

## Snapshot: Proximity of Care Design Guide





[www.proximityofcare.com](http://www.proximityofcare.com)

## About this presentation

This presentation contains an introductory walkthrough to familiarise yourself and your team with the Proximity of Care approach, an explanation of key terms, overview of activities that you can find in the Guide and a set of examples of how the Guide could be put into practice.

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The Proximity of Care Design Guide is a tool developed by [Arup](#) and the [Bernard van Leer Foundation](#) to help urban planners, designers, developers, city leaders and early childhood development specialists embed child- and family friendly design principles into their work



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



## Early experiences shape the brain and the future

The early years of a child's life (ages 0 to 5) are crucial for healthy physical and mental development.

- 80% of brain architecture develops in the prenatal period, and
- 60% of adult mental structures develop in the first three years of life.



**The Guide is designed specifically to respond to the needs of three groups of people:**

CHILDREN 0-5 YEARS OLD



CAREGIVERS



PREGNANT WOMEN



When a neighbourhood works well for young children, their caregivers and pregnant women, the whole community is empowered and enlivened.

# Enhancing collaboration and capacity to embed child-friendly design principles into urban projects

CITY AUTHORITIES



URBAN PRACTITIONERS



DEVELOPERS



CHILD DEVELOPMENT  
PRACTITIONERS



The Proximity of Care Design Guide has been developed to be applied to, and benefit children and caregivers in every urban context.

Currently, not enough attention or investment is being focused on the development of environments for children in cities globally by governments, developers or urban practitioners. As a result, space for children is being reduced. Cars have pushed children from the streets, sidewalks are narrower, public spaces reduced or restricted, eroding the freedom of children to explore independently.

The needs and voices of children and caregivers are rarely heard in city decision-making and planning, let alone a consideration of the variety of needs of children of different ages and abilities.



Abu Dhabi © Abdel Achkouk



The Proximity of Care Design Guide considers also the needs of young children and caregivers in vulnerable urban contexts, such as informal and refugee settlements.

Vulnerable urban contexts are cities or parts of cities that are subject to ongoing shocks and stresses that result in a vulnerability of lives, livelihoods and the social, economic and governance systems we rely upon.

These contexts tend to be overcrowded, polluted, and characterised by insecure housing, limited access to city services and good-quality public space, and with incomplete or unsafe infrastructure.

Despite the challenges and lack of support, it is important to acknowledge the creativity, innovation and resilience of people living in these communities who have come together to improve their living conditions and support each other. Enabling and empowering this community energy is critical to improving our cities for children and caregivers.



São Paulo ©Sergio Souza

# Proximity of Care Framework

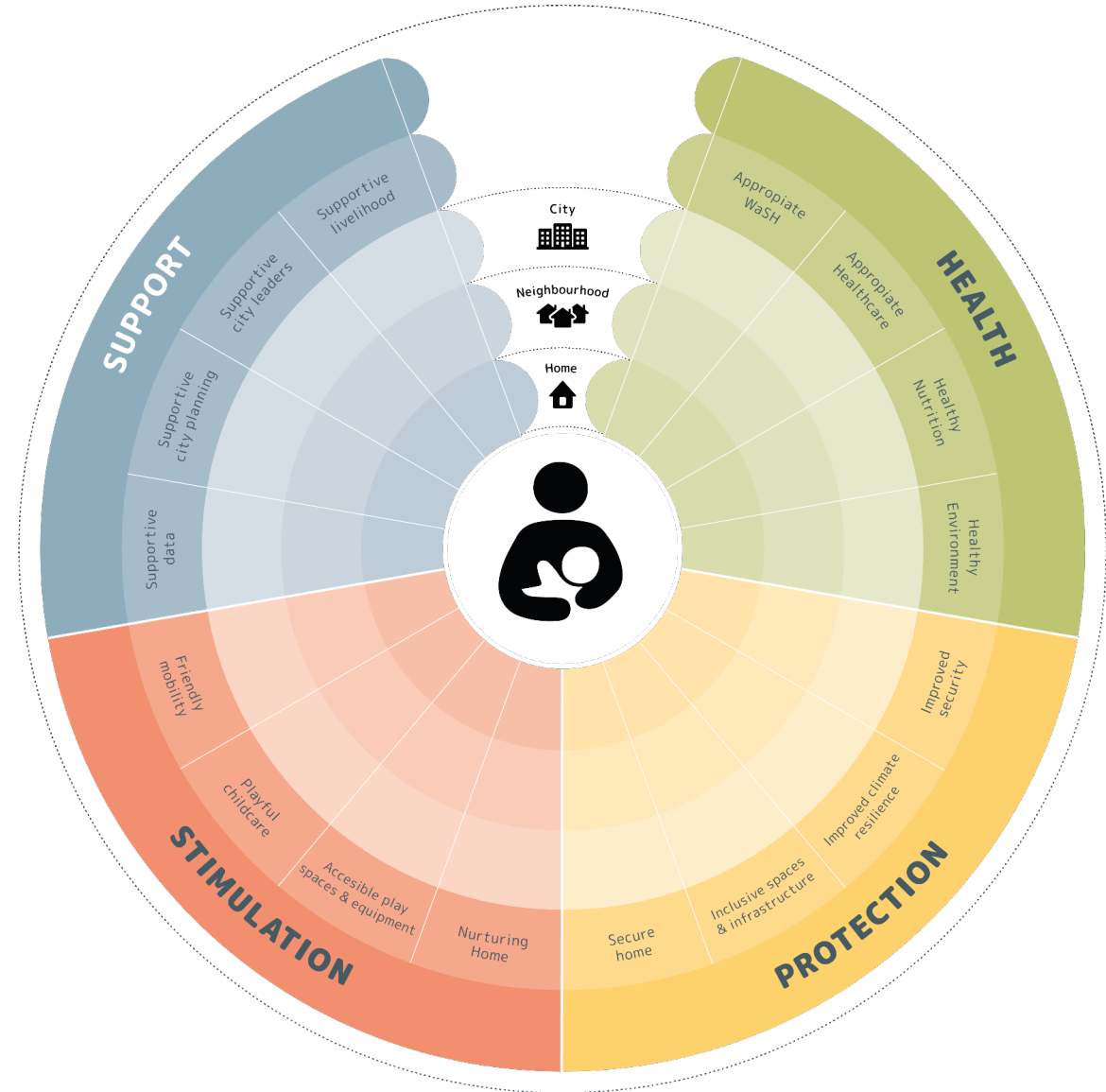
The foundation of the Proximity of Care Design Guide is a framework, developed through intensive research, that enables the holistic consideration of the city systems and their relationship and influence on early childhood development.

