



# **Communities That Care MONTHLY NEWSLETTER**

**March & April Coalition Updates**

# SOCOYOGO SUNSET

Free admission for the first 100 young people ages 13-18. Snacks, drinks, and yard games!

**Celebrate five years of SoCoYoGo!**



**Date:** Saturday, May 16

**Time:** 10:00 AM – 3:00 PM

**Location:** Pueblo Zoo

**Event Highlights:**

- FREE admission for the first 100 youth (13-18)
- Swag giveaways
- Snacks & Drinks
- Yard Games

**Our Ask: Please share with your networks and the young people in your life!!!!**

**Outreach & Youth  
Involvement Workgroup**

**Socoyogo Committee**

Decision

- After strategic reflection, coalition will sunset the SoCoYoG

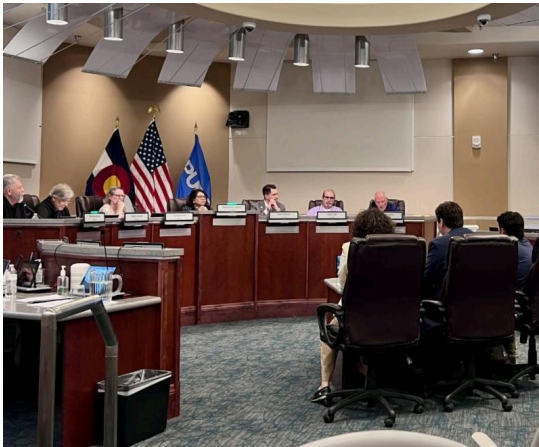
- Planned our group cohesion event: Fashion, Food, and Future at June's community board meeting (June 26).

- Screen printing of Pueblo positive messages on shirts
- Donation of food or clothing for a local high school
- Team building activities during the event

- Planned the Socoyogo sunset event.

- Working with Youth Celebrate Diversity who will also provide trainings and skill building opportunities for youth advisors (the facilitator is coming to our meeting in June).

- Ted Talks included Selina who provided an overview on youth advocacy and how to best engage with young people, and Thea who covered the history and best practices of social media.



## Community Spaces Strategy Team

### Arts in Society – Bus Beautification Project

- Selected two artists to beautify four Pueblo bus stops.
- Designs reflect community voice, culture, and lived experience.
- Contracts are finalized and artists are ready for implementation.

### Caring for Colorado – Safe Ride Program

- Completed all youth & parent focus groups.
- Program launching this summer with SRDA as lead agency.
- Youth advisors helped develop branding and a name for the program: Arrive Alive 719.

**What's next?**

o app/platform  
**Why?**

- Reduced staff capacity
- High cost to sustain platform + no current sustainable funding
- Opportunity to refocus on more sustainable strategies

**What's Next**

- Maintain key partnerships & youth engagement within coalition
- Working with PACOG to recreate the SoCoYoGo pro-social location map – Hoping to share on City websites and Google maps
- Integrate select SoCoYoGo elements in the CS team and Outreach & Youth Involvement
- SoCoYoGo youth advisors
- Pro-social location map and pop up events for Pueblo youth at pro-social locations



## Quality Childcare Strategy Team

- Collected and analyzed data from employers regarding the childcare issues their employees face.

- One thing that was clear from the data: Employers do not know about existing childcare resources
- Starting an educational campaign promoting Children First and available childcare resources.

- Presented about Arrive Alive at City Council (pictured above).
- Marketing Survey – Gathering feedback from youth to ensure we're marketing in the right places
- SRDA is currently in the contracting process with CDOT for the Clean Transit Enterprise funds
  - This is sustainable funding that will make Arrive Alive 719 FREE for all youth.

- Podcast series with strategy team members, social media ads (pictured above). Check out Daneya's podcast episode on PDPHE's Facebook.
  - Helped PCC Foundation roll out scholarships for students to use on childcare expenses.
  - Collaborated with Greater Chamber on grant to analyze childcare issues in the business community. More to come!

## Lin Chang

Chair, Data workgroup



## Coalition Member Spotlight

What's your favorite way to spend the weekend?

- Even with retirement, I still anticipate the weekends. I look forward to going to Sunday worship. I enjoy having coffee after services and staying in touch with people.

What are you passionate about (other than CTC)?

- I enjoy reading and analyzing data to turn them into sensible knowledge. On the personal side, I enjoy planting flowers in my garden, doing manageable yard work, and harvesting vegetables in the fall; giving out candy on Halloween; watching movies with family. I enjoy learning about various subjects, from archaeology to quantum physics. I also enjoy traveling around the world with my family, eating good food, learning about different cultures, and visiting historical sites.

What's one thing on your bucket list?

- The one thing that I really want to accomplish is to digitalize all my pictures and organize them for easy accessibility.

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