



URBAN95



## CONSULTATION WITH CITY LEVEL GOVERNMENT OFFICIALS - UDAIPUR (URBAN95)

15 Dec 2022



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# Session 1

Broad overview of the U95 program and  
Rapid Behavioural Assessment (RBA)



# Introduction

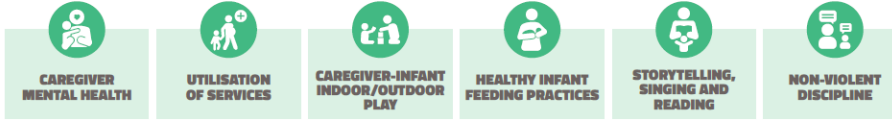
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- Urban95, an initiative of the Bernard van Leer Foundation (BvLF) supports sustainable initiatives to support the development of a healthy, beautiful, and safe city for young children and their caregivers
- The program aims to make the urban built environment of the city responsive and friendly to young children and their caregivers
- Under the Urban95 Phase-II, few selected early childhood development spaces (Park/ PHC/ AWC/ Creche etc.) in neighboring areas are proposed to be developed as models which are child-friendly, safe, and accessible for young children & their caregivers



# Behavior change – at the heart of Urban95

## HEALTHY INTERACTIONS



## HEALTHY URBAN ENVIRONMENTS



Urban95 is about creating a city that transforms not just the environment but also the behaviours of all citizens, for the benefit of **babies, toddlers & their caregivers...**

... because that's a city that **works for everyone**

# Purpose of Rapid Behavioral Assessment (RBA)

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To transform behaviors, it is critical to understand the barriers and facilitators that affect the desired behaviors of caregivers and service providers



With this vision in mind, a Rapid Behavioral Assessment (RBA) was conducted in Udaipur, Rajasthan from 28<sup>th</sup> March to 3<sup>rd</sup> April 2022



# Objectives of the RBA

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Generate behavioral insights on:

- Facilitators and barriers faced by caregivers (mothers/fathers/ other caregivers) of children under 6 years in using different infant, toddler, caregiver (ITC) destinations near them
- Service provider's experience of operating, maintaining and providing services at different ITC destinations (facilitators and barriers)



## How the insights from RBA will be used

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- RBA insights will enable identification of priority behaviors that will feed into the principles of design leading to modification and development of ITC friendly spaces in the city
- Use relevant insights to generate behavior change communication to address knowledge, perception, motivation and intention-related barriers among caregivers and service providers vis-à-vis their use of ITC destinations



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## Session 2

Methodology of the RBA, the sites visited in the city, support provided by the PMU during RBA process





# Methodology

## Data collection methods used for RBA

- Focus group discussion (FGD)
- In-depth Interviews (IDI)
- Observations
- Participatory Learning and Action (PLA)



PLA with fathers



IDI with service provider (PHC)



FGD with caregivers (AWC)

# Methodology

## Type of facilities visited

- Anganwadi Centre (AWC)
- Primary Health Centre (PHC)
- Park
- Creche/Playschool
- Street – Saheli Marg
- Child Priority Zone (CPZ) – Neemach Kheda

## Audience



Caregivers whose children avail/visit these facilities (homogenous groups of mothers and fathers)



Caregivers whose children do not avail/visit the facility



Service providers of facilities



# Sample size for RBA

Sample size for RBA																
Themes ----->	AWC				PHC			Park			Creche**		Street#	CPZ	Total	Total participants
Site = 1 location ----->	Site 1	Site 2	Site 3	Site 4	Site 1	Site 2	Site 3	Site 1	Site 2	Site 3	Site 1	Site 2	Site 1	Site 1		
FGD with mothers whose child/ren (< 6 years) attend/visit	1	-	1	1	1	-	1	1	-	1	1	-	1	1	10	(8 homogenous* participants per FGD = 128 participants)
FGDs with fathers whose child/ren (< 6 years) attend/visit	-	1	-	-	1	-	-	-	1	-	-	1	1	1	6	
IDIs with caregiver* whose child/ren doesn't attend/visit	1	1	1	1	1	1	1	1	1	1	1	1	-	-	12	12
IDIs with service provider	1	1	1	1	1	1	1	1	1	1	1	1	1	-	13	13
Site observation	1	1	1	1	1	1	1	1	1	1	1	1	2	-	14	
<b>Grand total</b>															<b>55</b>	<b>153</b>