**Health:** Healthy and enriching environment

**Protection:** Safe and secure environment

**Stimulation:** Nurturing and stimulating environment

**Support:** Knowledgeable and supportive governance



Home



Neighbourhood



City

# The Proximity of Care Guiding Principles

There are ten principles to guide you as you put the Proximity of Care Design Guide into practice and which can help you consider the needs of young children, caregivers and pregnant women in your work.

1 Ensure meaningful engagement and ongoing communication with the community throughout the project



2 Engage with and collaborate with a wide range of stakeholders



3 Value and localise existing resources, skills and patterns



4 Build health, support, stimulation and protection at different scales



5 Derive multiple benefits from everyday spaces



6 Embed play and learning into spaces, infrastructure and mobility networks



7 Connect children with nature



8 Build positive behaviour change



9 Measure the social, environmental and commercial impact



10 Advocate for child-friendly approaches



## Guide Structure

The Guide is structured around the lifecycle stages of an urban project:

**Understand** – where design begins

**Design** – for positive impact

**Implement** – with communities

**Influence** – gaining and sustaining support

Guiding through simple steps with tools, examples and advice tailored for:



urban practitioners



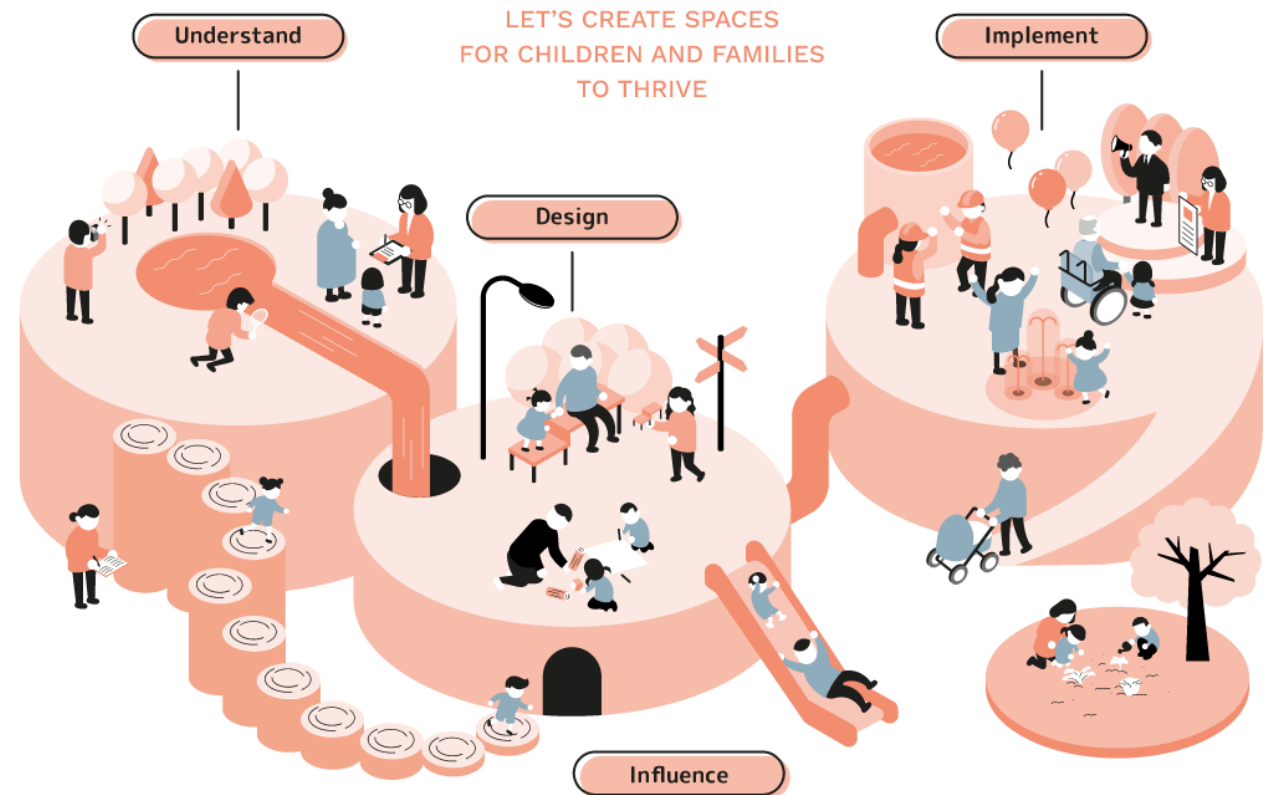
city authorities



property developers



child development practitioners



# Guide Structure

## Landing Page



- Project purpose
- Video
- Inspire for Action
- Get in touch

## Intro



- Who is this guide for?
- Why this focus?
- Target groups
- Benefits
- The Partnership

## How to

**Where to start?**  
 Before you start exploring the four stages and steps of the Proximity of Care Design Guide, you may want to determine your own role in the process of understanding, which is at the core of the guide and provides a holistic approach to understanding the city and its residents and their needs. This includes understanding the different layers of urban proximity and future transitions.  
 This is a key of the **Proximity of Care Design Guide**, which is a key to support you in your role in the guide and practice, and across the world of urban planning, research and program work across the life cycle of your project.

- How to use the guide

## Approach



- Proximity of Care Framework
- Guiding Principles

## Understand

*Effective design begins with understanding*



- Steps
- Case studies
- Tools
- Tailored advice

## Design

*Make the right design choices for impact*



- Steps
- Case studies
- Tools
- Tailored advice

## Implement

*Put your design into practice*



- Steps
- Case studies
- Tools
- Tailored advice

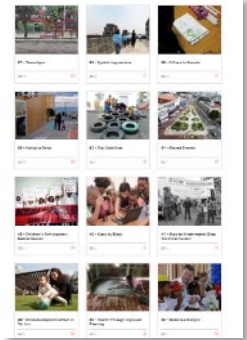
## Influence

*Gain and sustain support for your project*



- Steps
- Case studies
- Tools
- Tailored advice

## Knowledge Hub



# Steps in project stages

## Understand

- 1 \* Brief development: Define your project scope using the Proximity of Care Framework
