

# West Central Community Coalition Strategic Plan

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## EXECUTIVE SUMMARY

This Strategic Plan is being submitted by the Spokane West Central Community Coalition. West Central Community Coalition has been in existence since 1994. The mission of the West Central Community Coalition is to promote community health and wellness, to include prevention/reduction of underage alcohol consumption and illicit drug use, by addressing risk and protective factors for such behaviors and providing opportunity for positive community involvement.

The overall objective of the plan is to prevent and reduce alcohol, tobacco and other drugs (ATOD) by residents of West Central Community, particularly youth. West Central Community is subject to unique challenges stemming from a number of factors including low incomes, health disparities and health inequities, high crime rates, gangs and drug activity in neighborhoods. At the same time, the residents of West Central are also aware of many positives that exist within the community such as affordable housing, public transportation, convenient distances to shopping and services, historical landmarks and, most important, residents that are committed to making their community a better place for they and their families to live. Some of these residents are now members of the Coalition. The existence of a long-standing coalition that has historically promoted the health and well being of residents of the community gave the Coalition a solid foundation for the formation of the Prevention Redesign Initiative (PRI) workgroup, which is now part of the Coalition.

This workgroup has been working over the last several months on this Strategic Plan to address substance abuse in the community. This Strategic Plan uses the risk and protective factor framework as its model for identifying needs, prioritizing them, and identifying interventions. The following risk factors were identified as top priority risk factors: Perceived Parental Attitudes Tolerant of Substance Abuse; Youth Favorable Attitudes Toward Substance Abuse; Family Management Problems; Lack of School Rewards for Prosocial Involvement; Lack of Interaction with Prosocial Peers; Youth Suicide and Suicide Attempt (17 yrs. and under). This plan details several approaches that the Coalition wishes to pursue over the next several years to reduce and prevent substance abuse in West Central Community. Some of these approaches are environmental, focusing on laws and norms in the community. Others are school-based services that provide youth with opportunities to develop norms that support drug-free lives and provide pro-social opportunities. There are also approaches in this plan that will be provided in community