	Number of interactions		Number of participants	
	Male	Female	Male	Female
FGD with caregivers	6	10	48	80
IDI with service providers	5	8	5	8
IDI with caregiver whose child/ren doesn't attend/visit the facility	-	12	-	12
<b>Total</b>	<b>11</b>	<b>30</b>	<b>53</b>	<b>100</b>



# Broad themes of RBA instruments

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## FGD with caregivers

General questions

Services available vs services availed

Caregivers' knowledge related to ECD

Caregiver preference & suggestions

Media preference

Feedback mechanism

COVID-19 related

Accessibility related

Service rating

## IDI with service providers

General questions

Service provider's knowledge & training (ECD)

Experience of service provision

Service provider's preference & suggestions

Feedback mechanism

COVID-19 related



# Pretest and training

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## PRETEST

- In December 2021, the RBA study instruments were pretested with the target audience to test: language, comprehension, time taken to complete interactions, etc.
- The pretest findings helped finalize the study instruments

## TRAINING

- CCC-I team oriented and trained the data collection team for two days at PMU office (28<sup>th</sup> and 29<sup>th</sup> March)
- The team underwent training in research ethics and research protocol including study methods, procedures and study instruments



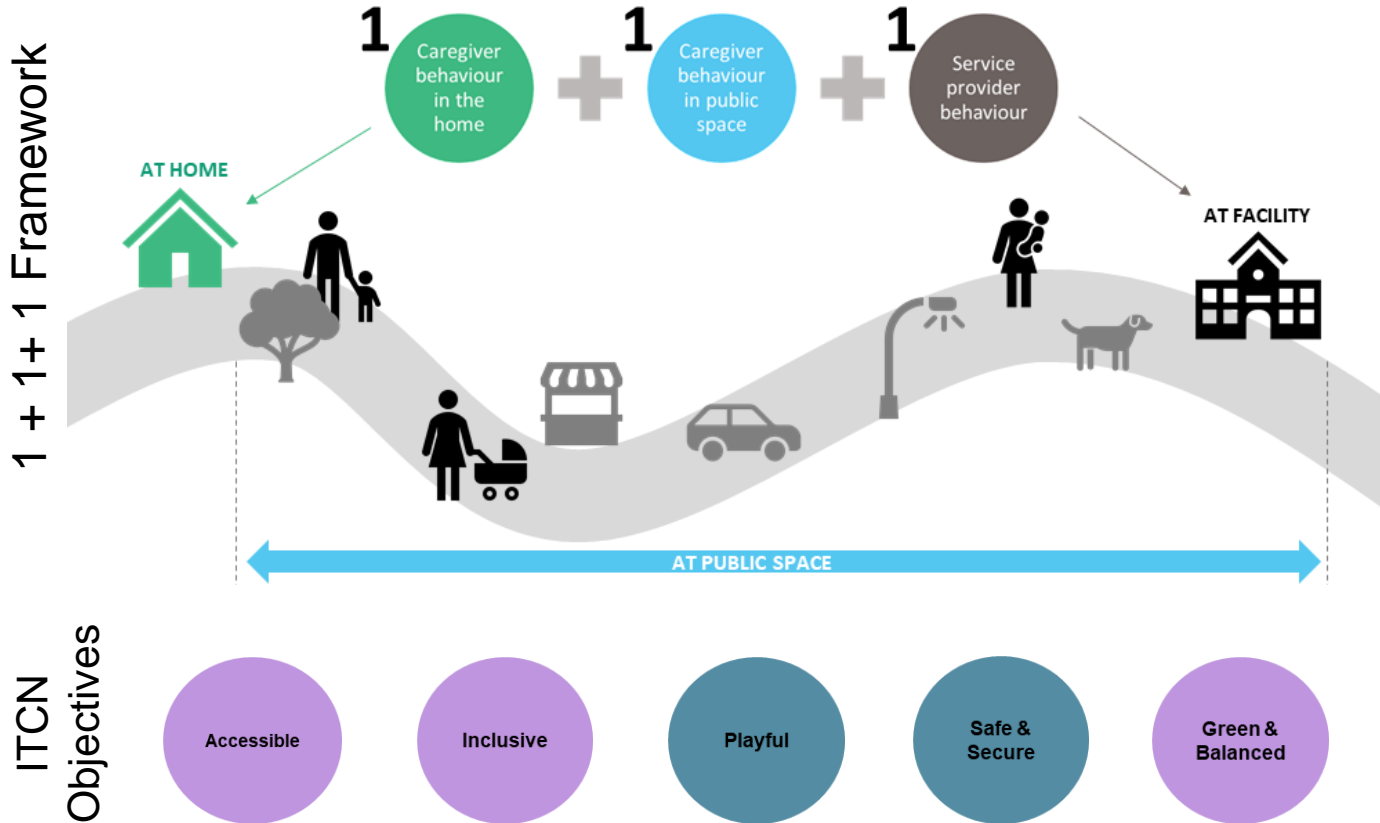
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## Session 3

Site specific insights from the RBA, emergent priority behaviours  
and indicative recommendations



# Flow of caregiver and service provider behaviors



The sequence of behaviors are mapped from how caregivers engage with children at home, their journey from home to the ECD facility, their behaviour in public spaces, challenges faced in terms of accessibility and facilities, their idea of a perfect or ideal park, etc.

