

## EXECUTIVE SUMMARY

The Ferndale Prevention Initiative will deliver comprehensive strategies to students in Ferndale High School, their families, and the larger Ferndale community. The geographic area being targeted is currently home to an estimated 11,681 individuals (2009 figures). Among those, approximately 5,200 are students in the Ferndale School District, with over 1,500 attending Ferndale High School.

Efforts of the Prevention Redesign Initiative (PRI) will focus on delivering:

- **Coalition Development**
  - Community engagement, coalition development, and training
- **Direct Services**
  - Parenting Programming
- **Environmental Strategies**
  - Natural High campaign
  - Prescription Drug Interventions
- **Public Awareness Campaign**
  - Support of Statewide Media Campaign
- **Prevention/Intervention Services**
  - School-Based Prevention Services to students

A blending of strategies that focus on population-based efforts, with those that provide direct services to students and families, will mutually benefit the community. The combination of school-based and community-based services will also increase the ability to achieve positive outcomes. Best-practice programs will be utilized where appropriate. Other strategies will use evidence-based efforts, as available, and at a minimum use guiding principles of effective services. Coalition members and workgroups will be directly involved in the planning and delivery of the prevention efforts outlined above, as described in more detail in this plan.

As its model, this initiative will use the Strategic Prevention Framework as a foundation for assessment, planning, implementation, and evaluation, as illustrated on the next page. This is a nationally-recognized framework provides a logical process for this initiative. The goals of the project will utilize the Risk and Protective Factor framework. More information about the Risk and Protective Framework, and the Social Development Strategy, can be found at <http://www.sdrp.org/>.

While many of the assessment, planning, and coalition efforts have been occurring over the past year, the formal start date for these efforts will be April 1, 2012. Efforts will be sustained throughout the current biennium, ending June 30, 2013. It is anticipated that efforts will continue, however, beyond this date.

