RUWAIS UN-PLANNED
A Public Health & Territorial Intervention
A Case Study by Faris Abuzeid
GEOGRAPHICAL SNAPSHOT

- KSA/Jeddah Location
- Al Ruwais City Level
- Neighborhood Level

Source: Google Maps/Images
**NEIGHBORHOOD SNAPSHOT**

- **Total Area**: 40% Informal Condition
- **Population**: 58.3% Living in Informal Area
- **Population Exposed**: 73% of neighborhood exposed to infection

*Source: Google Maps*
THE URBAN CASE
• High density population with poor housing standards for inhabitants

• Lack public works and narrowing street connections

United Nations Average
Informal
Developed
Jeddah Average
• Lack of community awareness on proper sanitation practices

Proliferation of infectious diseases is one of the main issues affecting inhabitants of these neighborhoods

• Unmanaged sanitation and waste facility services
PREVIOUS INTERVENTIONS

• Proposed boundaries for redevelopment area of Ruwais by JDURC (JDURC, 2018)

• Rendering of JDURC new urban plan (JDURC, 2018)

Source: JDURC website
COMMUNITY & NEIGHBORHOOD
COMMUNITY STORIES
THE NEIGHBORHOOD CHARACTERISTICS

• Example of commercial community at As-Sayyid Street

• Example of public space off As Sayyid Street
ACTION PLAN
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1. PUBLIC AWARENESS CAMPAIGN

- Tailored, Multi-lingual awareness campaign on the importance of maintaining overall public health in the neighborhood.

- Environmentally friendly techniques will be used to repel flying insects that further spread diseases to other areas.

Source: Mawbima Newspaper/Google Images

- Malaria Awareness Week using Citronella Ink
- Anti-Fly Sphere
2. WASTE MANAGEMENT & SANITATION CONTROL

- Promote community involvement and advancement of waste collection operations.
- Strategically locate bins across the neighborhood with information from the community on unserved areas.

- Waste Collection Centers
- Government incentivized programs
3. ECONOMICAL INFRASTRUCTURE INTERVENTION

- Create temporary connections between areas.
- Using economical grade gravel as acceptable public works
- Improve the overall quality and feel of the neighborhood
A PUBLIC HEALTH AWARENESS & COMMUNITY PLATFORM
Goals:

• Win over, empower and unite the neighborhood

• Give inhabitants the necessary tools to help manage disease outbreaks

• Transform the area into an urban core for the city.

• Bring necessary economic development to the neighbourhood and its community.

• An opportunity to open up dialogue between residents of the community
• Sustainable action opportunities using the organic nature of the neighbourhood

• Over 53 unplanned neighborhoods spread across Jeddah

• Al Ruwais is set to be ground zero for our health awareness platform

• This movement is expected to promote several goals of the UN’s 2030 Agenda
NEIGHBORHOOD EXPERIENCE