

# *Mapping the way to a healthier future*

★ HOW TO CREATE SOCIAL CHANGE AND  
ENGAGE COMMUNITY THROUGH MAPPING

PRESENTATION BY: SEDONA ALLEN

# How Mapping 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!

# ★ The Importance of the Built Environment ★

➔ The Denver Active Living Coalition (Denver  
CALC)

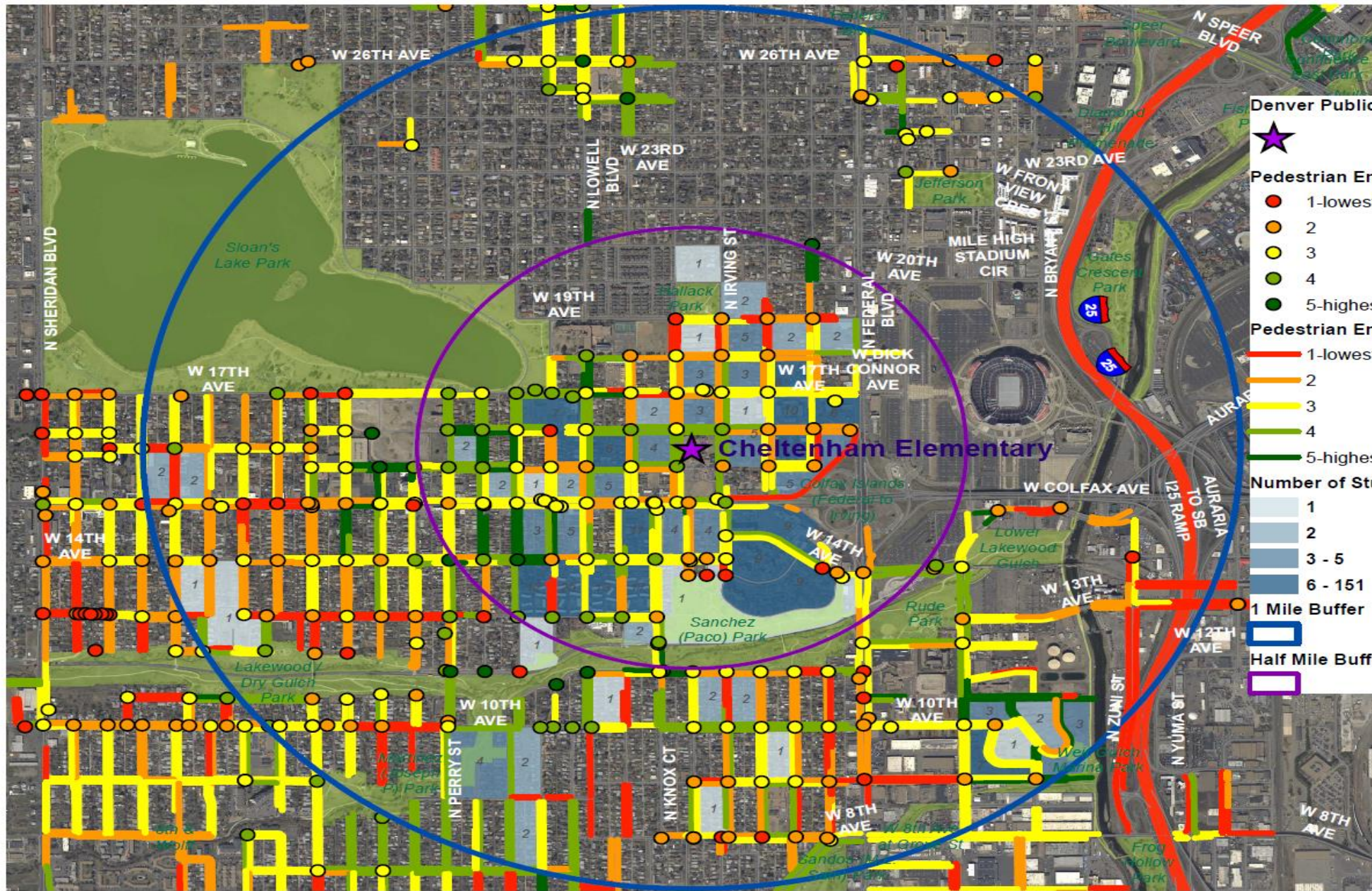
➔ Marginalized marketing: Positive Messaging  
Manifesting Positive Action Proposal

