



Urban95: Cities from the perspective of babies, toddlers, and caregivers

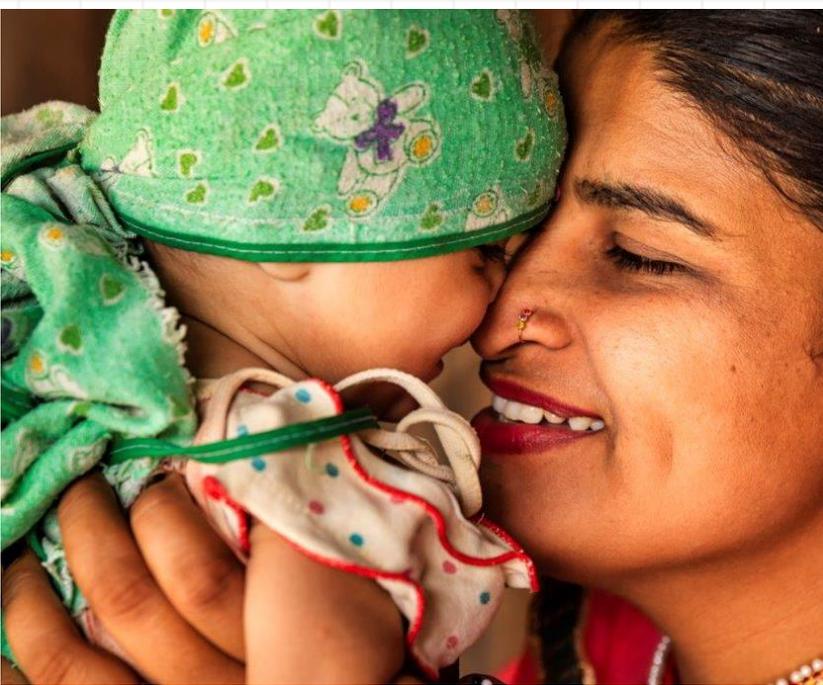
Rushda Majeed, Bernard van Leer Foundation



A good start for all children

All babies and toddlers, especially the most disadvantaged, deserve a good start in life.

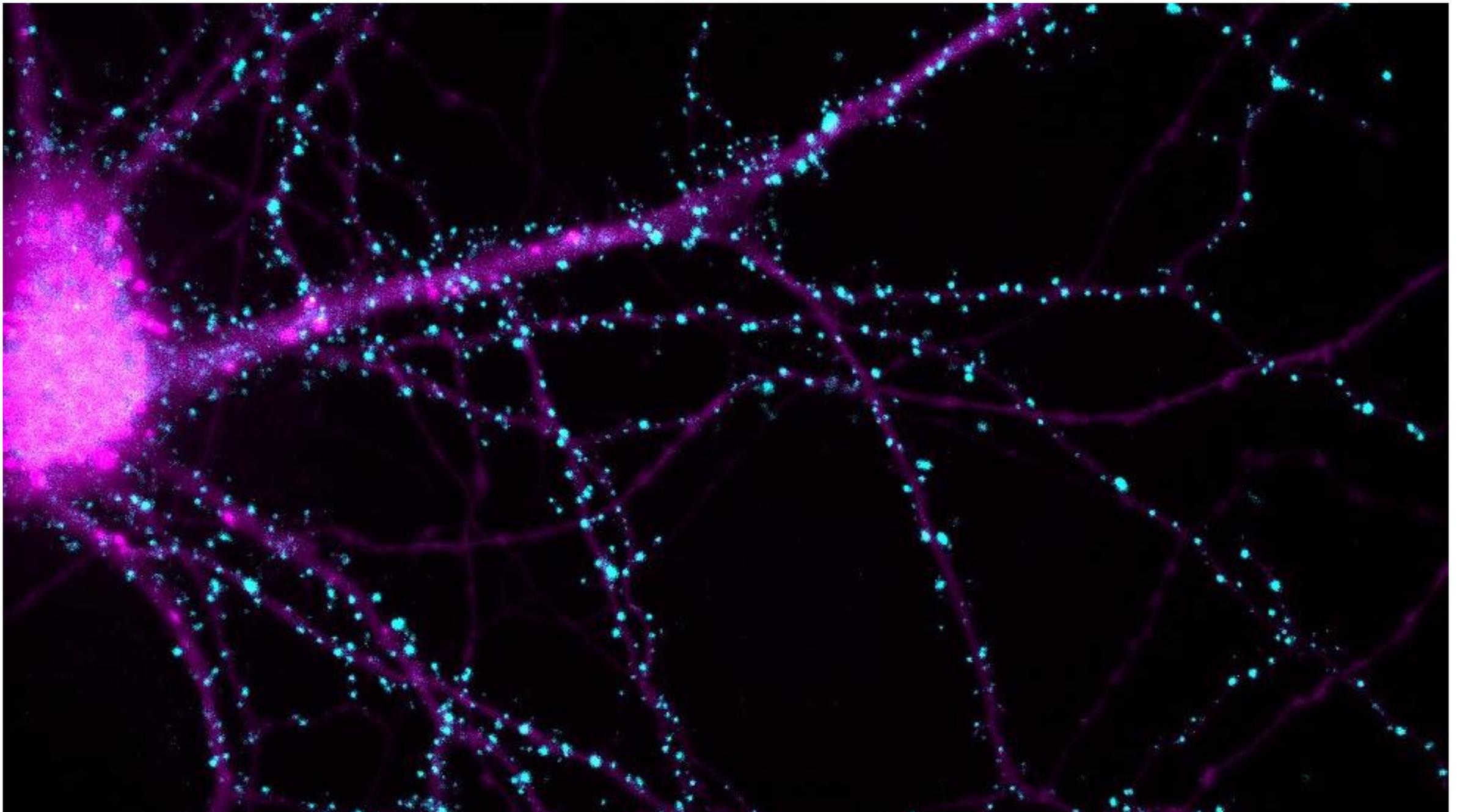
A good start puts each individual child on the path to realizing their full potential and, collectively, sets the foundation for a healthy, creative and peaceful society.