# Priority behaviors that emerged from the RBA

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While the RBA covers all five themes of the ITCN framework, two themes that emerged from interactions with caregivers and service providers alike have been listed as 'Priority Behaviors'. These include:

1. Safe and secure
2. Playful

RBA insights indicate that themes like accessibility, inclusivity and greenery and balance may affect caregivers' perception and practice towards an ITC facility to a small degree, it is safety and security and playfulness that can altogether alter their decision to visit and avail amenities at ITC facilities





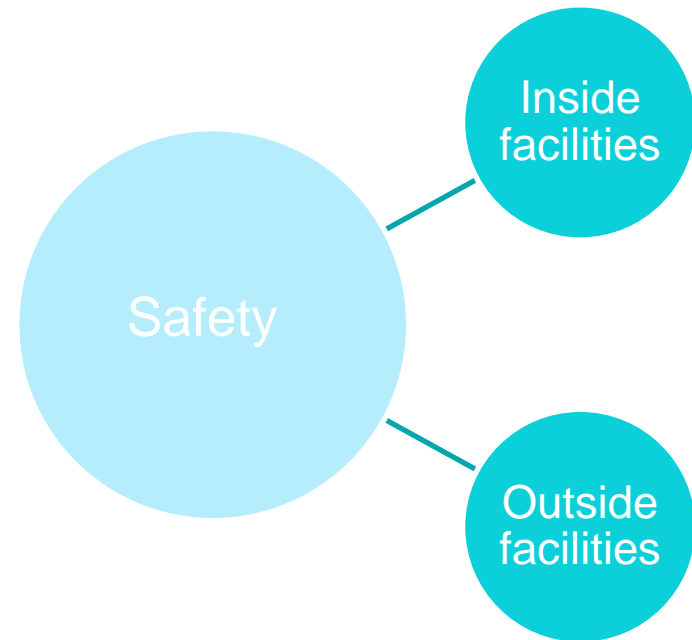
## Priority behavior – Safety

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Safety is the prime concern for majority of the CGs

This includes safety inside and outside the facility and while accessing the facility

Challenges associated with safety can deter CGs from bringing their children to the facility



## Priority behaviors – Play

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Caregivers understand and appreciate the value of play – outdoor & indoor

However, limited safe & open spaces, lack of age-appropriate play equipment and amenities for caregivers, etc. discourage them from visiting ECD facilities with their children

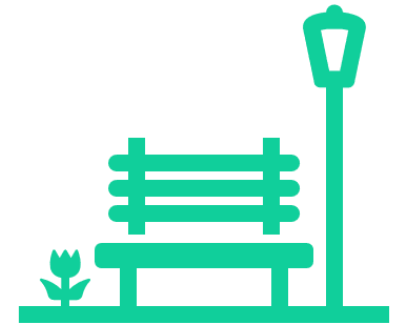




## KEY BEHAVIORS & FINDINGS

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## RBA findings - Park



## Priority Behavior Safety – Inside park

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Infrastructural challenges	Behavioral challenges
Children can get hurt as there is no grass or enough sand on the park ground	Caregiver perception - Spaces where children from different backgrounds visit are unsafe
Presence of stray dogs and cows in the facility	No separate time/area/play equipment for young children and caregivers to engage and play
Limited or dysfunctional play equipment like swings and slides	No feedback mechanism
Scared of being hit by the cricket/football ball	
Limited seating arrangement for caregivers	
Multiple obstructions within the park – temple, water tank, etc.	



## Priority Behavior Safety – Outside park

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Infrastructural challenges	Behavioral challenges
Unorganized parking, traffic, loud noise and smoke for vehicles	Limited interaction/engagement with the child while travelling to and from facilities due to safety concerns
Construction materials such as debris, pipes, wires	
Presence of stray dogs and cows around the facility	
Steep access to the facility	
Presence of street vendors and hawkers	
Limited open yet fenced spaces for play in residential areas. E.g. skating, practicing hobbies, etc.	



