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.

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**At a glance...**

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<th>COST</th>
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**GOVERNMENT INVOLVEMENT**

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

**MINIMUM SCALE**

City

**EXISTING IMPLEMENTATION LEVEL**

Tested and implemented
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
1 Priority access to services for young families