

BUILDING HEALTHY CITIES



Citizen Participation

Indore Journey Map Series 2018-2021

About This Series

Building Healthy Cities (BHC) is a USAID-funded learning project in four Smart Cities in Asia – Indore, India; Makassar, Indonesia; Da Nang, Vietnam; and Kathmandu, Nepal. BHC is testing how to successfully apply urban planning approaches that improve the social determinants of health in complex systems.

BHC uses exploratory data collection, multisectoral engagement, and citizen participation. This systems approach informs project activities and the prioritization of city-funded workplans. The combined impact should improve the lives of all residents in these three cities and reduce preventable mortality.

BHC is using several tools and processes to create coalitions and organize its approach in each city. One key process is systems mapping to illustrate the key dynamics (patterns underlying problems) and define key entry (or 'leverage') points to address social and environmental determinants of health. Another way that BHC is documenting citizen experiences in each city is through Journey Maps.

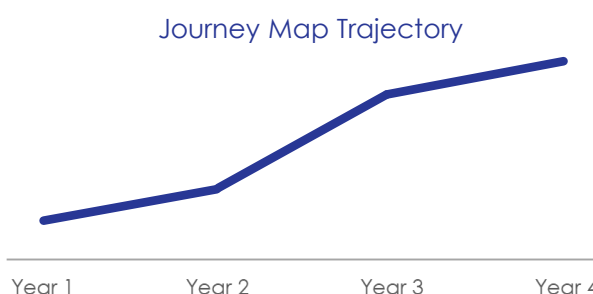
The Journey Maps apply 'design thinking' approaches, which are often used to tailor products to intended customers; citizens are like customers in that they pay taxes or fees to use city services. BHC has adapted this tool to document the experience (or 'journey') of citizens who are trying to overcome one service issue in each city, over time, updated on a quarterly basis. The specific topics were identified during the first year of activities in each city and fit within the larger context shown in the systems maps. BHC is using these Journey Maps to track citizen and city official perspectives, and to document change at the neighborhood level.

BHC is training people in each neighborhood to develop and use these Journey Maps and on grassroots advocacy techniques. By bringing the citizen experience directly to city planners, BHC hopes to better align municipal planning with community priorities such as safe water, clean air, hygiene, traffic safety, and other key components of healthy urban living.

Life of Project Journey Map Summary

BHC is concluding the Journey Maps in 2021. This process brought insights into day-to-day service availability for Indore residents, and created a regular dialogue with the community and city offices about the causes, consequences, and potential solutions to persistent urban health-related issues.

Over the course of this 4-year map, usage rates for the Indore 311 app and CM Helpline citizen reporting systems slowly increased. New features were added to the app, and it was integrated into the Integrated Control and Command Centre in Year 2. These avenues for reporting were especially helpful during the COVID-19 lockdown. BHC assessed the two citizen reporting systems and made recommendations that will hopefully help the city continue to improve and expand the services.