URBAN95

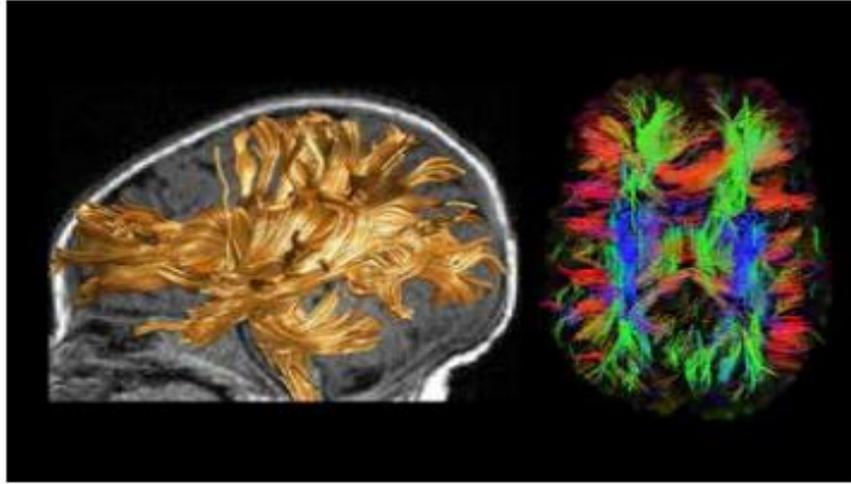
If you could experience the city from an elevation of 95 cm – the height of a 3-year-old – what would you change?



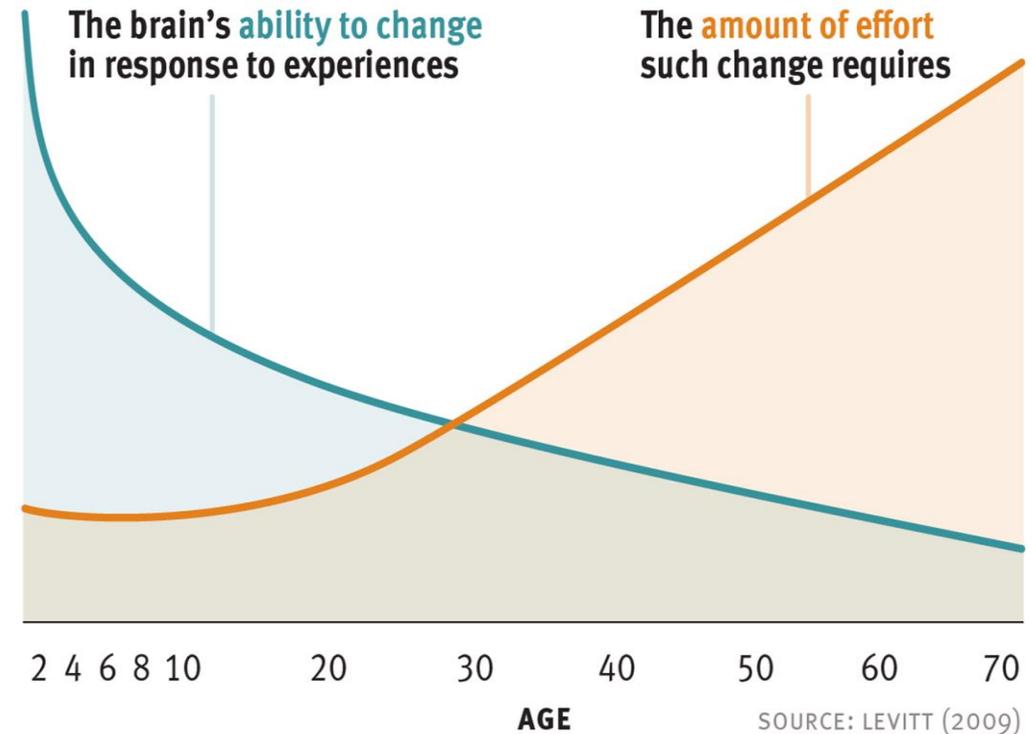
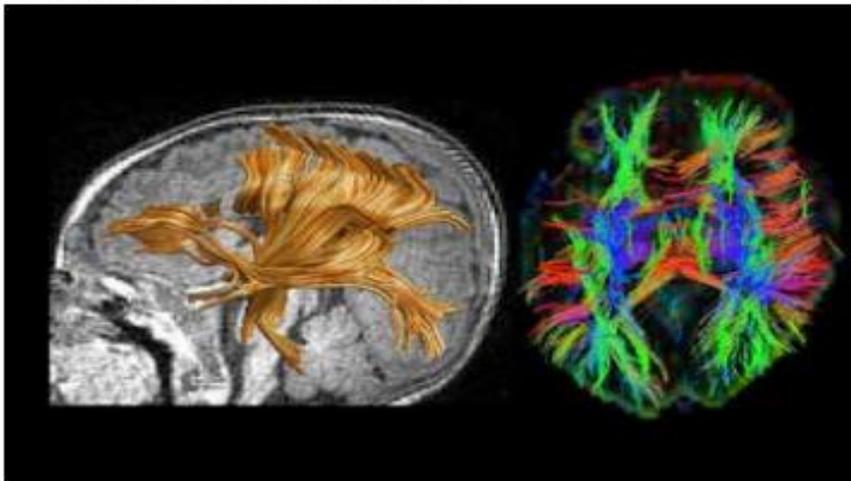


