



GET INVOLVED

VOTE



ALLIANCE *for the*
GREAT
LAKES

Client

Alliance for the Great Lakes

Project

Voter Toolkit Infographic

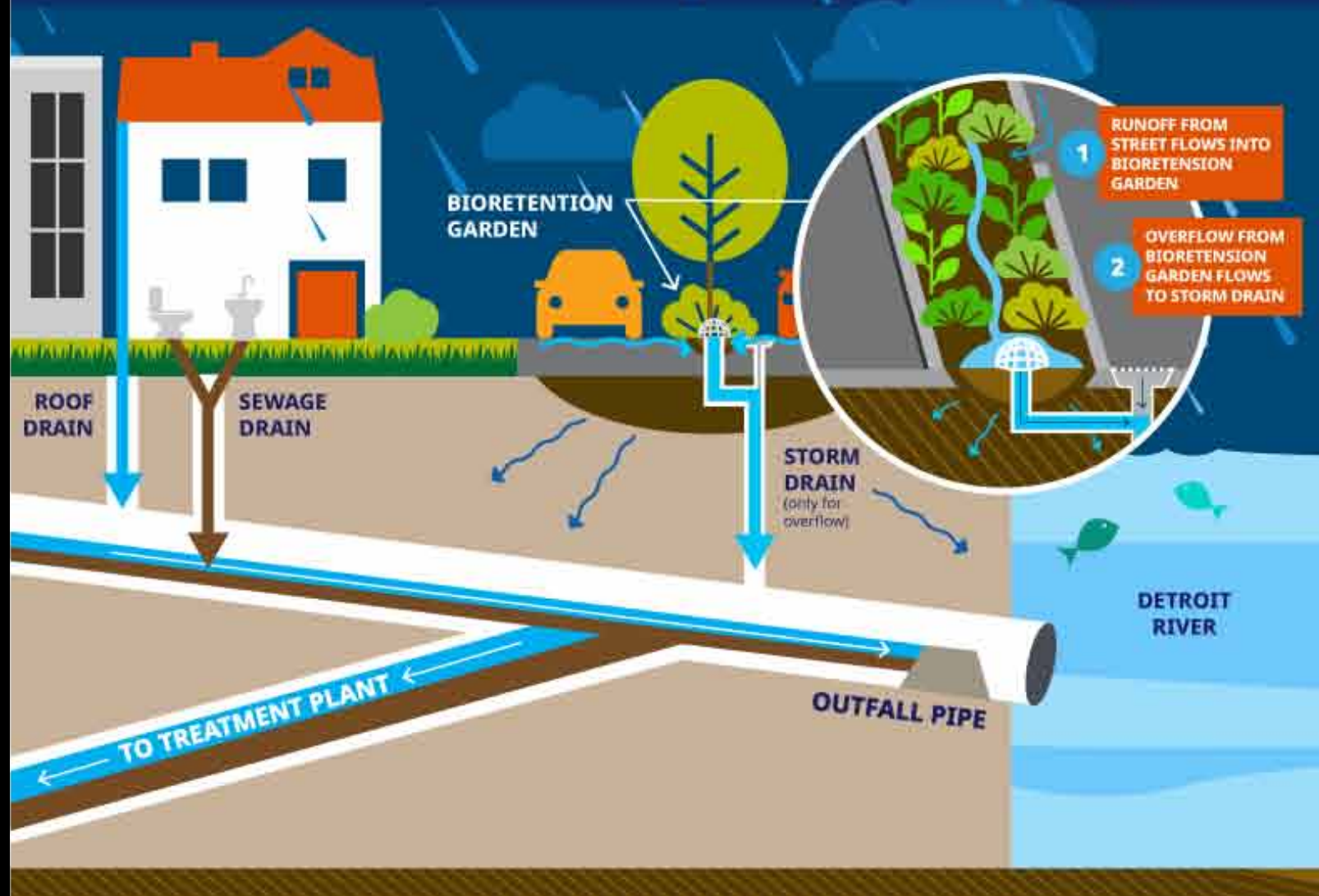
Software

Adobe Illustrator

Summary

Graphics from organization's voter toolkit were used for social media to encourage votes to save the environment.