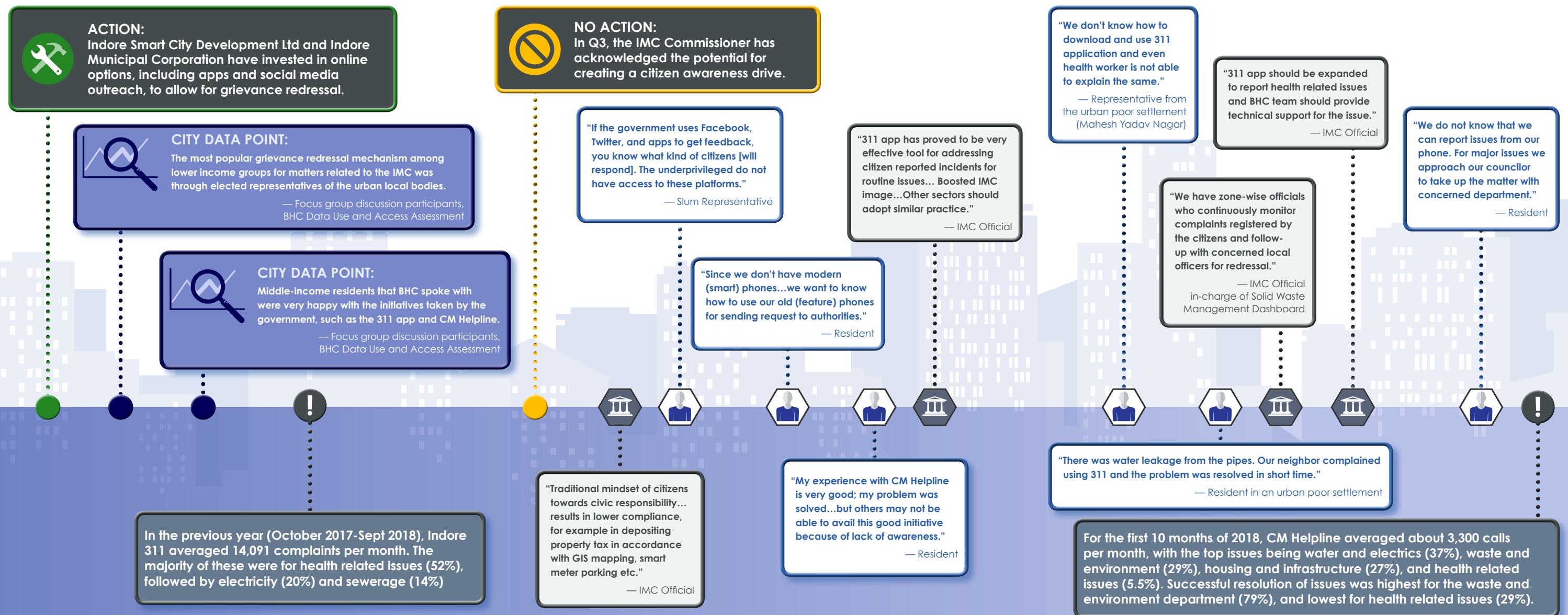
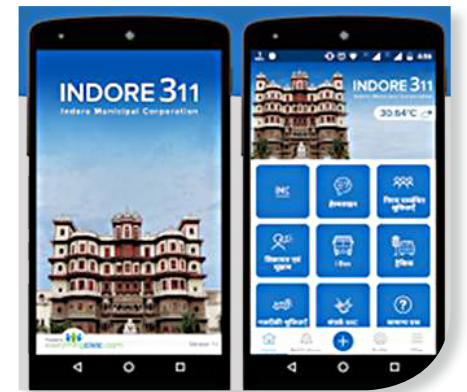
Indore Journey Map #2 – Citizen Participation

YEAR 1 One question BHC investigated through its *Health Needs Assessment* and Data Use and Access Assessment conducted in 2018, was how citizens participate in the Smart City process. Particularly, how do their voices reach city officials? BHC followed this issue in Indore over time, focusing on four channels of citizen engagement: in person, online, by telephone, and through social media. In Indore, 11 percent of households have computers or laptops with internet access, and

64 percent of households have mobile phones. There is relatively low usage of the city apps (Indore 311) and website as compared to communication via community leaders and the Chief Minister (CM) Helpline.



The CM Helpline and Indore 311 are platforms through which citizens can report issues directly to city officials.



