

Partners for Healthy Communities

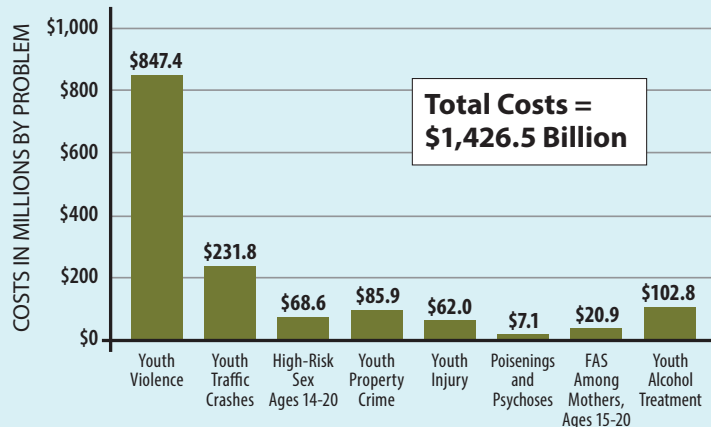


COMMUNITY PREVENTION AND WELLNESS INITIATIVE

Empowering communities to create healthy changes.

A healthy and thriving community has safe places to learn, work, and raise a family. The people who live there enjoy equal access to quality education and healthcare, living-wage jobs, and affordable housing. Overall there is a high quality of life for everyone.

Underage drinking cost the residents of Washington more than \$1.4 billion in 2010.



SOURCE: Pacific Institute for Research and Evaluation.
Underage Drinking in Washington – The Facts. Berkeley, CA: November 2010.

Alcohol and other drug abuse can erode the health and safety of communities. This is why effective prevention services are vital for every community. When we prevent early use of alcohol and other drugs, we also prevent the far reaching and high costs of substance abuse and addiction. These costs include:

- Child abuse and neglect;
- Other forms of violence;
- Unemployment and poverty;
- Crime; and
- Avoidable medical care.

As part of our mission to transform lives, the state Department of Social and Health Services has worked with our partners to redesign state funding and leverage limited resources in targeted communities. By investing in

prevention planning and practices that lead to the best possible outcomes, we support communities in creating sustainable, healthy changes through the Community Prevention and Wellness Initiative (CPWI).

What is the Community Prevention and Wellness Initiative?

The Community Prevention and Wellness Initiative (CPWI) is a partnership of state agencies, counties, schools and prevention coalitions supporting communities in preventing alcohol and other drug abuse. The highest priority is to reduce underage drinking among 8th and 10th grade students.

CPWI is funded and administered by the Washington State Department of Social and Health Services, Behavioral Health and Service Integration Administration, Division of Behavioral Health and Recovery (DBHR), through a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA).

Services are focused in communities experiencing high levels of underage drinking, crime, school drop-out, and unemployment. Communities are chosen based on their needs, and their readiness to address them. In the first three years, CPWI has funded prevention coalitions in 52 communities, located in all 39 counties and nine Educational Service Districts.

Big Brothers
Big Sisters
mentoring
is a proven
program to
help youth
make healthy
choices.



CPWI provides community coalitions with funding, training and technical assistance for coordination, assessment, strategic planning, implementation, and evaluation of prevention services needed in their communities. This support helps communities build on their past successes and better measure how well prevention programs are meeting goals. As more resources become available, prevention services will be expanded to other communities.

By reducing underage drinking among 8th and 10th grade students, fewer young people will experience the related problems of juvenile delinquency, mental health conditions, and school failure.

CPWI Coalitions have:

1. Members who represent at least eight community sectors (such as health, law enforcement, education, parents and youth) as active members of the coalition.
2. At least one half-time community coordinator supporting the coalition and community.
3. At least one full-time prevention/intervention specialist in the selected school(s).
4. The readiness to benefit from prevention programs.
5. The ability to implement evidence-based strategies: environmental, direct service, capacity building and public awareness.
6. Training resources for volunteers and paid staff
7. Resources to match intended outcomes in a performance-based contract.
8. The ability to participate in integrating substance abuse prevention, mental health promotion and primary care.
9. The ability to evaluate program and community-level change.

As CPWI communities begin to demonstrate the many positive outcomes from prevention services, we expect support to grow for expanding these investments to other high-need communities in Washington.

How is CPWI helping communities?

