large-scale reach at relatively low cost and allow caregivers more anonymity to address some sensitive topics.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

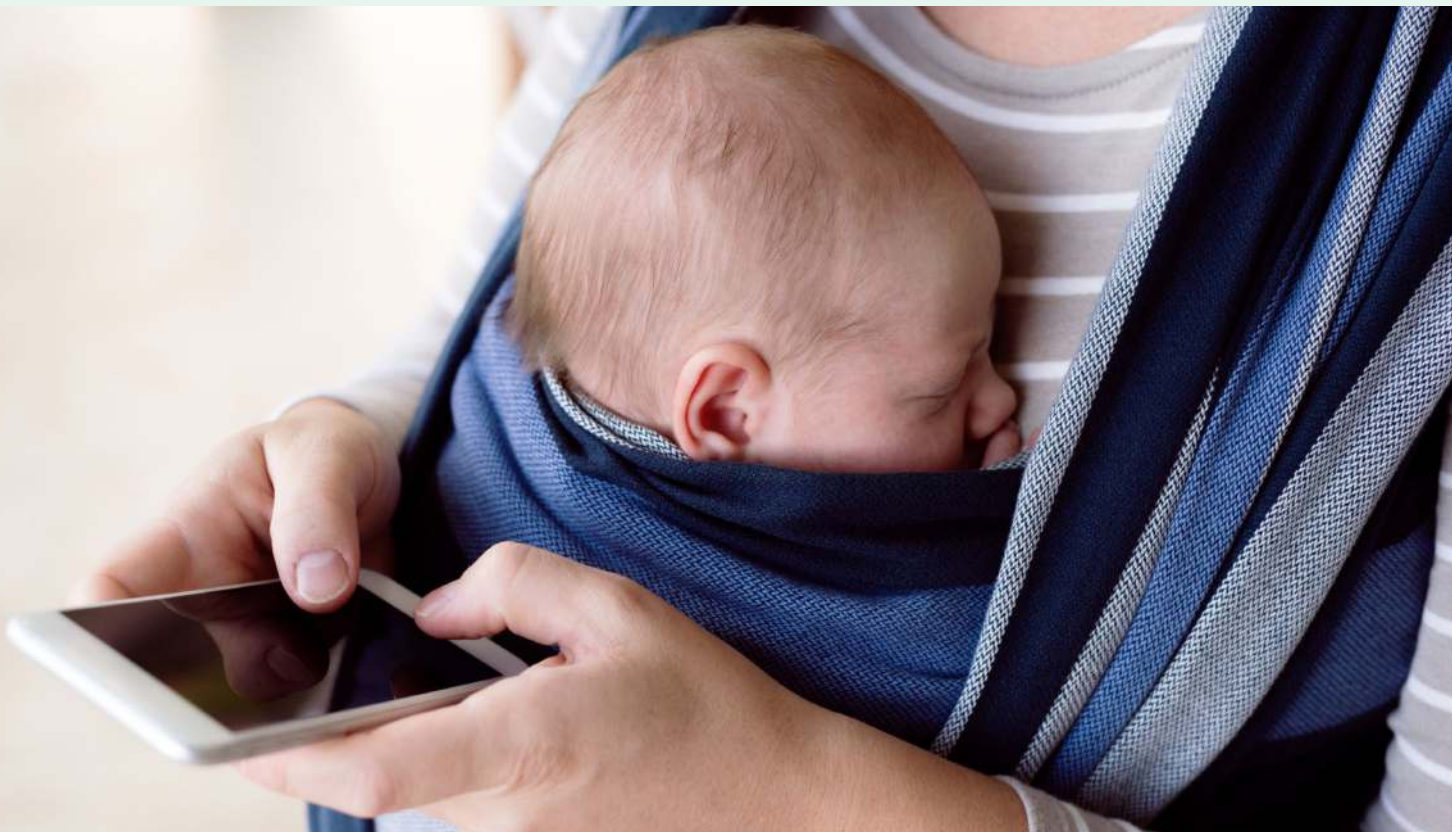
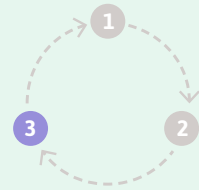
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Increased frequency of storytelling, singing and reading
- Increased frequency of caregiver–infant play
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Use of non-violent approaches to discipline
- Improved access to early childhood services



REAL WORLD EXAMPLES

- **Tel Aviv, Israel**, is using its digital platform to deliver customised content to parents with babies and toddlers. This includes connecting new parents to services and activities near their homes and sharing practical child development tips that caregivers can use in their daily routines.
- In **Jordan**, the International Rescue Committee and the Behavioural Insights Team tested different child development messages delivered to refugee parents via mobile phone. In a randomised controlled trial, they found that by using a science-based subject line, they could increase click-throughs to YouTube videos on parenting by 25%.
- In the **USA**, Vroom identifies potential intentional ‘brain building moments’ in the routines of parents and developed more than 900 tips for activities that don’t require much additional time. For example, stacking and counting pieces of fruit when eating or telling a story during a diaper change.
- In **South Africa**, ChildConnect uses SMS messaging programmes focusing on early language development. It sends three SMS messages a week to participating mothers, with tips on activities to develop early language. It spans five provinces, about 1000 mothers, and is available in English, isiXhosa and Afrikaans.
- *Suaahara*, a maternal child health and nutrition initiative in **Nepal**, holds a weekly radio drama series called *Banchan Amma* which broadcasts messages on nutrition, sanitation and hygiene, and health care, with the aim of changing behaviours.