# DENVER • COMMUNITY ACTIVE LIVING COALITION

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



# Cheltenham



## Denver Public Schools



## Pedestrian Environment - Intersections

- 1-lowest
- 2
- 3
- 4
- 5-highest

## Pedestrian Environment - Sidewalks

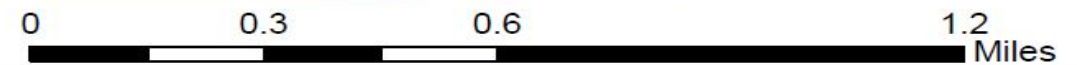
- 1-lowest
- 2
- 3
- 4
- 5-highest

## Number of Students

- 1
- 2
- 3 - 5
- 6 - 151

## 1 Mile Buffer

## Half Mile Buffer





**HEALTH AND THE BUILT ENVIRONMENT**



**DENVER • COMMUNITY  
ACTIVE LIVING COALITION**



**BUILDING SAFE AND HEALTHY PLACES**



**NAVIGATING THE CITY**



**PHOTOVOICES EXPO**

Celebrate Community around Active Transportation and Health in Denver

**TUESDAY, JUNE 21 | 5-7PM**

WELLINGTON WEBB MUNICIPAL BUILDING ATRIUM  
201 W COLFAX AVENUE, DENVER, CO 80202

**DENVER • COMMUNITY  
ACTIVE LIVING COALITION**

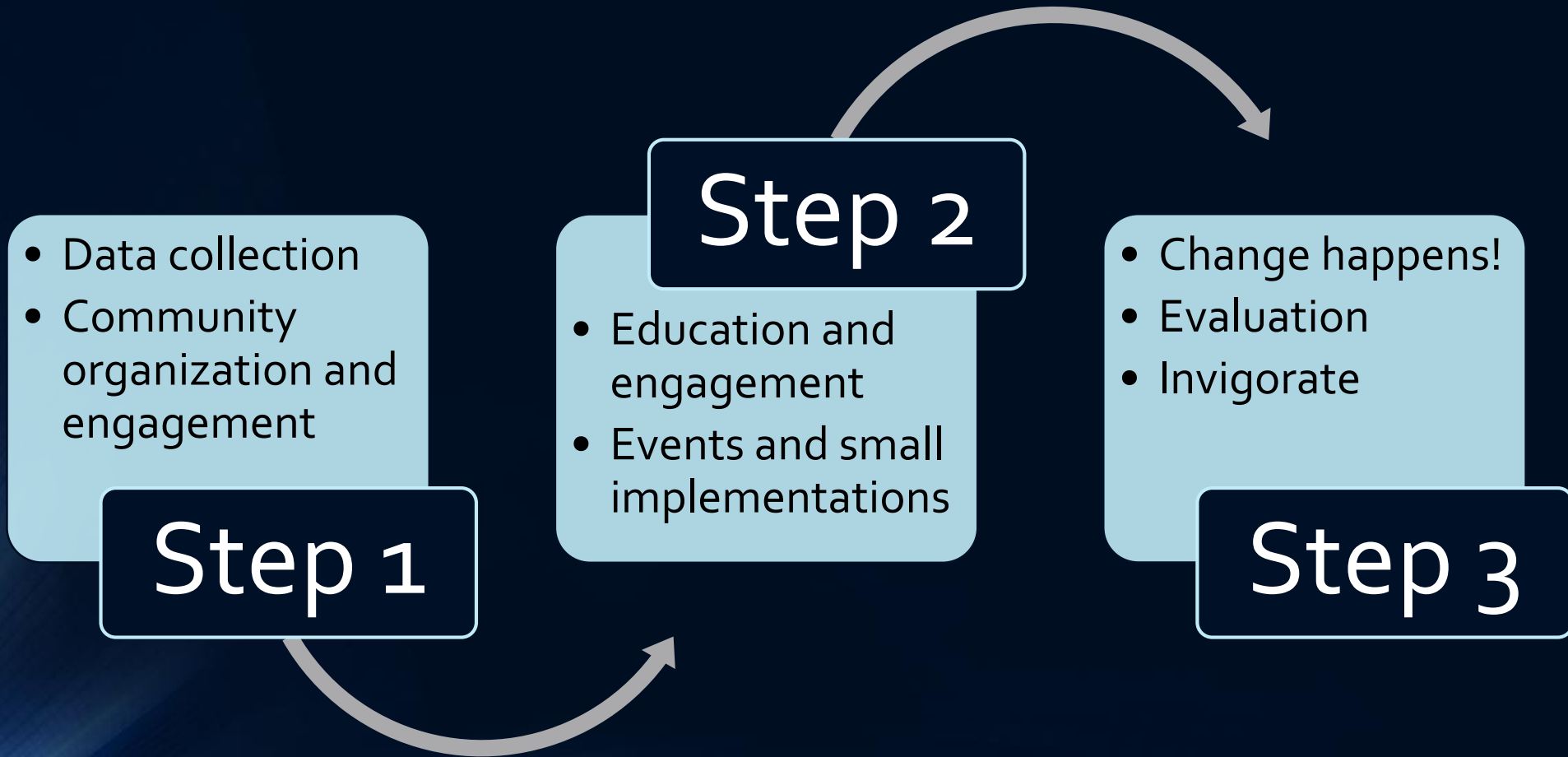
Join Denver Environmental Health's Community Active Living Coalition (CALC) to celebrate the first year of the Coalition photo displays, giveaways, physical activities, catered food and more

