



CREATING CITIES WHERE CHILDREN LEARN, GROW AND THRIVE!

TRANSFORMATIV  
E URBAN  
MOBILITY FOR  
CHILDREN AND  
THEIR  
CAREGIVERS

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## WHO WE ARE



- A social enterprise that advocates for children friendly cities by bringing to attention policies and plans that plaque children in cities
- Our Mission is to **Create cities where children Learn and Thrive**



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## WHAT WE DO: FIRST AID AND CHILD NUTRITION TRAINING



# WHAT WE DO: CITIES AND WASH



© Bennett Tobias/unplash

## Let Them Play! Nairobi through a Child's Eye

By Peninah Ndegwa | November 14th 2019 | Basic Infrastructure & Housing, Youth & Gender, Africa, gender, Kenya, Nairobi, urban infrastructure

The number of children living in urban areas is on the rise. However, this is not reflected in cities' infrastructures. Rapid development is shrinking the amount of suitable and safe play areas for children. Using Nairobi as an example, Peninah Ndegwa, founder of Wow Mom Kenya, reflects on why and how cities should become more child-friendly.



# HOW CHILDREN TRAVEL IN NAIROBI

Having a stroller= Having a private car

High speeds in most roads making it difficult for caregivers to cross the road with a baby stroller

Roads and public transport are not universally accessible (No space for stroller in matatus)



**Order Now**  
\$699  
**\$459**

 **Ndi Nda ► Kilimani Mums Udaku Zone 🔥 KMUZ**

Yesterday at 19:24 · 

Hii sitrolla ni smart but pia ni kazi mob, imagine ukiwa stage pale Tao ambassador Kwa mat za embassava lazima utoanishe ndio itoshee Kwa mlango ya gari 😊 ..sasa hapo itabidi utoe mtoi Kwanza makanga waifunge huko juu ya basi 😱 😱 ...ama time uko gikomba na vile Barabara huko ni mbaya 😢 😢 ..mikokoteni all over 😱 ...time ya kwenda ushago country-bus na vile Huwa congested si mtoi ataibiwa 🙏 ...na vile sisi huvuka Thika road mbio ukiwa na hii sitrolla si kugongwa ni rahisi?? 😢 😢 🙏

[See translation](#)



**Shiko Shiks Nduaty**

😂😂😂😂😂😂😂 hii si yako wewe buy babycarrier ama lesions funga mtoto Kwanza mgongo

[See translation](#)

14 m Like Reply



**Peris Miano**

Lanes my dear hii kitu ni ya watu Wa gated community sisi wengine ni Wa lesu ukibahatika unanua ngoi

[See translation](#)

14 m Like Reply



**Mouryn Okinyi**

Kwani unaenda kuzunguka na mtoi town na stroller how...na unatumia matatu?? Hii iko na wenyewe

[See translation](#)

14 m Like Reply



**Roshaun Wangari Emmar**

45,900 alafu uko kwa embassava.....haigwes

[See translation](#)

14 m Like Reply



**Lonah Kim**

Hii kitu unabuy ukiwa na gari yako mum..lanes

[See translation](#)



