

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

Unlocking Sunnyside's potential for a healthier, prosperous, drug/alcohol free community for our youth through education, prevention and advocacy.



Coalition Vision

A Safe and healthy Community
Where young people are
equipped for success and a bright
future.

Coalition Coordinator

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Sunnyside United Unidos

Sunnyside, 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

Sunnyside residents have long been concerned about the level of alcohol and other drug use, as well as youth violence. Coalition work began here in the late 1990s and Coalition leadership has evolved over the years to meet the needs of local youth, and to work with available financial and human resources. Sunnyside United-Unidos began in October 2012. The coalition is made up of a strong group of volunteers who want Sunnyside youth to thrive and grow up in a healthy community. We work closely with local schools, healthcare professionals, the media, businesses, law enforcement, and the faith based community. The coalition has two focus areas: Youth substance use and youth gang violence prevention.

One of our strengths is our partnership with media and community members interested in creating media. We have created coalition videos for website use and Before The Movie Theater Ads. The Sunnyside Police Department partnered in helping create one of the video PSAs. We utilize other avenues, such as Spanish Public Radio Programming and radio commercials, to help reach the high monolingual population in our community.

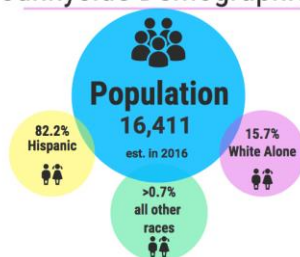
Challenges include: underage youth after consuming alcohol and/or marijuana, youth report a low perception of risk and harm by youth alcohol use and youth marijuana use, and availability of alcohol and marijuana use.

About Our Community

Sunnyside is located in south-central Washington, at the southern end of Yakima County. Sunnyside is predominantly a rural, agricultural community. The growth and processing of tree fruits, grapes, asparagus and hops provide many jobs, however many are minimum wage and some are seasonal. In addition to poverty rate that is nearly 2 ½ times the state average; we are also challenged by low rates of educational attainment by many adults in the community. The median household income is \$35,699.



Sunnyside Demographics



Sunnyside School District received a special grant to address low graduation rates in 2010. Having made significant progress since that time, Sunnyside espoused a graduation rate of 90.1% in 2016. Addressing barriers to learning, such as youth substance abuse and violence, are an integral part of this program.

About Prevention Programs in our Community

Driven by data, strategies are chosen to create lasting impact in decreasing youth substance abuse. These programs include;

- **Multi-Media Program:** Educating youth and adults about the dangers of youth alcohol and other drug use.
- **Compliance Checks:** Periodic compliance checks are conducted at local restaurants and retail outlets that sell alcoholic beverages.
- **Project Success:** Best practice prevention/intervention program used at secondary schools.
- **Life Skills:** 7th and 8th grade
- **Sunnyside High School Prevention Club**
- **Strengthening Families for Parents and Youth 10-14 Program**
- **Community Education Events**
- **Home Lockbox Giveaway Program**
- **Permanent Drug Take back Box at Sunnyside Police Department**

Effectiveness of these programs are measured and reflected through a variety of avenues. These include the Washington State Healthy Youth Survey, community surveys and evaluations, school district data, and pre/post surveys administered in Life Skills and parenting classes.

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For more information about CPWI visit
www.TheAthenaForum.org