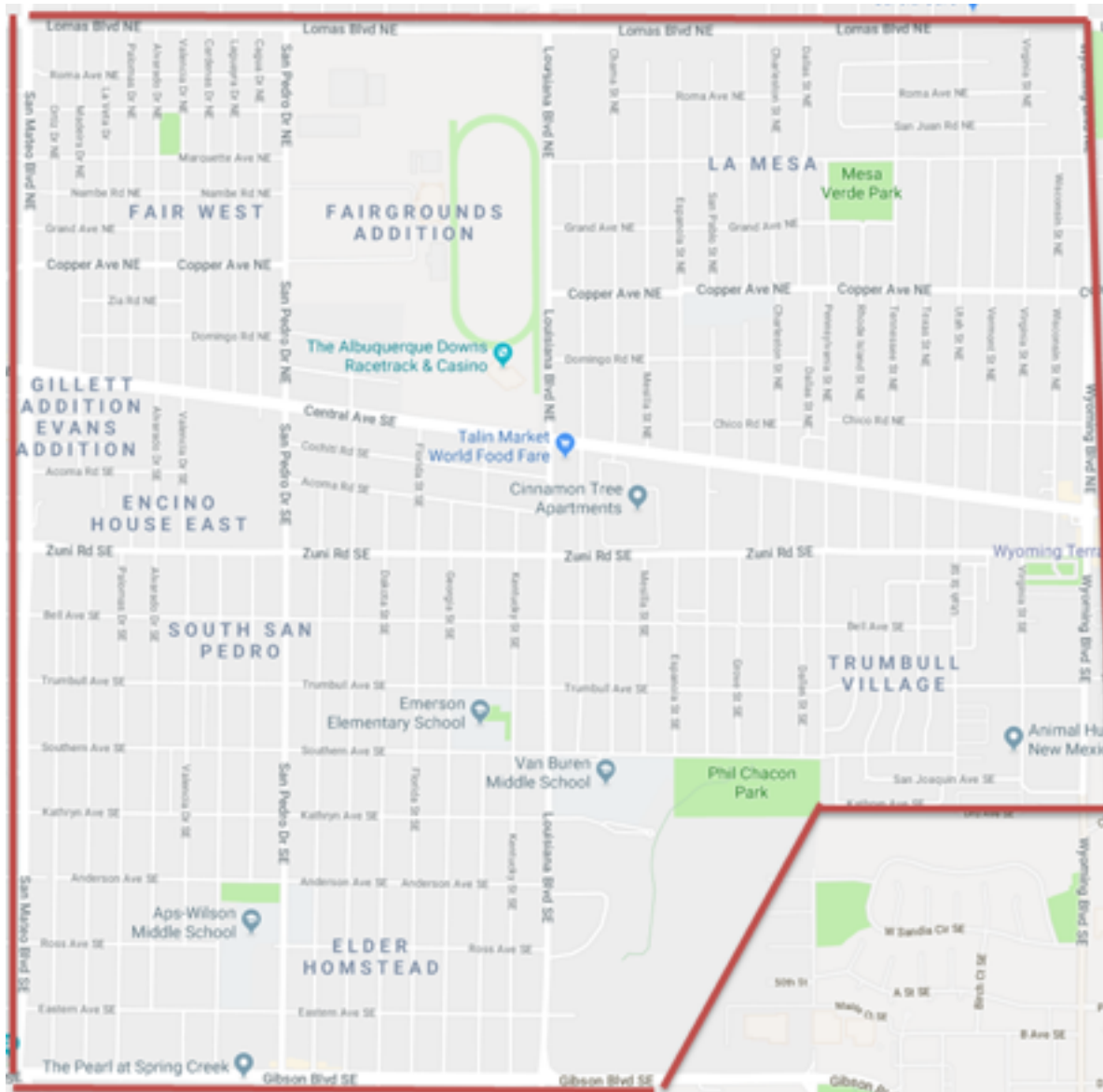


Bright Spot
Light the District:
Community-designed strategies for a safer community

Bernadette Hardy, BA
Tatiana Falcón Rodríguez, MF



Background & Context



Quick Facts:

- 61% Latinx/Hispanic
- 7% Native American
- Median household income below state average.
- Foreign-born population percentage above state average.
- Renting percentage above state average.
- House age above state average.
- Primary Care Health Professional Shortage Area
- Densely populated & car/transit-dependent

Light the District started with walks around the neighborhood...