## Priority Behavior Play – Outdoors (at Park)

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Infrastructural challenges	Behavioral challenges
Dysfunctional play equipment and swings	Children can be handed over digital devices when parents are busy
Existing play spaces utilized for multiple activities	Mothers are primarily responsible for taking children outdoors
No ECD or play messages	Children should mix up with other children of similar socio-economic strata
Few open yet fenced spaces for play in residential areas	Limited time among working caregivers to bring children outdoors regularly
Limited amenities for caregivers	Lack of amenities in open spaces and parks to productively engage young children
	No training of service providers on importance of ECD



## RBA findings - AWC





# Priority Behavior Safety – Inside AWC

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Infrastructural challenges	Behavioral challenges
Limited space for accommodating children – overcrowding	Caregivers have trust issues about the quality of services and care available at the AWC
Broken boundary of the facility building	Spread of COVID 19 – lack of social distancing
Power cuts/limited electricity supply	
No running water at some AWCs	



## Priority Behavior Safety – Outside AWC

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Infrastructural challenges	Behavioral challenges
Presence of stray animals outside the AWC – dogs, cows, pigs, etc.	Limited interaction/engagement with the child while travelling to and from facilities due to safety concerns
Speeding vehicles esp. two wheelers around the AWC	



## Priority Behavior Play – Outdoors (at AWC)

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Infrastructural challenges	Behavioral challenges
Limited and in some cases dysfunctional play equipment	Children can be handed over digital devices when parents are busy
Lack of open space for outdoor play around the AWC	Nothing new is taught at the AWC that cannot be taught at home
Few ECD or play messages	Caregiver's perception that government AWC do not have the adequate infrastructure or provide good quality services for young children
	Shortage of staff - Overburdened staff – involved in admn. activities
	Limited interaction between caregivers and service providers on importance of play and engaging with young children
	Limited training opportunities on ECD for service providers

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# Participatory Learning and Action (PLA) findings



## CPZ (NEEMACH KHEDA)

## STREET- SAHELI MARG

### SOCIO-ECONOMIC STATUS OF PEOPLE

- Low-income group area
- People from higher socio-economic background usually send their kids to private playschool/other facilities due to safety concerns

- Mid-High income group area.
- (Note: The Saheli marg has commercial offices and is the main street visited mostly by tourists)

### ITC RELATED FACILITIES IDENTIFIED BY CAREGIVERS IN THE AREA

- AWC, PHC, Pharmacy, Empty ground, Vegetable market, Milk store

- Private doctor's clinic, fast food joint near Sukhadiya Circle, Pharmacy in Saheli marg, Departmental store (Smart bazar), Polo Ground



## CPZ (NEEMACH KHEDA)

## STREET- SAHELI MARG

### PURPOSE FOR WHICH CAREGIVERS COMMUTE THROUGH THE SAHELI MARG/IN CPZ

- To visit AWC, PHC, Pharmacy (caregivers pointed out that there is only one pharmacy in the CPZ other pharmacies are not in walking distance)
- To buy vegetables or household needs
- To reach the auto stand

- Saheli marg is usually used by tourists and people traveling from neighbouring states. Local people mostly take alternate routes to avoid traffic/to go to Sukhadiya Circle

### MODE OF TRANSPORT USED TO COMMUTE IN THE AREA/STREET

- Caregivers prefer walking to various ITC facilities in and around the CPZ
- Fathers take their children for short distance bike rides when they get time
- Caregivers pointed out that the major street in the CPZ area is narrow and has a lot of traffic/vehicles

- Two/four wheelers are used by majority of the caregivers to commute through this street as the street is not at a walking distance, does not have proper footpath and because of heat.
- Additionally, the street is busy with high speed vehicles

Caregiver  
behaviour  
in public  
space



## CPZ (NEEMACH KHEDA)

## STREET- SAHELI MARG

### WHERE DO CAREGIVERS TAKE THEIR CHILDREN TO PLAY IN THIS AREA

- Caregivers highlighted that there is no dedicated playing area or parks in the CPZ. Some of the children play outside their homes or in the AWC. AWC has space limitations for kids to play
- They sometimes take their children to Sukhadiya Circle
- Caregivers - the empty ground next to the PHC isn't very safe as it is mostly used by older kids and also has been found to be used for activities such as alcohol consumption, drugs etc.
- Fathers had similar responses regarding the empty ground and added that the metal stand holding the water tank is rusted and can fall anytime

