



Jordan Berndt, Allison McClain, Hannah O'Leary & Emma Schneider

Why?

- Teens are not spending time outdoors because of: Technology, Homework, Safety, and a lack of activities.
- 55% of teens say they have no time to go outside
- 12% say parks are too far away and they do not have transportation
- Teens spend an average of 7 and ½ hours on the screen every day, and prefer to spend time watching TV or playing on their phone than going outdoors
- Kidnappings occur every 40 seconds in America, and parents are scared for the safety of their teen

How we researched

- Received basic information the presentation that the commissioners, health services, and jeffco open space presented to us and our peers.
- Researched additional information on credible sources like the Jeffco Open space website and Native teen voices
- We conducted a class survey that gave us data about why 14-18 year olds are not spending time outdoors.
- This survey was conducted online and we received information from almost 200 teens

What are the consequences?

- Physical and mental health at risk
- 3/4 of obese teens will be obese as an adult
- Obesity can lead weight related problems (heart disease and type 2 diabetes)
- Increases the risk of depression - 3rd leading cause of death ages 15-24
- Negative attitude closes your brain off from the outside world and focuses on fear, anger and stress

Why is health important?

- Obesity rate will continue to climb
- Physical and mental health problems can affect teens later on in life but going outside and being active can reduce this risk
- We used National Institute of Mental Health online and Science Daily for credible research sources

How do we promote this?

- Social Media: Facebook, Twitter, Instagram
- Commercial
- JeffGO app
- School posters with QR code to app
- Events for teenagers

Why we promote this way

- We used all of these to promote because it fits into the teen lifestyle.
- Social media is a great and free way for people to learn and understand what JeffGO is all about.
- School posters are a great campaign to promote that app and JeffGO because they will be seeing it a lot throughout the schools.

Verizon LTE 9:47 AM

JEFFGO2014



3 posts 11 followers 5 following

✓ Following

JeffGO

A campaign to get Jeffco teens spending time outdoors and living a healthy lifestyle 🐝



Hashtag JeffGO for any outdoor activity that you are doing. Spread the word!



PICLAS

Verizon 9:47 AM

JeffGO

Page Activity 3 Insights



JeffGO Community

Post Photo Edit Page More

JeffGO is a Jefferson County project that is trying to promote teenagers into getting outside and staying active while enjoying the outdoors.

More Information

76 likes

News Feed Requests Messages Notifications More

Verizon LTE 9:46 AM 93%

Me



JeffGO @jeffgochs

9 TWEETS 140 FOLLOWING 27 FOLLOWERS

JeffGO @jeffgochs 23h

Think about this. #JeffGO pic.twitter.com/kd2nWS48Ap

Great Outdoors Colo @Great... 1d

First 500 kids at Sunday's @Skysox game get free fishing poles from GOCO and @COParksWildlife. Gates open at noon. skysox.com

Timelines Notifications Messages Me

Cold Events/Activities

Sledding

Snowman Competitions

Ice Skating

Tubing



Warm Events/Activities

- 5K/10K Races



The JeffGO App

The JeffGO app is available on both iPhone and Android smartphones. To use the app, you need to create an account, which can be done through Facebook or directly on the app. The app provides directions to various outdoor locations and also allows you to check-in at these locations.

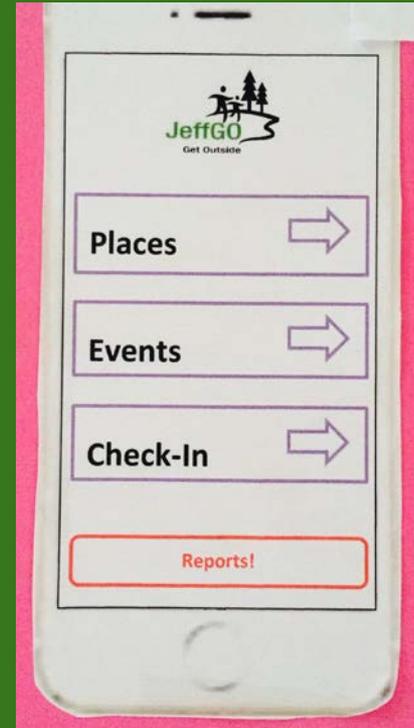


anyone with a smartphone would make it easy to connect to various outdoor locations, maps, trails and activities. You can also use the app to find events and activities.

App Outline...



This is the sign in page where people can log in to their accounts that can be associated with Facebook and Twitter. Or they can make an account.



This is the homepage for the app where users can access all that the app offers.

App Outline...



This is the places area of our app. Users can use this to get maps of parks and maps of trails. There is also a search bar to view their maps. Also, people can get directions to parks.



This is the events part of this app, where people can add their own events to it and is included with the events that the app has. They can also share them with friend of their choice.

App Outline



The check-in area of the app allows users to check in at parks and keeps record of where they go. The more you go out, the more points you get. With the more points, the more rewards. You can also see who is there and who has visited the most out of your friends



This is the reports part that lets you contact park rangers in an emergency or you can write a comments about what they experienced. Or users can be aware of any updates on trails or at parks. This is shown throughout the app because it's for emergencies.

Rewards

One star: frisbee, hacky sack, jump rope

Two stars: lanyards, keychains

Three stars: water bottle, t-shirts, bumper stickers

Four stars: basketball, volleyball, football, sweatshirts

Five stars: grass courts (volleyball or badminton), bike,
yoga mat

These rewards will be provided with our budget and in the future we hope to get sponsors that will also be part of the rewards business

Commercial

<http://youtu.be/8b6-SkngvfE> link to commercial

Music by Imagine Dragons, “On Top of the World”

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