

Community Prevention and Wellness Initiative

Partners for Healthy Communities

Coalition Mission

“To build safe and healthy communities by providing leadership, promoting prevention, and building partnerships that mobilize youth, families, and neighborhoods to reduce substance abuse and other destructive behaviors among youth and the broader community.”

Coalition Coordinator

Rebecca Snearly
T: 360.788.6115
509 Girard St.
Bellingham, WA 98225
rsnearly@whatcomcounty.us

Ferndale Community Coalition



Community Wellness & Prevention 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 and Schools Working Together:

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

Current and past efforts supported by the Ferndale Network include:

- Ferndale Middle Schools Youth Natural High Clubs
- Ferndale High School Youth Prevention Team
- Parent Education & Awareness Events
- National Prescription Drug Take Back Events
- Coalition and community training events

The Ferndale Community Coalition is a dedicated group that includes schools, law enforcement, youth – serving organizations, health professionals, youth, and a variety of other partnerships. Although members provide a wide range of essential knowledge, skills, expertise, one challenge has been to have a broader representation of the community. The Coalition is always looking for and welcomes new participation.

The Coalition is focused on creating the type of community we want to work, live and play in and we understand that we must come together to address community concerns that we cannot solve individually.

Additional Contacts:

Ferndale Prevention/Intervention Specialists:

Terry Saunders
Vista & Horizon Middle
Schools
T: 360.383.9378
Terry.Saunders@ferndalesd.org

Kelsey Ottum
Ferndale High School
T: 360.383.9400
kottum@nwsd.org



CPWI is funded by:



For more information about
CPWI visit dshs.wa.gov/CPWI



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 its' west side, and currently shares a border with Blaine, Lynden, Meridian, and Bellingham communities. Ferndale also services one major island and is also connected to the Lummi Indian Reservation.

Ferndale is home to nearly 13,000 people and demonstrates an annual growth rate of approximately 2.1%. The Ferndale School District currently has over 5,000 students enrolled in the district and is the closest district to the Lummi Tribe. Ferndale School District is comprised of white (67%) and Hispanic (10.5%) students, but dramatically exceeds the state average with a Native American population of 16.5%, compared to the state at 2.5%. The large Native American population is due to the presence of the bordering Lummi Indian Nation. Over 47% of the student population is eligible for free/reduced lunch, which exceeds the state rate of 41%. Ferndale also has a slight increase in the rate of youth in foster care.

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 Ferndale Community Coalition utilizes a combination of direct services, environmental services (population-level), and school-based prevention/intervention services to serve youth and families in the community. Goals, objectives, and strategies include:

Goal 1: Reduce the risk factor of "Family Management Problems"

Objective: Increase the number of high school parents that demonstrate increased family management skills.

Strategy: Parenting Education

Goal 2: Decrease the risk factor of "Favorable Attitudes Towards the Problem Behavior"

Objective: Increase the number of students that are aware of actual alcohol use by peers, the harms of alcohol use, and positive alternatives to not using.

Strategy: Social norms and Marketing Campaigns

Goal 3: Decrease the risk of 'Academic Failure'

Objective: Provide social and emotional supports to students and engage families and the community to create continuous supports.

Strategy: Community In Schools Case Management

Goal 4: Decrease the risk factor of "Availability"

Objective: Increase public awareness of the dangers of opioid misuse and abuse through comprehensive marketing and messaging

Objective: Design and implement a pharmaceutical stewardship policy
Strategy: Prescription Medicine & Opioid Prevention Interventions

Coordinated efforts also focus on community organizing, media campaign efforts, and Project Success (delivered in the school setting). Results are measured through tools designed for each strategy.