Quarter 2

Quarter 3

Quarter 4



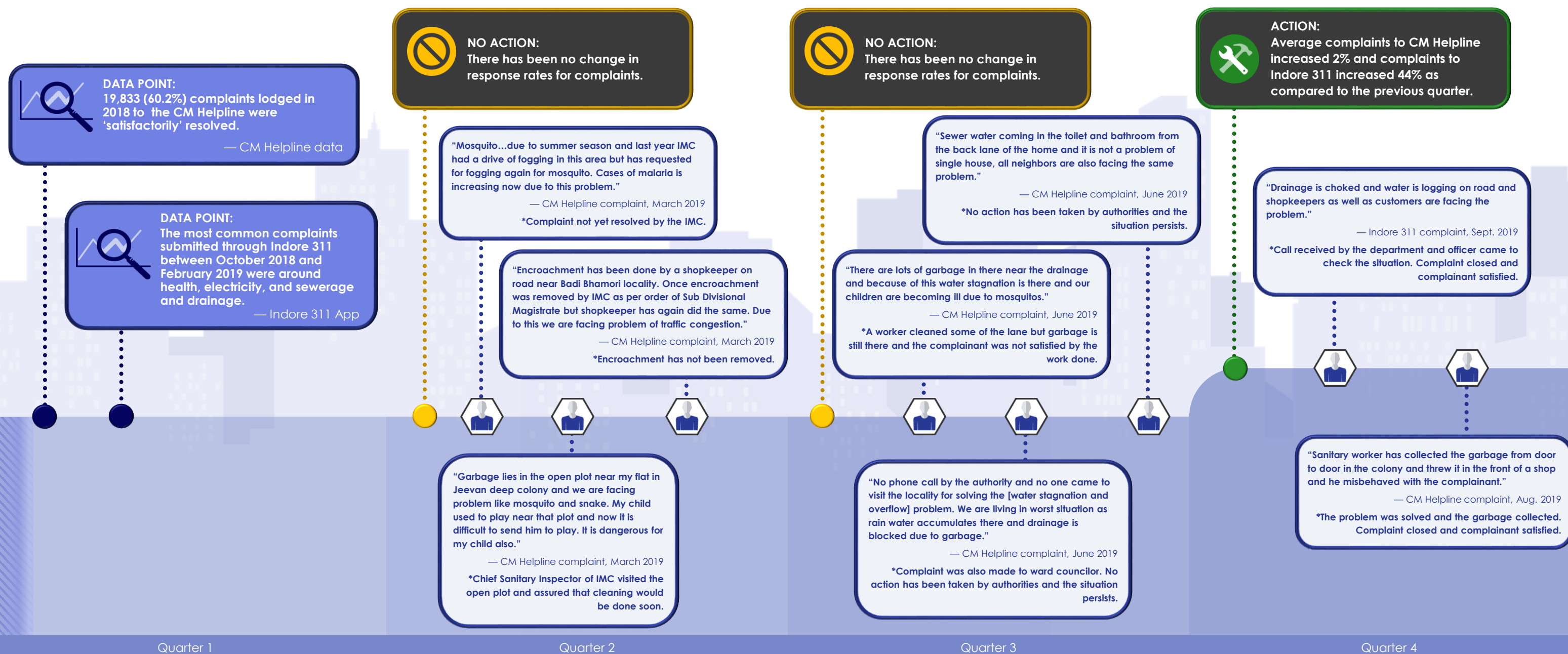
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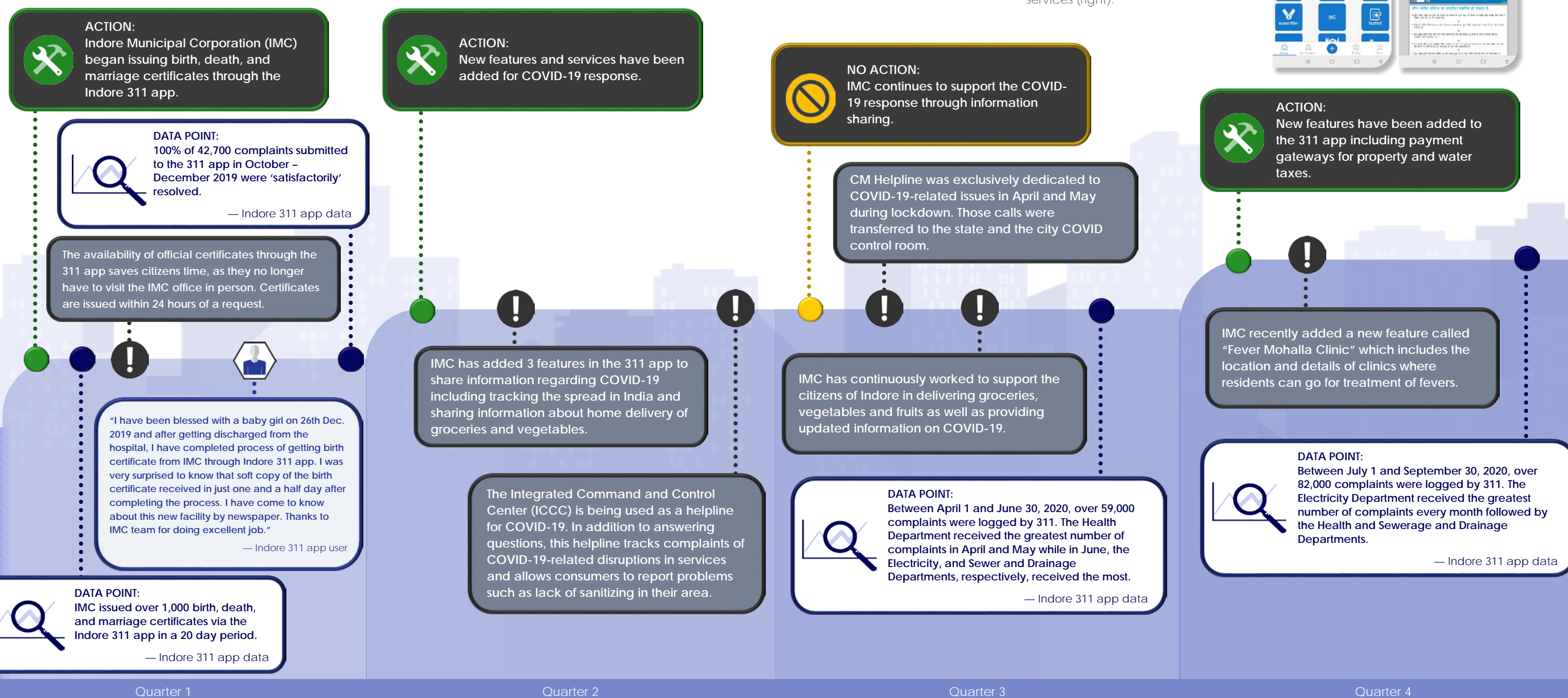
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CM Helpline webpage (left). Indore 311 app COVID-19 information and services (right).

