



**PREVENT
COALITION**

ANNUAL REPORT

2018-2019

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“CONNECTION IS THE BEST PREVENTION”



Thank you for supporting Prevent Coalition and prevention efforts within ESD 112. Information in this report supplements the presentation to the Prevent Coalition Steering Committee. Contact Christopher.belisle@esd112.org for accompanying visuals.

Prevent Coalition brings together community members from a variety of sectors and all walks of life, even those who have seemingly opposite opinions about substances, to connect and support communities, build resilience and prevent youth substance use.

Mission: Connecting and supporting communities to build resilience and prevent youth substance use.

Vision: a healthy, thriving community free of substance abuse.

We evaluate our effectiveness in a variety of ways. This report organizing our key coalition accomplishments into the seven key outputs (right).



COMMUNITY CHANGE

New or modified programs, policies or practices.

Prevent Coalition actively supported policy and legislative change- with success. Although we can't attribute change to our coalition we can document our contributions.

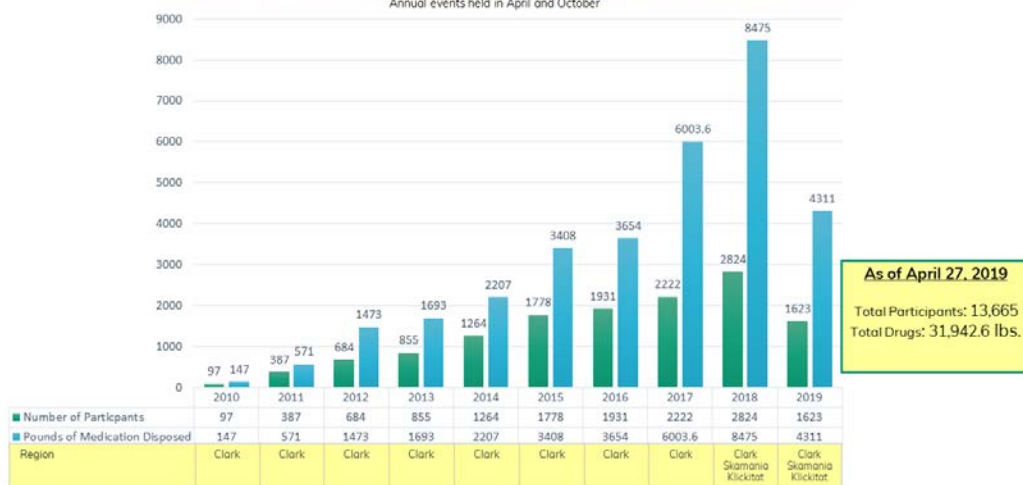
Policies/changes implemented between 2018-19 that Prevent Coalition worked on include:

- Tobacco 21 and raising the legal age to purchase tobacco, nicotine or vape products to twenty-one+.
- Re-engagement protocol and school suspension limits negotiated with a memorandum of agreements with La Center, Hockinson and Ridgefield School Districts.
- The Office of Superintendent of Public Instruction (OSPI) implemented with legislature school policies regarding suspension for any reason. This policy limited school suspensions including substance-related violations.
- Clark County implemented a marijuana moratorium in unincorporated Clark County upon retail legalization in 2012. The Council reviewed the marijuana moratorium multiple times, debating whether or not to remove the ban. Currently it still stands.

Prevent Coalition coordinated/supported/hosted multiple Drug Take Back initiatives in Clark, Skamania, Cowlitz and Klickitat counties. National Drug Take Back Day immediately changes the community by removing availability of unused medication, sharps and prescription drugs. In October 2018 there were 7 locations with 2,824 participants and 8,475 pounds collected. In April 2019 there were 8 sites with 1,623 participants and 4,311 pounds collected.



Prescription Drug Disposal Events in SW Region (Clark, Skamania, Klickitat)
Annual events held in April and October



COMMUNITY ACTIONS

Steps taken to implement community changes.

To achieve community change and achieve our goals, Prevent Coalition implemented or continued the following strategies in 2018-19.

- Maintain the Southwest Regional Network
- Attend and organize Prevention Policy Day efforts
- Organize a Regional Coalition Coordinators Committee
- Maintain a Youth Substance Abuse Prevention Committee
- Host an Annual Coalition Appreciation Picnic
- Coordinate an Annual Principal's Breakfast/Key Leader Event
- Organize Quarterly Coalition Meetings
- Offered support to other coalitions including purchasing Find Your Good materials for Prevention Is A Party and Stand Up for Teens, train Unite! Washougal on Smore newsletter platform, shared our vape kit, spinner, Dover Youth2Youth manual and more.

