

Community Prevention and Wellness Initiative

Partners for Healthy Communities

The Prosser CIA Coalition's mission is to build and sustain a healthy community through substance abuse prevention and education



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Community-Involvement-Action 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. Our highest priority is to reduce underage drinking among 8th and 10th grade students. By providing evidence-based practices and promoting the positive changes in communities, we can build healthier communities.

About the Coalition: Communities and Schools Working Together

Prosser was chosen as a CPWI site in in 2013. Our members are actively involved in meetings and events, and represent 12 sectors of our community. These sectors include the local school district, youth leadership, parents, local government, health care, youth serving organizations, faith-based organizations, local business, volunteer and civic organizations, other substance abuse serving organizations and law enforcement.

About Our Community

Prosser is a small, rural community with a lot of heart. It is one of is one of the 10 small cities in the Lower Yakima Valley. Prosser has a population of 5,796 residents. 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 its historical downtown core.

There are five schools within the Prosser School District: three elementary (Keene Riverview, Prosser Heights, Whitstran), one middle (Housel), one high (Prosser High) and one alternative high school (Prosser Falls) serving a total of 2,824 students (OSPI, 2014). Over one-fifth of students are migrant (21.2%) and transitional bilingual (21.3%), and 65% qualify for free/reduced meals.

Youth are the heart of Prosser. Community-wide devotion for Prosser's youth can be clearly seen in -support for clubs and sports teams. In 2012 the City was among America's Promise Alliance's 100 Best Communities for Young People.

Other Contacts

Student Assistance Program Specialist

ESD 123

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County Contact

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CPWI is funded by:



Transforming lives

For more information about
CPWI visit

<http://www.dshs.wa.gov/dbhr/dapreventionservices.shtml>



Prosser citizens faced challenges in 2014 when recreational marijuana use became legal in Washington State, and Prosser became home to one of the first retail marijuana stores. This store is in a high traffic area frequented by youth. In addition, more than 30 wineries, two craft breweries and a distillery operate in the Coalition project area.

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

About Prevention Programs in our Community

Using local and state data, the following goals and strategies are being conducted by the Prosser CIA Coalition.

Goal One: Increase community involvement/connectedness.

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

Goal Two: Reduce youth use of alcohol, marijuana, tobacco and prescription drugs.

Strategies include: reducing youth access to these substances, reducing exposure to their marketing, and educating youth with evidence-based programs, including Second Step and Project Success. We will also work with schools and the City to update alcohol/drug policies.

Goal Three: Increase family bonding.

Strategies include: hosting parent education programs (Guiding Good Choices) available to all parents in district.

Each year the coalition will evaluate programs based on pre/post testing results, focus groups, an annual community survey and bi-annual Healthy Youth Survey. Our coalition will work together to determine community needs and make any necessary changes to the strategic plan.