- 2 \* Stakeholder mapping and strategy: Identify stakeholders and community to engage with
- 3 \* Desk-based baseline: Understand your project site and community
- 4 \* Site visit: Visit the project location to integrate your baseline
- 5 \* Stakeholder engagement and consultation: Engage and communicate with the project community and stakeholders
- 6 \* Documenting and knowledge sharing: Define challenges and opportunities and share for validation
- 7 \* Measuring impact: Develop a monitoring, evaluation and learning framework to assess the impact of your project

## Design

- 1 \* Visioning workshop: Imagine a vision with children, caregivers and pregnant women
- 2 \* Design scoping: Translate challenges and opportunities into design ideas
- 3 \* Think holistically: Consider household, neighbourhood and city level experiences and connections
- 4 \* Benchmarking: Get inspired by good practices
- 5 \* Co-creation: Co-create solutions with children, caregivers and pregnant women
- 6 \* Concept design: Develop a concept design considering opportunities for Health, Protection, Stimulation and Support
- 7 \* Stakeholder validation: Share and validate your design with children, caregivers and pregnant women, along with other stakeholders
- 8 \* Detailed design: Develop a detailed design and cost-benefit analysis

## Implement

- 1 \* Implementation plan: Develop a detailed implementation plan
- 2 \* Influence and engagement: Put your influence strategy into action
- 3 \* Planning approvals: Get buy-in and relevant approvals
- 4 \* Piloting: Pilot, reflect, iterate, upscale
- 5 \* Procurement and construction: Procure the project and select delivery team
- 6 \* Public launch: Run a launch and inauguration event
- 7 \* Operation and maintenance: Confirm a long-term operation and maintenance plan
- 8 \* Knowledge sharing: Share lessons learned and the impact of your intervention

## Influence

- 1 \* Identify and understand your audience: Build 'personas'
- 2 \* Define your approach and message: Set an advocacy strategy with a clear message
- 3 \* Develop methods: Consider different communications channels, activities, opportunities and content
- 4 \* Advocacy plan: Put your ideas into a deliverable advocacy plan
- 5 \* Measure, listen and refine: Set a methodology to track progress and optimise your advocacy approach

## Proximity of Care Partners

Arup and Bernard van Leer Foundation partnered with the following organisations to develop implementation projects in line with the Guide:

[Catalytic Action](#) in El Mina, Lebanon

[Civic](#) in Azraq, Jordan

[Kounkuey Design Initiative \(KDI\)](#) in Kibera, Kenya

[Violence Prevention through Urban Upgrading \(VPUU\)](#) in

Khayelitsha, South Africa

[arki\\_lab](#) in Denmark

[London Borough of Waltham Forest](#) in the UK

[Institute for Spatial Policies](#) and [Pazi!park](#) in Slovenia

[Huasipichanga](#) in Ecuador

[Espacio Ludico](#) in Uruguay

[Cidade Activa](#) in Brazil

[E+1](#) in Brazil

[Ciudad Emergente](#) in Chile

[Occupa tu Calle](#) in Peru

A Technical Review Committee was set up to inform the Guide development, composed of the following organisations:

