



*Youth paving the way  
to a healthier future*

★ HOW TO CREATE SOCIAL CHANGE AND  
ENGAGE THE COMMUNITY THROUGH  
MAPPING

PRESENTATION BY: SEDONA LYNN

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How Location-Specific Data is Used For Social Change

- ◆ It makes the importance of the work you do visual to other's
- ◆ Creates a case for population/area specific change
- ◆ Documents disparities and similarities
- ◆ Connects communities!

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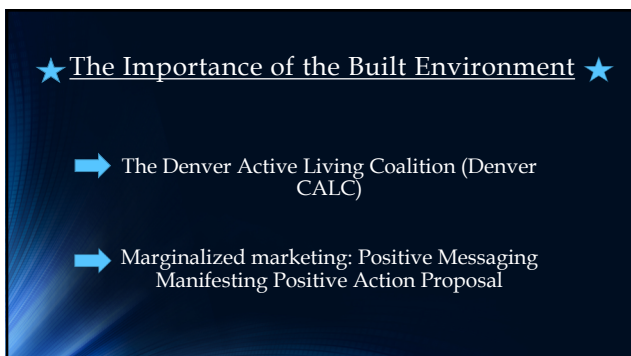
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★ The Importance of the Built Environment ★

- ➡ The Denver Active Living Coalition (Denver CALC)
- ➡ Marginalized marketing: Positive Messaging Manifesting Positive Action Proposal

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## DENVER•COMMUNITY ACTIVE LIVING COALITION

- Three year grant program
- Coalition made up of community members
- Data to inform decisions
- Engagement → Education



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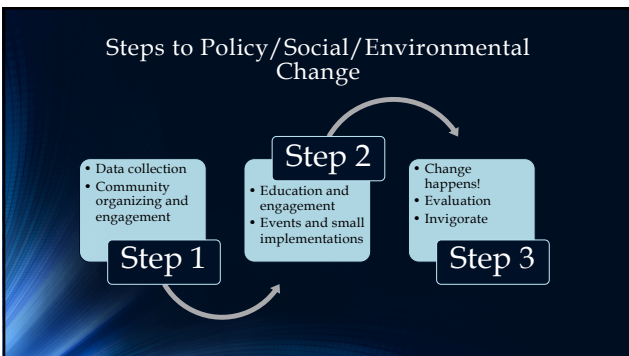
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## Positive Messaging Manifesting Positive Actions



*A study on how industries target low socioeconomic neighborhoods to be the main consumers of their products which results in a negative environment for the community.*

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## The problems I am facing in my neighborhood

- People living in Mar Lee and surrounding neighborhoods are at a higher risk of early death, crimes, diseases, addiction, and more.
- Correlative issues: A disadvantaged environment for youth
- Different infrastructures result in different levels of health....

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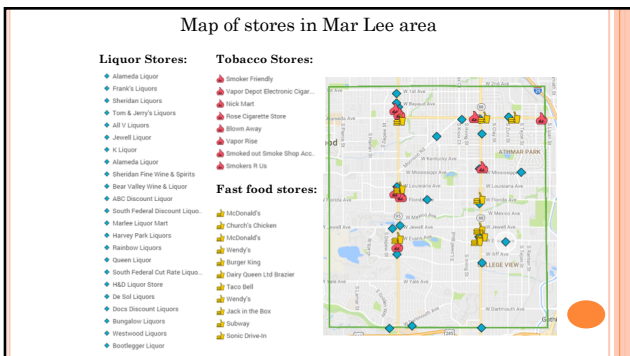
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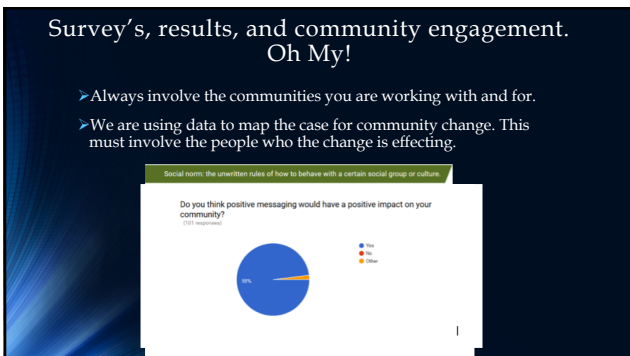
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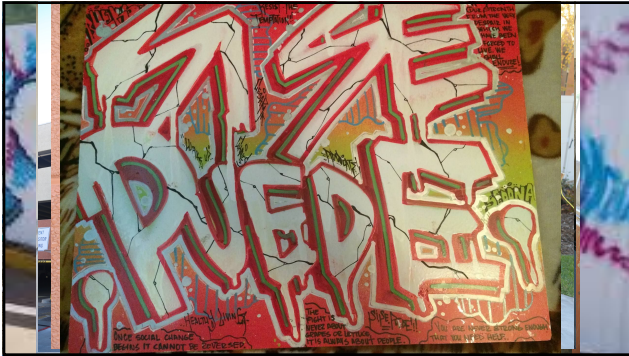
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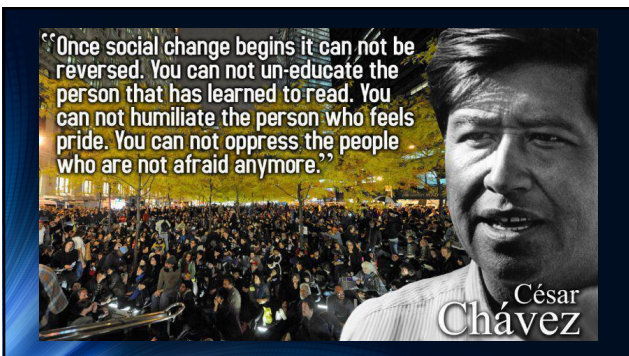
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*Thank you for listening!*

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