



303 Indigenous Productions

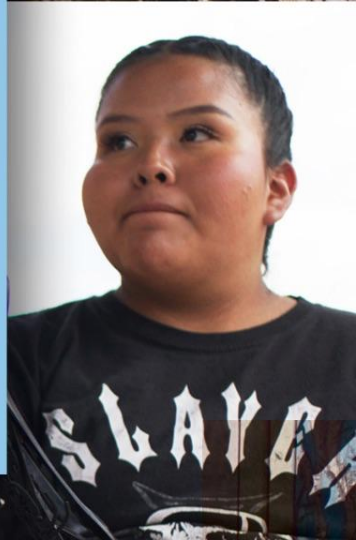
A Youth-Based Approach to Behavior Change



COLORADO
Child Support Services
Department of Human Services



DENVER INDIAN
FAMILY RESOURCE CENTER
FOR THE DENVER INDIAN COMMUNITY



Who We Are



Maggie Spain
Spearca Communications
*Social Media Marketing Developers,
Designers, and Partner in Program Design*



Anna Wendt
Colorado Department of Human Services
DCSS/OCYF
Program Manager

303 Indigenous Productions

- **ACF Grant:** Charting a Course for Economic Mobility and Responsible Parenting Cohort 2
- **Project Team:** Division of Child Support Services, Denver Indian Family Resource Center, Spearca Communications, Center for Policy Research, Connected Health Solutions



Frameworks Utilized

This project relied heavily on Positive Youth Development (PYD) and Community Based Participatory Approaches (CBPA). Both were necessary for the ongoing success of the project.



Curriculum

- The curriculum was adapted from the existing Trailbuilding curriculum and incorporated Native values in a way that aligned with grant outcomes.
- ex: Creator Wheel, Finding My Path, Economic Flexibility.
- Incorporated interviews conducted in July 2023.



Project Overview



Marketing and Branding

- While filming *Concrete Warriors*, youth met with Spearca Communications for a mini marketing and branding workshop.
- During the workshop, participants brainstormed names for their project, learned basic fundamentals of marketing and branding, and came up with ideas for their logo.



Marketing and Branding



Youth-produced sketch of project name and logo



Indigenous Productions

Final project logo

Final Products

- ***Concrete Warriors***: 15 Minute Narrative Short
- **Overview Mini-Doc**: 15 Minute Narrative Short
- **Interview Mash Up**
- **303 Indigenous Productions Website**
- **Paid Social Campaign**



Concrete Warriors Community Premiere



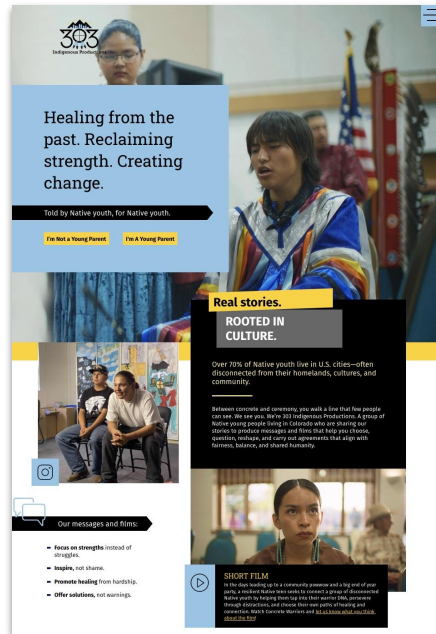
- Saturday, June 28, 2025
- 300+ community attendees
- Support from Denver's Native community for catering, photography, drummers, dancers, and more



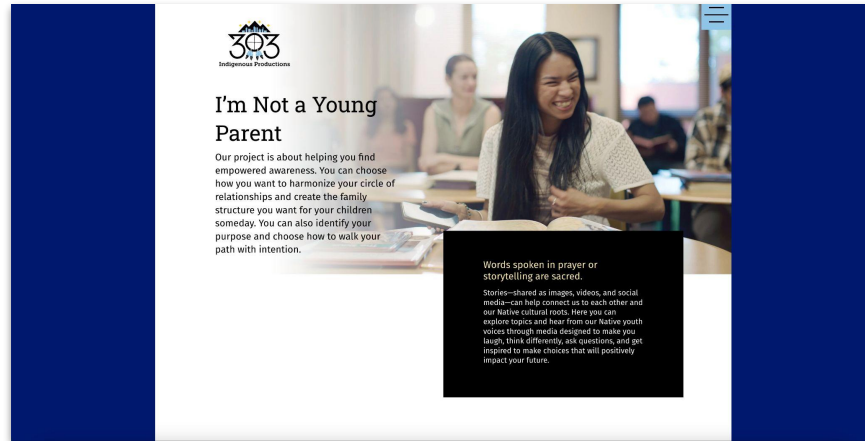
Concrete Warriors



303 Indigenous Productions Website



Homepage



Interior page



Community Level Intervention

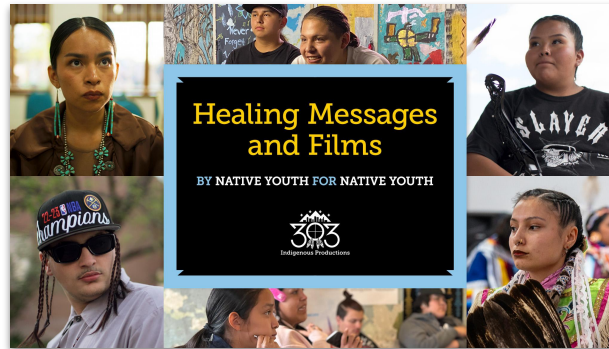
- 8-week paid social media campaign launching in early September 2025.
- Campaign will run on Instagram, Snapchat, and YouTube—demographically targeted to reach Native youth ages 18-28 living in metro Denver, Colorado Springs, and Grand Junction—and to drive traffic to the 303 Indigenous Productions website.



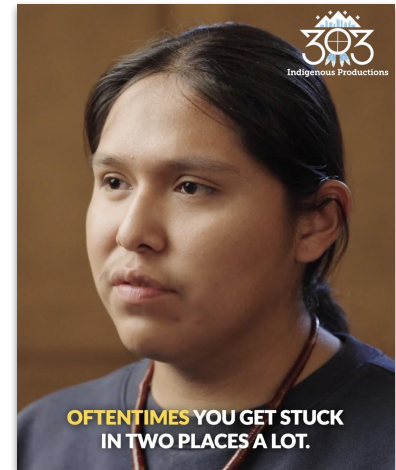
Social Media Campaign Examples



Instagram post



YouTube header image



Snapchat video



Interview Mashup



Premiere Survey Results

Youth viewer reactions

- 14 youth viewers completed the survey
 - 100% reported that having youth create the film made it more relevant or somewhat more relevant to them than a film created by adults with a similar message.
 - 60% reported that the film made them feel much more connected to their Native identity and culture.
 - 50% said they learned a lot from the film about the impact of healthy versus unhealthy relationships.



Premiere Survey Results

Adult viewer reactions

- 53 adult viewers completed the survey
 - 87% reported the participants were very effective in creating messaging that resonated with youth.
 - 74% felt the film was very effective at educating youth about breaking the cycle of multi-generational trauma, toxic relationships, coping mechanisms, and connection to culture.
 - 72% believed the film encouraged youth to consider the potential consequences of their behaviors and choices relating to multi-generational trauma, toxic relationships, coping mechanisms, and lack of connection to culture in their lives.



Question & Answer Session



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