

# Community Prevention and Wellness Initiative

## *Partners for Healthy Communities*

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### Coalition Vision

Working Together for a Healthy East Valley Community

### Coalition Mission

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



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### Coalition Leaders

Caesy Morphis, Chair  
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Lynette Romney,  
Co- Chair/Secretary  
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## *East Valley Community Coalition*



### About the Community Prevention and Wellness Initiative (CPWI):

CPWI is a partnership of state agencies, counties, schools and local prevention coalitions supporting communities in preventing alcohol and other drug abuse and its negative consequences. Our highest priority is to reduce underage drinking among 8<sup>th</sup> and 10<sup>th</sup> grade students. By providing evidence-based practices and promoting the positive changes in communities, we can build healthier communities.

### About the Coalition: Communities and Schools Working Together

The Coalition was formed in early 2013, and completed its Strategic Plan for prevention services in March 2014. The Coalition uses a combination of evidenced-based practices, environmental strategies and public awareness campaigns to educate our community. In the Fall of 2014 Washington Drug Free Youth clubs will be active in the following schools: East Valley High School, East Valley Middle School, and Continuous Curriculum School.

Members of the coalition represent several sectors of the community including schools, businesses, faith based organizations, substance abuse treatment agencies, parents, youth serving agencies, mental health treatment agencies, law enforcement, and public health.

As a part of this project, ESD 101 places one full time prevention and intervention specialist at East Valley High School to serve students.

This coalition seeks community partners who are interested in providing evidence-based prevention services and working on prevention initiatives. The coalition meets monthly.

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## Other Contacts

### Student Assistance Program Specialist

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### County Contact

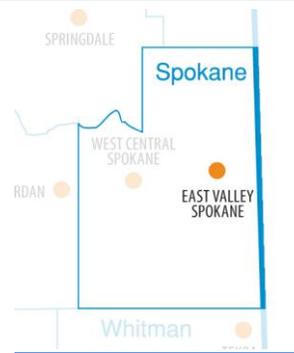
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CPWI is funded by:



For more information about CPWI visit  
<http://www.dshs.wa.gov/dbhr/dapreventionservices.shtml>



## About Our Community

Spokane East Valley Community is bordered to the east by the Washington-Idaho border, to the south by the Spokane River, to the west by West Valley School District and to the north by the Mead School District.

We are a mostly rural community. The median household income is \$44,000. This community is primarily white (93%) followed by African American (4%) and Native American (3%). Many families have lived here for generations but there is also a highly mobile population with 19% stating that they moved within the last year. 14% of the population live in mobile homes. A high percentage of the population is poor: over one-quarter of the children live in poverty, and more than half are eligible for free or reduced lunches.

Coalition members are concerned about the following risk factors that exist in the community:

- Early initiation of substance use (drinking, tobacco use, and marijuana use).
- Family management problems and parental attitudes that are favorable toward drugs and alcohol.
- Laws and community norms that encourage youth to use substances.
- Retailers who market alcohol and tobacco and provide it to youth.
- Youth depression and suicide.

## About Prevention Programs in our Community

Strategies selected by the coalition to combat these risks include parent education, youth education, positive norms marketing, and working cooperatively with retailers. The Coalition has already held one Strengthening Families program and has an active Washington Drug Free Youth Club in the high school. Plans are underway to add more evidence based programming for youth and families, provide community wide education campaigns. The effectiveness of prevention programs in a community are measured by the Healthy Youth Survey, DSHS Research and Development reports on risk and protection factors, decreases in legal issues related to substance use and increases in healthy habits among community members. This coalition will work with media to advertise its activities and outcomes.