EARLY EXPERIENCE SHAPES BRAIN ARCHITECT

a. Infant representative of never-stunted growth



b. Infant representative of stunted growth



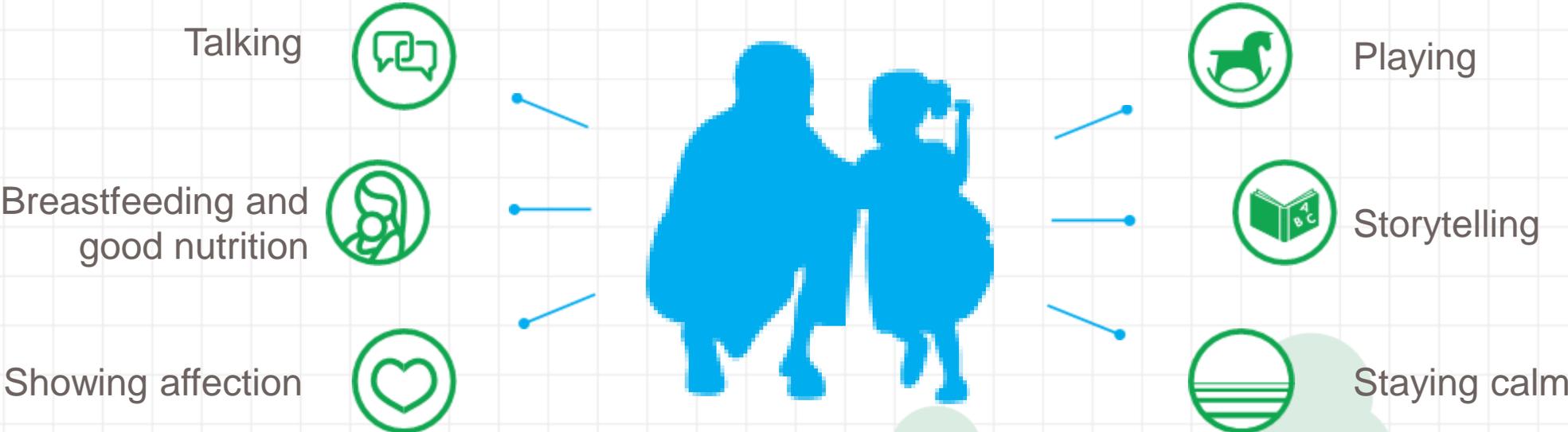
Center on the Developing Child  HARVARD UNIVERSITY

www.developingchild.harvard.edu

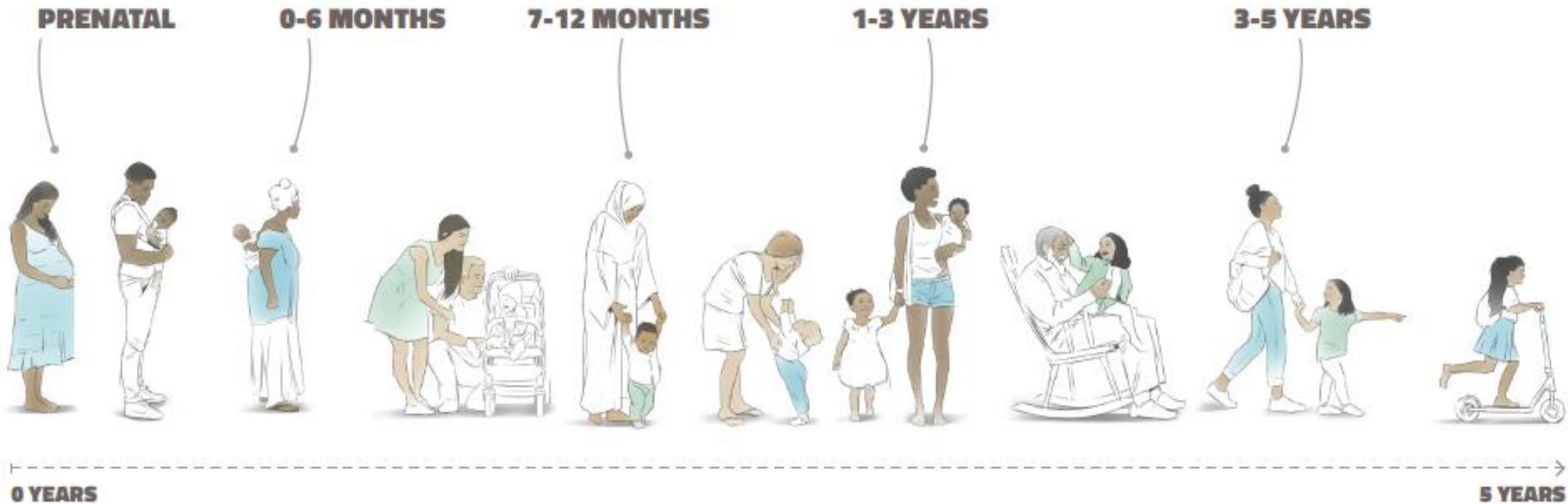
from a documentary, funded by the

merge with

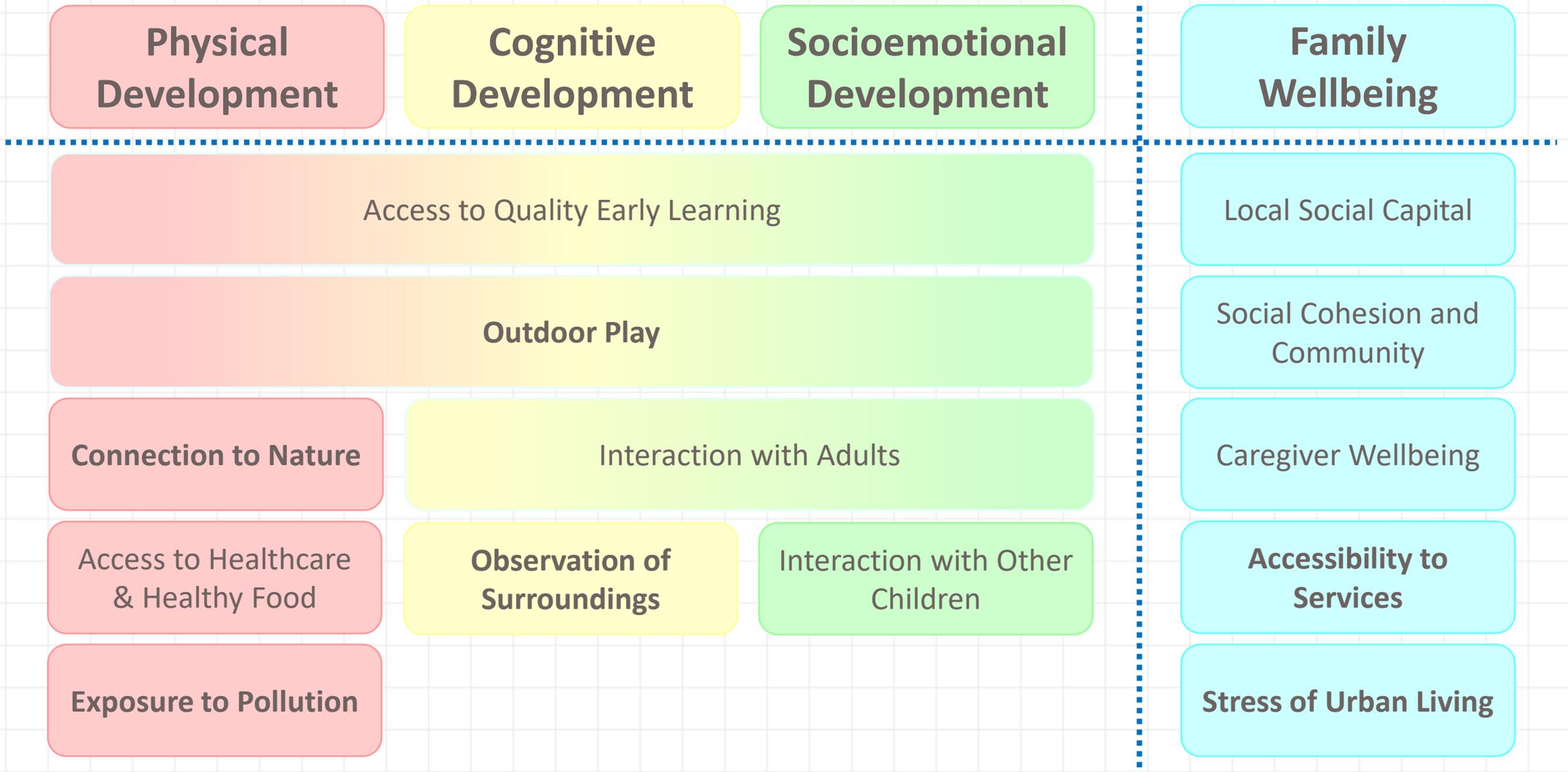
One of the most decisive factors in a child's development is the quality of care from a parent or other loving caregiver