[UNDP](#), [UN-HABITAT](#), [UNICEF](#), [International Federation of Red](#)

[Cross and Red Crescent Societies](#), [International Rescue](#)

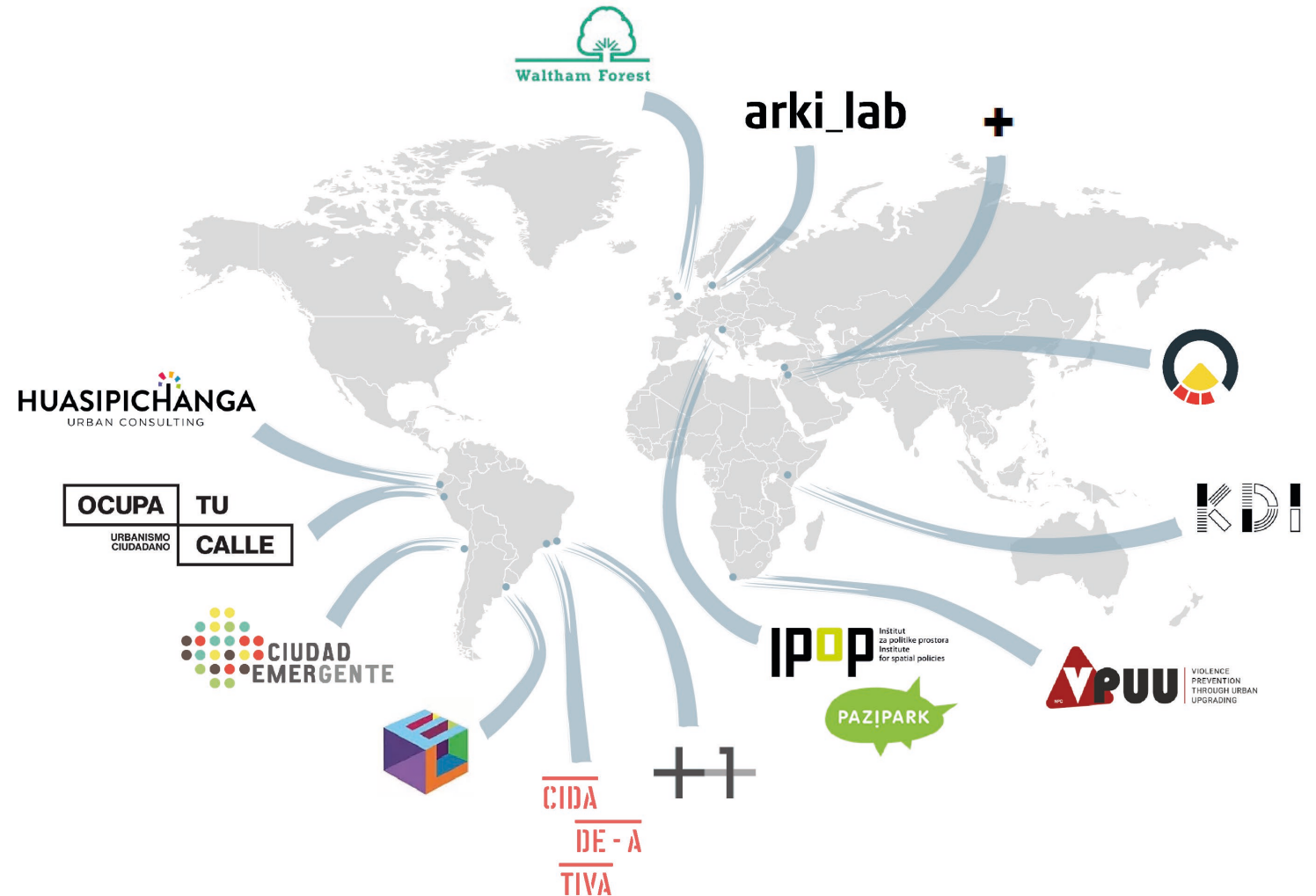
[Committee](#), [Save the Children](#), [ImagiNation Afrika](#), [NACTO](#),

[World Health Organization](#), [World Wide Fund for Nature](#),

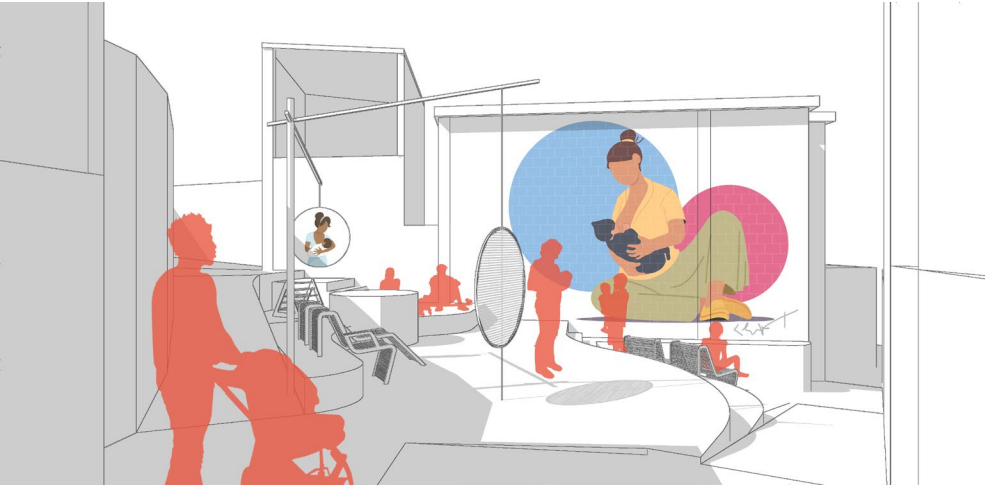
[Norwegian Refugee Council](#), [European Network for Child](#)