RELATED IDEAS

- 4 Behavioural prompts
- 4 Parent coaching bundled with health services
- 5 Integrated early childhood services

Idea 4

PARENT COACHING BUNDLED WITH HEALTH SERVICES

Health services are a natural touch point for working with parents, since they reach the family during pregnancy and have regular contact during a child's early years.

Healthcare workers are also typically trusted figures in the community and people from whom caregivers would find advice credible. Training healthcare workers to deliver new messages and use more effective coaching techniques can be a very cost-effective way to make a difference in children's development and parental well-being.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE



GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

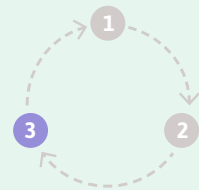
MINIMUM SCALE

Neighbourhood



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Attendance to at least four prenatal visits
- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Increased frequency of storytelling, singing and reading
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- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Use of non-violent approaches to discipline
- Improved access to early childhood services



REAL WORLD EXAMPLES

- The Reach Out and Read programme promotes reading to children through healthcare workers. Health workers provide books and encourage reading to children during child visits before school age. Doctors even ‘prescribe’ reading. The programme services 4.7 million children in the **USA**. Evaluations have found that parents are 2.5 times more likely to read to children, and report improvements in the language development of 3–6 month olds.
- In **Kenya** and **Mozambique**, PATH trains community health workers to deliver the Care for Child Development package designed by the WHO and Unicef. It combines basic health messages with child development topics such as the importance of play. As a result, PATH has seen women come to clinics earlier in their pregnancy, higher rates of exclusive breastfeeding, and more caregiver–infant interaction.
- In **Harare, Zimbabwe**, lay health workers (employed by the city) are trained in problem-solving talk therapy. Clinics refer caregivers showing symptoms of depression to the ‘friendship bench’ – a bench where lay health workers (often grandmothers) are seated – to receive counselling. A randomised controlled trial found significant impacts on levels of maternal depression, which is closely linked to child health and nutrition.
- In **Peru** and **Brazil**, the government employed home visitors originally hired to address basic issues of health and hygiene, and trained them to incorporate topics such as nutrition and early learning. This approach showed positive effects on areas such as levels of anaemia and the frequency of storytelling and playing with infants and toddlers.



RELATED IDEAS

- 4 Behavioural prompts
- 8 Everything nearby
- 1 Priority access to services for young families
- 3 ICT-enabled coaching
- 5 Integrated early childhood services
- 3 Data dashboards



LEARN MORE

- Parents+ Starter Kit

Idea 5

INTEGRATED EARLY CHILDHOOD SERVICES

Integration and shared back offices provide several advantages for early childhood services.

Due to the comprehensive nature of early childhood development and the necessity for cooperation between city departments such as Social Services, Health and Education, merging the back office when it comes to tracking and monitoring the child's development increases efficiency.

It also influences caregiver well-being by providing a better diagnosis of their situation, and can be based close to the target population, for example in a community centre.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ●

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

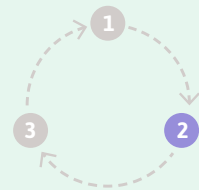
MINIMUM SCALE

City



EXISTING IMPLEMENTATION LEVEL

In experimentation



More info...



OUTCOME AREAS

- Attendance to at least four pre-natal visits
- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Increased frequency of storytelling, singing and reading
- Increased frequency of caregiver–infant play
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Use of non-violent approaches to discipline
- Improved referrals across early childhood services
- Improved access to early childhood services



REAL WORLD EXAMPLES

- Across the **Netherlands**, several cities have been experimenting with the concept of neighbourhood concierges, based in community centres. Each centre is composed of an interdisciplinary team, including health, psychology, and social support specialists. The team coordinator is the point of contact for families with young children. The team assesses the needs of the families in a holistic way, and provides care or refers the family to other services. This system relies on good data-sharing systems and training for the frontline workers.
- In **Brazil**, *Criança Feliz* programme sends trained social workers to the poorest households to teach parents how to stimulate the development of their children under 3. The programme targets families who receive welfare, connecting them to an integrated network of public servants and providing referrals for children who need extra assistance. In its first year, social workers visited more than 78,000 children and pregnant women in 25 states.
- In **London, UK**, data are being shared across local departments to increase efficiency in preventing child abuse and neglect. The model analyses various data sources, including school and health records, to judge families' risk scores. Around 80% accurate, it identifies and alerts social workers to those who need extra support.
- In the **Netherlands**, since 2014 the *Mothers of Rotterdam* programme has been identifying the most vulnerable pregnant women and providing them with targeted and holistic social and medical care through a personal coach. With regular visits up to their children's second birthday, the mothers are offered personalised support integrating the city's different services with the aim of taking control of their own situation.



RELATED IDEAS

- 1 Priority access to services for young families
- 3 ICT-enabled coaching
- 4 Parent coaching bundled with health services



LEARN MORE

- Parents+ Starter Kit



DATA-DRIVEN MANAGEMENT

WHAT CAN WE DO WITHIN A CITY'S ADMINISTRATIVE MANAGEMENT TO IMPROVE CHILD-CAREGIVER INTERACTIONS AND CAREGIVER WELL-BEING?

Ideas...