GREEN STORMWATER INFRASTRUCTURE



Client

Alliance for the Great Lakes

Project

GSI Infographic

Software

Adobe Illustrator

Summary

Original illustration created to explain process.

PROFILE OF ARMOUR SQUARE AND BRIDGEPORT

Armour Square and Bridgeport (also sometimes known as the Greater Chinatown), together make up one of the most vibrant and diverse communities in Chicago. 70% are communities of color comprised of 45% Asian, 20% Hispanic and 5% African American.



5% Other
5% African American
20% Hispanic
30% White
45% Asian



1 OUT OF EVERY 5

Residents is under the age of 19

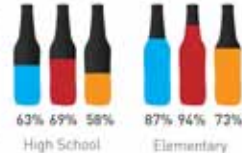


MORE THAN 70% of elementary and high school youth surveyed are on a free or reduced lunch program.

ALCOHOL CONSUMPTION

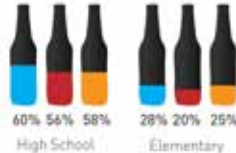
Most Youth in Armour Square and Bridgeport

DON'T DRINK Alcohol



Percentage of Youth Who Don't Drink Alcohol

Perceived Ease of Access to Alcohol is Declining



Percentage of youth who believe it would be 'sort of' or 'very' easy to get some alcohol.

What Has Been Done In The Community?

CASAP continues to take a bold, multi-strategy approach to increase awareness and prevent alcohol use among youth. These strategies include a social norms marketing campaign, Responsible Beverage Servers Training and compliance checks. In addition, alcohol party patrols are conducted by law enforcement to break up underage youth drinking activities in the community. This is important as parties and friends continue to be where most youth obtain alcohol.

Although alcohol consumption among youth decreased from 2012 to 2014, it continues to be the most used substance among our youth. Through the continuation of these strategies and the education of parents and the community we can continue to reduce this number.



THE AVERAGE AGE OF INITIATION FOR ALCOHOL IS 14 YEARS OLD



The most common sources of alcohol among high school students are from **PARTIES AND FRIENDS**

TOBACCO USE



2012 89%
2014 94%
Chicago Avg. 74%

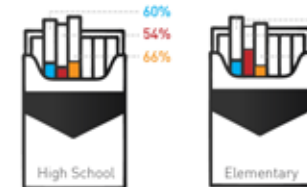


2012 98%
2014 99%
Chicago Avg. 95%

In 2014, more than 9 OUT OF 10 elementary and high school youth in Bridgeport and Armour Square didn't smoke cigarettes.

Perceived Ease of Access to Tobacco is Declining

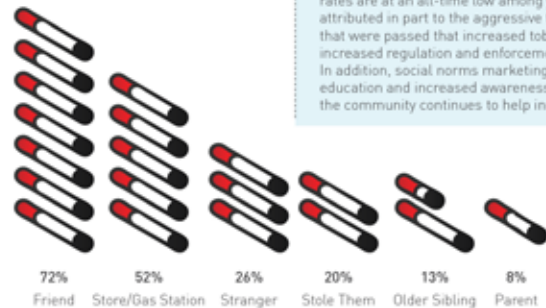
Percentage of youth who believe it would 'sort of' or 'very' easy to get tobacco



THE AVERAGE AGE OF INITIATION FOR TOBACCO IS 14 YEARS OLD

Our Successes

This is an exciting time for tobacco prevention as smoking rates are at an all-time low among youth. This can be attributed in part to the aggressive tobacco prevention laws that were passed that increased tobacco taxes and increased regulation and enforcement on tobacco products. In addition, social norms marketing strategies, merchant education and increased awareness and knowledge among the community continues to help in lowering tobacco use.



The most common sources of tobacco among high school students is from **FRIENDS AND GAS STATIONS**

Client
Asian Health Coalition

Project
Illinois Youth Survey Brief

Software
Adobe Illustrator

Summary
Infographics illustrating statistics on Chinatown youth.

The Cruise Industry

PRESERVING + PROTECTING THE ENVIRONMENT

Cruise ships recycle **60% MORE** per passenger than the average person does on land



Some cruise ships **RECYCLE COOKING OIL**, which can be turned into **FUEL**, and **FOOD WASTE**, which can be turned into **ENERGY** for onboard use.