[Friendly Cities](#), [Municipality of Tirana](#), [Cuidad Emergente](#),

[Qendra Marrëdhënie](#), [American Red Cross](#)



# Feel Free to Breastfeed by E+1, Brazil

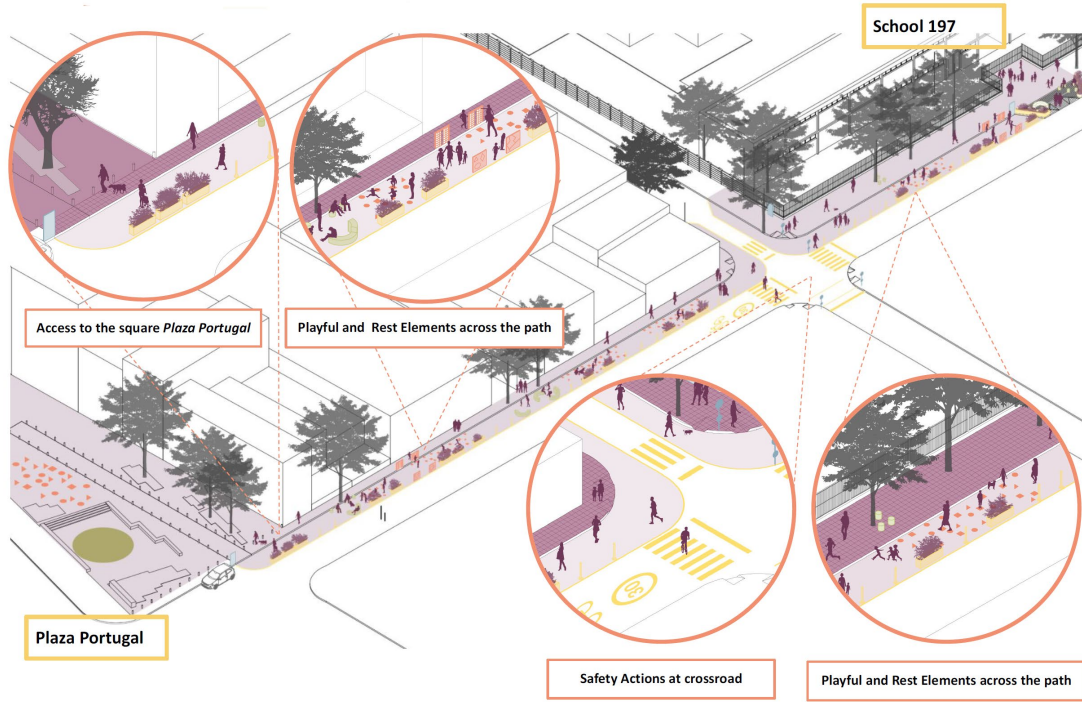




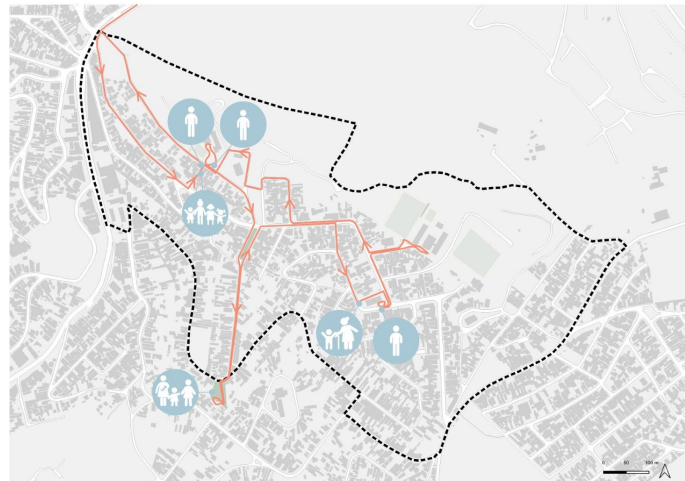
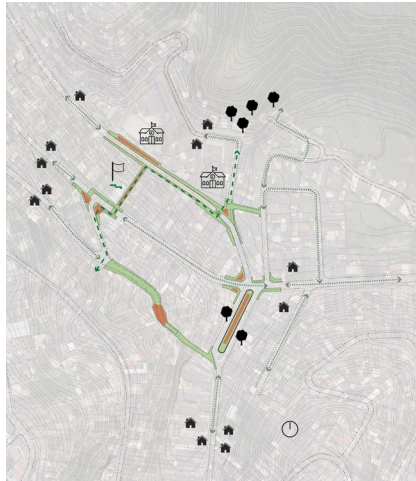
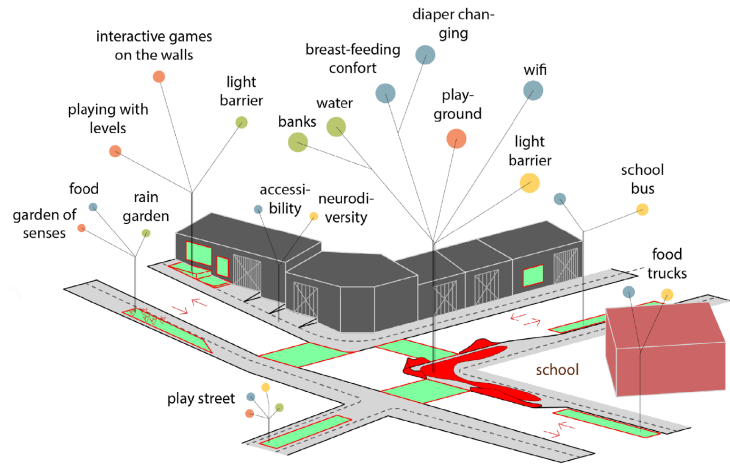
# Valdivia Neighbourhood of Care by Ciudad Emergente, Chile



