

Washington Healthy Youth Coalition

Information Summary

Goal

To reduce the percentage of WA 10th graders who use alcohol and/or marijuana.

Overview

First formed in 2005, the Washington Healthy Youth (WHY) Coalition is a partnership of Washington State government agencies and organizations representing traffic safety, law enforcement, faith-based groups, education, public health, policy and rulemaking, and social services. The WHY Coalition acts as the Underage Drinking & Youth Marijuana Misuse/Abuse Prevention workgroup for the State Prevention Enhancement (SPE) Policy Consortium. The main goal for WHY is to reduce the percentage of WA 10th graders who use alcohol and/or marijuana in the past 30 days by addressing root causes and environmental factors. In 2023, past 30-day use for 10th grade youth was 9% for alcohol and 8.4% for marijuana. Moving forward, the WHY Coalition aims to continue lowering these rates.

Action items

1. Provide valuable tools and resources to parents, coalitions, prevention partners, and community members.
2. Expand membership of coalitions and workgroups with a focus on obtaining a diverse and inclusive membership.
3. Use data to inform strategies and tactics.
4. Educate and share pertinent information with coalition members, to motivate stakeholder/partner engagement.

Objectives/strategies

1. Engage the broader WHY coalition in creating materials for parents and guardians.
 - a. Maintain the Start Talking Now website and Facebook page.
 - b. Generate content for social media and the website.
 - c. Develop factsheets for emerging topics.
 - d. Consult with youth- and parent-serving organizations to ensure content and strategies align with best practices.
2. Ensure opportunities for engagement and information sharing.
 - a. Engage the broader WHY Coalition in identifying topic areas and proposing speakers.
 - b. Structure meetings to allow presentations, discussion, and agency and round robin updates.
 - c. Share relevant information with collective networks through various platforms.
 - d. Actively sustain existing members and seek relationships with prospective members to ensure a thriving, diverse, and representative membership.