

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

Our mission is to motivate and inspire our community to foster healthy choices and empower all youth through substance abuse prevention and mental health promotion!

Coalition Coordinator

Kristi Sharpe, CPP



509-552-9557

kristi.prevention@gmail.com

I began working in the field of prevention in January of 2008 in Asotin County and soon discovered it was my passion. I obtained my Certified Prevention Professional credential in 2015. I am a Certified Trainer in the Substance Abuse Prevention Skills Training curriculum, along with several other programs, including parenting workshops and resilience building skills. I have been the Community Coordinator in Kennewick since December of 2018.



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. CPWI priorities include reducing underage drinking, marijuana use and opioid misuse/abuse among middle and high school aged youth. By providing evidence-based practices and promoting the positive changes in communities, we can build healthier communities.

About the Coalition: Communities & Schools Working Together

- KEY Connection is a community coalition currently working in Kennewick under the ESD 123 as the fiscal agent.
- KEY Connection was founded in December of 2018 by the Benton Franklin Human Services Department. Beginning Oct. 1, 2021, the coalition opted to move fiscal management of the coalition to the ESD 123 in order to better align funding management of multiple grants that support the work of the coalition.
- In January of 2021, the coalition also received a federal Drug Free Community (DFC) grant to support the work.
- The people at the table include the Kennewick School District, Law Enforcement, the ESD, Juvenile Justice, Benton Franklin Health District, Traffic Safety Commission, the Chamber of Commerce, Parents, Lutheran Community Services and Communities in Schools, all of whom are wonderful partners in keeping youth on a healthy path in life.
- KEY connection is honored to be able to lead and support this work in Kennewick. One of the greatest strengths of Kennewick, is its people and the incredible work that was already in progress when KEY was formed. The resources are plentiful. However, the challenge is making sure the youth have access to the resources needed in order to thrive. KEY Connection is dedicated to this effort in order to maximize our capacity to make true community level change. KEY Connection's mission is to work with the community at large to motivate and inspire people to foster healthy choices and inspire all youth.



About Our Community

The geographic area we serve is Kennewick. The largest of the "Tri-Cities," Kennewick spans approximately 29 square miles and has a population of nearly 83, 000, which is a 10% increase since 2010. The "Tri-City" area is in Eastern WA and has the fastest growing population in Washington State.

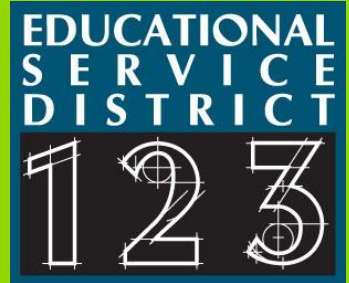
Kennewick is surrounded by farming communities with a large percentage of the population working in agriculture. Kennewick is very diverse with a large migrant population and has a strong religious culture. The population is 65% White, 26% Hispanic, 2% Black, 2% Asian and about 5% other races. The languages spoken in the Kennewick area reflect that population break down at 75% Speak English, 18% speak Spanish and 7% other languages. 58% of students qualify for free or reduced lunch.

About Prevention Programs in our Community

KEY Connection is a volunteer community coalition working with community partners to engage youth in meaningful ways to prevent and reduce their use of alcohol, nicotine, and other drugs. Some of our strategies include:

- **Community-wide educational events** to teach resilience building skills and to be able to respond to youth who have experienced trauma in their lives, in a way that nurtures healing.
- **Parenting Workshops** such as Strengthening Families which will be offered throughout the school year.
- **Prevention Curriculum in the schools**, such as the SPORT Prevention and Wellness Program, which teaches goal setting and healthy living.
- **Environmental and policy work** that promotes a safe and healthy environment where youth can thrive.
- **Media campaigns** such as "It Starts with ONE" at www.getthefactorsrx.org or "Start Talking Now" at www.starttalkingnow.org
- **KEY Connection** also offers many training opportunities to learn how to connect with youth in more meaningful ways. For more information see their Facebook page: KEY Connection

Other Contacts



Student Assistance Program Specialist

Megan Van Hollebeke
Kamiakin High School
509-544-5766
mvanholleke@esd123.org

Student Support Director

Dana Camarena
509-544-5762
dcamarena@esd123.org



Contact & Fiscal Agent
Student Support Director
Dana Camarena
509-544-5762
dcamarena@esd123.org

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For more information
about CPWI visit
www.TheAthenaForum.org