

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

The Ferndale Community Coalition engages the community to promote healthy youth development by addressing equity, safety, and substance abuse issues.

Ferndale Community Coalition

Ferndale, 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

The Ferndale Community Coalition (FCC), which was established in 2012, is working with key partners such as the Ferndale School District on a range of community-building activities, school and community-based strategies and support for campaigns relating to substance abuse issues in the community.

The FCC has provided ongoing leadership, experience, and resources to support strategies designed to serve the community. Current and past efforts supported by the FCC include:

- Ferndale Middle Schools Youth Natural High Clubs
- Ferndale High School Youth Prevention Club
- Parent Education & Awareness Events
- Whatcom County Secure Medicine Return Ordinance
- Coalition and community training events

The FCC is a dedicated group that includes schools, tribes, youth-serving organizations, health professionals, young people, and a variety of other partnerships. We strive to have a broad representation of the community and welcome new participation.

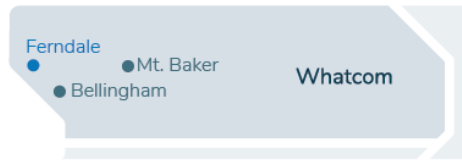
We envision a courageous community where all young people thrive and focus on growing protective factors, positive childhood experiences and hope for youth. We understand that we must come together to address community concerns and create the type of community we want to work, live and play in.

Coalition Coordinator

Rebecca Snearly
360-788-6115

Whatcom County Health Dept.
509 Girard St.
Bellingham, WA 98225

rsnearly@whatcomcounty.us



About Our Community

Ferndale is located north of Bellingham and 20 minutes from the Canadian border. The geographic area that constitutes the Ferndale School District possesses a coast line on the west side, and shares a border with the communities of Blaine, Lynden, Meridian and Bellingham. Ferndale also services one major island and is connected to the Lummi Indian Reservation.

Ferndale is home to 14,800 people and demonstrates an annual growth rate of approximately 3%. The Ferndale School District (FSD) currently has 4,700 students enrolled in the district. FSD is largely comprised of Hispanic/Latino (22%), multiracial (9%), and white (56%) students, but dramatically exceeds the state average with an American Indian/ Alaskan Native population of 8%, compared to the state at 4%. The large Native American population is due to bordering Lummi Nation. Over 48% of the student population is eligible for free/reduced lunch.

While the number of commercial businesses is growing, the heart of Ferndale remains fairly modest by most standards. Ferndale still retains its traditional small town feel, and just a short distance from the city center the landscape consists of farmlands and fields.

About Prevention Programs in our Community

The FCC utilizes a combination of direct, environmental (population-level), and school-based prevention/ intervention services to serve youth and families. Results are measured through tools designed for each strategy.

Goal #1: Decrease the risk factor of “Community Disorganization”

Objective: Increase capacity to address ATOD in the Ferndale community

Strategy: Community Based Process – Coalition Support; Training

Goal #2: Decrease the risk factor of “Family Management Problems”

Objective: Increase the number of parents that demonstrate increased family management skills among families with middle school-aged youth

Strategy: Education – Strengthening Families Program

Goal #3: Decrease the risk factor of “Low Commitment to School”

Objective: Increase opportunities, skills, and recognition for prosocial engagement in students at Vista Middle School

Strategy: Problem Identification and Referral – Communities in Schools

Goal#4: Decrease the risk factor of “Favorable Attitudes toward the Problem Behavior”

Objective: Increase correct perception of peer behaviors/use in the Ferndale Community

CSAP Strategy: Information Dissemination – Social Norms and Marketing Campaigns

Goal#5: Decrease the risk factor of “Favorable Attitudes” towards ATOD

Objective: Increase student perception of harm of alcohol, tobacco and other drugs in Ferndale High School

Strategy: Problem Identification and Referral – Student Assistance Program; Project Success

Goal #6: Decrease the risk factor of “Availability” of ATOD among youth

Objective: Reduce youth access to medications and other substances in the Ferndale community

Strategy: Environmental – Community Opiate Interventions

Other Contacts



Student Assistance
Program Specialist

Kelsey Ottum

ESD 189

Ferndale High School

360-383-9400

kottum@nwesd.org



Prevention/Intervention
Specialist

Terry Saunders

Vista & Horizon Middle
Schools

360-383-9378

terry.saunders@ferndalesd.org



CPWI is funded by

Washington State
Health Care Authority

For more information
about CPWI visit

www.TheAthenaForum.org