

# Community Prevention & Wellness Initiative

Partners for Healthy Communities

## Coalition Mission

The Morton Coalition for Alcohol and Substance Abuse Prevention (Morton UP!) strives to create a community invested in providing positive role models, diverse educational opportunities, and pro-social activities that promote confidence, self-esteem, integrity, and respect in youth, resulting in healthy adults.



## Coalition Coordinator

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## Morton UP!

### Morton, Washington



### 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

Morton, Washington is a Cohort Three Community Prevention and Wellness Initiative (CPWI) coalition. The Morton UP! Coalition formed in July 2013. Over the past six years, Morton UP! has coordinated a number of strategies to prevent and reduce underage drinking and youth substance abuse. These efforts have included:

- Educational opportunities such as presentations, forums, and workshops. Including parent/guardian and youth audience opportunities.
- Prescription drug lock box distribution and drug take-back events.
- Providing prevention curriculum for schools.
- Supporting Teen Prevention Club activities and participation in the annual Washington Prevention Summit.
- Implementing a summer prevention day camp and after-school program to support the positive development of youth.

Morton UP! Coalition members represent many sectors of the community including: schools, youth-serving organizations, higher education, civic/volunteer groups, law enforcement, and parents/guardians. Coalitions often face challenges with recruitment and retention of members. The Morton UP! Coalition continues to recruit and invites interested community members to participate in monthly meetings and prevention activities. We encourage anyone who would like to participate to contact the coalition coordinator.

## About Our Community

The City of Morton is located in the heart of Lewis County. Surrounded by forests and rivers, there are many opportunities for hunting, camping, fishing, and hiking. The city is less than one square mile in area; however, the Morton School District covers 248 square miles. The 2010 census indicates the 1126 residents are predominantly Caucasian (94.2%), with 1.7% Hispanic or Latino, and 4.1% of citizens identifying as African American, Native American, Asian, and other. The area lacks in ethnic diversity, but varies in socioeconomic status. In 2010, 14% of the population was below the poverty threshold. The median income is \$42,567. In 2012, 24.8% of the residents received food stamps.

Morton is a rural community and faces challenges with providing resources and community services due to being located some distance from a larger city. Accessibility to services and transportation challenges are barriers for some Morton area residents. Despite the rural zoning, Morton has developed a thriving arts community, which includes the local children's theater and the Fire Mountain Arts Council. Another strength of this small community is support from the local Police Department. The Morton Police Department offers a number of youth and family-focused events including operating a Youth Center at the back of the Police Department location with the help of auxiliary volunteers. Centralia College and the Washington State University Extension 4-H Youth Development Program are also important coalition partners helping to provide parent education opportunities and youth development programs in the area.

## Goals for the Morton UP! Coalition

- Increase community capacity and readiness to address alcohol, tobacco, and other drugs (ATOD) issues through training, coalition meetings, and community events.
- Reduce youth access to ATOD with RX misuse campaign and drug take back events.
- Improve family management through parenting and family education.
- Utilize evidence-based prevention programs to increase youth refusal and resistance skills, teach healthy beliefs and clear standards, and encourage involvement in pro-social youth activities.
- Decrease community policies and social practices favorable toward ATOD use with environmental strategies.

The Coalition will evaluate progress through annual community surveys, coalition assessment tools, Healthy Youth Survey, parenting education pre and post surveys, and Project Success/Life Skills pre and post surveys.



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For more information  
about CPWI visit

[www.TheAthenaForum.org](http://www.TheAthenaForum.org)