...and the reality of having one of the most dangerous intersections for pedestrians in New Mexico

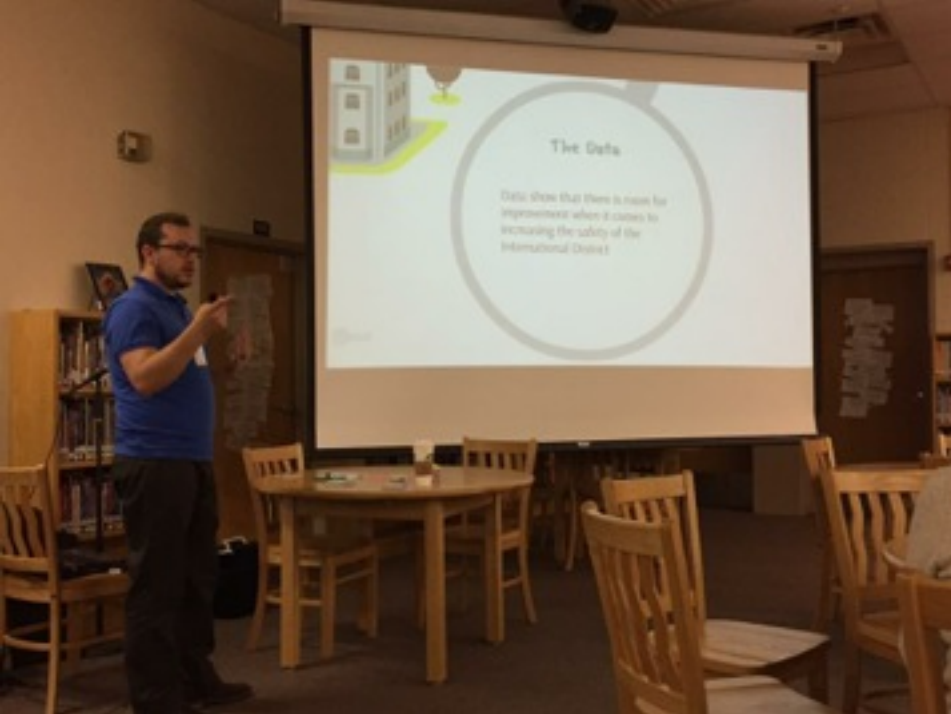


...streets with inconsistent lighting



