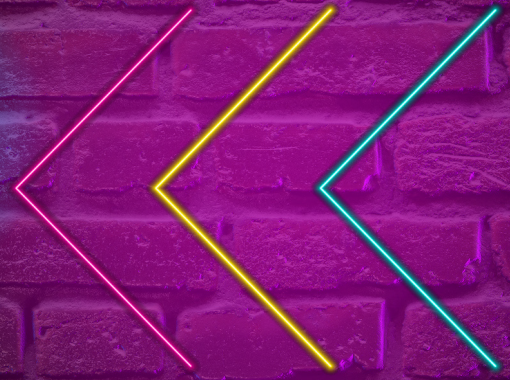


CTC 2021



In 2017, Pueblo Communities that Care (CTC) analyzed local-level data to prioritize risk and protective factors to address in the community. Academic Failure in Late Elementary School (risk factor) and Opportunities for Prosocial Involvement in the Community (protective factor). In 2018, CTC chose evidence-based strategies to address each of these risk and protective factors. To mitigate academic failure, CTC is working to increase quality childcare (strategy); to increase prosocial opportunities, CTC is working to make community spaces safe and healthier for young people (strategy).

In 2021, implementation continued for the fourth year. There was a total of 60 CTC meetings in 2021 with an average of nine coalition members attending each workgroup meeting which speaks to the high commitment of coalition members. There was an average of a 4.84/5 Likert scale rating for all meetings, as evaluated by our Data workgroup.

Because of the evidence of community collaboration, strength

of the coalition, and affinity of CTC, Pueblo was one of 30 communities in Colorado that was re-funded! Looking forward into 2022, this coalition will continue to strive, through collaborative efforts, to empower youth with opportunities to become healthy, educated, and responsible citizens. This annual report highlights efforts and accomplishments of all CTC workgroups in 2021.



Coalition members attended the Colorado Youth Awareness Week Kickoff at the County Courthouse in September where a State Senator made a proclamation celebrating youth.

Community Spaces Strategy Team

- For several months, the team worked with a graduate student to identify built environment and policy recommendations to increase active transportation among youth. Stay tuned in 2022 to see what recommendations the team acts on.
- Youth ride free on public transit was promoted heavily throughout the year (see our ads on the buses below). The Transit



office saw a 4% increase of youth riders from the previous year.

- The team conducted a survey with Pueblo parents to get a sense on if they let their kids ride the bus and their barriers to doing so—reducing their barriers will be a key focus area in 2022.
- Expanded the amount of data on the team's GIS map to include teen car crash data over the last four years, the most recent crime data from the police and sheriff's office, Bird scooter data, City bike routes and stops. This map is continuously presented to community groups, including law enforcement, in order to give data-driven suggestions on safety and built environment changes.



SoCoYoGo Team

- Contracted with Digital Hart Media for programming SoCoYoGo (Southern Colorado Youth Go), an online platform to incentivize youth engaging in prosocial opportunities. For more information, scan the QR code!
- The team partnered with over 61 organizations (like Parks and Recreation, Boys and Girls Club, and the Mentoring Collaborative) that agreed to have QR codes at their locations. Prosocial points will be called seeds where 100 seeds = 1 chile = one dollar value.
- The team partnered with over 21 local businesses that will provide rewards and incentives for young people.



- Since the beginning of the platform, the team partnered with youth advisers and the Major's Youth Council to ensure youth drive the creation and functionality of the platform. The platform will be launched in the Spring of 2022 so stay tuned!



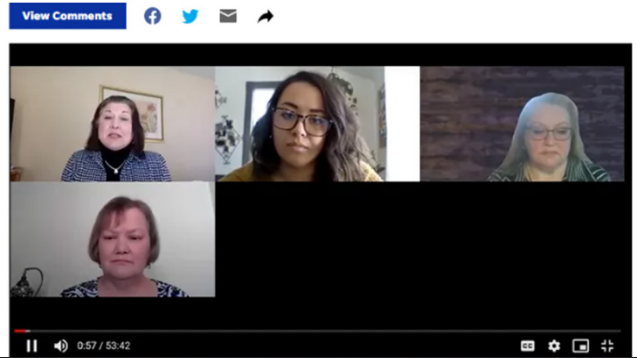
Quality Childcare Strategy Team

- Forty-five community leaders attended a virtual screening of the documentary No Small Matter that discussed the importance of early childhood and was followed by a local panel experts talking about Pueblo's systems (see the newspaper article to the right).