Some of the ways CPWI is already making a difference in communities:

- Local ordinances have been passed that reduce youth access and exposure to alcohol.
- Coalitions are working to raise awareness in their communities about the consequences of alcohol and other drug abuse.
- Students are learning how alcohol advertising can influence their decisions, and how to make healthy choices.
- Parents are learning skills to increase family bonding.
- There is more collaboration among school and community groups.
- Young people have more opportunities to be involved in positive activities.
- Students participating in the school-based program Project Success had a 37% decrease in binge drinking, a 44% decrease in marijuana use, and a 28% increase in passing their classes.



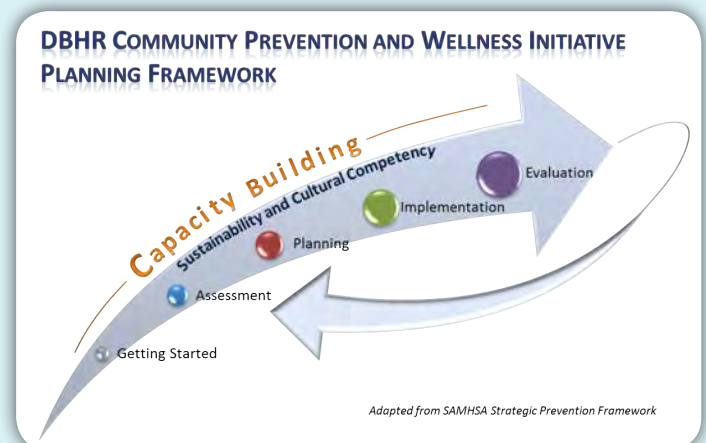
Prevention programs help to increase family bonding, which reduces the risk that a child will misuse alcohol or other drugs.

Why was CPWI chosen as the model for better outcomes?

Based on the prevalence, trends and impacts, our statewide priority is to support communities in reducing underage drinking and the harm it causes. While prevention programs are working to help most young people make healthy choices, alcohol is used by more children and teens than all illicit drugs combined. In Washington alone, more than 115,000 students ages 12-17 use alcohol regularly. CPWI also supports efforts to prevent teens from using marijuana, tobacco and prescription drugs.

According to the [2012 Washington State Healthy Youth Survey](#):

- Nearly one in five 12th graders (19%) said they have been drunk or high at school.
- About one in five students rode in a car with a driver who had been drinking.
- Marijuana use among 10th graders (19%) and 12th graders (27%) is almost double the percentage who smoke cigarettes, and fewer students think marijuana use is risky.
- Over 100,000 students (12-17 year olds) seriously considered suicide in the past year (about one in every six students).



CPWI aligns with the federal Department of Health and Human Services' National Prevention Strategy to increase the health of individuals and communities. The strategy focuses on:

- Building healthy and safe community environments;
- Expanding quality preventive services in clinical and community settings;
- Empowering people to make healthy choices; and
- Eliminating health disparities.

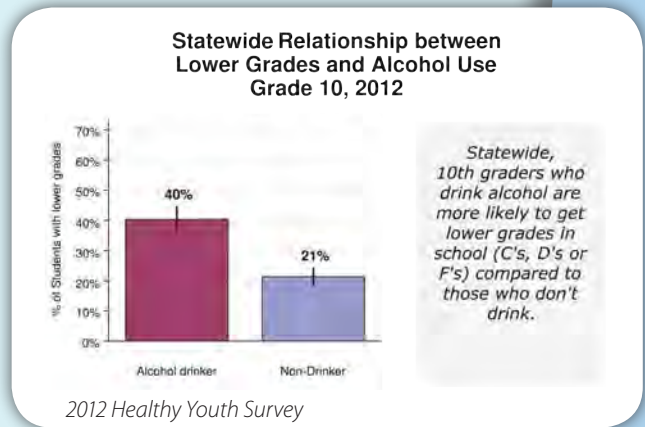
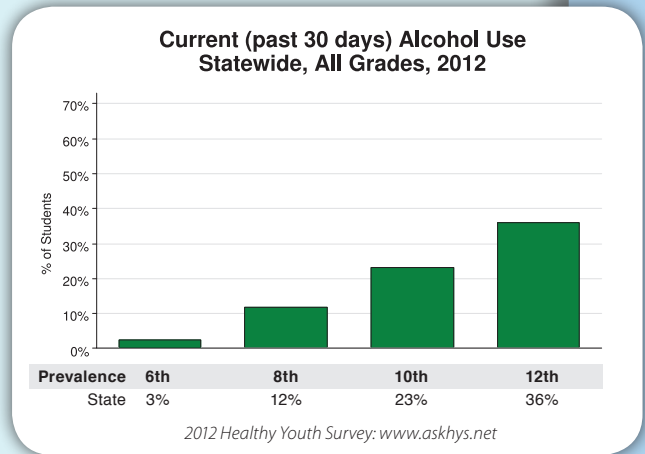
The CPWI model allows us to better target and leverage limited public resources, increasing our ability to gain the best possible outcomes for communities. This more collaborative approach is expected to provide the long-term support needed for positive community change.