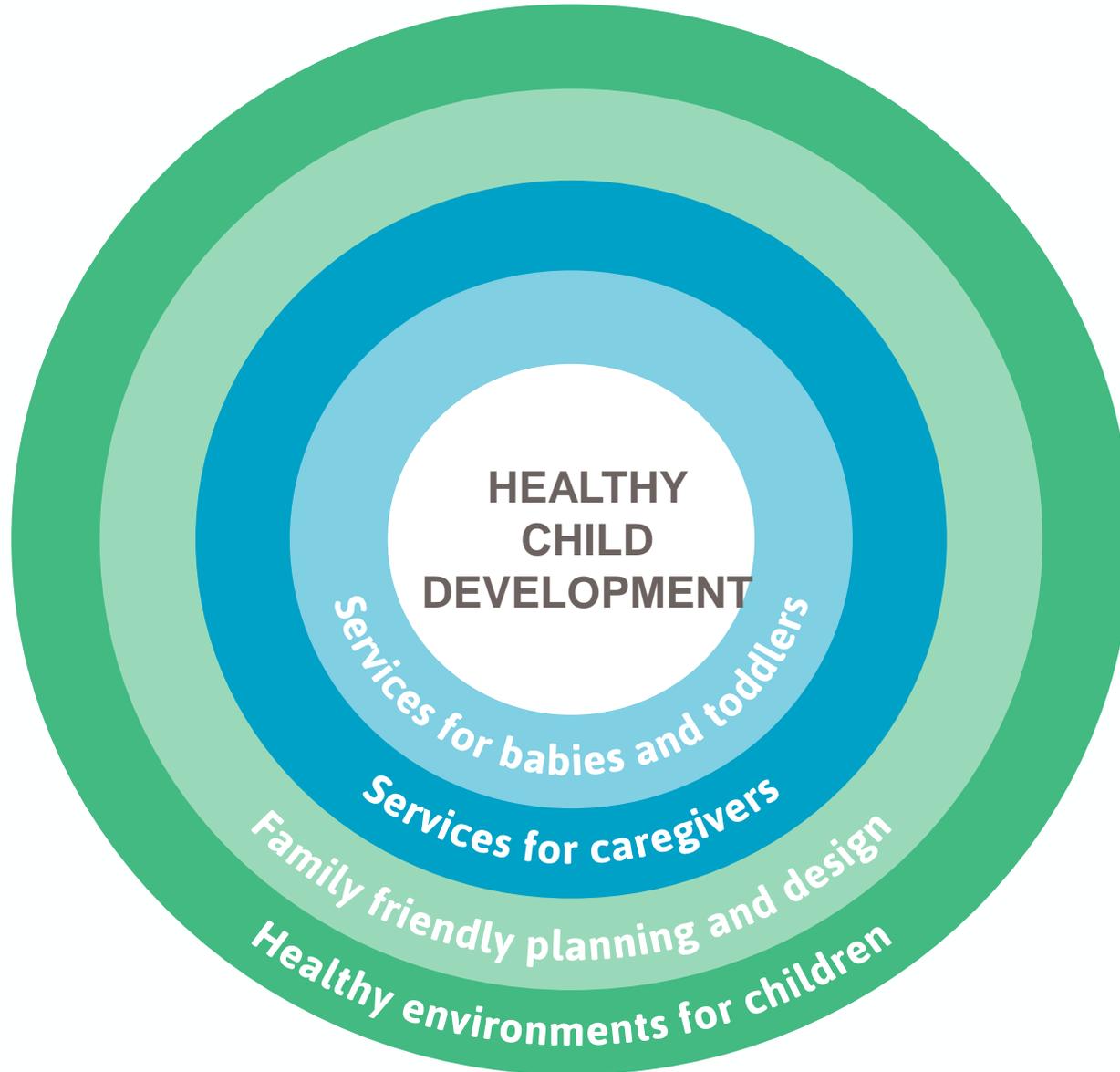
Caregiving behaviours and caregiver well-being