Photo and map exhibit will be on display in the Webb Atrium (8a.m. - 5p.m.) June 21 - 12p.m. June 24  
[www.denverCALC.org](http://www.denverCALC.org) [CALCdenvergov.org](http://CALCdenvergov.org) 720-865-4948





# Steps to Policy/Social/Environmental Change





*Youth paving the way to a more positive community*



# 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.*

# 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....





**LIQUORS**

ALCOHOLICOS ANONIMOS

**Tattoos and BARBERSHOP**  
2422 S. FEDERAL BLVD.  
GRUPO EL PRINCIPIO  
ALCOHOLICOS ANONIMOS  
SESIONES DE 10:00-11:30 AM Y 7:30 PM  
303.975.8560

OPEN

YVONNE'S ALTERACIONES  
ALTERACIONES

SALE  
15%  
30 PM  
CASH



# Map of stores in Mar Lee area

## Liquor Stores:

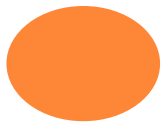
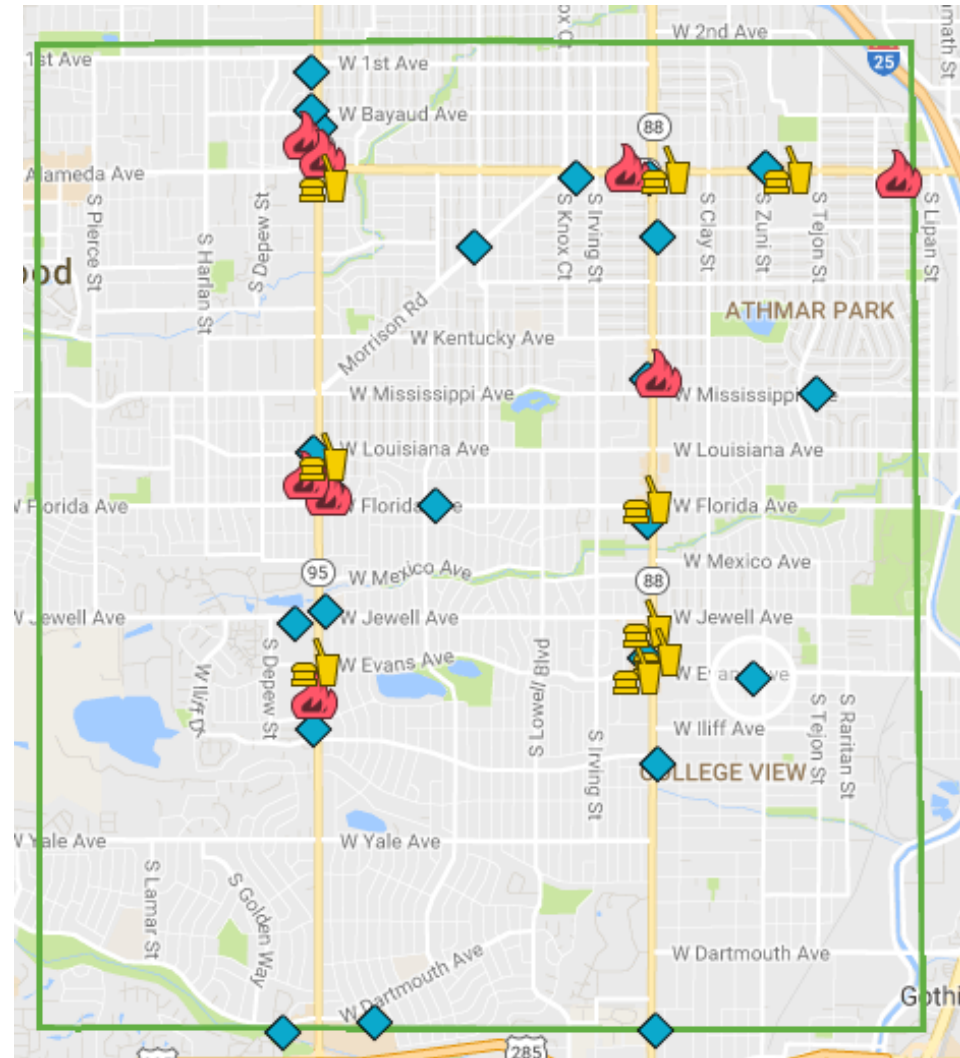
- ◆ Alameda Liquor
- ◆ Frank's Liquors
- ◆ Sheridan Liquors
- ◆ Tom & Jerry's Liquors
- ◆ All V Liquors
- ◆ Jewell Liquor
- ◆ K Liquor
- ◆ Alameda Liquor
- ◆ Sheridan Fine Wine & Spirits
- ◆ Bear Valley Wine & Liquor
- ◆ ABC Discount Liquor
- ◆ South Federal Discount Liquo..
- ◆ Marlee Liquor Mart