- Worked with the GIS office to include population density of children on the map and created a private map with local unlicensed providers to see geographic barriers to getting licensed (see the map below, featured

Why child care and early learning are vital for Pueblo's youth

Zach Hillstrom The Pueblo Chieftain
Published 6:00 a.m. MT Jan. 29, 2021



on the News Channel 5).

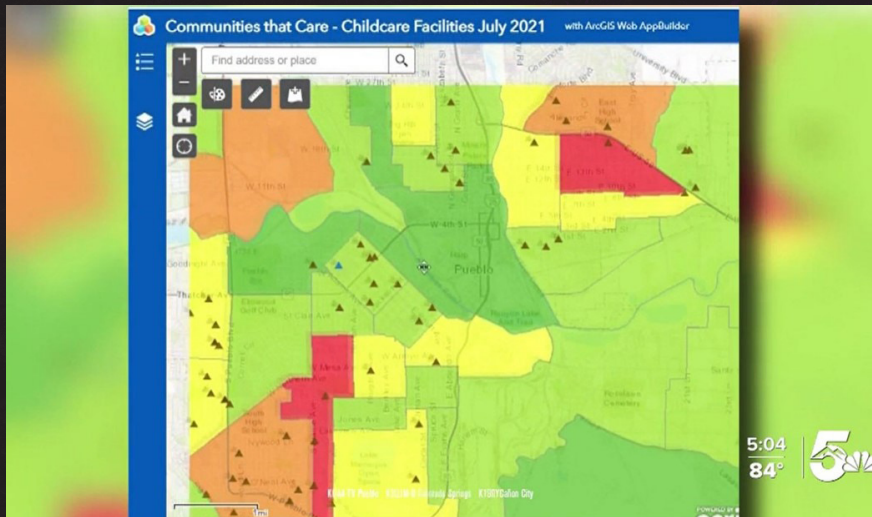
- The team created a one-stop shop for all things early childhood (including a job board with early childhood jobs, videos for parents, and a calendar of upcoming events) on the health department's

website.

- Collected the average cost of care per child and the operational cost per center to use as data when discussing affordable childcare.

- After several meetings with Commissioner Wiseman, the team was able to ensure free zoning fees for all childcare homes in Pueblo County

- In 2022, the team will help implement Pueblo's first ever mobile childcare unit to serve parents accessing behavioral health treatment centers—stay tuned!



Data Workgroup

- Created SMART goals and objectives for the strategy teams that extend through December 2023, and developed relevant metrics for effectiveness and efficiency.

- The team met with the Healthy Kids Colorado Survey team to learn about the newest iteration of the survey (administered Fall 2021) and the process of submitting community-specific questions in the future.

- Contracted with a data analyst to look at interactions between more than 30 HKCS metrics and how these interactions impact the behavior of youth.



Party Planning Committee (PPC)

- In 2020, outstanding CTC Member was awarded to Kelsey Moore, Best Promoter of CTC was Jace Trujillo, and Community Builder was Angie Shehorn. To acknowledge the trying times of 2020, the PPC created a new award, Resilience Champion, which was Becky Medina. Winners were announced via CTC Jingle Bell Rock (pictured to the right).



- Hosted the third annual CTC Summer Celebration at the Pueblo Zoo where coalition members gathered for the first time since March 2020 (see some of them play a game, pictured to the left).

- Continued implementing positive ticketing, We Saw That program, with the police department. In 2022, we will merge this program with SoCoYoGo to ensure youth can access the rewards on their phones.



Outreach and Youth Involvement Workgroup

- The workgroup on-boarded six more youth advisers. The Youth Action Board (YAB) represent D60, D70, and CSU-Pueblo; see some of YAB members to the right.

- YAB members continued to operate CTC's social media accounts, Pueblo Youth Voices, which grew by 132% in 2021.

- YAB partnered with the Mayor's youth council and the Mayor to star in a video about bike safety in downtown Pueblo which was used to educate the community about bike rules and bike lanes.

- The workgroup hosted the third annual Chalk Walk in Neon Alley. Youth advisers planned

everything from their budget, supplies, and outreach. Over 100 people attended the event—see some of the youth advisers having fun to the left.

- In 2022, YAB members will work on their individual passion projects including teen homelessness, COVID recovery, and a Be Kind campaign.