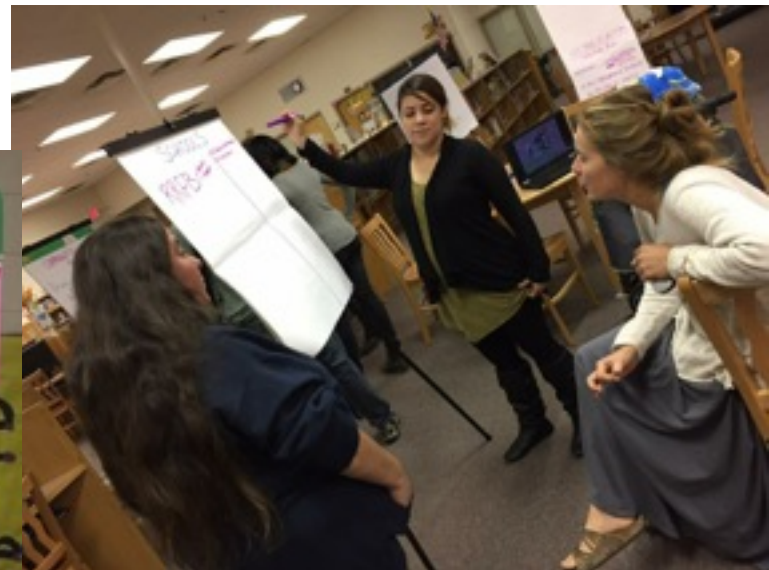
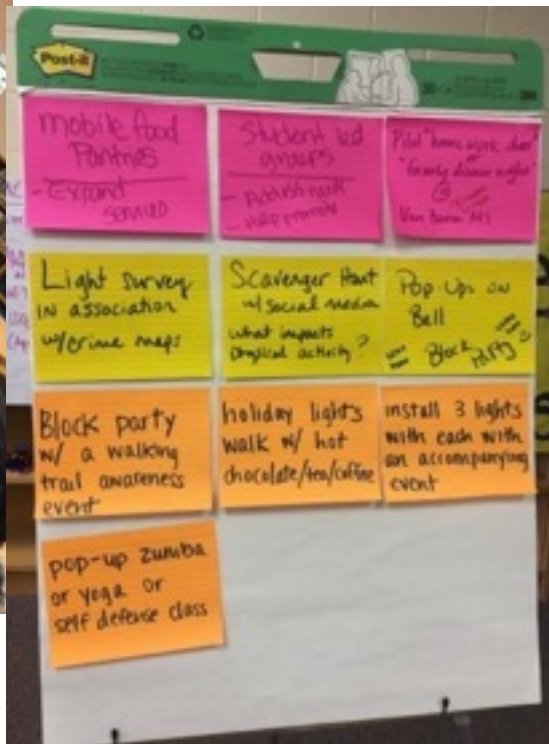
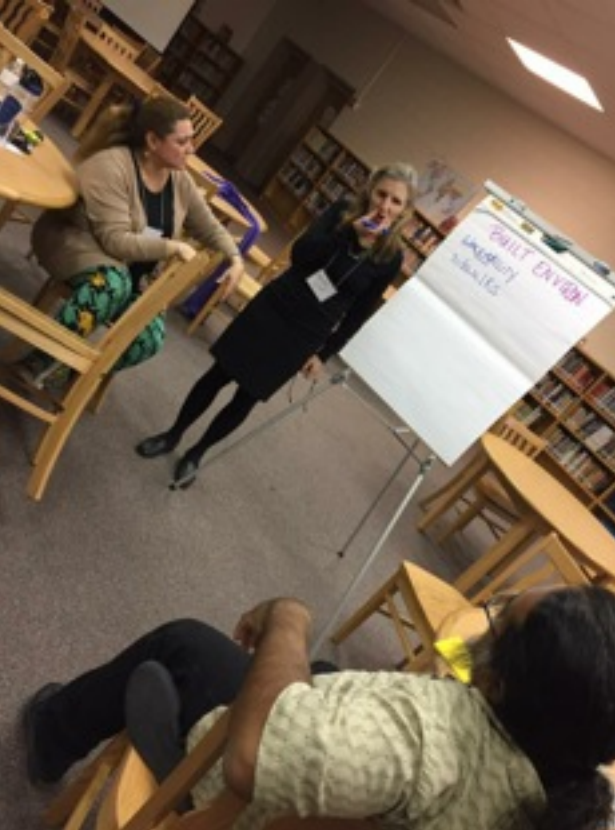
...and uneven sidewalks with dangerous hazards.



