

# Community Prevention & Wellness Initiative

Partners for Healthy Communities

## Coalition Mission

To provide leadership and partnerships to implement strategies that promote a healthier community and improve student success.



## Coalition Coordinator

Rebecca Ruiz

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Bio: Rebecca has worked in public health for over 10 years mainly focusing on youth drug prevention, suicide prevention and mental health awareness, tobacco cessation and policy change. She stepped into the role of Coalition Coordinator in August of 2021 and is eager in working with the local community to continue the efforts in increasing protective factors to prevent drug misuse and abuse among youth.

## My TOWN Coalition

### Hoquiam, WA



### About the Community Prevention and Wellness Initiative (CPWI)

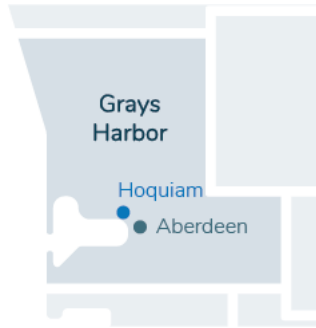
CPWI is a partnership of state agencies, counties, schools and local prevention coalitions supporting communities in preventing alcohol and other drug abuse and its negative consequences. CPWI priorities include reducing underage drinking, marijuana use and opioid misuse/abuse among middle and high school 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

My TOWN coalition was founded in July of 2013 in response to an invitation from our state partner (DBHR) to focus prevention efforts in Hoquiam. Our community realized the benefits of working together to address the specific problem of underage substance use and is passionate about student achievement. Members and partners include: Hoquiam School District; Capital Region ESD 113; City of Hoquiam; Immanuel Baptist Church/faith-based partners; YMCA of Grays Harbor; parents; students; business partners; and Public Health.

Some of our Key Accomplishments have been to promote positive community norms through our *Bring it Up* campaign, increase awareness of and training on ACES, partner with the school district to implement best practices for social-emotional learning, and fostering relationships and trust with our many community partners. Two notable community programs we organize & support are the Hoquiam Hero Award and an After Prom Breakfast.

We believe that the key to prevention is truly being able to tap into the resources of human capital that exist in the community. Every individual has the ability to impact protective factors – it is our job to help them realize that potential. Although change doesn't happen as fast as we'd like it to, we continue to be encouraged by the fact that the needle is moving in a positive direction.



## About Our Community

*Upon the Hoquiam River, in Grays Harbor County, where the fresh water empties into the sea, is the little town of Hoquiam, Washington. From its earliest history through the rough-and-tumble era of lumber barons and labor radicals, Hoquiam's history has been inextricably tied to the vast, dense woods that surround the town.*

(Excerpt taken from: <http://cityofhoquiam.com> )

Hoquiam continues to hold onto the roots of the past and local leaders are enthusiastic about finding industry that will build and sustain the economic health of the community into the future. Hoquiam is the second largest city in Grays Harbor County with an estimated population of 8,655 in our CPWI catchment area with the following demographic profile:

- 82.3% white; 2.9% American Indian or Alaskan Native; 2.1% identifying as Multi-Racial; 1.1% Asian and .7% Black
- Approximately 9.8% of the population reports being of Hispanic or Latino ethnicity
- 22% of the population is aged 0-17
- The median household income is \$54,389 (city-data.com)
- An estimated 20% of Hoquiam residents live at or below the poverty level (city-data.com)

Some of the challenges our community faces related to substance use are low commitment to school, early initiation of the problem behavior, low perception of harm, community healthy beliefs and clear standards, poor family management and community disorganization. These are all influenced by socio-economic factors as well.

## About Prevention Programs in our Community

My TOWN will continue to focus on increasing the protective factors for youth in our community through supporting the following programs: Al's Pals; Parenting Wisely; Guiding Good Choices; Grizzly Prevention Squad; Start Talking Now Public Awareness; Bring IT Up Campaign; along with increasing community involvement and strengthening community and school partnerships. Please help us measure our success by participating in our annual community survey. You can find us on Facebook:

<https://www.facebook.com/myTOWNcoalition/>; and the World-wide web: <https://www.mytowncoalition.org/>.

## Other Contacts



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For more information  
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