

# Community Prevention & Wellness Initiative

Partners for Healthy Communities

## Coalition Mission

*The Longview Youth Substance Abuse Prevention Coalition will mobilize the community to foster positive norms of healthy lifestyles and behaviors in youth and their families to empower them to be drug-free, make healthy choices, and become productive and responsible citizens.*



## Coalition Coordinator

Huyen Truong  
1217 14<sup>th</sup> Avenue  
Longview, WA 98632

360-355-3142  
huyen.truong@esd112.org

## Longview Youth Substance Abuse Prevention Coalition

*Longview, 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 Longview Youth Substance Abuse Prevention Coalition draws from over **80 years of cumulative experience in prevention work**. The Coalition represents a wide variety of sectors, including parents, students, the Longview Police Department, WSU Extension, Rotary, healthcare, the Cowlitz Tribe, Longview School District representatives and personnel, among others. The youth in Longview are welcoming, inclusive, creative, and civic minded, with a special passion for the underserved and marginalized. The Longview School District and the broader community have closely partnered with the shared goal and vision of healthier and better-supported youth, helping them to **achieve a fuller potential**.

Meeting once a month, **our strength** lies in our 17-members-and-growing and in their shared drive towards strategic goals. Many members have deep roots in the community; many have extensive experience in state and municipal work and leadership. We have essential support from the Longview School District and Educational Service District 112.

**Continued challenges** include increasing readiness to address youth substance abuse issues that the community faces, particularly, a common social norm that “everyone drinks.” Another commonly perceived challenge includes “easy accessibility” of controlled substances.



### About Our Community

The **city of Longview** is located on the Columbia River and the I-5 corridor in Southwest Washington, 45 miles north of Vancouver, WA. At approximately a 46,000 population, Longview is the largest urban area in Cowlitz County. The Longview economy has been somewhat restored since the 2008 recession, but it continues to be a natural resources economy that is continually impacted by environmental laws and lobbies.

Longview School District covers all of Longview plus a portion of Cowlitz County to the west.

### About Prevention Programs in Our Community

- **Goals**
- Decrease community disorganization in the school catchment area
- Decrease the availability of drugs
- Decrease community laws and norms favorable to drug use
- Decrease favorable attitudes toward problem behaviors
- Decrease family management problems
- Increase social competencies in youth
  
- **Programming and Strategies**
- Forming, retaining, and recruiting a culturally competent body of Coalition members
- Rx Media Campaigns
- Strengthening Families Program
- The Incredible Years Curriculum
  
- **Results**
- Programs and interventions are evaluated through qualitative and quantitative data to determine effectiveness

### Other Contacts



Student Assistance Program Specialist  
Kaytie Richards  
360-575-7190  
kaytie.richards@esd112.org



County Contact  
Carole Harrison, MBA  
Deputy Director, Cowlitz County Health & Human Services  
360-414-5599  
harrisonc@@co.cowlitz.wa.us

### CPWI is funded by



For more information about CPWI visit [www.TheAthenaForum.org](http://www.TheAthenaForum.org)