1 Training in data literacy for city staff	2 Chief child development officer	3 Data dashboards		
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This category focuses on how the collection and use of data to analyse, evaluate and monitor early childhood development at the city level can contribute to better policies for children and caregivers. The key element is to foster inter-agency collaboration and to break down silos in management to bring policies closer to the comprehensive experience of the user in everyday urban life.

At this level, impact can be measured through indicators focusing on the nature and flow of data across city departments, allocation of budget to early childhood, and efficiency of policy.

Sample outcome areas...

- Increased use of shared data across city departments
- Improved collaboration across city departments
- Increased (internal and external) transparency of city actions for young children
- Stronger public and political support for investments toward young children and caregivers
- Increased city budget for initiatives to support young children and families
- Improved collaboration between city government and civil society

Idea 1

TRAINING IN DATA LITERACY FOR CITY STAFF

Data dashboards are only as good as the quality of the data and the utility of the data to people who need to use it for decision making.

This often requires training in data literacy and management, as well as process to ensure that data is accurate. While this is a more general issue, it is particularly relevant to early childhood because a lot of service provision is done informally and by providers who may not have strong administrative capacities.

Moreover, since direct measures of child outcomes may not be available, there is a need to determine what proxy data can be used for effective decision-making.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

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GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

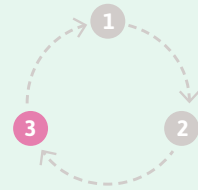
MINIMUM SCALE

City



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased use of shared data across city departments
- Improved collaboration across city departments
- Increased city budget for initiatives to support young children and families
- Improved collaboration between city government and civil society



REAL WORLD EXAMPLES

- In **Istanbul, Turkey**, the Turkish Economic and Social Studies Foundation helped create spatial maps of all city districts to identify where the most vulnerable young children were located, using a variety of proxy indicators. They shared the data with municipal managers and are working with four districts to help them better understand how to use the data for planning of services and exploring ways to ensure data are updated on a recurrent basis.
- In the **USA**, a variety of cities are now using a shared back-office service for networks of childcare providers. This helps ensure better quality administrative data across the providers, saves money through cost sharing, and allows providers to focus more attention on service quality.



RELATED IDEAS

- 5 Integrated early childhood services
- 2 Chief child development officer
- 3 Data dashboards



LEARN MORE

- Interactive Map of Early Childhood in Istanbul, by the Turkish Economic and Social Studies Foundation (TESEV) and Kadir Has University

Idea 2

CHIEF CHILD DEVELOPMENT OFFICER

Having a designated member of the municipal team with a mandate from city leadership working on child development can create momentum and commitment within the municipal team and enable cross-sector collaboration.

It creates a platform to review and act on data across silos and contributes to efficiency gains. It also helps anchor the Early Childhood Development agenda politically, secures relationships to external partners, and establishes a communication point for civil society groups and city-to-city cooperation.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ●

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

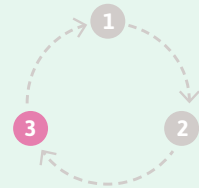
MINIMUM SCALE

City



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



More info...



OUTCOME AREAS

- Increased use of shared data across city departments
- Improved collaboration across city departments
- Increased (internal and external) transparency of city actions for young children
- Stronger public and political support for investments toward young children and caregivers
- Increased city budget for initiatives to support young children and families
- Improved collaboration between city government and civil society



REAL WORLD EXAMPLES

- In **Tirana, Albania**, the city is hiring a children's policy director for the municipality to audit municipal departments on the impact of their projects on children, and create a multi-stakeholder forum with participation from different parts of city government and civil society to drive the children's agenda, civil society and school.
- In **Tel Aviv, Israel**, the city is working on early childhood initiatives cutting across childcare, parks and recreation and transportation. The city has put in place a manager that coordinates a joint workplan across the departments. The joint work also has a steering committee that includes senior leadership from each department helping to remove any roadblocks along the way.



RELATED IDEAS

- 1 Training in data literacy for city staff
- 3 Data dashboards

Idea 3

DATA DASHBOARDS

Cities typically have far more data on early childhood development than they know, spread throughout their departments. A data dashboard can be a great starting point to promote cross-sector collaboration.

We have not yet seen any dashboard with comprehensive data on babies and toddlers, as they are usually a subsection of those focusing on the general population. Dashboards would ideally be able to overlay information about the location of young children and pregnant women on top of data about: well-being of children and caregivers; location and use of key services; location and use of public space.

At a glance...

