

Executive Summary

Othello located in the Panhandle of Adams County, is the “Heart of the Columbia Basin” with a population of approximately 7,364. Geographically Othello is comprised of 3.18 square miles. Othello is 45 miles west of Ritzville which serves as the county seat.

As of the U.S. Census Bureau in 2010 Othello’s racial makeup was 0.5% Black, 2.2% American Indian and Alaska Native, 1.2% Asian, 74.7% Hispanic or Latino origin, white persons not Hispanic 23.4%.

The median income for a household in the community was \$38,285 compared to Washington State which is \$57,244. The per capita income for Othello was \$14,873. About 28.4% of families are below the poverty line, compared to the Washington State rate of 12.1%.

The community has three elementary schools K-5 with a fourth elementary school to be completed fall of 2012, one middle school 6th-8th grade (McFarland Middle School) and one high school (Othello High School).

The Othello PAID Coalition “People Against Illegal Drugs” is a “grassroots” organization that originated in 1985. After several alcohol related fatalities within the community, a group of concerned residents came together to raise parental awareness around the issues of alcohol and drug use by local youth.

PAID consists of a membership of local residents that believe in the mission to “Create a safe, healthy, and drug free community”. According to the 2010 Healthy Youth Survey (HYS) alcohol continues to be the number one substance of preference for the youth in our community. The HYS indicates 41% of 10th graders report that alcohol is easy to “get” either from parents, family members, or friends. This becomes a two-targeted audience 1) a youth problem 2) a parent problem. The concern of alcohol related incidents with youth in Othello was the main reason a PAID (People Against Illegal Drugs) Coalition was created.

Our goals are to achieve a change in the availability of alcohol to youth. PAID stakeholders need to work together to create a common effort of awareness of youth accessing and using alcohol in the community

II. Building Capacity

Coalition Management

PAID’s representation includes Othello High School principal, Othello Chief of Police, pastors representing faith communities, local businesses, Adams County Health Department representing health services, Prevention/Intervention Specialist serving Othello school district, Community Counseling Services representing treatment providers available in Othello, Adams County Commissioner representing local