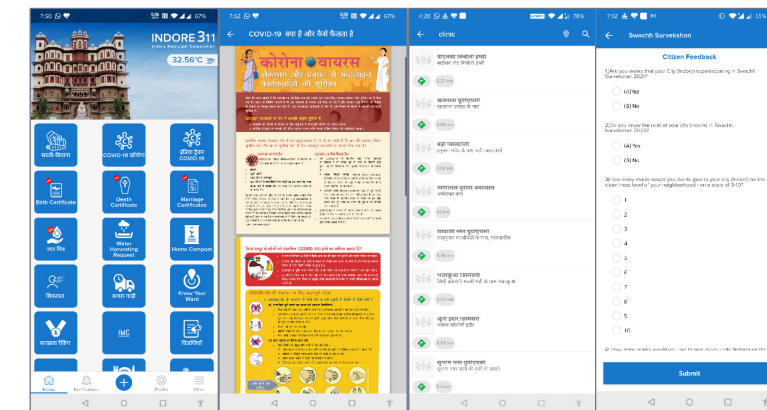




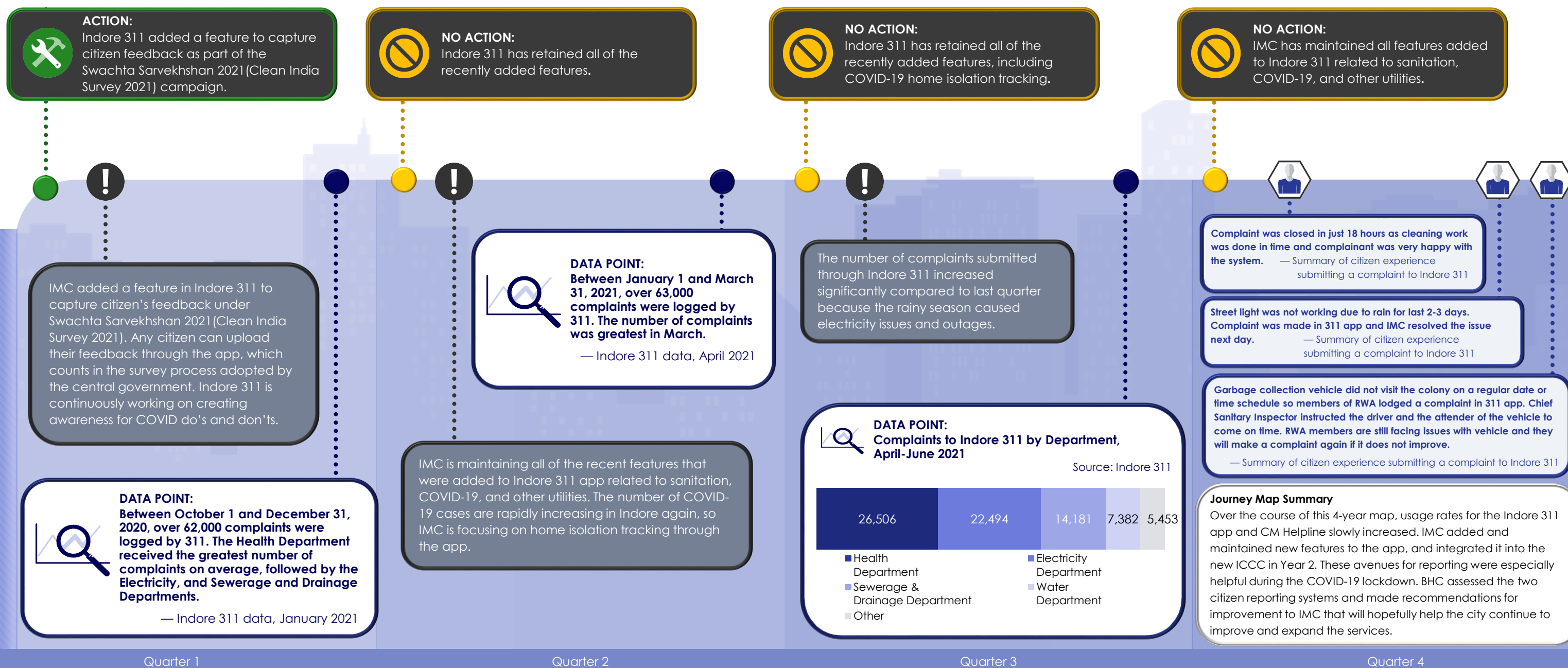
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Indore 311 app pages for COVID-19 information and services, and providing Swachta Sarvekshshan 2021 (Clean India Survey 2021) feedback.



How Does This Story Connect to the Indore Systems Map?

Loop 15: Why Speak?

When city development efforts are not equitably distributed, segments of the population (typically the most vulnerable members) are excluded from informing the planning and design of this growth. As these communities experience the impact of being left out of positive advancement, they do not prioritize participation in city efforts - especially given the barriers they face in doing so (transportation cost, lost wages, disappointment of not being heard/understood, etc.). When the community is not engaged, or does not understand their own value, in informing city improvement efforts, the ability of these programs to be successful in improving health outcomes and quality of life is diminished. As a result, leaders become less interested in prioritizing these programs, continuing the vicious cycle of exclusion and inequality.

BRIGHT SPOT: There has been much focus on involvement of citizens including local elected leaders (Parshads), other influential citizens, resident welfare associations, women's groups, civil society organizations, youth volunteers, etc., in promoting public health initiatives. One example is the program initiating door step collection of solid wastes which has enjoyed active community participation. People, who were otherwise dumping waste on the streets, are now separating and disposing of their waste as required, even prompting their neighbors to do so correctly. NGOs have been involved to motivate them to use the services. Now that Indore has been chosen as the cleanest city in India in 2017 and 2018, there is a sense of pride that is further motivating people to continue this effort. This engagement has shown to be very crucial for successful implementation of projects and achieving desired goals.

Legend

- Healthy Indore
- Accountability and Management
- Collaboration and Data Access
- System Capacity and Impact
- Community Health and Engagement
- Inhibitors to Whole-city Growth

