

Spokane East Valley Community Coalition Strategic Plan

EXECUTIVE SUMMARY/INTRODUCTION

Overview of Plan

Executive Summary and Introduction:

The Spokane East Valley Coalition began its formation in early 2013 in response to the Cohort 3 Prevention Redesign Initiative (PRI), now called the Community Prevention and Wellness Initiative (CPWI). After the Spokane Schools, the East Valley School District catchment area, hereafter referred to as East Valley Community, was shown in the Spokane County Community Risk Profile as having the next highest risk ranking of all fourteen school district catchment areas.

Coalition membership is comprised of a broad range of persons living and/or working in the community who have an interest in preventing substance abuse and in promoting health and wellness in the community. Coalition membership, sectors, and activities of the Coalition, are represented as described further in the section below on Coalition Organization and Structure.

Membership includes parents, school teachers and administrators, pastors, youth specialists, and law enforcement. A complete roster is included below and in the appendix.

Spokane East Valley Community is a mostly rural community with the exception of Trent Avenue where there are higher concentrations of population. There is also a large industrial area served by the railroad to the south of Trent Avenue. Also, Trent Avenue, a four lane highway, which goes through the heart of the community, serves as an alternate route to I-90 at the east and west and contributes to heavy traffic along Trent Avenue. The heavy traffic along Trent Avenue, as well as the busy railroad which runs parallel to Trent, are each physical barriers between the north and south part of the community.

There was a consensus in the coalition that many families in the community experience high transitions and mobility, which means households frequently move in and out of the community. At the same time, many families in East Valley have lived in the community for generations. There was also agreement that a high percentage of the population is poor, with over a quarter of the children in the community living in poverty.

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The following is the mission of the East Valley Community Coalition:

East Valley Community Coalition empowers our community through education and substance abuse prevention to promote safe and healthy individuals in all families and neighborhoods.

The Community of Spokane East Valley is contained within the East Valley School District catchment area. It is bordered to the east by the Washington-Idaho border, to the south by the Spokane River, to the west at the West Valley School District border, and to the north and northeast by the Mead School District border. A map is provided in the appendix.

As will be described further in the assessment section the following are the risk factors and other conditions selected by the Coalition for the development and application of strategies:

- Early initiation of substance use; includes current drinking, tobacco use, and marijuana use.
- Family management problems; also includes parental and adult favorable attitudes toward drugs and alcohol.
- Laws and norms favorable to drug use (such as by youth, peers, parents, and adults)
- Environmental conditions (such as compliance with laws regarding providing alcohol to minors)
- Youth depression and suicide.

As will be described in more detail in the action plans, the Coalition has selected a comprehensive array of strategies including the Coalition itself, parent education, youth education, positive norms marketing and working cooperatively with retailers. Evaluation of these strategies is a combination of process and outcome measures that include instruments that come with evidence-based programs. These instruments are supplemented by tools developed for the CPWI such as the Community Survey and Coalition Assessment tool. Healthy Youth Survey and county archival data are used not only in the assessment but in helping establish baseline data and long term outcomes.