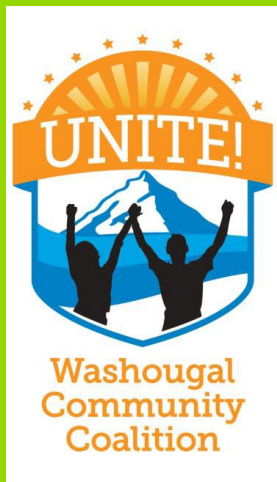


Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

Building a community that is connected and involved, empowered by healthy choices and strong family units.



Coalition Coordinator

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(all one word)

UNITE! Washougal Community Coalition

Washougal, WA



#shoukindness Campaign: Student Assistant Program Specialist, Wendy Butler, pictured with students from Canyon Creek Middle School.

About the Community Prevention and Wellness Initiative (CPWI)

The Community Prevention and Wellness Initiative (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

UNITE! Washougal Community Coalition, founded in the spring of 2012, based on community responsiveness and readiness. UNITE! Works together to support youth, encourage families, enrich community, and guide healthy choices. We represent Washougal businesses, youth, public library, school district, faith-based organizations, city government, service clubs, parents and community members.

The Washougal area is experiencing a renaissance, which is evidenced by additional businesses downtown, a new Washougal Business Association, research, development and funding efforts for a new Washougal library, the city of Washougal's investment in promoting tourism, and growing partnerships that serve the interests of a healthy prosperous community. One of these partnerships is the Washougal Waterfront Project, a collaboration between the Port of Camas-Washougal, the city of Washougal and Portland State University to redevelop a 40-acre waterfront parcel.

The Washougal School District, a key partner, recently completed their Long-Range Facility Planning with the 2016 completion of state-of-the art facilities, Excelsior High School, Jemtegaard Middle School, and Columbia River Gorge Elementary. Cape Horn-Skye Elementary and Washougal High School were 2013 Washington Achievement Award winners. Both schools recently recognized in the “High Progress” category for being among the most successful in the state. However, low-income area residents currently continue to face challenges of inaccessibility to social services, most of which are located in Vancouver over 20 miles away, one and a half hours each way by public transportation.



About Our Community

Washougal is set on the edge of a national scenic area that boasts world-class recreation in the form of hiking, mountain biking, fishing, boating, berry picking, birding and more. Washougal is known as “The Gateway to the Gorge.” We are proud to have Pendleton Woolen Mills as an area attraction located on the edge of a new developing downtown. The Washougal Waterfront Park is expanding with new lighted walking paths and recreation area. Washougal is poised for growth with the balance of “small town” friendliness and yet an easy driving commute to Portland. The area is also known regionally for recreational activities such as the Motocross Nationals and the Spartan Extreme Fitness Challenge held every summer in the surrounding hills.

General Statistics for the City of Washougal

Population: 21,095
Ethnic Diversity: 93% White
Median Household Income: \$76,998
Coalition Founded: 2012
Challenges: Access to social services, job training, employment for youth

About Prevention Programs in our Community

UNITE! Washougal is working with partners to implement our Strategic Plan including:

- Encourage development of positive social behaviors
- Implement campaigns to increase community connection and positive social norms
- Training opportunities for youth, community members and school counselors
- Provide family management information and training

Guiding Good Choices and Incredible Years parent education programs, Social Norms Campaigns, Drug Take Back Event site, and youth leadership development are some examples of programs and activities offered to achieve identified goals. We will use the Healthy Youth and Community Survey to provide data and analyze the effectiveness of these strategies.

Other Contacts

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For more information about
CPWI visit
www.TheAthenaForum.org