- ◆ Harvey Park Liquors
- ◆ Rainbow Liquors
- ◆ Queen Liquor
- ◆ South Federal Cut Rate Liquo...
- ◆ H&D Liquor Store
- ◆ De Sol Liquors
- ◆ Docs Discount Liquors
- ◆ Bungalow Liquors
- ◆ Westwood Liquors
- ◆ Bootlegger Liquor

## Tobacco Stores:

- 🔥 Smoker Friendly
- 🔥 Vapor Depot Electronic Cigar...
- 🔥 Nick Mart
- 🔥 Rose Cigarette Store
- 🔥 Blown Away
- 🔥 Vapor Rise
- 🔥 Smoked out Smoke Shop Acc..
- 🔥 Smokers R Us

## Fast food stores:

- 🍔 McDonald's
- 🍗 Church's Chicken
- 🍔 McDonald's
- 🍔 Wendy's
- 🍔 Burger King
- 🍗 Dairy Queen Ltd Brazier
- 🍔 Taco Bell
- 🍔 Wendy's
- 🍔 Jack in the Box
- 🍔 Subway
- 🍔 Sonic Drive-In



# Survey's, results, and community engagement. Oh My!

- Always involve the communities you are working with and for.
- We are using data to map the case for community change. This must involve the people who the change is effecting.

Do you think positive messaging would have a positive impact on your community?

(100 responses)







RESIST THE  
TEMPTATION!!

WE DRAW  
OUR STRENGTH  
FROM THE VERY  
DESPAIR IN  
WHICH WE  
HAVE BEEN  
FORCED TO  
LIVE. WE  
SHALL  
ENDURE!