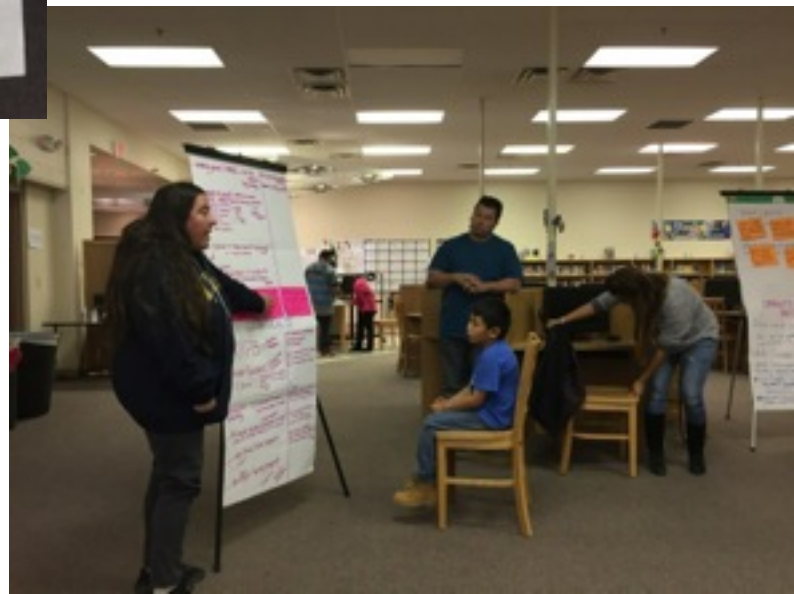


We recruited an Advisory Board made of decision-makers and other individuals capable of supporting the work by removing institutional and political barriers.

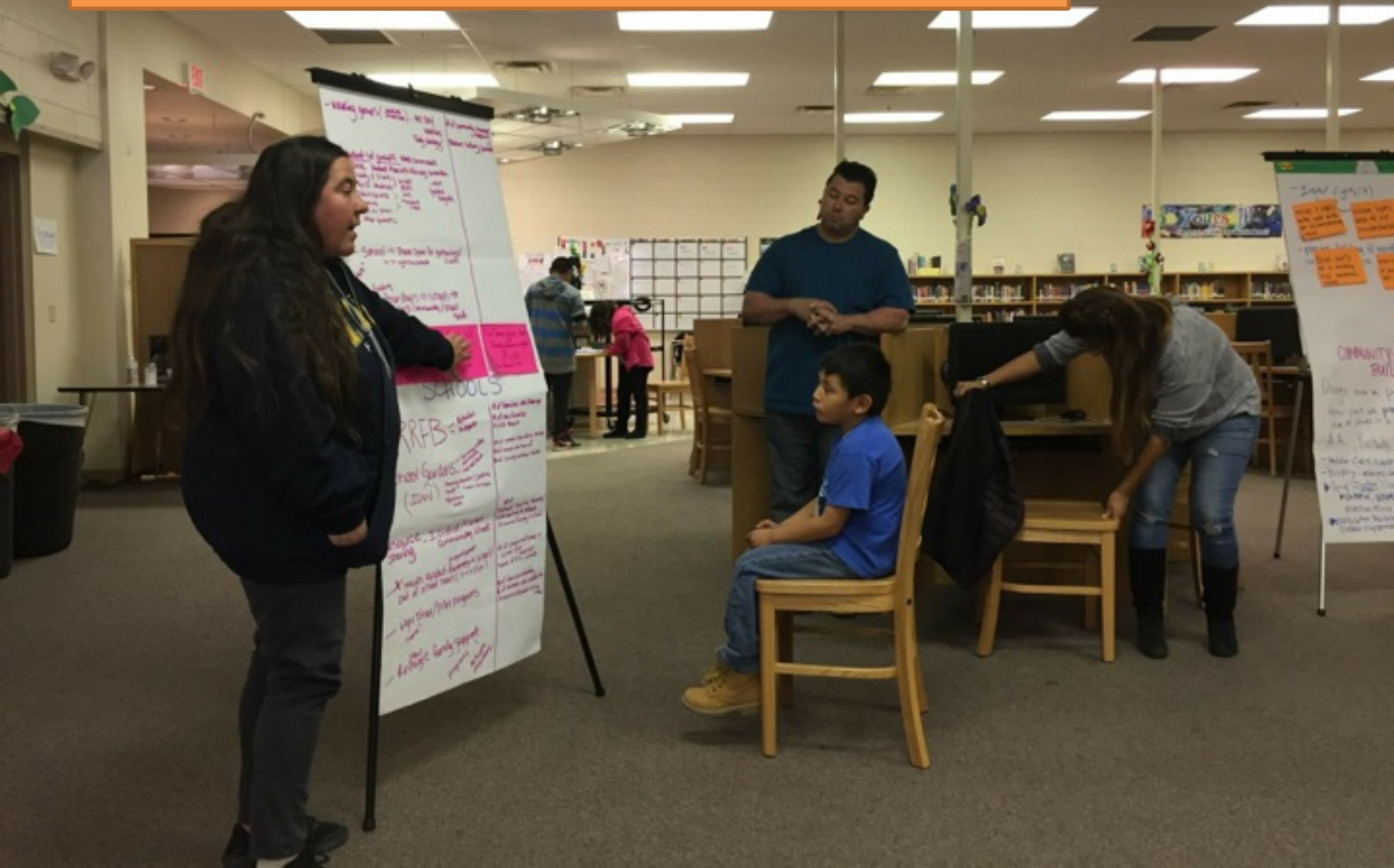
We gathered data about health outcomes and crime and created a map highlighting concentrated problems.