COST

\$ \$\$ \$\$\$

MAINTENANCE

● ● ○

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

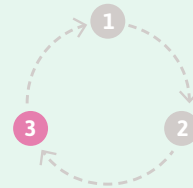
MINIMUM SCALE

City



EXISTING IMPLEMENTATION LEVEL

Tested and implemented



Caminito de la escuela

La información representada y el contenido de los datasets es

Total de escuelas

- GUARDERÍA ●
- PREESCOLAR ●
- PRIMARIA ●

Escuelas más vulnerables

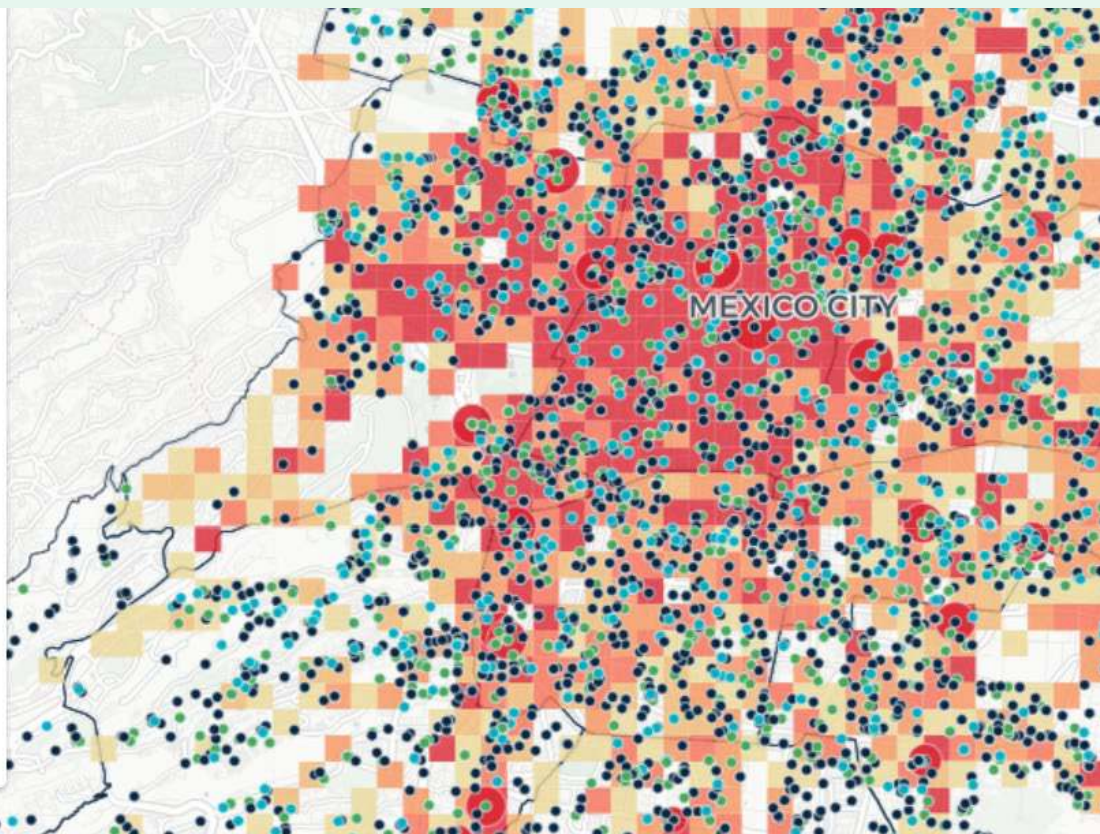
- TOP 3 POR DELEGACIÓN

Atropellamientos*

POR CUADRANTE



Delegaciones



More info...



OUTCOME AREAS

- Increased use of shared data across city departments
- Improved collaboration across city departments
- Increased (internal and external) transparency of city actions for young children
- Stronger public and political support for investments toward young children and caregivers
- Increased city budget for initiatives to support young children and families
- Improved collaboration between city government and civil society



REAL WORLD EXAMPLES

- In **Ontario, Canada**, the Child Wellbeing Dashboard for the Waterloo region is used to inform state-wide expansion plans for early childhood centres. It provides a detailed view of where programmes and services for young children are situated in relation to other services, such as the number of preschools within 5 km of a library. The data are used to locate the need for new early childhood centres.
- The **New Zealand** State Service, Better Public Services Reform initiative, was created in 2012 to address the challenges of developing and delivering policies that fall across multiple departments. Government chose ten priorities, agreed through consultation, that ensured early buy-in from different agencies, to break down silos and create a shared commitment. The dashboard includes participation in early childhood education services, immunisation coverage and prevalence of rheumatic fever. The latter is a proxy among young children for poverty, and access to healthcare and decent housing.
- **Istanbul, Turkey**, and **Bhubaneshwar, India**, have engaged in mapping exercises to inform their early childhood policies, in a first step towards better monitoring and targeted interventions. In Bhubaneshwar, it was associated with children's participation through the *Humara Bachpan* Campaign, to identify their needs. In Istanbul, the Turkish Economic and Social Studies Foundation and Kadir Has University have developed a map to identify the location of the most vulnerable babies and toddlers by using real estate prices as a proxy for poverty levels. Local authorities are now focusing their early childhood policies on these areas.



RELATED IDEAS

- 1 Training in data literacy for city staff
- 2 Chief child development officer



LEARN MORE

- *How dashboards can help cities improve early childhood development* by the Open Data Institute
- *Interactive Map of Early Childhood in Istanbul*, by the Turkish Economic and Social Studies Foundation (TESEV) and Kadir Has University