1.5 lbs

Unrecyclable waste on cruise ships can be as little as **1.5 pounds per person a day** compared to 4-5 pounds per person on land.

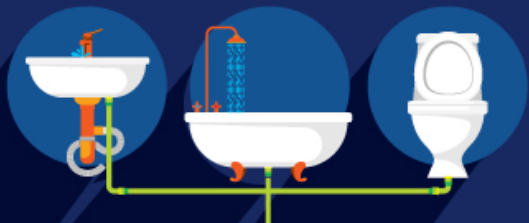


4-5 lbs

Once at port, unrecyclable waste **must be responsibly disposed**.



The cruise industry **PIONEERED advanced wastewater treatment systems** that treat wastewater to a higher standard than most coastal cities' treatment systems.



The cruise industry **PIONEERED advanced wastewater treatment systems** that treat wastewater to a higher standard than most coastal cities' treatment systems.



Hull coatings & designs allow for efficient cruising and up to **5% reduction** in fuel use.

Window tints **reduce** air conditioning use.



LED lightbulbs last **25x longer**, use **80% less energy**, and generate **50% less heat**.



Condensation from shipboard AC units is re-used to wash the decks on cruise ships, saving up to **22.3 million gallons** of fresh water annually. **THAT'S ENOUGH TO FILL 33 OLYMPIC-SIZED SWIMMING POOLS.**



With these and other innovative efforts the cruise industry not only meets, but exceeds environmental regulatory requirements.

The Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association. CLIA represents the interests of cruise lines, travel agents, port authorities and destinations, and various industry business partners before regulatory and legislative policy makers.

www.cruising.org



Client

Cruise Lines International Association (CLIA)

Project

Environment Infographic

Software

Adobe Illustrator

Summary

Social media infographic to inform potential passengers of environmental statistics related to cruising.

HOW TO THE RIGHT WAY

7 STEPS FOR GETTING IT RIGHT EVERY TIME



1

Prepare the proper planting hole.

When preparing any hole for planting, make it three times wider than the current root mass but never deeper than the plant was growing in its previous environment.

2

Plant high.

Go one step further by placing trees and shrubs in their new environment with up to 25% of the root ball higher than the surrounding soil level. Taper soil up to cover all the roots and add a generous layer of mulch.

3

Inspect the roots and disturb if necessary.

Once the plant is out of its container, look at the roots. If they are densely bound in a circular pattern or have started growing in the shape of the container (even slightly), break up the pattern.

4

Don't amend the soil.

Contrary to traditional planting methods, contemporary research indicates that you should not amend the hole with additional organic material (unless you intend to amend the entire area where roots will eventually grow).

5

Eliminate air pockets.

While you could lightly tamp or hand-pack the soil around the plant roots to ensure good soil-to-root contact, try adding a stiff spray of water to the hole after backfilling half way. Not only does it provide needed moisture but the water also helps eliminate air pockets that could otherwise result in dead roots or worse (without compacting the soil too much). Finally, water again gently but thoroughly once all the soil is in place.

6

Add mulch.

Starting about two inches from the trunk (leave this area exposed), place roughly two inches of organic matter such as shredded leaves, or ground bark or nuggets around the plant, at least out to the drip line. Further is better. Mulch helps retain much-needed moisture and helps keep roots cooler near the surface—a very important requirement for newly installed plants.

7

Water properly until established.

The most important job you will have after planting is to keep plants and trees well watered until established. This can take weeks to months, to even a year or more in some cases.

Let's all #PlantATreeLE this Earth Day

By Joe Lamp'1

www.joegardener.com
[@joegardener](https://twitter.com/joegardener)

The Best Time to Plant a Tree

Trees (and shrubs) can be planted any time of the year that you can dig the proper planting hole. However, there are better times than others. The more time you can put between when you plant a tree, and the arrival of summer, the better. Fall is the very best time of year but early spring is a popular time as well.

