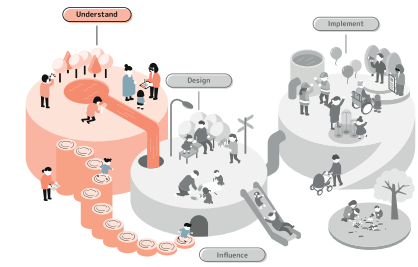


- Format strategy
- Group size: several small groups
- Time: few days - few weeks
- Facilitation experience: high

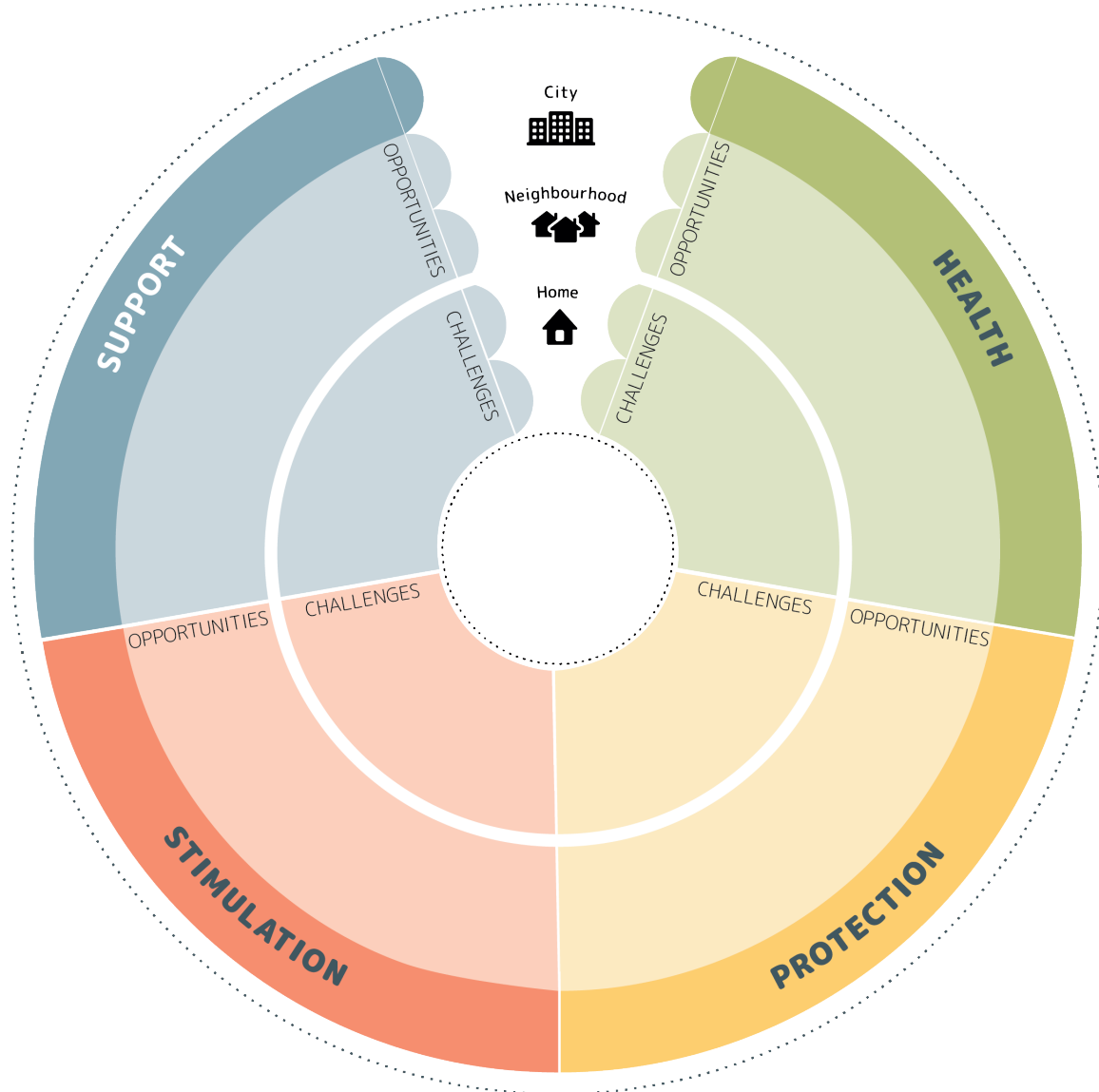


Mapping potential intervention sites

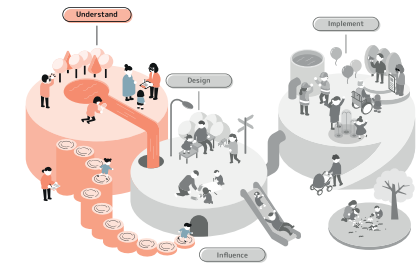
What is it? The Proximity of Care Framework can be used for visualising the main challenges and opportunities, and areas for improvement in a selected site. This tool advises on how to map potential intervention sites, and how to choose the one in which a new project could have the greatest impact.