## NO PRIORITY SEATING IN PUBLIC TRANSPORT



# HOW SAFE IS IT FOR CHILDREN TO CYCLE?



## RISKY WIDE ROADS FOR SCHOOL GOING CHILDREN



Source:  
Ma3Route

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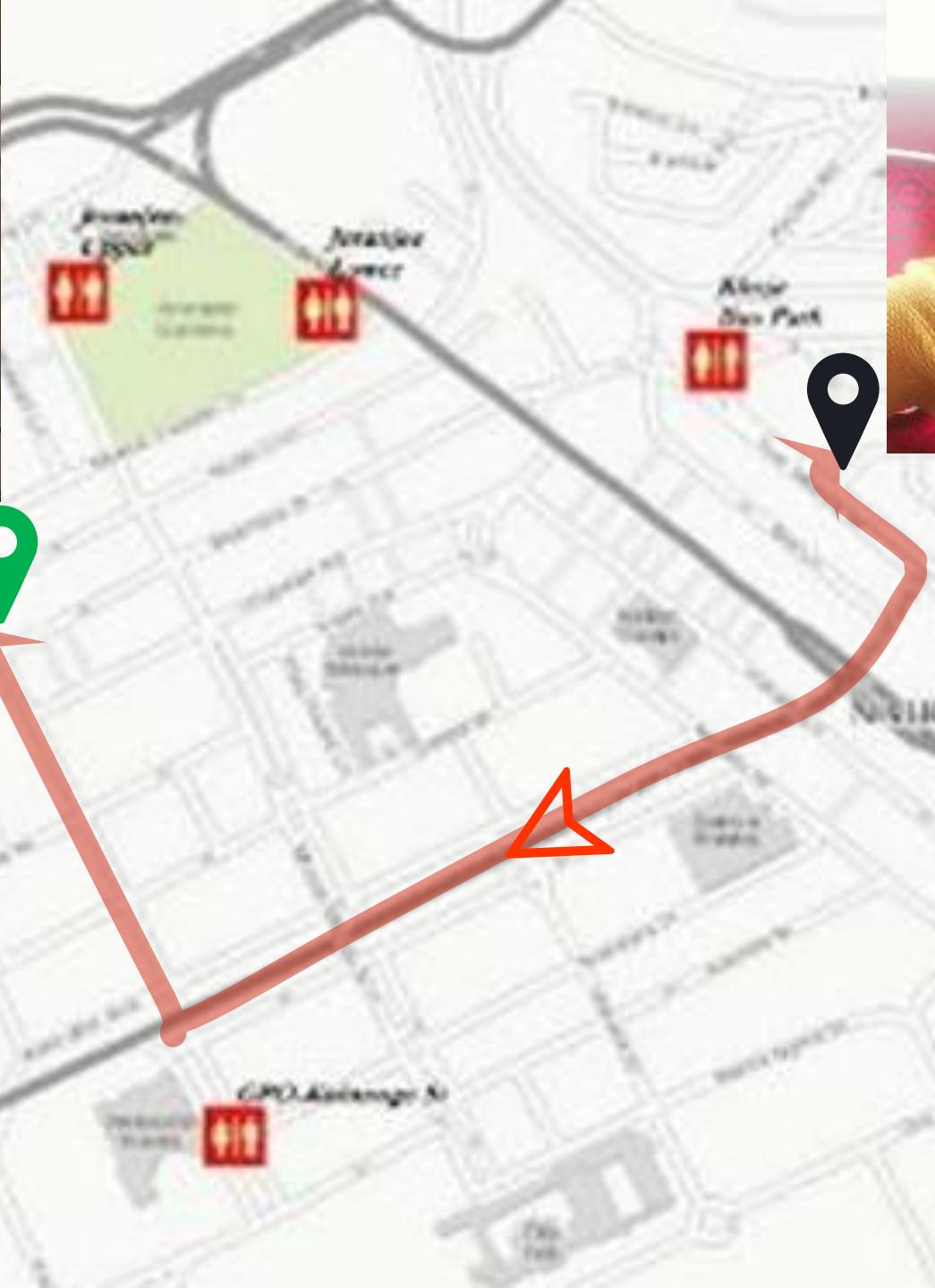
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**Mobility shouldn't be treated in Isolation!**

