

BUILDING HEALTHY CITIES



Citizen Reporting Systems

Makassar Journey Map Series 2019-2021

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.

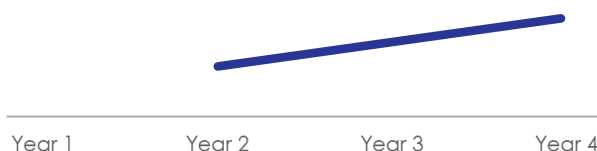
The Journey Maps apply 'design thinking' approaches, which are often used to tailor products to intended customers; citizens are like customers in that they pay taxes or fees to use city services. BHC has adapted this tool to document the experience (or 'journey') of citizens who are trying to overcome 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 Makassar 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. This 3-year map began with low awareness of the 112 Call Center citizen reporting system in the focus neighborhoods. There were phases of positive change due to promotion campaigns and improved department responses to complaints. BHC's assessment of 112 highlighted areas for improvement. The project also shared citizen suggestions directly with the city. As seen in the year 4 map, there are still pockets of people unfamiliar with 112. BHC hopes that going forward the city will continue to promote 112 using the materials developed by BHC and other campaigns.

Journey Map Trajectory





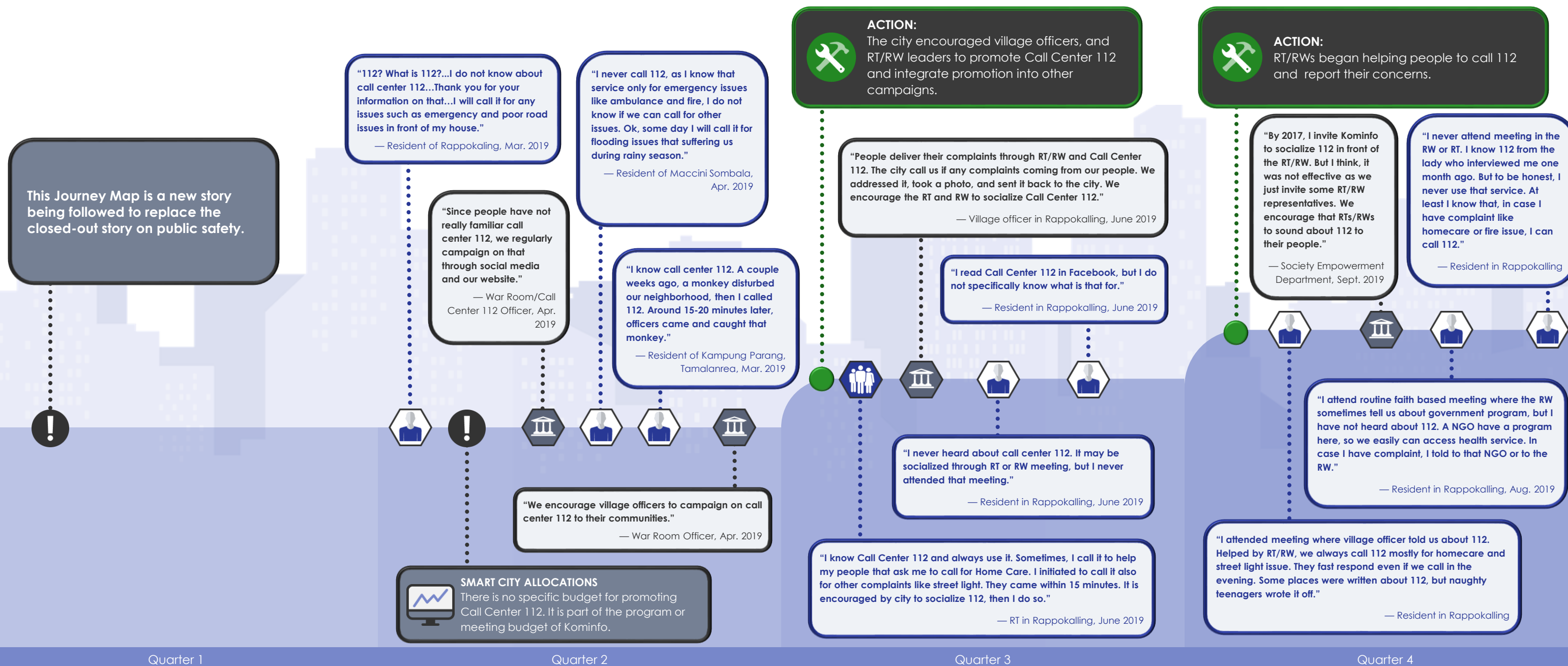
Makassar Journey Map #4 – Citizen Reporting Systems

YEAR 2 Makassar has two citizen reporting systems – the Call Center 112 and Smart RT/RW app. The Call Center 112 is a phone number people can call for free to report concerns across a variety of topics. Call center data is integrated into Makassar's "war room" dashboard, along with data from a variety of other sectors. The Smart RT/RW app offers a platform for RT/RW leaders to report development progress on specific indicators in their neighborhoods. The BHC Data Use and Access Assessment found that many community members

were either unaware of 112, or thought it was only for emergencies. BHC also found that because of technical problems, RT/RW leaders mostly preferred to use WhatsApp over the Smart RT/RW app for their reporting. BHC followed use and knowledge of these two reporting systems in an area of the city that is heavily populated, with a large number of low income families living in poor or slum areas. The majority of those who live there are informally employed in the service sector.