Child Development and the Built Environment



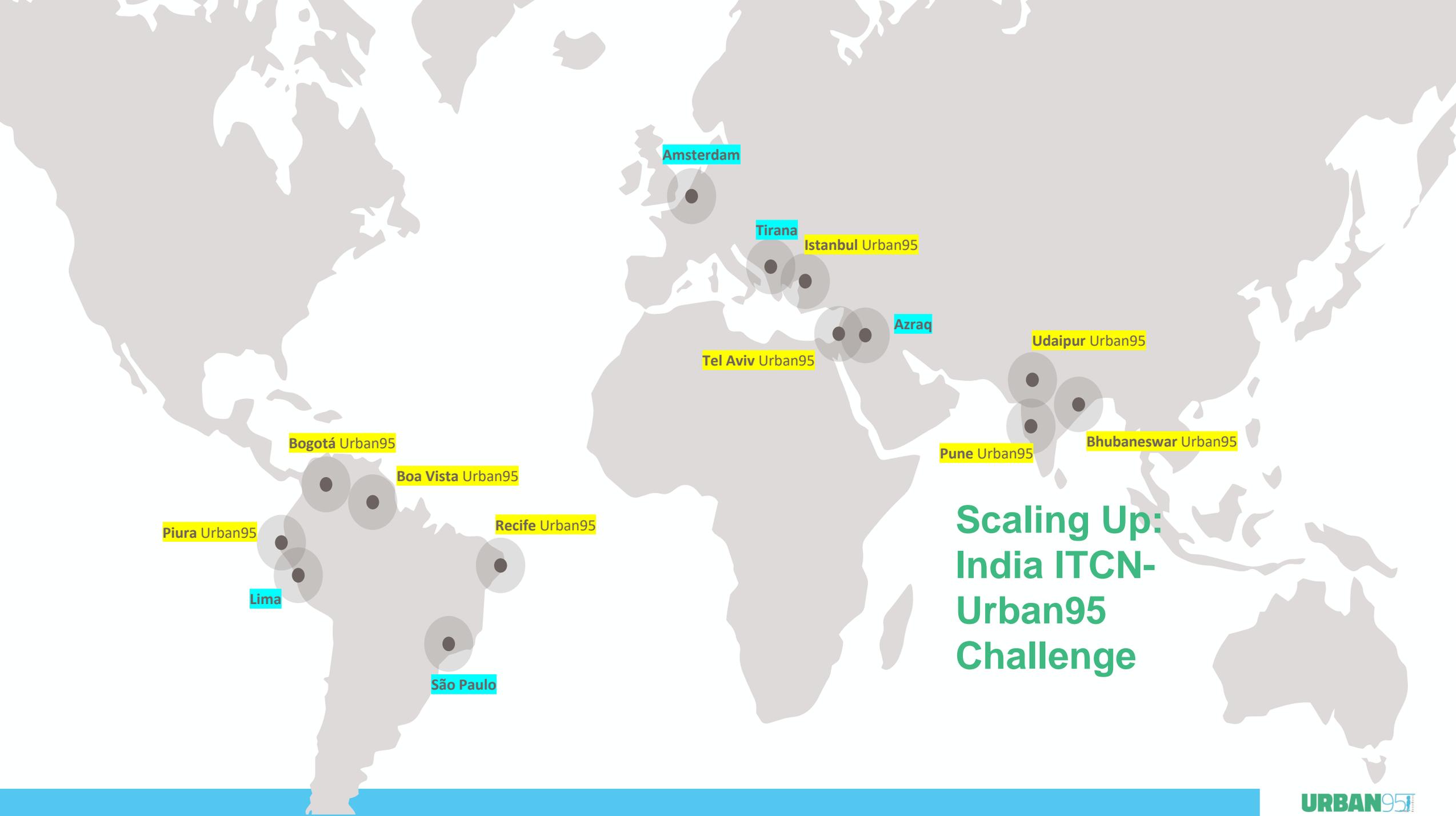
Child – Caregiver – City - Environment





Examples from implementation





Amsterdam

Tirana

Istanbul Urban95

Azraq

Tel Aviv Urban95

Udaipur Urban95

Pune Urban95

Bhubaneswar Urban95

Bogotá Urban95

Boa Vista Urban95

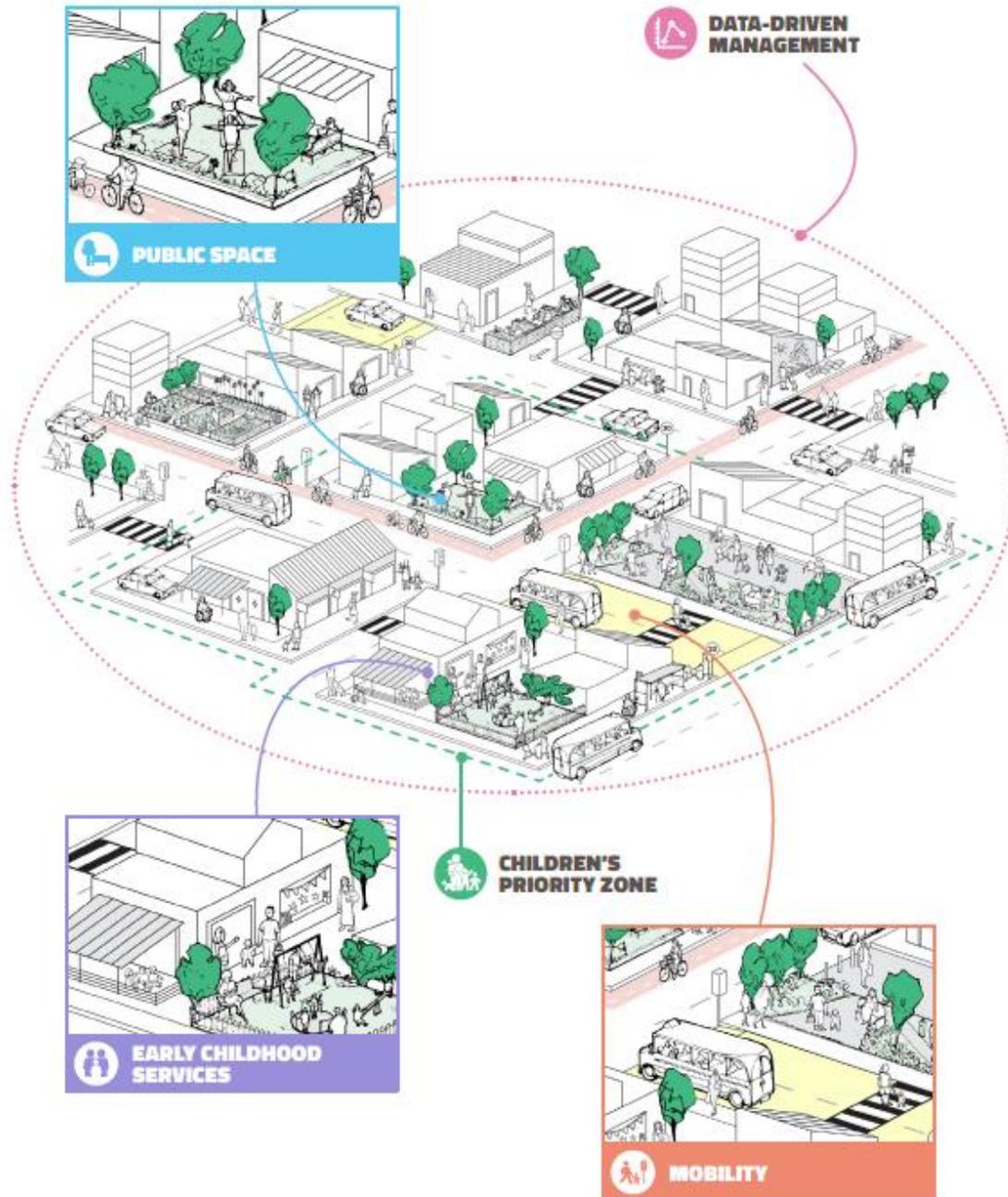
Recife Urban95

Piura Urban95

Lima

São Paulo

Scaling Up: India ITCN- Urban95 Challenge



URBAN95

City management principles

- Data-driven decision making and inter-agency collaboration

Core areas

- Public Space
- Mobility