How do alcohol and other drugs harm children and teens?

Children and teens who use alcohol and other drugs are at higher risk than adults for developing short and long-term physical, developmental, and emotional problems. This is because their brains are still developing, and are more sensitive than adults to the effects of drug abuse. Children who use alcohol and other drugs are more likely to:

- Develop addiction.
- Fail in school.
- Engage in risky sexual behavior.
- Be seriously or fatally injured.
- Have depressive feelings or thoughts of suicide.

Children can also be harmed when their parents or caregivers have substance use disorders. The 2007 National Survey on Drug Use and Health found that 8.3 million children in the U.S. lives with at least one parent who abuses or is dependent on alcohol or an illicit drug. These children are at increased risk for abuse or neglect, as well as physical, academic, social and emotional problems.

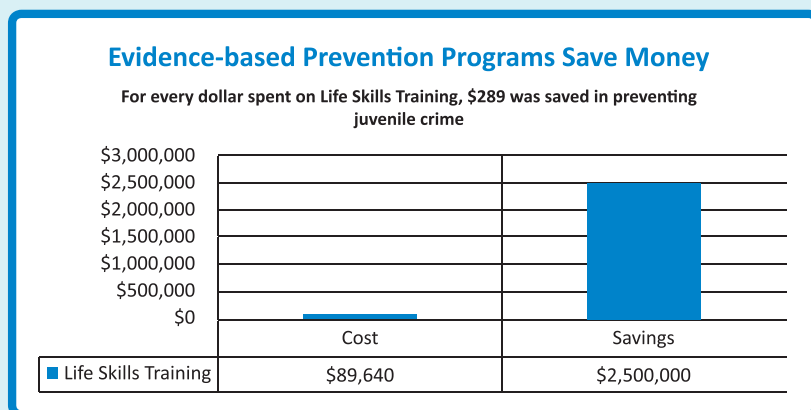


How do we know that prevention works?

Parents and others in their communities play a vital role in influencing young people. Evidence-based prevention practices have also been proven to reduce drug use and public spending on its consequences

(Washington State Institute for Public Policy). CPWI communities receive funding for evidence-based programs for youth and families, and changing community norms to reduce risk factors (such as early first use of drugs) and increase protective factors (such as youth who feel connected to their families, school and peers).

The Washington State Healthy Youth Survey (HYS) allows us to monitor the health of students, evaluate the impact of our prevention efforts, and improve



Training funded by CPWI. Cost-benefit data: *Washington State Institute on Public Policy*. During the 2011-2013 biennium, 9,960 youth in 15 Washington counties completed Life Skills

academic performance by demonstrating the links between substance use and education outcomes. Every two years, over 200,000 students in 1,000 schools in Washington take the survey.

Prevention strategies and programs in Washington State have contributed to positive trends reported in the 2012 HYS, which include:

- Nearly 11,000 fewer students statewide use alcohol compared to the 2010 survey.
- Since 1998, drinking among 8th and 10th graders has dropped by half, and use among 6th graders has dropped from 14% to 2.5%.
- Since 1998, the percentage of 10th graders who binge drink (five or more drinks in a row) has dropped from 28% to 14%.
- Students in all grades reported an increased commitment to school.



For more information about CPWI, email Steve.Smothers@dshs.wa.gov.

For more information about DSHS-funded prevention services and resources, visit:

- www.TheAthenaForum.org
- <http://www.dshs.wa.gov/dbhr/dapreventionservices.shtml>

Community Prevention and Wellness Initiative

PREVENTION SERVICES ARE FOCUSED IN COMMUNITIES THROUGHOUT WASHINGTON

