

Community Prevention & Wellness Initiative

Partners for Healthy Communities

Coalition Mission

The Ferndale Community Coalition engages the community to promote healthy youth development by addressing equity, safety, and substance abuse issues.

Ferndale Community Coalition

Ferndale, 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

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

The FCC has provided ongoing leadership, experience, and resources to support strategies designed to serve the community. Current and past efforts supported by the FCC include:

- Ferndale Middle Schools Youth Natural High Clubs
- Ferndale High School Youth Prevention Team
- Parent Education & Awareness Events
- Whatcom County Secure Medicine Return Ordinance
- Coalition and community training events

The FCC 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 and welcomes new participation.

The FCC 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.

Coalition Coordinator

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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 connected to the Lummi Indian Reservation.

Ferndale is home to 14,500 people and demonstrates an annual growth rate of approximately 3.6%. The Ferndale School District currently has 4,700 students enrolled in the district and is the closest district to the Lummi Tribe. Ferndale School District is comprised of white (61%) and Hispanic (19%) students, but dramatically exceeds the state average with a Native American population of 9%, compared to the state at 1.4%. The large Native American population is due to the presence of the bordering Lummi Indian Nation. Over 42% of the student population is eligible for free/reduced lunch.

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 FCC utilizes a combination of direct services, environmental services (population-level), and school-based prevention/ intervention services to serve youth and families in the community.

Goal #1: Decrease the risk factor of “Family Management Problems”

Objective: Increase the number of parents that demonstrate increased family management skills among families with middle school-aged youth

Strategy: Education – Strengthening Families Program

Goal #2: Decrease the risk factor of “Low Commitment to School”

Objective: Increase opportunities, skills, and recognition for prosocial engagement in students at Vista Middle School

Strategy: Problem Identification and Referral – Communities in Schools

Goal#3: Decrease the risk factor of “Favorable Attitudes towards ATOD”

Objective: Increase student perception of harm of alcohol, tobacco and other drugs in Ferndale High School

Strategy: Problem Identification and Referral – Student Assistance Program

Goal #4: Decrease the risk factor of “Availability” of ATOD among youth

Objective: Reduce youth access to medications and other substances in the Ferndale community

Strategy: Environmental – Community Opioid Interventions

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

Other Contacts



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For more information
about CPWI visit

www.TheAthenaForum.org