Idea 4
BEHAVIOURAL PROMPTS

Any place where children linger with their parents can be a place of learning, from a supermarket to a bus stop.

A set of key messages and caregiving behaviours to promote can be identified and spread through behavioural prompts in the physical environment (on walls, in markets, on billboards, on product packaging).

To increase their effect, these messages can be strengthened through mobile phones and online channels, or through coherent messages from other people in parents’ lives, such as health professionals, teachers, employers, barbers, imams, bus drivers.

At a glance...

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<th>COST</th>
<th>MAINTENANCE</th>
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GOVERNMENT INVOLVEMENT
- Social Services
- Education
- Health
- Parks
- Planning
- Transport

MINIMUM SCALE
Neighbourhood

EXISTING IMPLEMENTATION LEVEL
Tested and implemented

Photo: Courtesy of Che Aria Respiro
OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased profits for local businesses

REAL WORLD EXAMPLES

- In **São Paulo, Brazil**, the city government developed key messages about the importance of talking, singing and playing with babies and toddlers and is spreading them through digital advertising billboards throughout the city.

- In **Tulsa, USA**, small signs were placed in the dairy and vegetable sections of supermarkets encouraging caregivers to start conversations with kids. One prompt, for example, encouraged caregivers to ask children ‘where does milk come from?’ There were 33% more conversations as a result. Similar results were observed in a project in Duncan Village, South Africa.

- In **Boston, USA**, a team at Harvard University’s Achievement Gap Initiative developed five caregiving principles (‘the basics’), and trained staff from more than 40 local organisations to deliver them – in person and through media – in their daily work. This initiative showed a significant increase in awareness of the five caregiving principles.

- **Amsterdam, Netherlands**, developed and scaled a First 1000 Days strategy promoting healthy caregiving (such as breastfeeding, food choices, placing small children on bikes, eating dinner as a family). While the health sector drove the strategy, they also used other sectors such as education and sport, as well as partnerships with private organisations to deliver key messages on- and offline.

- In **Ghana**, the MAP (Market, Mothers & Parks) initiative seeks to improve literary and cognitive outcomes for small children by building a partnership between two key urban community sites – the marketplace and the park. It does so partly by seeding the market with intentionally designed items that will readily lend themselves to informal playful learning.

RELATED IDEAS

- Urban stories
- Design for play
- Safe, interesting and playful transit
- ICT-enabled coaching

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