- Caregivers take their children for skating in evenings to a no-vehicle zone in Fatehsagar- spend approx. 45 mins regularly during the week
- Some caregivers walk with their child/ren on the streets esp. during evening hours as there are no parks or gardens in the vicinity. But there are chances of the child getting hurt by the concrete road or speeding vehicles
- There are no swings or play area in the area for children to play

Caregiver  
behaviour  
in public  
space

## TRIP CHAINING WHILE COMMUTING AROUND THIS AREA

### CPZ (NEEMACH KHEDA)

- Mothers identified as the primary caregiver, also responsible for taking children to the nearby facilities (AWC, shop)
- While commuting with children, mothers prefer taking alternate routes (such as the road along the canal) than the major road in the CPZ due to social dynamics. They avoid taking the main road as they have to cover their face with *ghunghat* or veil in the presence of community elders (who usually sit in front of the houses)

### STREET- SAHELI MARG

- Some of the caregivers take their child/ren to the Sukhadiya circle; to shops like Belgian waffle or smart bazar once a week
- E.g. one such trip chaining example is, home to lemon tea counter to bhatti and bakes shop to Sukhadiya circle and then back home

Caregiver  
behaviour  
in public  
space



## CPZ (NEEMACH KHEDA)

### CHALLENGES FACED BY CAREGIVERS IN THE CPZ OR WHILE COMMUTING THROUGH THIS STREET/NEARBY AREAS OF THE STREET

- The major street connecting the facilities in the CPZ area is overcrowded. Presence of stray animals such as cows, pigs and dogs. Some of the kids and caregivers have been bitten by stray dogs in the past
- Fathers highlighted that the 4 way junction near the PHC and AWC is unsafe due to heavy traffic and narrow roads



## STREET- SAHELI MARG

- There is a lot of traffic and no proper footpath. The existing footpath is narrow and not continuous. Additionally, there are street vendors and hawkers who cover the footpath area


PLA with mothers

## Media preference to receive ECD related messages (for all sites)

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### Other media (for all spaces)

- Door to door information dissemination
  - Posters
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# Measures to minimize risk of COVID-19 (Service providers)



Physical distancing



Mask wearing



Handwashing  
(handwash basins at entry points)



**Observation - All sites**  
Except in PHCs, caregivers and service providers were not seen wearing face masks and maintaining physical distance



## Priority Behavior Safety – Inside ECD facilities of the CPZ area

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Infrastructural challenges	Behavioral challenges
Limited space for accommodating children – overcrowding	Fear of COVID-19 spread
Limited play equipment to engage young children in ECD facilities	
Power cuts/limited electricity supply	
No running water at the AWC	



# Priority Behavior Safety – Outside the ECD facilities of the CPZ area

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Infrastructural challenges	Behavioral challenges
Presence of stray animals – dogs, cows, pigs, etc.	Impossible to take children outdoors without using a vehicle
Major street in the CPZ area is narrow and has heavy traffic/presence of vehicles	
Presence of street vendors and hawkers	
Lack of a continuous footpath	
Concrete roads – prone to injury among children	



## Priority Behavior Play – Outdoors (CPZ)

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Infrastructural challenges	Behavioral challenges
Lack of open and fenced spaces like parks, garden, etc. in the residential areas	Children can be handed over digital devices when parents are busy
Lack of open space for outdoor play around the AWC	Impact of social dynamics on access to ECD facilities
Few ECD or play messages in the CPZ area	Preference of Govt. vs. private ECD facilities
Limited play equipment to engage young children inside/outside ECD facilities	Mother is the primary caregiver and responsible for playing and engaging with children
	Limited interaction between caregivers and service providers on importance of play and engaging with young children
	Limited training opportunities on ECD for service providers



# Summary of RBA insights



## Summary of Priority Behaviors – Across ITC facilities

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### Priority Behavior Safety – Inside facilities

#### *Infrastructural challenges*

Dysfunctional or inadequate number of play equipment

Presence of stray animals

Lack of a designated play space for children

No ECD messages

Power cuts/limited electricity supply

Lack of running water

No special amenities for differently abled

#### *Behavioral challenges*

Fear of COVID-19 spread

Caregivers have trust issues about the quality of services and care available at ITC facilities

Public vs private ITC facilities

Lack of empathy among service providers

No feedback mechanism





# Summary of Priority Behaviors – Across ITC facilities

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## Priority Behavior Safety – Outside facilities

### *Infrastructural challenges*

Speeding vehicles outside the facility (esp. two-wheelers)

Construction on roads with debris accumulated on roadside, increases risk of children getting hurt