- Neighbourhood planning (Access to Early Childhood Services)

How to think about transportation and mobility?



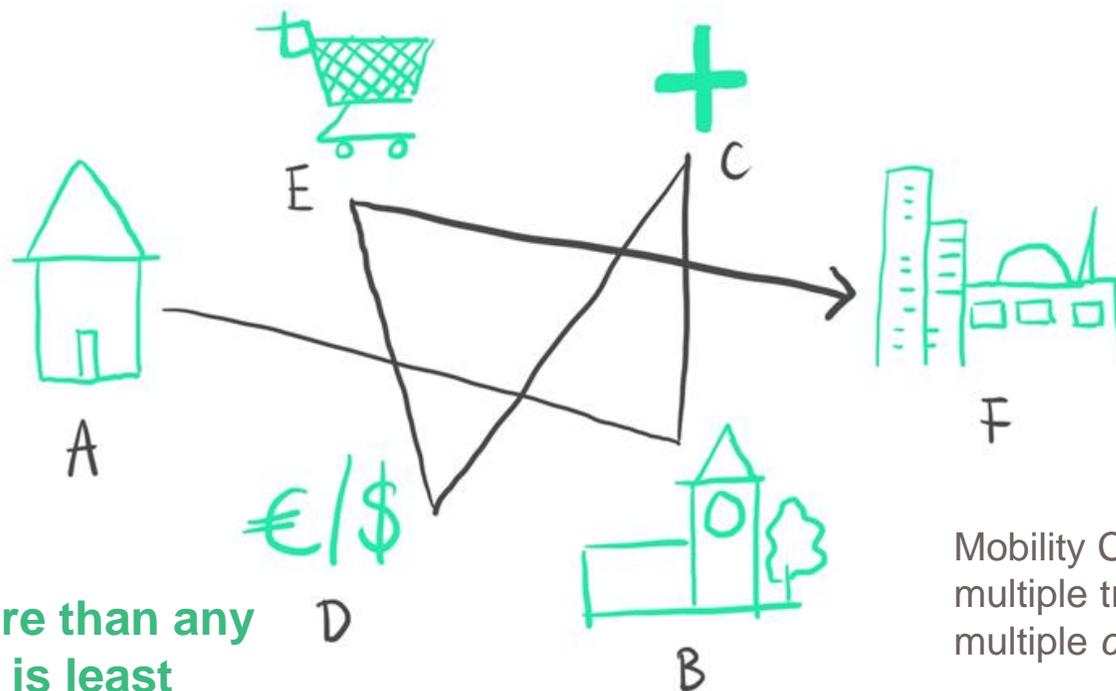
Caregivers' journeys differ from lone person peak commutes

Top: Lone-person peak commute

Bottom: Babies, toddlers and caregivers' journeys:

- Trip-chaining
- Short trips
- Multi-modal

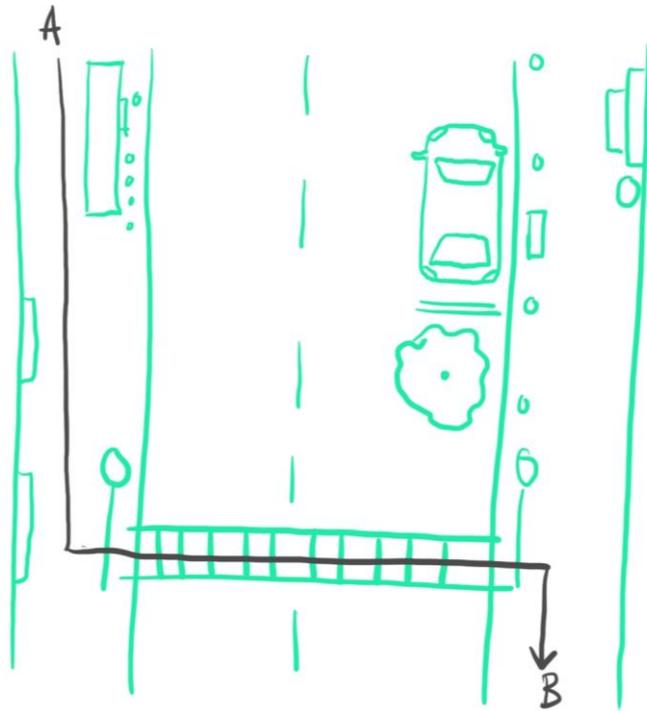
ITCs are minimum 2 people!



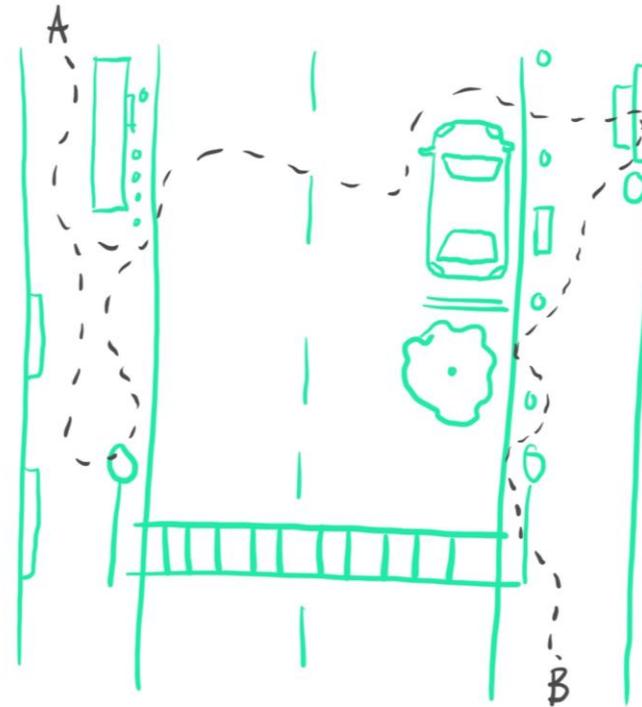
Mobility Chain:
multiple trips,
multiple caregivers



ITCs use the public realm of a city more than any other group, yet design for this group is least deliberate.

