

EXECUTIVE SUMMARY/INTRODUCTION

Overview of Plan

W2 for Drug Free Youth is a coalition of concerned citizens that have come together to address the topic of underage drinking, and reduce substance abuse in Walla Walla. Members of the coalition represent the required community sectors and have received training using the Strategic Planning Framework to be able to collect, analyze and prioritize community data. The coalition has identified strengths and gaps in services in our community and has determined priority areas to focus their efforts on for the next year.

The coalition will focus their efforts on the topic of underage drinking in the community of Walla Walla. They will do this by providing targeted strategies to youth, parents, business and community sectors. These strategies include but are not limited to;

- Project Success
- Talk They Hear You
- Parenting Wisely
- Compliance Checks - Working in conjunction with the Liquor Control Board to decrease retail sales to minors by and implementing a media campaign targeted to parents to reduce social access of alcohol to youth.

Mission

The coalition of W2 for Drug Free Youth works to prevent use of alcohol and other drugs by our youth. This includes:

- Serving as a forum that will promote collaboration among multiple sectors of the community.
- Developing and/or adopting multiple prevention strategies to address the problem of youth substance use in the Walla Walla community.

Geographic area to be served

W2 for Drug Free Youth will serve the citizens of Walla Walla which has a population of 31, 864 and the public/private schools systems located in Walla Walla. Our service area will include residents of the city of Walla Walla including five elementary schools, two middle schools and Lincoln High School.

Priorities

The goal of the Coalition will be to reduce alcohol and substance abuse by addressing risk and protective factors identified in the Healthy Youth Survey (HYS) and local Community Surveys that show a significant variation from the state average.

Youth Drinking Rates:

Alcohol use among 8th and 10th grade students is above the state average in both the 2010 and 2012 Healthy Youth Surveys. When 10th grade students were asked the question in the 2010 survey “how many drank a glass, can or bottle of beer in the last 30 days” 34 % responded “yes” with a statewide

comparison of 28%. The Walla Walla 8th grade students surveyed in 2012 found a similar comparison of 18% drinking in the last 30 days compared to the statewide average of 12%.

Community Survey Results:

In addition to the HYS the Coalition conducted a community survey in the fall of 2013(543 participants). When adults were asked; “is it ok for parents to offer their teenage children alcoholic beverages in their home”, **25.9%** responded “yes, but only on special occasions”. When asked if they thought most adults in our community “felt it was okay to offer their teenage children alcoholic beverages in their home”, **17.28%** replied yes, while **32.61 %** said yes, “but only on special occasions”.

Description of Strategies and Activities

The W2 for Drug Free Youth Coalition will be the decision making body choosing the strategies and activities that will be implemented in Walla Walla. Strategies will be executed by following the SAMHSA Strategic Prevention Framework model as follows: Conducting an Assessment (completed in fall of 2013), Building Capacity, Planning for Action, Implementing Strategies, and Evaluation. Our Strategies include but are not limited to:

- Increasing Coalition membership by engaging local community partners to ensure sector representation.
- Developing a public awareness campaign to inform citizens of current substance abuse related issues in our community and the role of the Coalition in preventing alcohol and other substance abuse among youth.
- Provide media campaigns such as SAMHSA “Talk. They Hear You” to parents and community members to inform them on the risks and harm associated with youth substance use/abuse.
- Decrease access of alcohol to youth working in conjunction with the Liquor Control Board and Walla Walla Police Department to conduct quarterly compliance sweeps of retailers that sell alcohol. This will also include the media campaign produced by the Federal Trade Commission “We Don’t Serve Teens” targeting social access.
- The “Parenting Wisely” program will be conducted at Lincoln High School targeting high risk parents of Lincoln High School students. This program will be marketed to all community members in addition to Lincoln parents and will be offered multiple times during the school year.
- Project Success will be fully implemented at Lincoln High School by the Prevention/Intervention Specialist.

Implementation and evaluation of strategies and activities

The programs and activities implemented by the coalition will be monitored monthly by coalition members and coordinator. The coalition will evaluate activities quarterly to address challenges, successes and overall productivity of each effort. Methods of evaluation will be distributed by direct service program staff, Prevention/Intervention Specialist, and coalition coordinator. This will include program specific pre/post surveys, enrollment numbers and completion rate of programs and future HYS documentation and community surveys.

Included in this document you will find information about the organizational development of the Coalition, including:

- Coalition structure
- Strategic planning and framework

- Capacity building
- Cultural competency
- Program implementation and sustainability
- Reporting and evaluation components



ORGANIZATIONAL DEVELOPMENT (*GETTING STARTED*)

Mission Statement and Key Values

Below is a section of the by- laws of the ***W2 for Drug Free Youth Coalition*** stating the mission statement and goals of the coalition.

Article II: Mission Statement

The coalition of W2 for Drug Free Youth works to prevent use of alcohol and other drugs by our youth. This includes:

- Serving as a forum that will promote collaboration among multiple sectors of the community.
- Developing and/or adopting multiple prevention strategies to address the problem of youth substance use in the Walla Walla community.

Briefly describe the risk and protective factor research framework and any other research frameworks which support the Coalition’s goals.

The Risk and Protective Factor Model of Prevention

Risk factors are characteristics of school, community, and family environments, as well as characteristics of students and their peer groups that are known to predict increased likelihood of drug use, delinquency, school dropout, teen pregnancy, and violent behavior among youth.

Dr. J. David Hawkins, Dr. Richard F. Catalano and their colleagues at the University of Washington, Social Development Research Group have investigated the relationship between risk and protective factors and youth problem behavior. For example, they have found that children who live in families with high levels of conflict are more likely to become involved in problem behaviors such as delinquency and drug use than children who live in families with low levels of family conflict.

Protective factors exert a positive influence or buffer against the negative influence of risk, thus reducing the likelihood that adolescents will engage in problem behaviors. Protective factors identified through research reviewed by Drs. Hawkins and Catalano include social