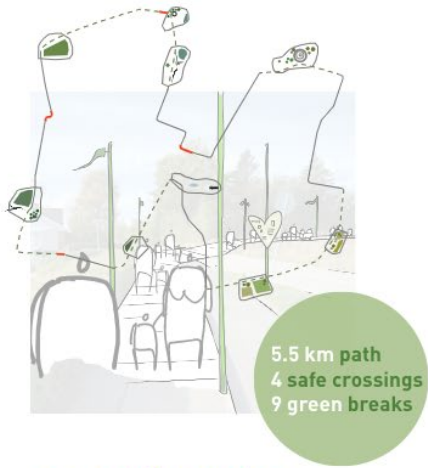
# Sensing the City by Espacio Ludico, Uruguay



# Hugs by Cidade Ativa, Brazil



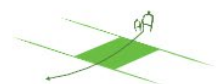
**L / The Pathway**



new path stretches



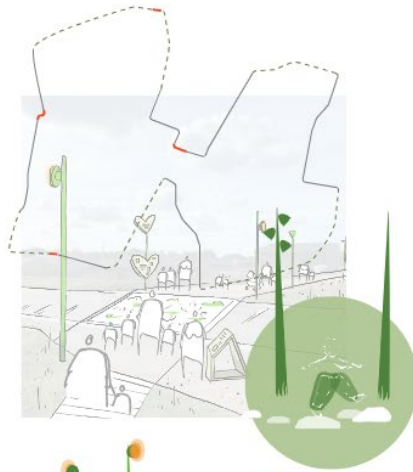
crossings



poles

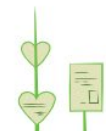


**M / The Connections**



light regulation

speed bumps



signage



lighting



paving

**S / The Interventions**



simple structures



furniture

playful art and landmarks



marked zones



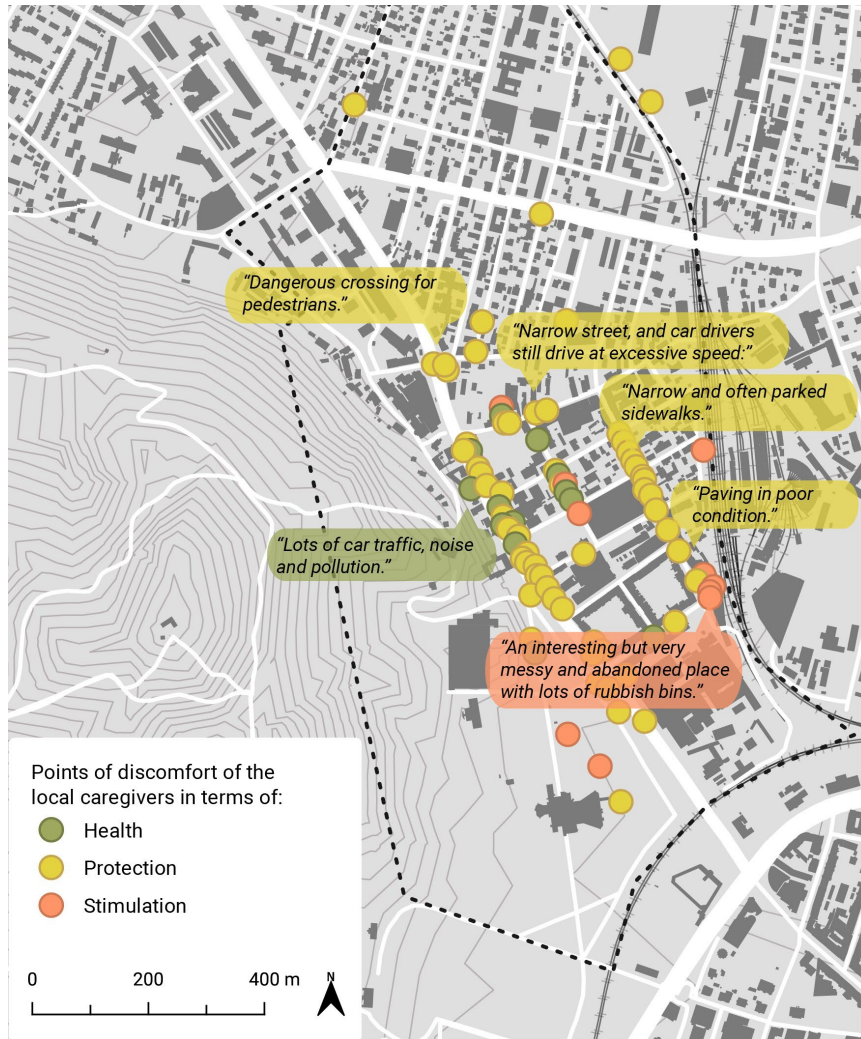
# The School into Nature by Huasipichanga, Ecuador