How to use it? Organise **multiple meetings** with different stakeholder groups in your focus area, such as the planning department within the local municipality, the group of neighbours, a locally placed NGO that works in the domain of care or a local business society. In each group meeting, use a **large map** of the area, or conduct a transect walk instead. First, **map all potential sites** that the participants mention. Then, for each proposed site, use post-it notes or paper to fill in the template on the right side (see examples on the following pages). Discuss **opportunities and challenges** in relation to all Proximity of Care dimensions (use the *Proximity of Care Assessment Framework* (Excel sheet) as a reminder). Reflect on how would these opportunities and challenges **manifest** in the experience of home, neighbourhood and the wider city.

Keep in mind: Be clear about your selection process, and explain to every stakeholder group your strategy for comparing and **incorporating information** from different meetings. Organise **follow up** sessions to discuss the progress of your analysis and decisions. This activity should also be part of your **advocacy plan**, as a way to engage with stakeholders and build the momentum around the location in focus.



-  **Format**
strategy
-  **Group size**
several small groups
-  **Time**
few days - few weeks
-  **Facilitation experience**
high

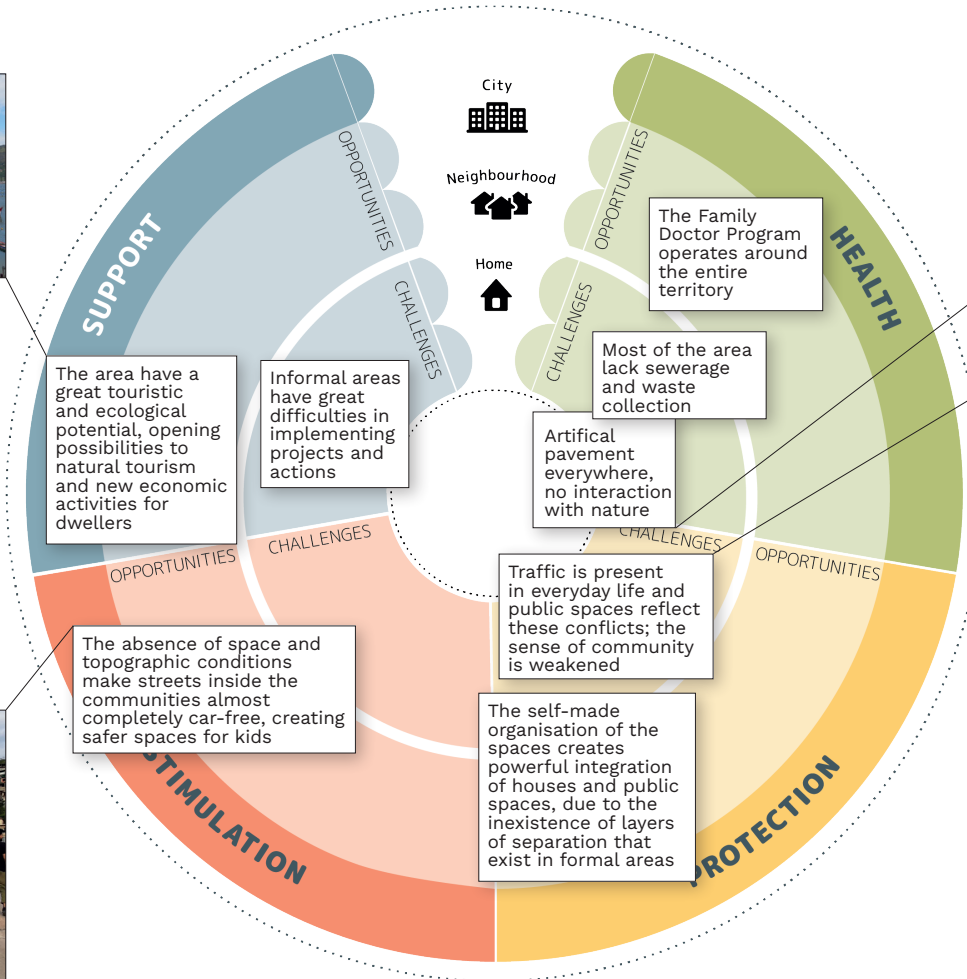


Mapping potential intervention sites #example

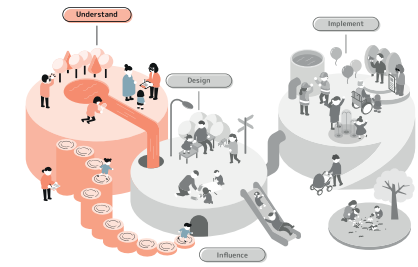
Site selection process by E+1 for “Feel Free to Breastfeed” project in Niterói, Brasil (2021)

The E+1 team organised four different activities before agreeing on the site for the intervention:

- (1) a bike ride along the main road by the team;
- (2) small tour around the block with children from the local nursery;
- (3) a transect walk with community leader and regional administration employee, and
- (4) meeting in the local municipality. The diagram illustrates some of the discussions about one of the proposed sites.



- Format strategy
- Group size: several small groups
- Time: few days - few weeks
- Facilitation experience: high



Mapping potential intervention sites #example

The **Proximity of Care Framework** can be used for visualising the main areas for improvement in a selected site. The visualisations below have been made after conducting the holistic site assessment in the Proximity of Care Framework Excel sheet (see **Understand, Step 3 - Desk-based baseline: Understand your project site and community**).

Left: **arki_lab** for “A Playful Path” project proposal in Vig (Denmark); right: **Cidade Ativa** for “Ciranda” project proposal in Jardim Nakamura, Brazil (October 2022).