An alley without visible Call Center 112 campaign, June 2019 (left) and August 2019 (right).





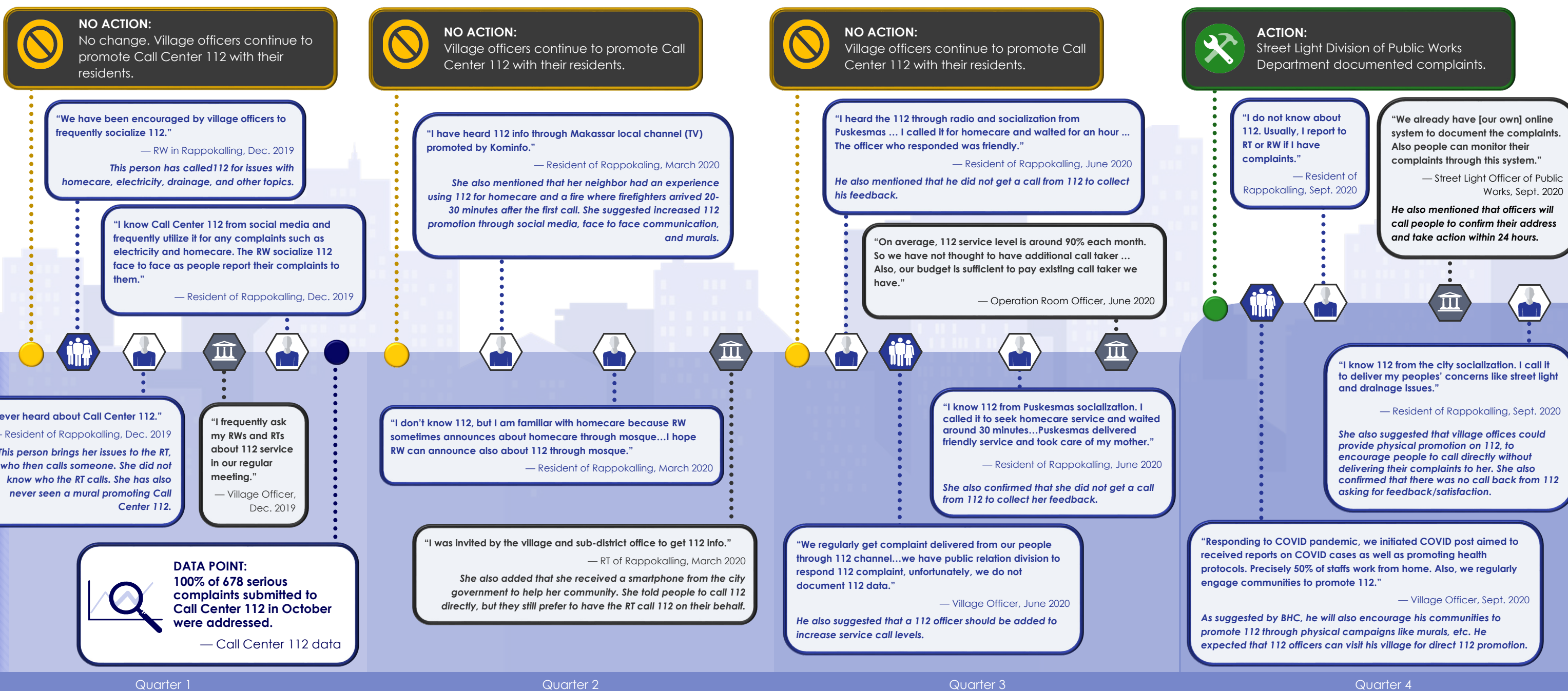
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An alley without visible Call Center 112 campaign, June 2020 (left), and September 2020 (right).