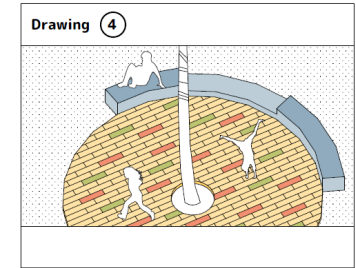
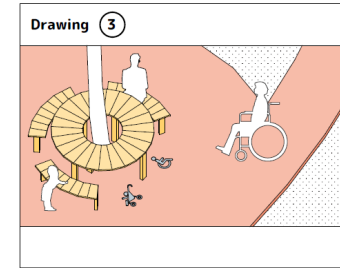
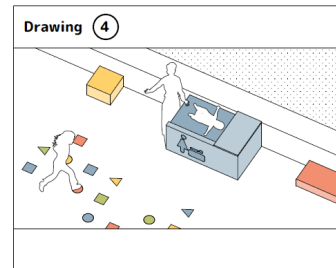
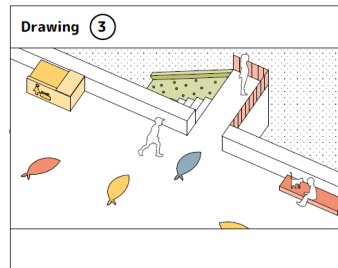
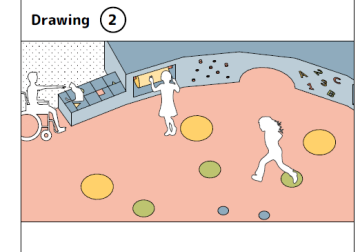
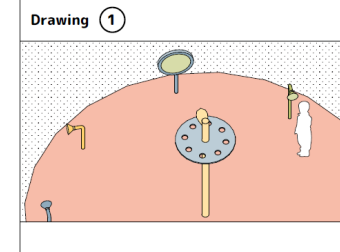
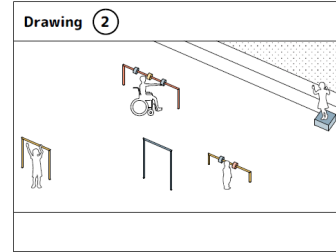
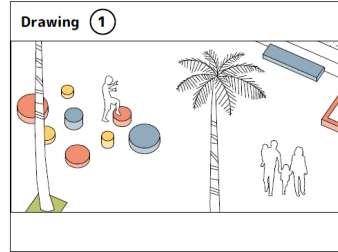
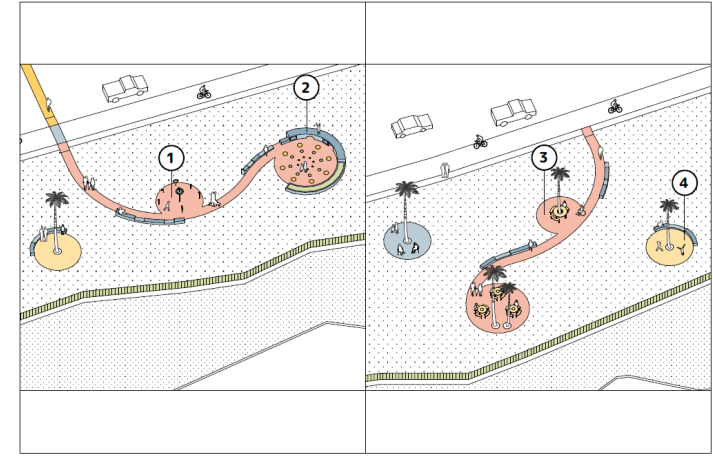
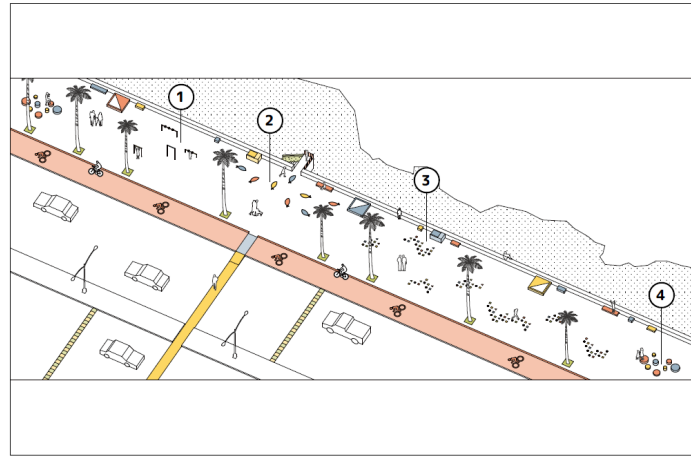
# Child-friendly Strategy by Waltham Forest, London



