

# Prosser CIA Strategic Plan

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## EXECUTIVE SUMMARY/INTRODUCTION

### Overview of Plan

The Prosser CIA Coalition was formed in April 2013 by 8 different community sectors wanting to have a positive impact on today's youth. The Prosser Coalition is made up of individuals from all walks of life, residents, different ethnicities and many citizens that are already involved in community activities with similar goals and objectives. Our coalition is strong with the heart and will needed to work hard on making positive impacts on the community, filled with intelligence to make a plan that best suits the needs of the community, and packed with experience in life to help guide our plan to success.

The mission of our Coalition is to build and sustain a healthy community through substance abuse prevention and education. Our Coalition strives to unify the community to achieve common goals of health and wellness within the community!

Prosser, dubbed the Birthplace of the Washington Wine Industry, is known for its growing number of local wineries and the tourism which is generated. Prosser is located at the far western corner of Benton County, by far the furthest part of the county, just 50 miles from Yakima and 35 miles from the Tri-Cities. Currently the Prosser population is 5,780. There are five schools within the Prosser School District. Three elementary (Keene Riverview, Prosser Heights and Whitstran), one middle (Housel), one high school (Prosser High School) and one alternative high school( Prosser Falls) that service 2,819 students.

Our Coalition's long-term goals are to increase school performance, decrease youth delinquency, and improve youth mental health. These goals will be achieved by decreasing significant risk factors and maintaining or increasing protective factors. The priorities identified by our coalition are to increase community connectedness; reduce youth use of alcohol, marijuana and prescription drug; reduce youth access to marijuana, alcohol and prescription drugs; and to increase family management through awareness/education for youth, parents and community.

The following five strategies have been developed to address the specific local conditions in Prosser: (a) coordination of the Prosser CIA Coalition (training, coalition meetings, presence at community events), (b) raising public awareness of drug and alcohol issues, as well as prevention and treatment resources (resource expo, website, social media, media advocacy), (c) environmental strategies such as prescription take back programs and drug, alcohol and marijuana access, and alcohol policy change, (d) school-based prevention-intervention services focused at Elementary, Middle and High Schools (ie: project success, youth coalition and prevention clubs), and (e) direct services including parent program (Guiding Good Choices and Second Steps), youth engagement with a prevention focus (coalition and prevention club).

Beginning May 1<sup>st</sup> 2014 our Coalition will begin implementing the Action Plan. Coalition Committees, staff and other partner agencies will be assigned to carry out each strategy. Each year our Coalition will evaluate each strategy for effectiveness and review local data to measure the progress toward achieving our goals. When planning, implementing, and evaluating our Coalition's activities we will pay particular attention to cultural competence to ensure our work meets the needs of the Prosser community.

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This strategic plan outlines our Coalition's purpose, goals, and strategies in order to achieve our mission. This strategic plan was developed by Coalition members with input from over 300 residents (via community survey and personal interviews). This plan provides a two-year roadmap to coordinate services, collaborate with all sectors of the community, and implement evidence-based and effective strategies to make the most of our Coalition's financial and community-based resources.

## ORGANIZATIONAL DEVELOPMENT (*GETTING STARTED*)

### Mission Statement and Key Values

#### **Coalition Mission:**

The mission of the **CIA** is to build and sustain a healthy community through substance abuse prevention and education.

#### Coalition Key Values:

**Diversity:** The CIA strives to build partnerships for a common goal. Working together to combine our assets to include those who are not always included- combining our public entities with our private industries- provided bridges between culture, spirituality, education and city government. Looking at the bigger picture to create acceptance and tolerance among all involved and all those we hope to affect with positive change.

**Respect:** Coalition support depends on input and guidance from everyone. We recognize the importance to respect our neighbors, take care of others and working together not against each other will make our coalition efforts a success. Through acknowledging the youth perspective as one of our greatest assets and by including the wine industry in our decision making processes we will think of others first and all of us as a whole.

**Safety:** Our coalition hopes to instill a sense of security among community members. We hope to become guardians for our youth. Together, through our prevention efforts, protecting our community and working to help make Prosser stronger mind, body and spirit.

**Excellence:** We use this word to describe so many of our key characteristics. We promote a positive and aggressive work ethic. We will be active and not lazy in the work that must be done. We will always perform our best and gracefully guide other to do the same. We will encourage. We will be honest and trustworthy. Together we will take responsibility in protecting our community!

#### **Coalition Framework:**

Our Coalition's strategic plan incorporates the research-based risk and protective factors framework, a public health model using a theoretical framework of risk reduction and protection enhancement. Developments in prevention and intervention science have shown that there are characteristics of individuals, their families, and their environment (e.g., community, neighborhood, school) that affect the likelihood of negative