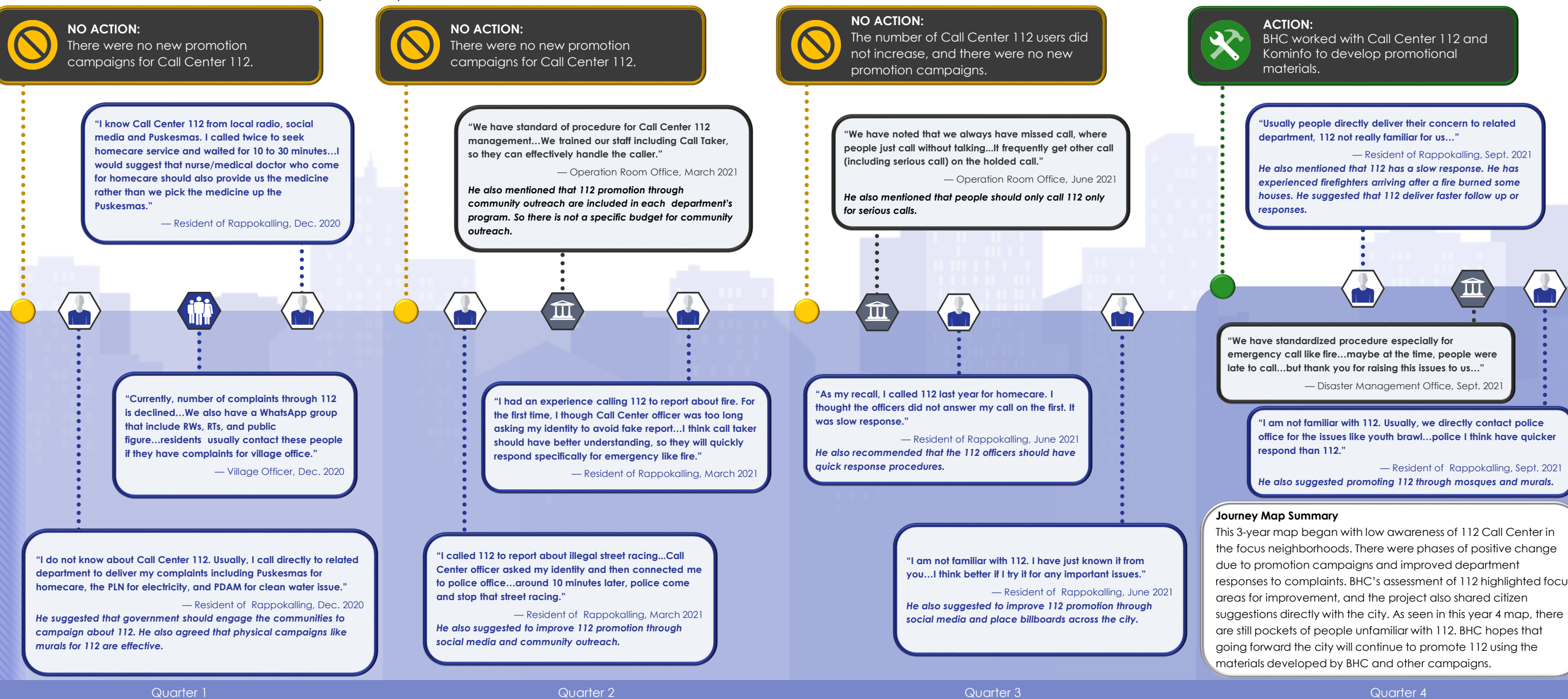
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An alley without a visible Call Center 112 campaign, June 2020 (left). An alley with a blank space available for the Call Center 112 campaign, Dec. 2020 (right)



How Does This Story Connect to the Makassar Systems Map?

Systems Map Loop: Smart-Tech Usage

Government efforts to innovate and accelerate healthy development has created many opportunities to improve population and environmental health factors through the increased utilization of mobile technology. Interactive “apps” have greatly increased the ease and timeliness of communication between the government and the citizens, allowing city officials to better, and more efficiently, understand and respond to the needs of the community. As a result, citizens are able to recognize their own interests reflected in government policy and programming, and they are more willing to support and participate in these improvement efforts.

Example 1: The Makassar government has developed a number of ways to interact with the people such as social media (Facebook, Twitter, Instagram), apps, Call Center 112, and official websites. Via Call Center 112, for example, people can receive assistance during an emergency (fire, home health issue), or provide information

regarding physical environment or even public service complaints. Calls are received by the ICT office, then forwarded to the relevant department. Public works, for example, will respond on street light issues. As a result, people are more interested in supporting and participating in these services, recognizing the influence on improvement efforts.

Example 2: The government has developed community engagement apps run by RT/RW (community leaders placed in the neighborhood, 6-7 per community). In this system, the RT/RW or Lurah (village officer) are given mobile devices and asked to report on specific areas of community life: garden alley program, clean city program, garbage bank (part of a clean city initiative), garbage retribution (resident payments for sanitary workers), taxes, smart city program, RT/RW administration, and social control activities (crime risk, etc.). These are then reported to the government to inform program planning and resource allocation.