Then hosted an ACTION
LAB



To develop creative ways to address our larger goal of increasing walking in the International District by addressing safety...



...and those strategies moved us forward

① Light survey in association w/crime maps:

- Map of key location for future lights
- List of property owners

② Scavenge w/twitter social media impacts to in our com.

③ Pop up walking/gathering
→ Experiencing the street together
→ Black Party

Scavenge that all social media what impact digital action?

Black Party

100 DAYS OF ACTION
Collective Action
increase participation
in the International District
by the end of 100 days
Days of Action (April 2012)



We worked together towards increasing safety building on the community's strengths.

We designed a SPRINT!

- Action Lab ideas put into work
 - Series of actions that lasted about 100-150 days
 - Designed with main goal in mind
 - Plan, Do, Study, Act
 - Evaluate & re-evaluate



The Sprint! Included 1) the installation of solar-powered lights,

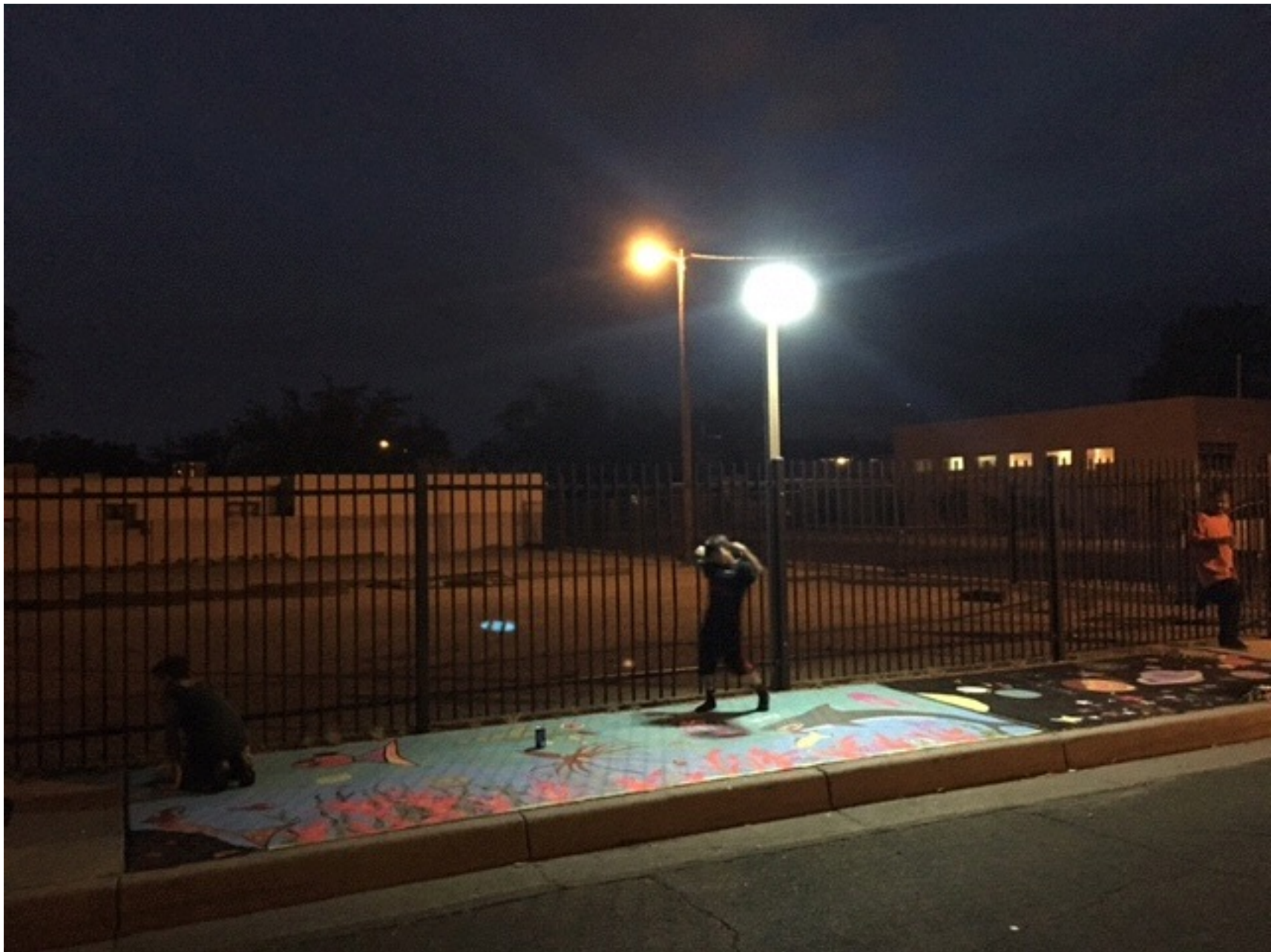












2) neighborhood mapping and assessment,



3) walking audits with the community,





Moving Together!

An International District Earth Day Celebration