Presence of stray animals

Limited parking spaces

No ECD messages

Presence of street vendors and hawkers

### *Behavioral challenges*

Limited interaction/engagement with the child while travelling to and from facilities due to safety concerns



## Summary of Priority Behaviors – Across ITC facilities

### Priority Behavior Play – Outdoors

#### *Infrastructural challenges*

Limited and in some cases dysfunctional play equipment at ITC facilities

Limited open and fenced spaces

Limited options for caregivers to stay engaged

No special amenities for differently abled

#### *Behavioral challenges*

Fear of COVID-19 spread

Children can be handed over digital devices when parents are busy

Nothing new is taught at the ITC facilities that cannot be taught at home

Mothers are primarily responsible for taking children outdoors & engaging with them

Limited interaction between caregivers and service providers on importance of play and engaging with young children



## Audience profile – Mother

Anuradha is a 32 year old housewife and mother of two children – Reeti aged 5 and Ram aged 2. She is married to Akash a car mechanic and lives with her in-laws in Neemach Kheda, Udaipur. Everyday she walks down to the AWC to drop her children for pre-school education and mid day meals. While commuting to the AWC she halts at the milk booth and the grocery store to buy groceries. It is challenging for her to manage her two kids while walking to the AWC due to presence of stray animals and speeding bikes. She also has to cover her face while walking down to the AWC as a mark of respect to the community elders. She aspires to send her children to a private school one day as the services there are a stark contrast to what her children experience at the AWC.

On weekends she visits the Meera park with her husband and children and wishes for a similar space in Neemach Kheda where her children could play on swings, run around and enjoy their childhood. Currently, she worries for the safety of her children when they play outside the house on the main road as a child in her neighborhood was recently hit by a speeding bike. However, she also values the importance of playing outdoors, as she enjoyed doing so during her childhood. A nearby open space is a spot for druggists and alcoholics and unsafe for her and her children. She often exhorts her husband to relocate to a better residential area which is safe and has good facilities for their children, but their financial condition does not permit them to do so.





## Audience profile – Father

Amit is a 35 year old bank manager and a father of a 3 year old girl – Shweta. He lives with his homemaker wife Lata close to Saheli Marg, Udaipur. He has a busy work schedule 6 days a week and is exhausted after returning home. He gets to spend limited time with Shweta mostly during family outings or grocery shopping to the nearby supermarket on weekends. He also takes her to the no traffic zone nearby, however there is no seating arrangement for adults which limit the time they spend there. While he loves to spend time with Shweta, due to his busy work schedule he leaves early when Shweta is asleep and returns late around dinner time. During this time he gives in to her request of playing games or watching rhymes on his mobile phone. He wishes for a park with swings and sandpit for children in his colony which is close by and gives him an opportunity to spend more time with Shweta.

Amit is a sports and nature lover and would love to spend more time outdoors with his family taking regular breaks from his otherwise sedentary lifestyle.

## Audience profile – Service provider



Shanti is a 42 year old Aanganwadi worker at AWC, Neemach Kheda. She has been working at the facility for the past 18 years and is passionate about her work especially engaging with young children. However, she faces several challenges like electricity cut, water supply issues and limited stationary that divert her attention from her engagement with young children.

In the past few years she has seen a rise in dropout of children from her center due to preference of private pre-schools. Caregivers often complain about the poor condition of the AWC and lack of an outdoor space for children to play and run around. She often thinks of taking them to the terrace of the center, however safety concerns and harsh climate prevent her from doing so.

During a recent exposure visit to Jaipur, she saw a beautifully designed AWC with wall paintings, stationary items, play equipment, etc. and is determined to improve her AWC.



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## Theory of broken windows

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A neglected and disorderly environment encourages further neglect and disorder

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The “broken windows” symbolize the manifestations of neglect and disorder, such as broken windowpanes, furniture, graffiti, and unattended trash piles


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The theory asserts that restoring order in the visual physical environment reduces misdemeanor

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Well maintained ITC facilities can create the perception of safe environment and availability of high-quality services

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## How might we?

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How might we encourage caregivers to visit the nearby ITC facilities with their young children?

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How might we improve caregivers' experience of commuting to the neighboring ITC facilities with their young children?

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How might we positively enhance the experience of caregivers and their young children within the ITC facilities?

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How might we increase the knowledge of caregivers regarding the importance of early childhood care and development?

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How might we encourage caregivers to engage with their children outdoors by the means of available ITC facilities?


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How might we strengthen the relationship and instill trust among caregivers and service providers at ITC facilities?

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How might we encourage fathers of young children to play a proactive role in engaging with their children regularly?