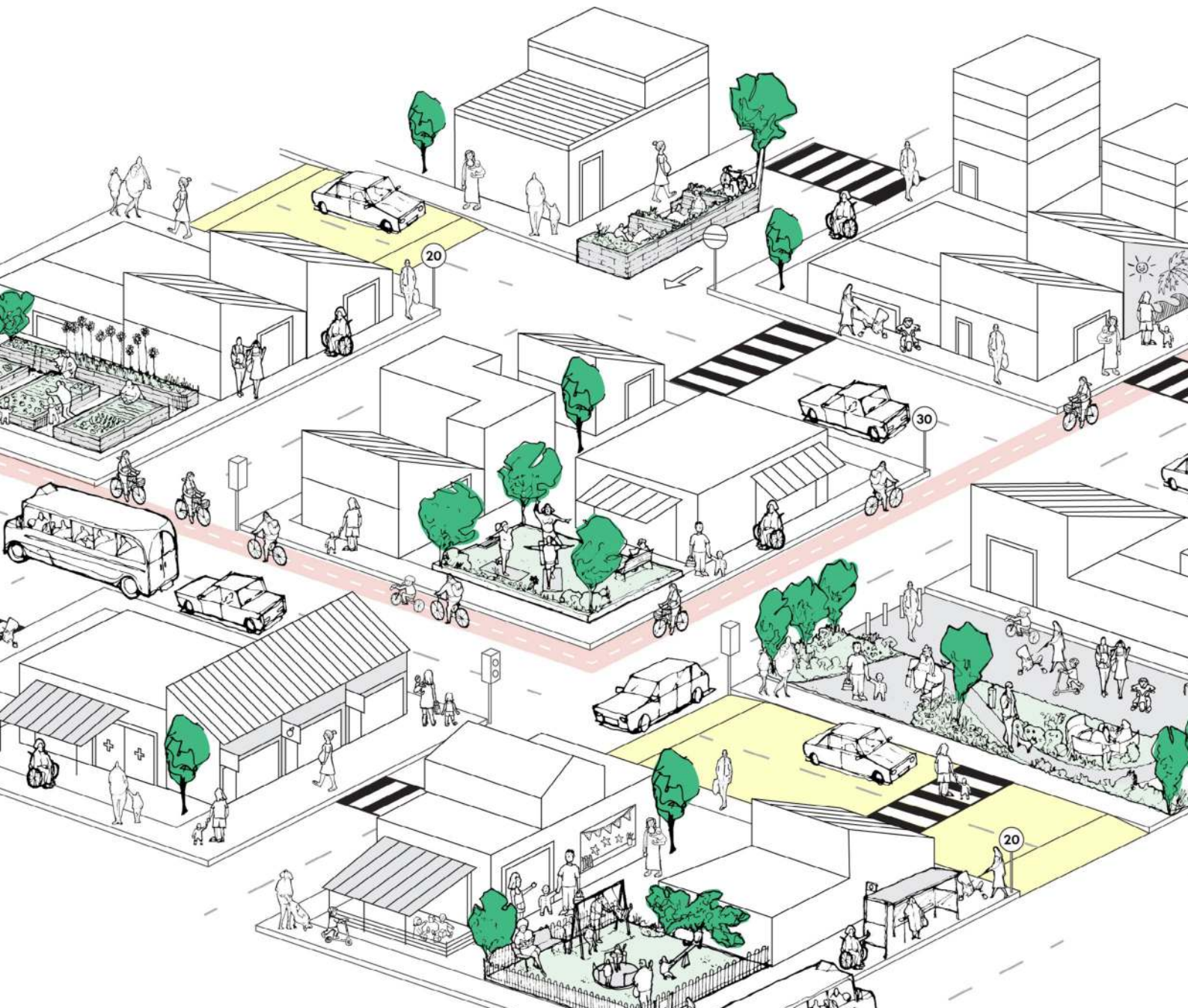
CHILDREN'S PRIORITY ZONE

A place-based package that covers public space, mobility, early childhood services and data-driven management.

Designed to scale and characterised by a progressive approach beginning with temporary interventions such as programming in public space and tactical urbanism, and – as communities engage – progressing to more permanent investment in infrastructure and human resources.

