

Community Prevention and Wellness Initiative

Partners for Healthy Communities

Coalition Mission

“To build safe and healthy communities by providing leadership, promoting prevention, and building partnerships that mobilize youth, families, and neighborhoods to reduce substance abuse and other destructive behaviors among youth and the broader community.”

Coalition Coordinator

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Staffing for the coalition and CPWI services comes from the Whatcom County Health Department and the Whatcom Family & Community Network (WFCN). The Health Department is the fiscal agent for the PRI project and WFCN serves as fiscal agent for all other coalition efforts.

Shuksan Community Network



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. Our highest priority is to reduce underage drinking among 8th and 10th grade students. By providing evidence-based practices and promoting the positive changes in communities, we can build healthier communities.

About the Coalition: Communities and Schools Working Together

The Shuksan Community Network (SCN) began providing CPWI services in 2012, but has served the Birchwood area over the past ten years under the umbrella of the Whatcom Prevention Coalition.

SCN has provided ongoing leadership, experience, and resources to support strategies designed to serve the community. The coalition has successfully coordinated a variety of events that support ongoing services (identified on back page). These efforts have included:

- Town Hall Meetings on Underage Drinking
- Shuksan Community Family Nights
- Training on Adverse Childhood Experiences
- Marijuana Forums
- Support of regulations to restrict alcohol advertising
- Coalition and community training events

Ongoing participation among this dedicated group comes from schools, law enforcement, health professionals, youth-serving organizations, parents, youth, media, businesses, treatment providers, and a variety of other partnerships. The coalition benefits from members who bring a range of knowledge, skill, and passion to our efforts. One challenge we have is finding new coalition members who represent the full diversity of our community. We encourage anyone who wishes to participate to contact us.

The coalition will continue working with key partners to coordinate community assessment, plan, and implement strategies. Efforts will result in a range of community-building activities, school and community-based strategies, and support for public awareness campaigns in our community.

Other Contacts

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CPWI is funded by:



Transforming lives

For more information about
CPWI visit

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



About Our Community

Bellingham is the seat of Whatcom County, with about 90,000 residents. Shuksan Middle School, serving as the hub of the Birchwood and surrounding neighborhoods, is home to 652 students in grades 6-8. The diversity of students includes 53% white, 23% Hispanic, 11% Asian/Pacific Islander, and 8% reporting two or more races.

Some of our community strengths include leadership, our ability to positively engage members of the community, and our capacity to help youth and families succeed. These strengths help offset challenges commonly seen in areas with higher population densities (and rental property rates), and income disparities. About 61% of the student population is eligible for free/reduced lunches (compared to 38% for the district).

Bellingham has a beautiful physical environment and a rich social environment. These natural community assets help youth and adults explore their passions, and connect with the community.

About Prevention Programs in our Community

The Shuksan Community Network uses a combination of direct services, services that promote a healthy community environment, and school-based prevention/intervention services to serve youth and families in the community. Goals, objectives, and strategies include:

Goal 1: Reduce the risk factor of “Family Management Problems”

Objective: Increase the number of middle school parents that demonstrate increased family management skills (communication, family functioning, limit setting, etc.)

Strategy: Strengthening Families Program (Parent Education)

Goal 2: Decrease the risk factor of “Favorable Attitudes Towards the Problem Behavior”

Objective: Increase the number of students that are aware of actual alcohol use by peers, the harms of alcohol use, and positive alternatives to not using.

Strategy: Social Norms Campaign

Goal 3: Decrease the perceived “Availability” of alcohol among youth

Objective: Support retailer compliance with underage sales laws, checking ID, restricting alcohol marketing, and influencing product placement.

Strategy: Retailer-Directed Interventions

Coordinated efforts also focus on community organizing, media campaign efforts, and Project Success (delivered in the school setting). Results are measured through tools designed for each strategy.