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## How might we?

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How might we support the service providers of ITC facilities in provision of effective ECD related services?

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How might we enhance the ECD related knowledge of service providers at ITC facilities?

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How might we improve the interpersonal communication between the caregivers of young children and service providers at ITC facilities?

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How might we ensure availability of electricity and water during the working hours of the ITC facilities?

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How might we encourage caregivers to practice ECD behaviors at the ITC facilities in their neighborhood?

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## Session 4

Indicative suggestions vis-à-vis the future interventions to  
resolve the behavioural barriers



# Possible Solutions: AWC

Infrastructural challenges	Possible Solutions
<ul style="list-style-type: none"> <li>Limited space for accommodating children – overcrowding</li> </ul>	<ul style="list-style-type: none"> <li>Extra room/Adequate Space required</li> <li>Unutilized spaces in the facilities like roofs, corners, or any green area shall be upgraded with the items to facilitate young children engagements and play (i.e. roof, porch, balcony, open chowks etc)</li> </ul>
<ul style="list-style-type: none"> <li>Broken boundary of the facility building</li> </ul>	<ul style="list-style-type: none"> <li>Repair and maintenance of the building</li> </ul>
<ul style="list-style-type: none"> <li>No electricity supply/ No Drinking water</li> </ul>	<ul style="list-style-type: none"> <li>Proper Water and Electricity connections</li> </ul>
<ul style="list-style-type: none"> <li>Presence of stray animals outside the AWC – dogs, cows, pigs, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Managing of Shifting of Cows</li> <li>Castration of dogs</li> </ul>
<ul style="list-style-type: none"> <li>Speeding vehicles esp. two wheelers around the AWC</li> </ul>	<ul style="list-style-type: none"> <li>Traffic calming measures by including road signages, zebra crossing and speed breakers</li> </ul>
<ul style="list-style-type: none"> <li>Limited and in some cases dysfunctional play equipment</li> </ul>	<ul style="list-style-type: none"> <li>Procurement of age-appropriate toys/ play equipment (periodically)</li> </ul>
<ul style="list-style-type: none"> <li>Lack of open space for outdoor play around the AWC</li> </ul>	<ul style="list-style-type: none"> <li>Developing ITC-friendly neighbourhoods (i.e. Child priority zones), and streets with visually appealing street designs.</li> </ul>
<ul style="list-style-type: none"> <li>Few ECD or play messages</li> </ul>	<ul style="list-style-type: none"> <li>Active facade (inside and outside the AWC)</li> </ul>

# Possible Solutions : PHC

Infrastructural challenges	Possible Solutions
No dedicated waiting area for caregivers with young children	<ul style="list-style-type: none"> <li>• An exclusive area for young children (with engaging dedicated waiting area for young children and their caregivers)</li> </ul>
No ramp for differently abled	<ul style="list-style-type: none"> <li>• Construction of ramp Facilitating Proper accessibility</li> <li>• Provision for universal accessibility</li> </ul>
No breastfeeding room	<ul style="list-style-type: none"> <li>• Dedicated space/room for Breastfeeding and Immunization for facilitating for caregivers/mothers</li> </ul>
No facility for clean drinking water	<ul style="list-style-type: none"> <li>• Provision for water filters</li> </ul>
Ongoing construction work outside the PHC	<ul style="list-style-type: none"> <li>• Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the children activity</li> </ul>
Presence of stray animals	<ul style="list-style-type: none"> <li>• An existing stray management system at UMC which needs to be straightens</li> <li>• Dedicated feeding places in the neighborhood</li> </ul>
No ECD or play messages	<ul style="list-style-type: none"> <li>• Pre PHC materials, paintings, information, young child oriented paintings etc related Active facade (inside and outside the PHC)</li> </ul>
Limited amenities for caregivers to engage with their children like toys or play equipment	<ul style="list-style-type: none"> <li>• Introducing/Enhancing the children play areas</li> <li>• Creating floor games/puzzles and artistic paintings inside the facility as well as covering the streets the while taking care of safety concerns</li> </ul>



