



Safety Sprawl

22nd Aug'15

About Safecity

Safecity is a platform that crowdsources personal stories of sexual harassment and abuse in public spaces. This data which maybe anonymous, gets aggregated as hot spots on a map indicating trends at a local level. The idea is to make this data useful for individuals, local communities and local administration to identify factors that causes behavior that leads to violence and work on strategies for solutions

Abstract

Safety Sprawl is an exciting group activity where Safecity works with the community to evaluate and improve the safety of our streets by identifying and reporting on the broken systems.



Table of Contents

1. Campaign Description.....	2
2. Campaign Objectives	2
3. Target Audience.....	2
4. Campaign Methodology.....	2
5. Campaign Outcome and Impact.....	3
6. Appendix.....	4

1. Campaign Description

Safety Sprawl is an exciting group activity where Safecity works with the community to evaluate and improve the safety of our streets by identifying and reporting on the broken systems. The Sprawl is an amazing opportunity to put on your detective hat and have fun while contributing to a safer city. The Sprawl in Delhi, the first of its kind in the city, was inspired by the highly successful sprawl at Mumbai (*refer to Appendix for details*).

2. Campaign Objectives

1. The primary objective of the sprawl was to create action points for students to be taken up at the end of the sprawl briefing and identify specific issues that they can start addressing immediately
2. The sprawl also aimed at bringing together students who are impacted by the issue of sexual harassment on North Campus and identify the characteristics of public spaces making it safe or unsafe.
 - a. The information captured was to be then used to design interventions to address social and systemic issues that emerged in the sprawl reports. The sprawl aimed at action by students by first allowing them to see and understand the issues
3. The sprawl also intended to address and change the mentality of waiting for others to take care of our problems and believed that when students are engaged in on-ground work, they are more likely to understand the gravity of the issue and feel motivated to work on it.

3. Target Audience

1. Students of 5 colleges around St. Stephen's including itself

4. Campaign Methodology

The campaign was conducted in multiple phases to ensure accurate diagnostic through high engagement and participation:

1. Buzzify took the leadership on the sprawl a month in advance and started promoting it by running a countdown on their Facebook page. They designed and published creative posters about the sprawl to attract students to sign up for the event. The links to the event were actively shared and endorsed by Safecity to increase outreach and interest in the event
2. As we moved closer to the event date, Buzzify mobilized students in several colleges by inviting and encouraging them to sign up for the sprawl. The online event link was extensively shared on Social Media. They shared the success stories of the Mumbai's sprawl which worked in their favor

3. On the day of the event, flyers giving out details of the sprawl and brochures of Safecity were distributed among students as part of the last leg of publicity for the event
4. DNA India and BBC were invited for online coverage and publicity
5. The event began with an introduction to the sprawl, directions to the conduct, and team formation. Five different streets on North Campus had been pre-identified by Buzzify based on student interactions. These streets represented commercial and residential areas which were popularly accessed by students
6. 20 students representing 5 different colleges of North Campus, divided into 5 different teams, conducted the sprawl on 5 streets
7. Steps followed during the sprawl:
 - a. Step 1: The group met at a central spot, and then was divided into teams. Each team was assigned to a different street around Delhi University
 - b. Step 2: Teams took an hour to uncover the safety profile of the assigned street by mapping any characteristics that make the street feel unsafe on the audit forms given out to each participant. Eg: Mark broken street lights or lack of signs, note construction zones and abandoned buildings, and/or interview local people about their personal experiences relating to safety in these public spaces
 - c. Step 3: Teams will re-group at the meet up point, discuss the findings, and put the data together to hand it over to the Police, Student Unions, Local Municipal Corporations, relevant authorities etc. depending on the findings and use Safecity's crowd mapping tool to make the harassment stories open to the public

5. Campaign Outcome and Impact

1. The sprawl was well received on Facebook and actively shared among students, with over 100 students showing solidarity for the event. It was also due to the Safecity hype created by the short film produced by Buzzify
2. The event was photo documented by 2 student volunteers, pictures of which were showcased on notice boards of different colleges to encourage student participation in addressing the issues around them
3. The sprawl was documented by a journalist from BBC- David, who learned about it on Safecity's website and was instantly interested in capturing this action based event
4. The event was also covered by DNA India as part of their partnership with Safecity to feature our hyperlocal campaigns on their website, Facebook and twitter pages
5. Insights derived from the safety sprawl:
 - a. The Mahila police booth, where a female constable is expected to be posted till 5 pm every day sees no police presence. Buzzify team monitored this booth for a week before designing their first intervention following the sprawl.

- b. Police is posted in front of Kamla Nagar Market, adjacent to Hansraj College for 24 hours. When we spoke to the police officer about the safety concerns voiced by students on this road; he mentioned that he has never seen it happen and nothing has been reported to him so far. He said the police monitors this area 24 hours and nothing unpleasant has happened here in over a year of his duty.
 - On further questioning about the crowd that gathers at the Sudama tea stall, creating a hindrance to the passage of women on that side of the street and the sexual harassment faced by college students, opposite to the police post, he quickly mentioned that girls feel unsafe because of the crowd but it is a safe space. This site was decided as the place for second intervention
- c. Poorly lit roads and broken pavements add to the woes of students and restrict their mobility across public spaces once its dark
- d. Crowded bylanes are poorly lit, biker's menace and men loitering around after 9 pm in the lanes which accommodate female student populations in flats and PGs. During the sprawl, incidents arose where women shared how bikers would tug at their hair, hit them on the shoulder, or spank them and speed off. This had created a terror among students to step out after 9 pm and had alerted landlords and PG owners to issue time restrictions on female students stepping out after 10 pm in the name of their safety.

6. Appendix

1. Facebook Event Link: <https://www.facebook.com/events/1089599781097648/>
2. Mumbai Sprawl coverage
 - a. <https://soniaraowrites.wordpress.com/2015/03/18/mumbais-first-safety-sprawl-auditing-the-streets-with-safecity-and-badal-ja/>
 - b. <http://www.dnaindia.com/mumbai/report-andheri-street-audit-highlights-women-s-safety-issues-2069106>
 - c. <https://www.timeout.com/mumbai/events/andheri-safety-sprawl>
 - d. <http://badalja.com/andheri-safety-sprawl-mobilizing-for-change/>
3. Delhi Sprawl coverage
 - a. <http://www.iamin.in/en/chandni-chowk/news/pin-creep-students-point-out-areas-unsafe-girls-north-campus-67707>
 - b. <http://www.iamin.in/en/chandni-chowk/news/pin-creep-%E2%80%98not-only-girls-boys-too-feel-unsafe-north-campus%E2%80%99-67714>
 - c. <http://www.iamin.in/en/chandni-chowk/news/pin-creep-%E2%80%98du-north-campus-unsafe-girls-police-patrol-only-during-election-time%E2%80%99-67706>

Campaign Posters



Campaign Snapshots



Campaign Snapshots