**We must integrate land use and transport  
Planning to ease access of services by  
children and caregivers**

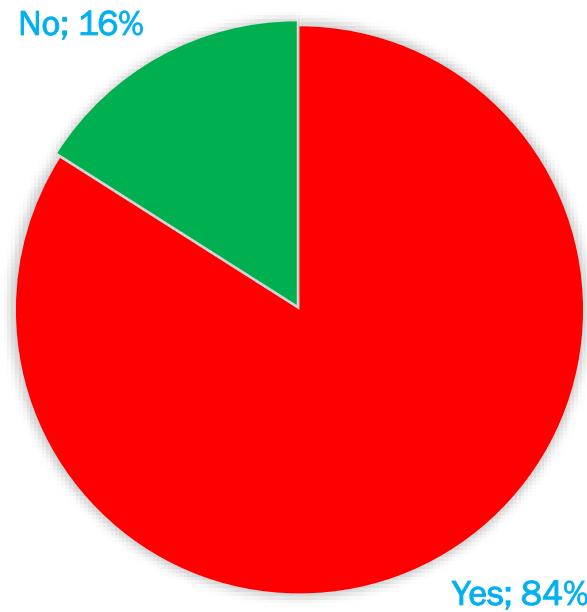




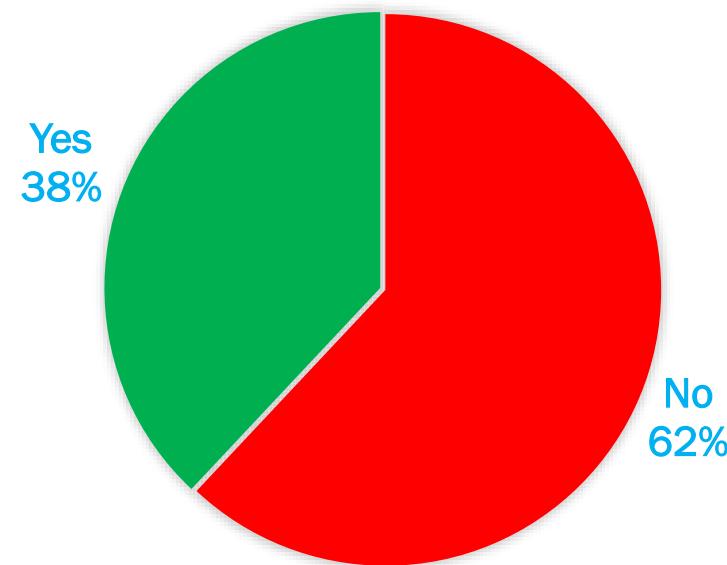
Walked for one km and paid 2\$ to buy coffee I didn't need

## WHERE ARE WE?

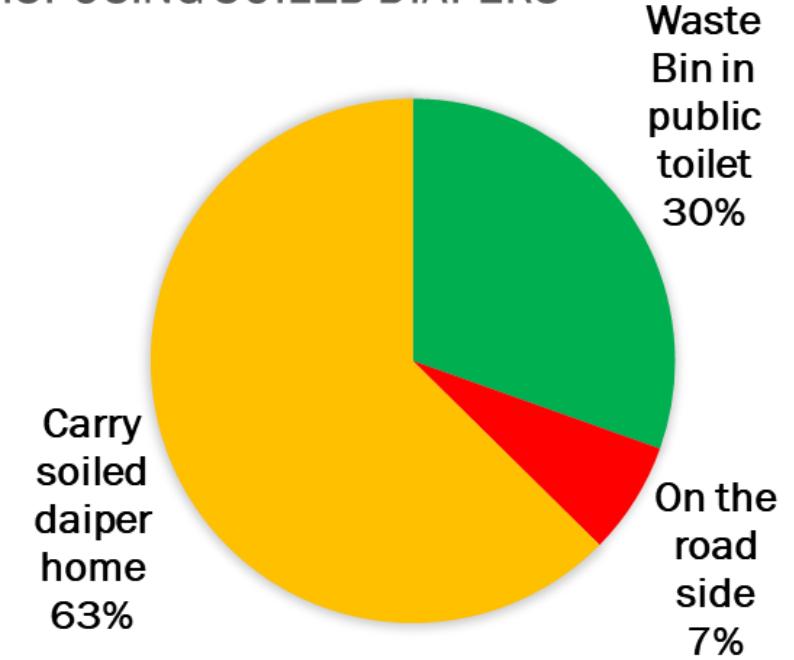
CAREGIVERS AVOID TRAVELLING WITH BABY DUE TO LACK OF BABY CHANGING STATIONS



USED BABY CHANGING STATION BEFORE



DISPOSING SOILED DIAPERS



# WHAT WE HAVE DONE SO FAR



# IMPROVING SPACES FOR CHILDREN GIKOMBA MARKET



# CREATING SAFE STREETS FOR KIDS TO PLAY AND ACCESSIBLE PLAY FACILITIES



# CREATING CHILDREN FRIENDLY PARKS FOR PLAY AND LEARNING



# WHY TEMPORARY INTERVENTION?

- Low cost
- Inspire change
- More participatory



Nairobi Place making week



# TEMPORARY STREET INTERVENTIONS TO ENHANCE SAFETY OF PEDESTRIANS AND CYCLIST



# WHY MAKE TEMPORARY INTERVENTION WHILE STILL FINANCING EXPENSIVE INFRASTRUCTURE?



Kenya seeks funds to finance world's most expensive footbridges

Modified date: Aug 15, 2021



## GOVERNMENT AND CITIES MUST COMMIT TO INVEST IN INFRASTRUCTURE THAT MEETS THE NEEDS OF VULNERABLE USERS

Nairobi Metropolitan services committed to invest 20% of their transport budget in NMT development