MEASUREMENT

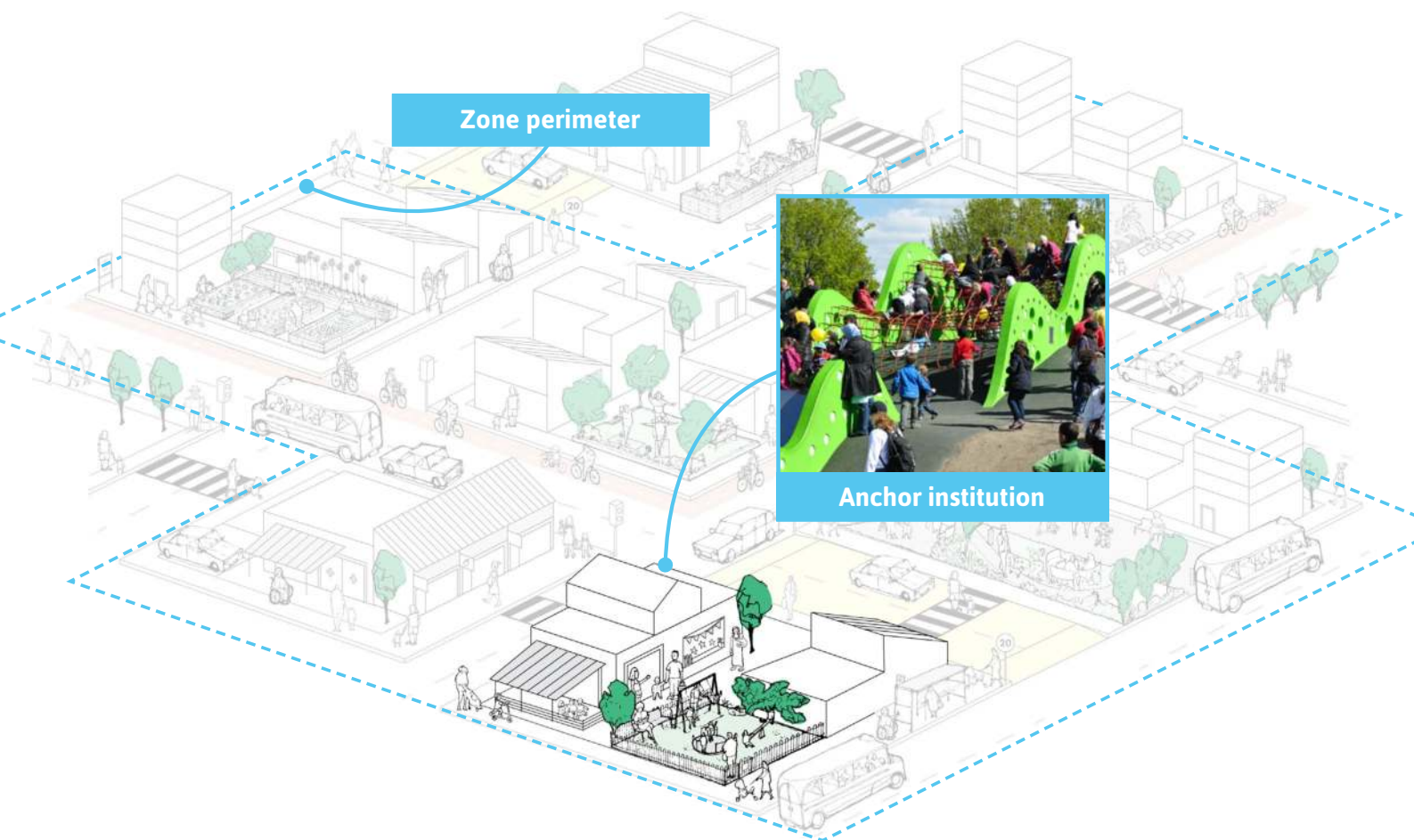
Since this package is intended to cover all the core areas of Urban95, we would favour metrics from all the above categories, adapted and selected to fit the local context. Additional metrics can be added to the existing indicators, depending on local objectives.



PROCESS: STEP 1

ANCHORING THE ZONE AND SETTING THE PERIMETER

Find an anchor institution that is frequented by young children and caregivers, such as a childcare centre, playground, community toilet or health clinic, and set a perimeter around it within which they are likely to travel. Measurement on the outcome areas would take place across the zone.



PROCESS: STEP 2

SIGNALLING THE ZONE AND RAISING AWARENESS

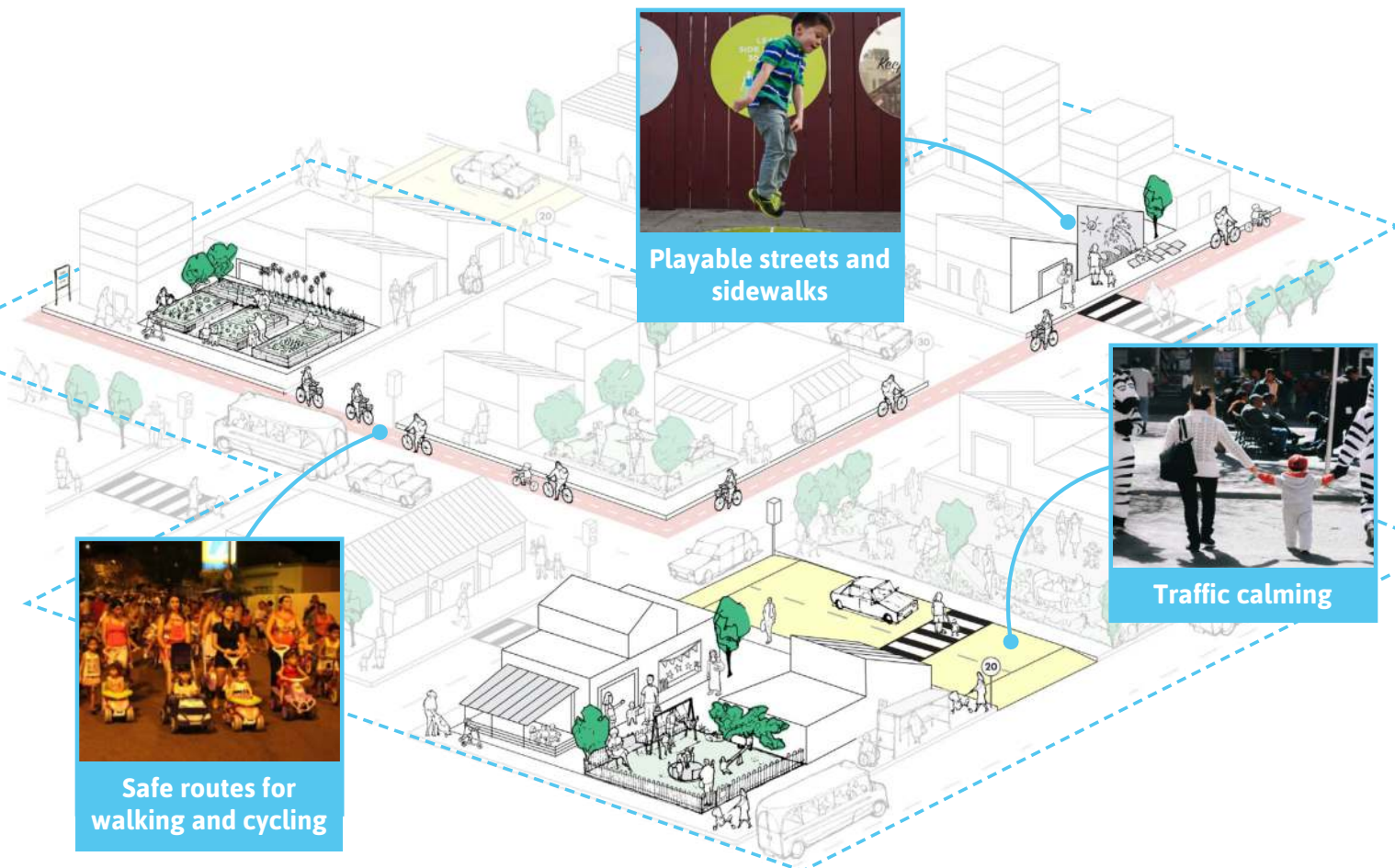
The first steps are focused on getting community members engaged and quick wins. This might involve signage about the Children's Priority Zone, messages about the importance of early years, behavioural prompts to trigger interactions between caregivers and young children, or temporary activities such as pop-up play and play streets. It also involves finding ambassadors in the community who will promote the zone in day-to-day life.