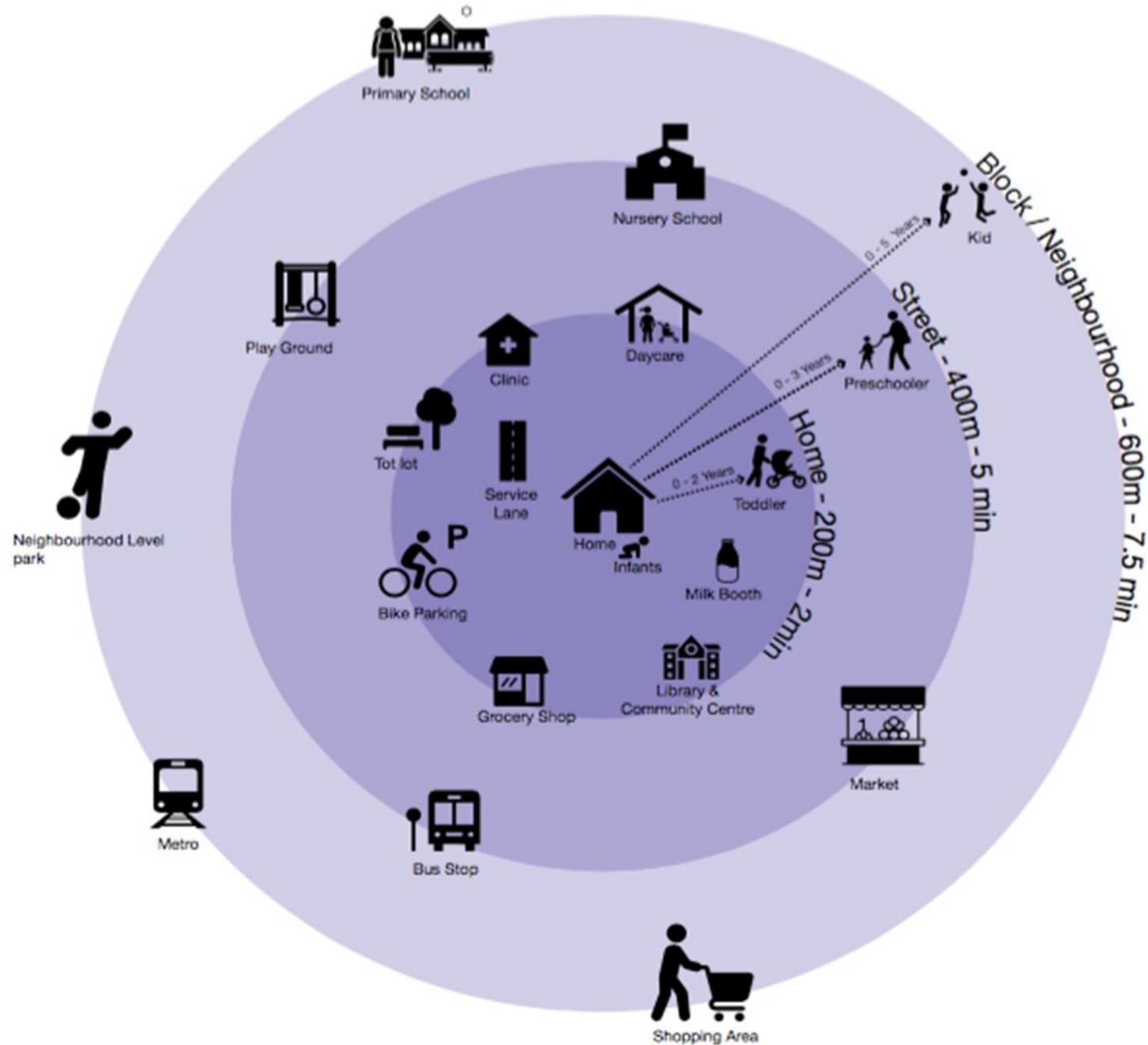


Lone person
peak commute



Babies, toddlers and
caregivers' journeys

Routes and destinations



How to think about transportation and mobility?

“I’d make sure every mom and baby could get to a health check-up in under 15 minutes” — like in Peru and through ITCN-Urban95 Challenge



How to think about transportation and mobility?

“I’d design streets and crossings to be safer so there were fewer accidents and less stress – especially near destinations for young children”

like in [Udaipur, India](#)



How to think about transportation and mobility?

“I’d design streets to be safer so there were fewer accidents and less stress”