"WAKE UP"

"WAKE UP"

"WAKE UP"

STANDING

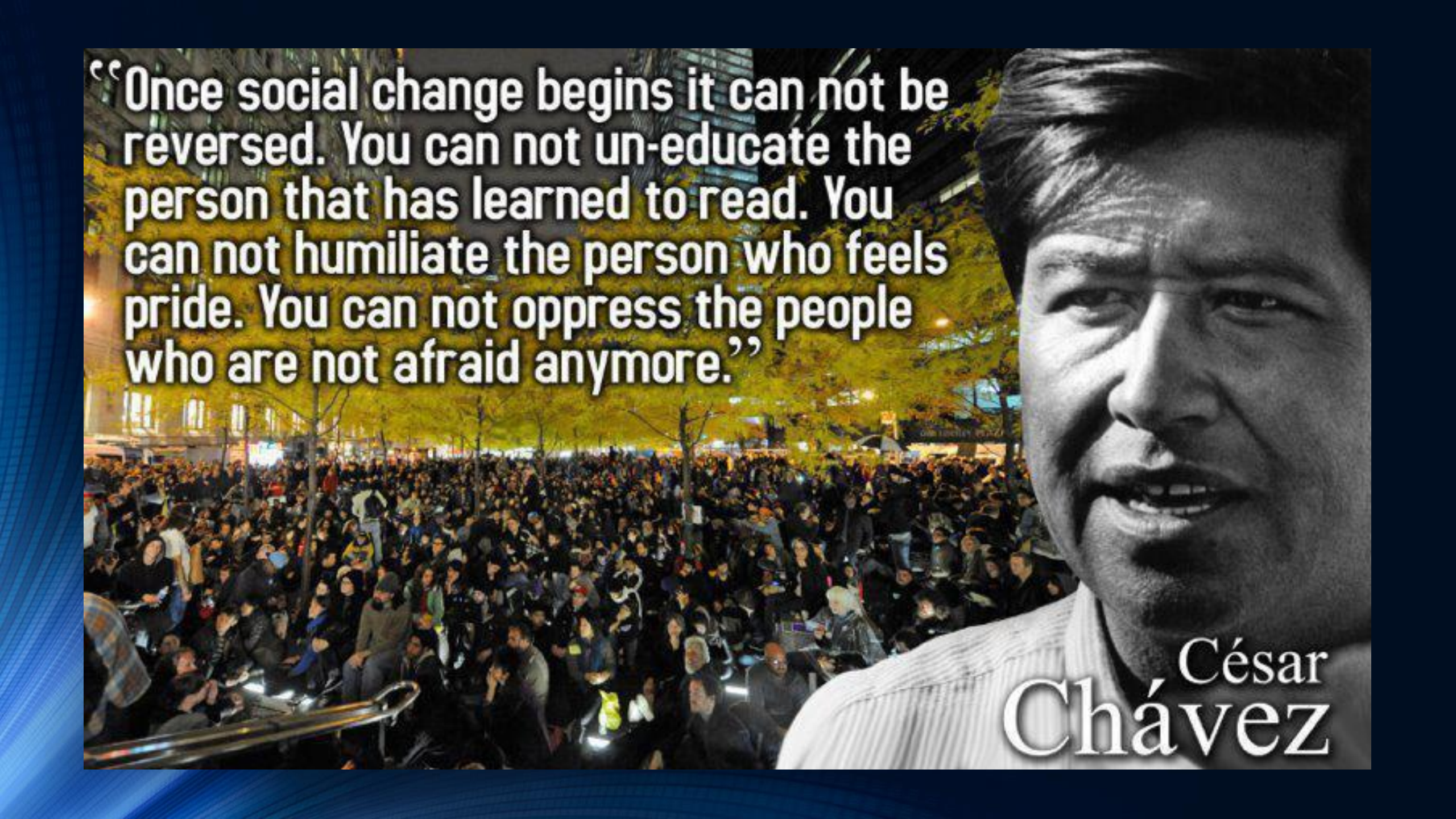
HEALTHY LIVING

ONCE SOCIAL CHANGE  
BEGINS IT CANNOT BE REVERSED.

THE  
FIGHT IS  
NEVER ABOUT  
GRAPES OR LETTUCE  
IT IS ALWAYS ABOUT PEOPLE.

SIDE AIDE!!

YOU ARE NEVER STRONG ENOUGH  
THAT YOU NEED HELP.



“Once social change begins it can not be reversed. You can not un-educate the person that has learned to read. You can not humiliate the person who feels pride. You can not oppress the people who are not afraid anymore.”

César  
Chávez

# Thank you for listening

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