PROCESS: STEP 3

CONNECTING THE ZONE

The next phase is to connect the places where young children and caregivers go within the zone. This might include physical interventions to improve safety, comfort and vibrancy (such as around crosswalks, safe and playable pavements, traffic calming), improved cyclability, or groups when children travel together to childcare.



Playable streets and sidewalks

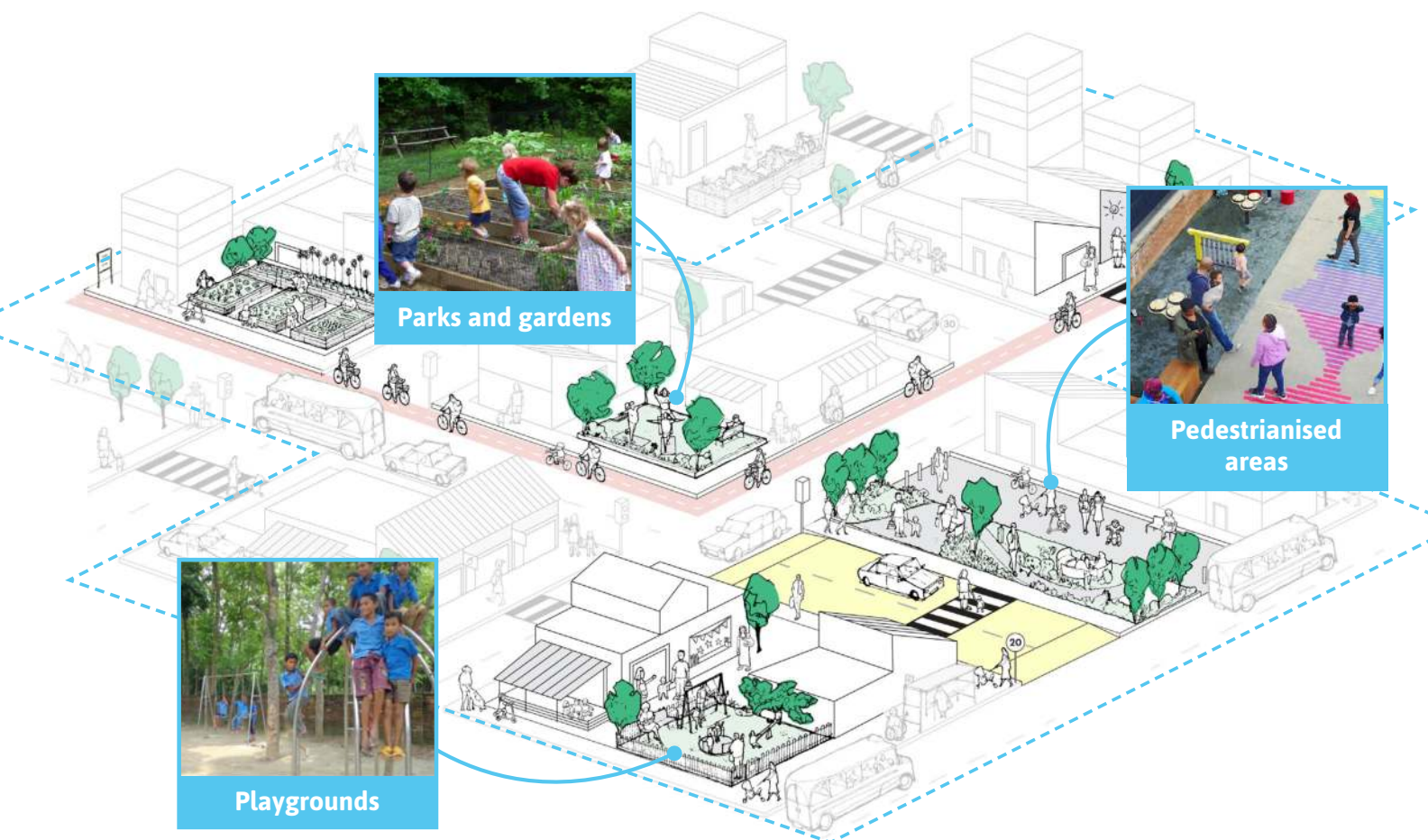
Traffic calming

Safe routes for walking and cycling

PROCESS: STEP 4

CONSTRUCTING LANDMARKS

This is when more substantial infrastructure investments could be made, such as new or revamped playgrounds, parks, pedestrianised areas and bike lanes. The concept here is to consolidate the work of the city and the community. The community might also explore permanent traffic measures such as diverting heavily polluting vehicles from the routes young children and caregivers travel most frequently.



