

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

Castle Rock C.A.R.E. Coalition is dedicated to mobilizing the community and the community's human resources in fostering positive values and healthy lifestyles in order to influence and empower our youth and adults to live drug free, make responsible choices, and to become productive citizens.

Coalition Coordinator

Dianne Swanson

360-636-2565

P. O. Box 571
Castle Rock, WA 98611

dianneswanson@msn.com

Bio: Dianne Swanson, Coordinator, is a consultant with over twenty years' experience as a substance abuse prevention professional, community organizer, and grant writer. She has her Master's Degree in Organizational Leadership, and is a national trainer for Strengthening Families Program. Dianne has been involved in the CARE Coalition since inception (2003).

C.A.R.E. Coalition

Castle Rock, WA

C.A.R.E.
COALITION



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

The Castle Rock CARE Coalition was founded in 2003. Throughout its 12 years, the CARE Coalition has been engaged in a broad range of community activities and events to promote a healthy lifestyle.

Other accomplishments include:

- Starting an annual **Harvest Festival**
- Securing funding from the Health Care Foundation for the **Community Garden Project**
- Starting a **LifeSkills Training** program with all 7th grade students
- Implementing the **Link Crew** and **Web Crew** mentoring program
- Developing and piloting the **Community Surveillance Project**

The Coalition includes representatives from local schools, the faith-based community, law enforcement, business community, health care professionals, local government, media, parents, youth, mental health professionals, chemical dependency professionals, youth-serving organizations, and civic groups. The Coalition has grown considerably in capacity and collaboration over the past 12 years.

Strengths and Challenges: Each year the Coalition works to involve more parents and community members in their mission of fostering positive values and healthy lifestyles. The CARE Coalition plans to focus participation in community events and will continue to research the best way to engage community members, and parents in particular.



About Our Community

The historical strength of the community is the strong physical work ethic associated with loggers and mill workers passed down from generation to generation. For many years the first sign in Castle Rock, “City of Champions” reflected pride in loggers. Castle Rock loggers repeatedly won world championships in logging competitions. People take pride in their community and enjoy participating in festivals and other community events. They also follow in the steps of their ancestors by harvesting the bounty of the forests, rivers, and the land through hunting, fishing and gardening.

General Statistics

Castle Rock Population: 2,130 Zoning: Rural Median Household Income: \$44,460
Ethnic Diversity
White - 93.19%; African American - 0.23%; American Indian/Alaska Native - 2.02%;
Asian - 0.28%; Hispanic or Latino - 3.33%; One or more race - 1.23%

About Prevention Programs in our Community

Our goals and strategies aim to increase the perception of risk associated with alcohol and other drug use and reduce the perception that underage use is accepted.

- Implementation of Social Norms Media Campaigns to correct misperceptions on underage drinking/drug use and raise awareness of parental influence

To increase enforcement and the awareness of consequences:

- Castle Rock Police conduct compliance checks, alcohol purchase surveys
- Focus public service announcements on risks and consequences of providing alcohol to minors
- Engage youth in prevention campaigns and community projects
- Educate parents/adults on consequences of providing alcohol to minors

To reduce access to alcohol and other drugs:

- Provide a means for adults to discard unused medications at the Prescription Drug Drop Box provided by the CARE Coalition
- Educate retailers through Let's Draw the Line Campaign
- Provide educational materials to parents at community events
- Media campaigns to raise parental awareness of the dangers of underage drinking, marijuana use and prescription drug abuse

Evaluation: Programs are evaluated through qualitative and quantitative data to determine their effectiveness.

Other Contacts



Student Assistance
Program Specialist

Lindsey Lonner

360-501-2968

llonner@crschools.org



County Contact

Carl Ericksen

360-501-1215

EricksenC@co.cowlitz.wa.us

CPWI is funded by

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For more information
about CPWI visit

www.TheAthenaForum.org