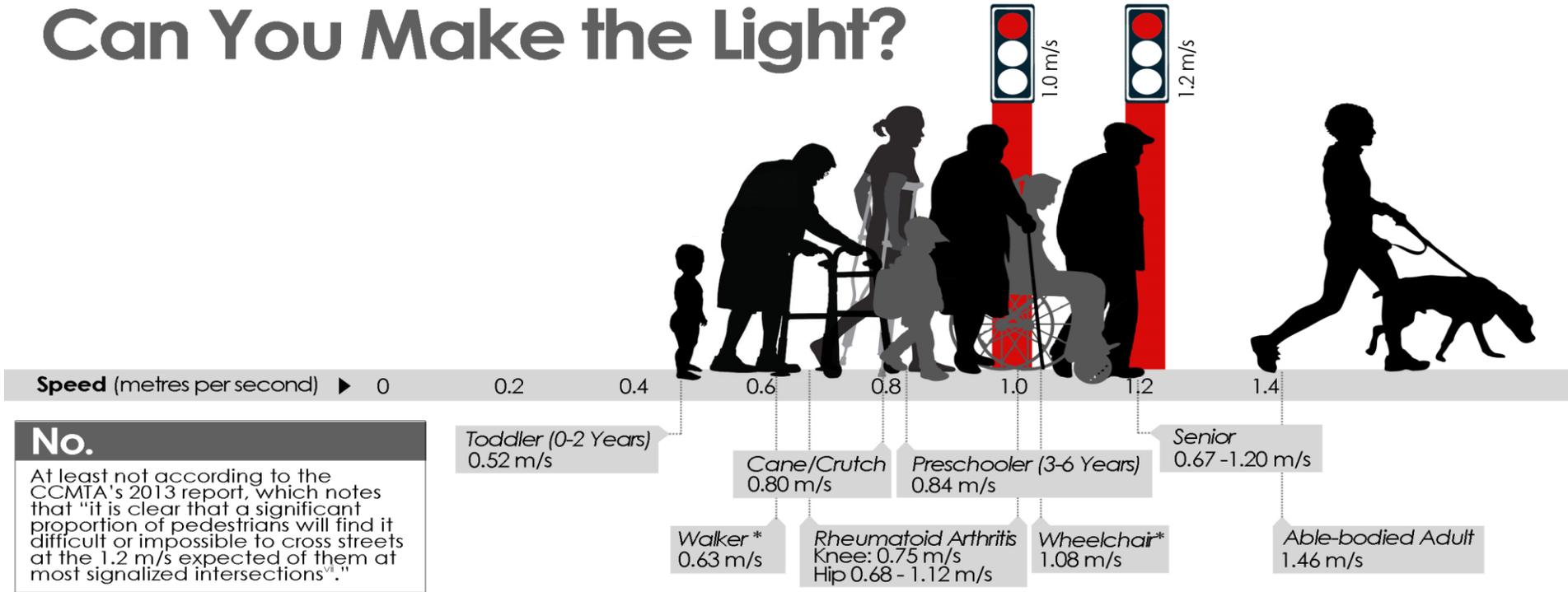
like in **Bogotá,**
Colombia



How to think about transportation and mobility?

Can You Make the Light?

“I’d make sure young children and their caregivers have enough time to cross the street”



No.
At least not according to the CCMTA's 2013 report, which notes that "it is clear that a significant proportion of pedestrians will find it difficult or impossible to cross streets at the 1.2 m/s expected of them at most signalized intersections".

* Limitation of user unspecified

CCMTA. Countermeasures to Improve Pedestrian Safety in Canada. (CCMTA: 2013), pp. 26-29.
http://ccmta.ca/images/publications/pdf/CCMTA_Pedestrian_Report_Eng_FINAL.pdf

Lárusdóttir A. R. and Dederichs, A. "Evacuation Dynamics of Children: Walking Speeds, Flow Through Doors in Daycare Centres." Ph.D. Research, Technical University of Denmark, 2016,
<http://www.kias.org.uk/wp-content/uploads/2016/02/Walking-speed-children.pdf>

How to think about transportation and mobility?

“I’d allocate more space on the streets to active mobility, such as walking and cycling”

like in [Tirana, Albania](#)



How to think about transportation and mobility?

“I’d design transport to be safer, more affordable and more comfortable for babies, toddlers and caregivers – especially women”



And ... related, how to think about public spaces?

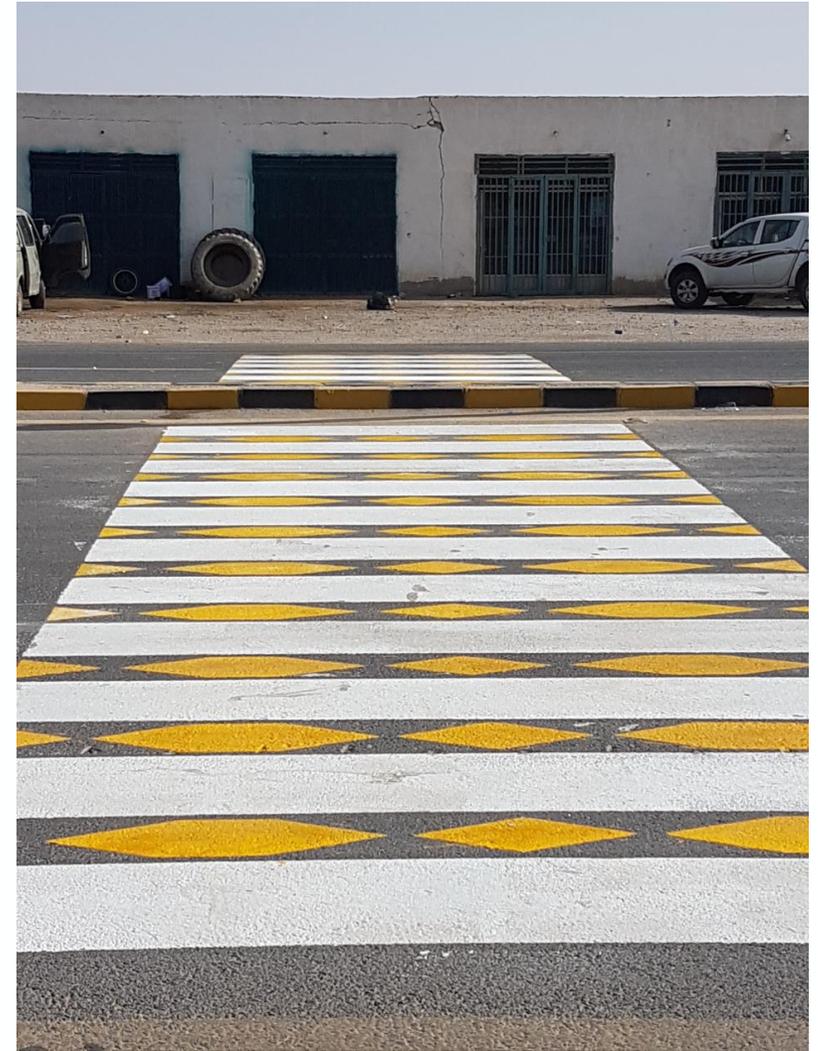
“I’d design small green space where moms, dads and babies play and rest along the way” like in Pune and Bhubaneswar, India



And ... related, how to think about public spaces?

“I’d make every street and plaza safe,
comfortable and stimulating”

Like in **Tel Aviv, Israel** and **Azraq, Jordan**



Food for Thought

- How can cities encourage and promote early childhood / brain development?
- How can transportation and mobility planning better address babies, toddlers and caregivers' needs?
- What are some innovative 'quick wins' in addressing their needs?
- How can we reach more children and caregivers with sustainable interventions?



Questions & Comments

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