

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

To build and sustain a thriving community through youth substance use prevention and education.



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Prosser Thrive Coalition

Prosser, 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 positive changes in communities, we can build healthier communities.

About the Coalition: Communities & Schools Working Together

Prosser was chosen as a CPWI site in 2013. The Prosser coalition members are actively involved in meetings and events through representation from 12 sectors of the community. These sectors include school, youth, parents, local government, health care, youth serving organizations, faith-based organizations, businesses, volunteer and civic organizations, mental health, other substance abuse serving organizations, and law enforcement.

About Our Community

Prosser is a small, rural community located in the Lower Yakima Valley. Community pride and integrity thrive in Prosser where the town has more than 10 annual community celebrations and events. Prosser is a certified National Main Street community working to preserve the historical downtown core. The Yakima River flows through town and many Prosser residents work in the agriculture and tourism industries.

There are five schools within the Prosser School District: three elementary (Keene Riverview, Prosser Heights, Whitstran), one middle (Housel), and one senior (Prosser High) serving a total of 2,545 students (OSPI, 2020). One-fifth of students are migrant (19.9%) and transitional bilingual (21.2%), and 66.2% qualify for free/reduced meals.

Youth are the heart of Prosser. Community-wide devotion for Prosser's youth is evident in support for youth serving organizations, clubs and sports teams. The Prosser Mustang logo adorns businesses, homes, and the city water tower. In 2012, the City was an America's Promise Alliance's 100 Best Communities for Young People.

About Our Community Continued

Prosser citizens faced new challenges in 2014 when recreational marijuana became legal in Washington State and Prosser became home to one of the first marijuana retailers in the state. Currently there are two stores within one mile of each other in a high traffic area frequented by local youth and tourists. In addition, more than 30 wineries, two craft breweries, and a distillery operate inside the Coalition project area.



The economic strength of these industries, community support for youth, and a focus on building strong families present unique challenges for substance abuse prevention messaging. The coalition is working diligently in this complex, dynamic environment to create a strategically effective force to help youth make wise choices for their future.

About Prevention Programs in our Community

Using local data, the following goals and strategies are being conducted by Prosser Thrive Coalition:

Goal One: Increase community involvement/connectedness.

Strategies include building capacity of coalition members (12 sectors), communication, speaking engagements in the community, and providing community-wide training to adults and youth.

Goal Two: Increase opportunities to promote school and community attachment.

Strategies include youth engagement in prevention activities and educating youth with evidence-based programs, including Second Step, Communities In Schools, PAX Good Behavior Game, and Project Success. The coalition will work with schools and the city to update alcohol/drug policies as needed.

Goal Three: Increase family bonding.

Strategies include hosting parent education programs (Guiding Good Choices) for all parents in district, Communities In School case management for families, and a parent focused media campaign.

Goal Four: Reduce youth access to alcohol and other drugs.

Strategies include reducing exposure to marketing, distributing prescription in-home lock boxes, and installation of a long term drop box at PMH Medical Center and area pharmacies.

Goal Five: Reduce risk associated with favorable attitudes towards use.

Strategies include SPORT Program, youth targeted media campaign, and prosocial activities planned with the Mustang Thrive youth coalition.

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For more information
about CPWI visit
www.TheAthenaForum.org