4. REFLECT: Use imagery and language in marketing and promotional materials that reflects and considers people of different gender identities, nationalities, socioeconomic status, education, physical appearance, race, ethnicity, religion, sexual orientation, language, learning styles, (dis)abilities, ages, or political perspectives.

Explanation of Issue: If the way that we promote our community and businesses doesn't actively reflect diversity, equity, and inclusion concepts, our community will seem unwelcoming to people of diverse backgrounds and will inadvertently be exclusive. Imagery used in the promotion of our community, events, products is an extremely powerful means of demonstrating inclusion.

Practical Tools
- Assess your business'/organization's/community's existing marketing tools and consider if they are inclusive.
- Participate in Open To All.
- Reference stock footage sites that use diverse imagery.
    - Diversity Footage
    - Diversity Images
- Research and implement effective strategies and promotions. Some good examples include:
    - Save the Children: Diversity, Equity and Inclusion Strategy
    - University of Michigan: Diversity, Equity and Inclusion Promotion
    - How to Integrate Diversity, Equity and Inclusion into Everyday Operations
    - 7 Steps to Embed Equity and Inclusion

What Is Already Being Done in Our Community
- After school programs
    - Steamboat Sk8church After School Programs
- Seminars at Steamboat provide nonpartisan policy talks free to the community.
    - 2020 Seminars
- Steamboat Creates provides creative tools for personal empowerment.
    - Classes
    - Events
    - Resources
- UC Health - Yampa Valley Medical Hospital features the stories of a wide diversity of people who have had to overcome health challenges with the help of UC Health.
- Stand Creative is a Steamboat-based marketing firm that specializes in creating progressive marketing for those who are passionate about standing up for their cause.