# Possible Solutions : Park

Infrastructural challenges	Possible Solutions
Children can get hurt as there is no grass or enough sand on the park ground Limited or dysfunctional play equipment like swings and slides	<ul style="list-style-type: none"><li>• Provision of dedicated area for children having grass and sand</li><li>• Insuring Periodic maintenance from the concerned city agency</li></ul>
Limited seating arrangement for caregivers	<ul style="list-style-type: none"><li>• Seating arrangements near the dedicated young child play areas</li></ul>
Unorganized parking, traffic, loud noise and smoke for vehicles	<ul style="list-style-type: none"><li>• Increasing landscaping area to reduce noise and air pollution</li><li>• Introducing a dedicated parking area wherever required</li></ul>
Presence of street vendors and hawkers	<ul style="list-style-type: none"><li>• Developing a hawking zone plan for the area to provision safe mobility for the young children</li></ul>
Limited amenities for caregivers to engage with their children like toys or play equipment	<ul style="list-style-type: none"><li>• Development of dedicated play area for the young children along with the play equipments</li><li>• Creating floor games/puzzles artistic paintings inside the facility as well as covering the streets with the while taking care of safety concerns</li></ul>



# Possible Solutions : Creche/ Play Schools

Infrastructural challenges	Possible Solutions
<ul style="list-style-type: none"><li>Limited space for accommodating children – overcrowding</li></ul>	<ul style="list-style-type: none"><li>Extra room/Adequate Space required</li><li>Unutilized spaces in the facilities like roofs, corners, or any green area shall be upgraded with the items to facilitate young children engagements and play (i.e. roof, porch, balcony, open chowks etc)</li></ul>
<ul style="list-style-type: none"><li>Speeding vehicles esp. two wheelers around the schools</li></ul>	<ul style="list-style-type: none"><li>Traffic calming measures by including road signages, zebra crossing and speed breakers</li></ul>
<ul style="list-style-type: none"><li>Ongoing construction work outside the Creche/Schools</li><li>Presence of potholes</li></ul>	<ul style="list-style-type: none"><li>Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the children activity</li></ul>
<ul style="list-style-type: none"><li>No ECD or play messages</li></ul>	<ul style="list-style-type: none"><li>ECD materials, paintings, information, young child oriented paintings etc related Active facade (inside and outside the Creche/Schools)</li></ul>



# Possible Solutions : CPZ

Infrastructural challenges	Possible Solutions
<ul style="list-style-type: none"><li>Limited space for accommodating children – overcrowding</li><li>Lack of open and fenced spaces like parks, garden, etc. in the residential areas</li></ul>	<ul style="list-style-type: none"><li>Unutilized spaces in the facilities like roofs, corners, or any green area shall be upgraded with the items to facilitate young children engagements and play (i.e. roof, porch, balcony, open chowks etc)</li></ul>
<ul style="list-style-type: none"><li>Major street in the CPZ area is narrow and has heavy traffic/presence of vehicles</li></ul>	<ul style="list-style-type: none"><li>Improvement of road width and geometry and speed calming presence with proper road signages and way finders</li></ul>
<ul style="list-style-type: none"><li>Presence of street vendors and hawkers</li></ul>	<ul style="list-style-type: none"><li>Developing a hawking zone plan for the area to provision safe mobility for the young children</li></ul>
<ul style="list-style-type: none"><li>Lack of a continuous footpath</li></ul>	<ul style="list-style-type: none"><li>Improving journey experiences through, place making engaging wall art and child friendly signages</li></ul>
<ul style="list-style-type: none"><li>Concrete roads – prone to injury among children</li></ul>	<ul style="list-style-type: none"><li>Walkways to have grass pavers and interlocking tiles which is convenient for young children and their caregivers, to prevent injuries</li></ul>
<ul style="list-style-type: none"><li>Few ECD or play messages in the CPZ area</li></ul>	<ul style="list-style-type: none"><li>ECD materials, paintings, information, young child oriented paintings etc related Active facade</li></ul>



# Possible Behavioral Solutions :

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- Awareness raising communication and social behavior change communication (SBCC) methods to be applied to effectively
  - Community Engagement Sessions, Peoples Familiarization/Engagement Sessions
  - Sessions within the set periphery (600m or 20 mins walk, more based on the need) and audience (local community- selected on sample size basis with household having a children below 6 years of age, ward councilors, community or political leader- if any NGOs, CBOs, using various means such as In- Depth Interviews, Focused Group Discussions (FGDs )
  - Use of mass media like radio and TV ads to create buzz around the features and benefits associated with Parks and of playing together
  - FAQs/Brochures with details of specifications and features in park, CPZ, AWC and PHCs
  - Dialogue with caregivers via specifically designed questionnaire and aesthetically designed outreach material on features and elements
  - Social Media Platforms for sharing Feedbacks
  - Create visually compelling signage's disseminating information in from of 'scientifically proven facts'
  - Age appropriate ECD messages should be displayed in the facilities in the form of wall paintings or posters for parents and caregivers
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Thank you