4) And finally, through a large community-wide event to celebrate the neighborhood!

JOIN US FOR A DAY OF FUN OUTSIDE!

Activities for everyone in the FAMILY!

- Walk or run with neighbors
- Plant sunflowers
- Go on a scavenger hunt in the community!

FREE snacks & refreshments
Fun giveaways and prizes!

WHEN:

Saturday • April 22nd, 2017
9:30am – 12:30pm

WHERE:

Van Buren Middle School
700 Louisiana Blvd SE
Albuquerque, NM 87108*
(Louisiana & Southern)

*kickoff at parking lot off of Southern

For more information, contact:

- Bernadette, hardy_bernadette@yahoo.com
- Tatiana, talcont@pbs.org

International District









SUNRISE
INTERFAITH
BIBLE CHURCH
ARTS
AND
CRAFTS



Which eventually led to us leading the way to host ABQ CiQlovía in the ID. Focusing on celebrating the neighborhood but also showing examples of adequate pedestrian and bike infrastructure.







Questions?



For additional information

Bernadette Hardy, BA

Co-Coordinator

*International District Healthy
Communities Coalition (IDHCC)*

hardy_bernadette@yahoo.com

Tatiana Falcón Rodríguez, MPH

Community Health Manager

Center for Community Health

Presbyterian Healthcare Services

tfalconro@phs.org