## CREATING SPACE FOR CAREGIVERS AND PREGNANT WOMEN IN MATATUS

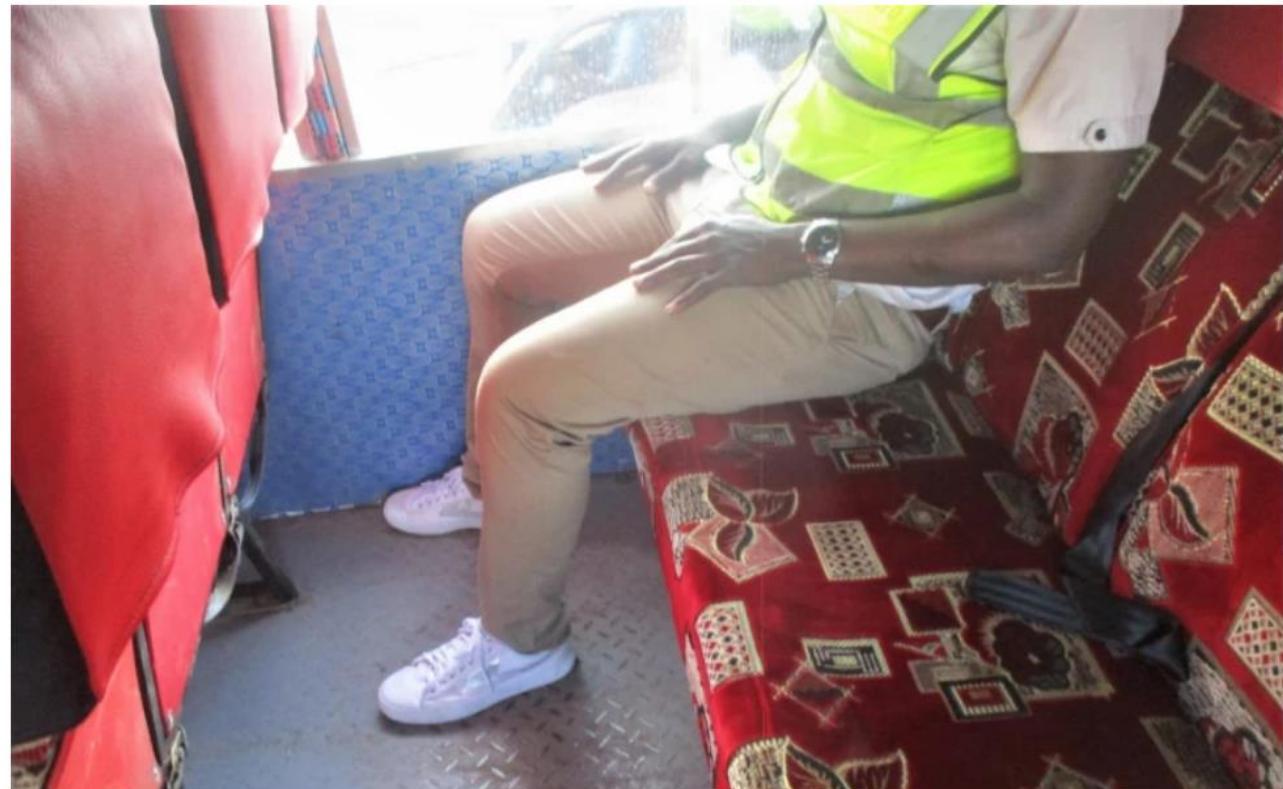
*They reduced the number of seats from 51 to 46 seats to accommodate caregivers*

“They had challenges boarding the vehicles, especially in rush hours. Forced to squeeze their way to the back seats and those using crutches had no leg space but with these changes they have space close to the door at no extra fee” Sacco

## Githurai Buses Modified To Accommodate Pregnant Women

By Citizen Reporter

Published on: June 13, 2022 10:36 (EAT)



# PRIORITY SEATING IN PUBLIC TRANSPORT IN NEW ELECTRIC BUSES IN NAIROBI



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## STAY IN TOUCH



<https://wowmom.co.ke/>



peninah.ndegwa@wowmom.co.ke



Wow Mom Kenya



wowmomske



Wow Mom Kenya