Client

Lands' End

Project

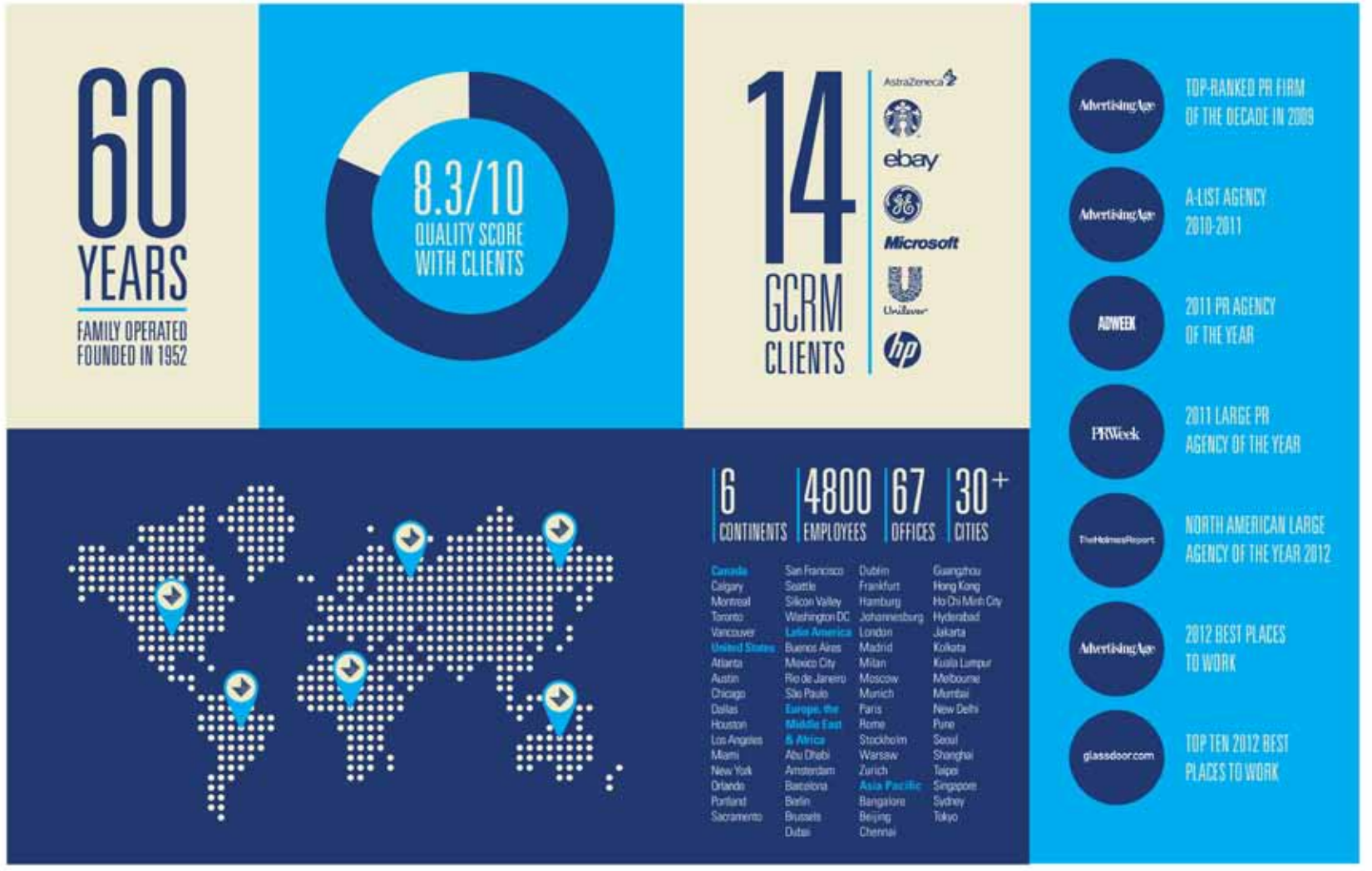
Earth Day: How to Plant a Tree the Right Way Infographic

Software

Adobe Illustrator

Summary

Infographic shared with public through social media.



Client
Edelman PR

Project
Capabilities Infographic

Software
Adobe Illustrator

Summary
Infographic delivered as a printed piece to client, highlights company capabilities.



DID YOU KNOW

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www.cruising.org 

TRAVEL AGENT SPOTLIGHT



Name M. Lastname
Title, Company Name

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www.cruising.org 

Client
Cruise Lines International Association (CLIA)

Project
Social Media Templates

Software
Adobe Illustrator

Summary
Infographic template for client to populate and send monthly.