PROCESS: STEP 5

SCALING THE ZONE

Scaling by replicating the zone across the city, region or country. The zone should inform planning guidelines so that it can easily be replicated. If the anchor institution is a childcare centre, can it be replicated for all other centres in the city? What about for a playground or a health clinic? Because of the aspiration to scale, it's important to have city leadership on board from day one and to bring the planners along on the journey.



CHILDREN'S PRIORITY ZONES TESTING IN REAL LIFE



BOGOTÁ, COLOMBIA

Bogotá, Colombia, is experimenting with childcare centres as anchors. The city began with a series of pop-up play events in which local young people made wall art illustrating the games they used to play outside at a young age. Additional community events will be followed by the renovation of abandoned plots and playgrounds for play, and a safe-routes initiative connecting the childcare with the play areas, health services and homes.



RECIFE, BRAZIL

Recife, Brazil, is planning to experiment with children's priority zones around local community centres. This will include a series of actions including a pop-up play and parenting campaign to reclaim public space for families; safer routes between typical family destinations such as preschools, grocery stores and playgrounds; and investments in symbolic landmarks such as playgrounds, parks and pedestrian areas.



HOW DO YOU START A CONVERSATION ABOUT URBAN95?

Here are suggestions on how the Starter Kit could help you start a conversation on Urban95.



IF YOU HAVE...

**30
MINS**

Identify your favourite ideas!

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Skim through the four main categories** and circle the ideas you would come back to when you had a bit more time.
- 3 **Print out the table of contents,** highlight the ideas that stood out, keep it around.
- 4 **You're ready to start a conversation at any time,** maybe even at the coffee machine!

**1
HOUR**

Reach out to those who like them too!

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Read them carefully,** maybe read some of the related ideas too.
- 3 **Write down your answers to the following questions:**
 - Which idea is the most exciting one for you, and why?
 - Which idea is the most feasible one for you, and why?
 - List three people you could talk about these ideas within the next two weeks.
- 4 **Send an email to the people you've just listed** to set a time for the discussion.

**LUNCH
BREAK**

*Organise an informal lunch
or a brainstorming session!*

- 1 **Gather a few colleagues** you think might be interested.
- 2 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 3 **Use the PowerPoint presentation** on our website to present your selected ideas to your colleagues.
- 4 **Brainstorm and write down the group's answers to the questions:**
 - Which idea is the most exciting one for you, and why?
 - Which idea is the most feasible one for you, and why?
 - How could you implement them?
- 5 **Agree on a time and date for a longer workshop** within the next four weeks.
- 6 **Send an email to the group with the key takeaways** of the discussion, the date of the workshop and maybe post something about it on your workplace's internal social platform.

**HALF
A DAY**

*Facilitate a workshop with
your colleagues!*

- 1 **Gather interested colleagues for a workshop.** You could send them the Starter Kit in advance and ask them to spend 30 minutes identifying the ideas they like, or diving into the ideas you've already singled out.
- 2 **Here are some questions you could address in the workshop:**
 - Which ideas could you start with? How would they improve your city?
 - What are the objectives? How can we measure the outcomes?
 - What would be the process to reach them?
 - Who should be involved? Could there be an interdisciplinary task force on this? Which other organisations could be interested?
 - Can you identify challenges? And how to avoid them?
 - Can you estimate costs?
 - Can you draft a timeline?
- 3 **Use our flashcards or other documentation to facilitate the workshop.** You could:
 - stick up the ideas you've selected and establish a timeline for a potential Urban95 project
 - rank ideas in terms of feasibility
 - use them in a mapping workshop to identify where each intervention would have the most
- 4 **Write a proposal** for the implementation of an Urban95 project in your city.
- 5 **Submit it to the decision makers** in your workplace, and send it to us at Urban95@bvleerf.nl if you want our opinion!

WE CAN HELP YOU START THIS CONVERSATION!

You can find the following material on our website:

bernardvanleer.org/solutions/urban95

Or reach us at Urban95@bvleerf.nl and we will send them over.



FLASH CARDS

A flash card for each idea. Ideal for an informal lunch, or to organise a workshop. They could be used to prioritise, organise, discuss options, or can be carried around and left near the coffee machine, or used to ignite a discussion at the water-cooler.

WALL POSTER

A wall poster based on the table of contents of the Starter Kit. It provides an overview of the menu of options and can serve as a visual reminder to follow up on the ideas.

POWERPOINT PRESENTATION

A PowerPoint presentation with a summary of each idea and some visuals.

DRAFT WORKSHOP AGENDA

A draft four-hour workshop agenda, along with guiding questions and activities.

INDIVIDUAL IDEA PDFS

Every idea in an individual print-out/pdf format.

CASE STUDIES

Case studies of a few cities from around the world who have implemented some combination of Urban95.

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