# Spodnja Siska by IPOP & PaziPark, Slovenia

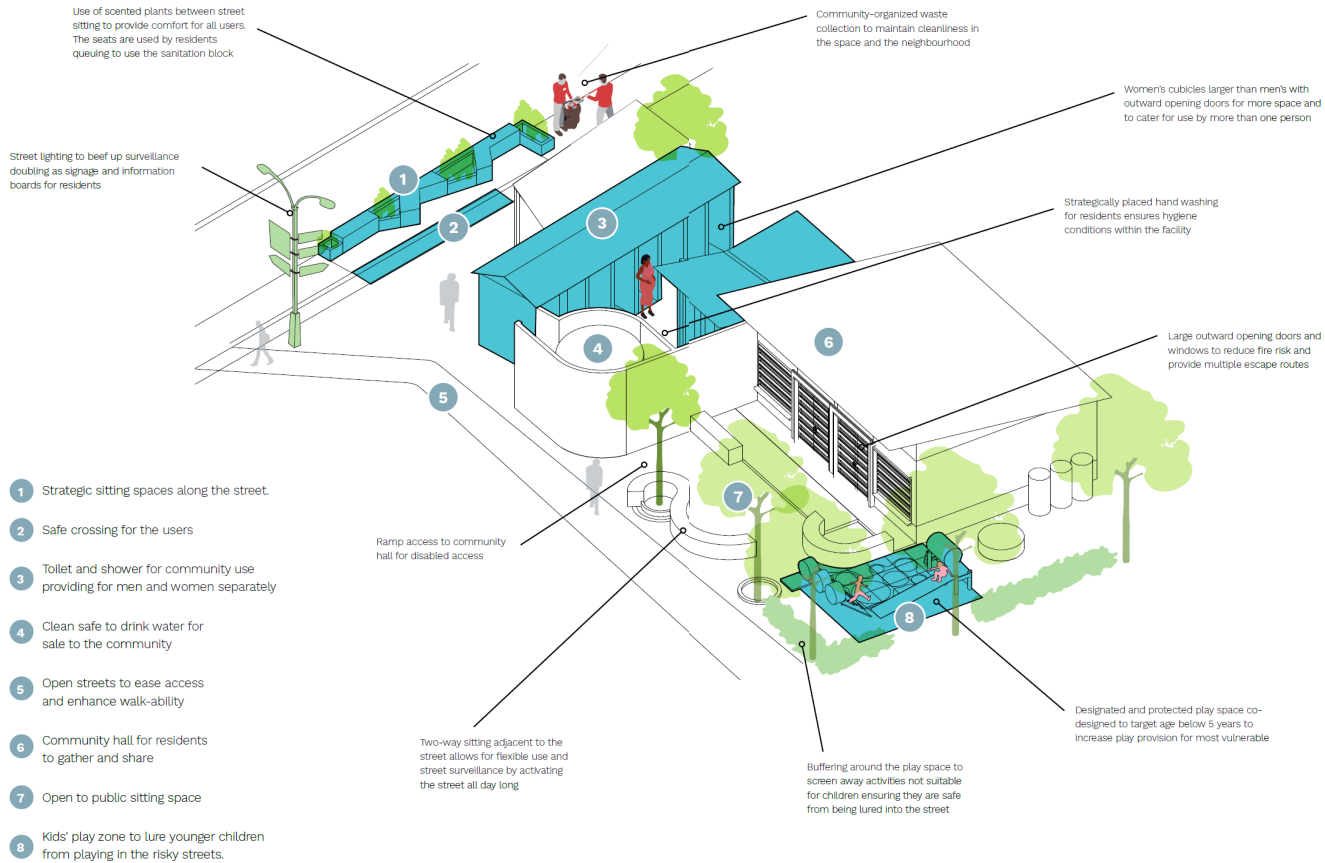


# The corniche of El Mina by CatalyticAction, Lebanon





# Childhoods in Kibera by KDI, Kenya



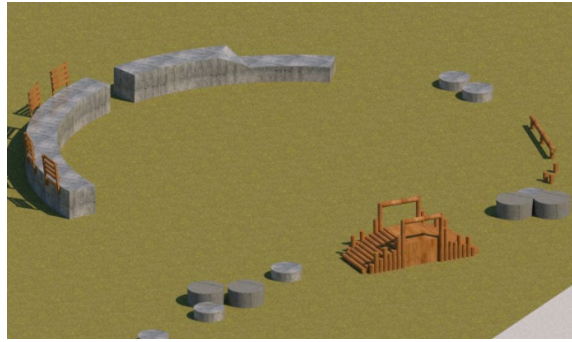
# Childhoods in Monwabisi Park by VPUU, South Africa



# Early Childhood Development Opportunities in Azraq by Civic, Jordan



# Urrunaga te Cuida in Chiclayo by Ocupa tu Calle & Paeton, Peru





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