Southwest Regional Network

The Southwest Regional Network connects coalitions, sub-contractors and key sector representatives within the southwest region to create Prevent's regional implementation plans for tobacco, marijuana and opioid prevention grants. The network meets bi-monthly to advise ESD 112 regarding funding allocations for regional prevention work in Clark, Skamania and Klickitat counties. Current highlights include:

- Epidemiology Support and Healthy Youth Survey One-Pagers provided by Clark County Public Health. This resource was readily made available to all coalitions in the region.
- Dover Youth2Youth provided a toolkit and adult advisor training made available to all coalitions and School Assistant Professionals in the region.
- Locks Save Lives social marketing implementation organized and supported the work of the network.
- Secure Your Cannabis project support was provided by the network, including identifying partner retailers and providing feedback on design/message development.
- Truth Among the Vapors training was provided to all network representatives and approved as a youth tobacco use prevention strategy.



Prevention Policy Day

Prevent Coalition mobilized to attend Prevention Policy Day in Olympia and share prevention research, local data and youth voice with legislators. This year we advocated in support of raising the legal age to purchase tobacco, nicotine or vapor products (including

cannabis-related items) to twenty-one+. For the last five years, Prevent and the Southwest Regional Network has attended and advocated for prevention policies.

“Youth voice is important to share with lawmakers, because youth are able to use their struggles to make the world a better place,” said 15-year-old Jaelyn, who attended with Clark County STASHA (Strong Teens Against Substance Hazards & Abuse) and volunteers with Prevent. “We can give our lawmakers our insights on what is happening through our eyes and the ideas that we have on what we can accomplish.”

Coalitions from the region met with a number of legislators, urging them to prioritize prevention. Collectively they met with:

- Representative Paul Harris
- Senator Patty Kuderer
- Senator Vicki Kraft
- Representative Brandon Vick
- Senator Annette Cleveland
- Representative Sharon Wylie

This effort directly informed the passing of Tobacco21/Washington21 legislation.



Coalition Coordinators Meeting

Each month coalition coordinators from Clark, Klickitat and Skamania counties are invited to gather at ESD 112. We connect with one another, support each other when able, share strategies and resources and advice, as well as collaborate. Highlights include:

- School policy change training by Deb Drandoff
- Facilitation training by Guila Muir
- Healthy Youth Survey Data Training
- Youth Advocacy Training coordination and recruiting youth volunteers
- Teens Care Too youth conference implementation and planning
- Stand Up for Teens summit support and workshop development.

Youth Substance Abuse Prevention Committee

This committee meets monthly to share latest prevention research, convene the youth-serving organizations and school sectors, and implement shared prevention efforts. This year the committee designed and implemented a point of purchase campaign, including recruiting retailers, branding, surveying the community and more. This campaign is made available online for other communities to implement and utilize.



Annual Coalition Appreciation Picnic

Prevent coordinates an annual celebration awarding coalition in the region for excellency and collaboration. Celebrating successes is part of the Strategic Prevention Framework and we intentionally make time for honoring accomplishments in June each year. This picnic also serves as a key leader event, hosting mayors, council-members, principals, decision makers and legislators. This year we recognized:

- Prevent Coalition: Kathy McNicholas and Madison Langer.
- Connect Evergreen: Randy Dewater and Connect Evergreen youth volunteers including Ryan Dewater, Riley Dewater, Oliver Neves, Abigayle DeJesus-Wood, Wyatt, Lindsey.
- Central Vancouver: Fort Vancouver High School MEChA and Fort Vancouver High School LULAC.
- KLASAC: Kirsten Poole and Joshua Bautista.
- La Center United: Kate Soske and Wyatt Manwell.
- One Prevention Alliance: Riley Hershberger and Colleen Wahto.
- Our Klickitat: Marisa Cieloha and Rita Pinchot.
- Prevent Together Battle Ground Prevention Alliance: Battle Ground High School Administrative Team including Principal Charb Gourde, Erick Suksdorf, Scott Yingling and Heather Ichimura as well as Jonathan Haukaas, Editor of The Battle Ground Reflector.
- UNITE! Washougal: Shayla Rae Tyner and Lisa Bennet.
- West Van for Youth: Latte Da Coffee House & Wine Bar and Clark College ACEs Club.

Annual Principal's Breakfast

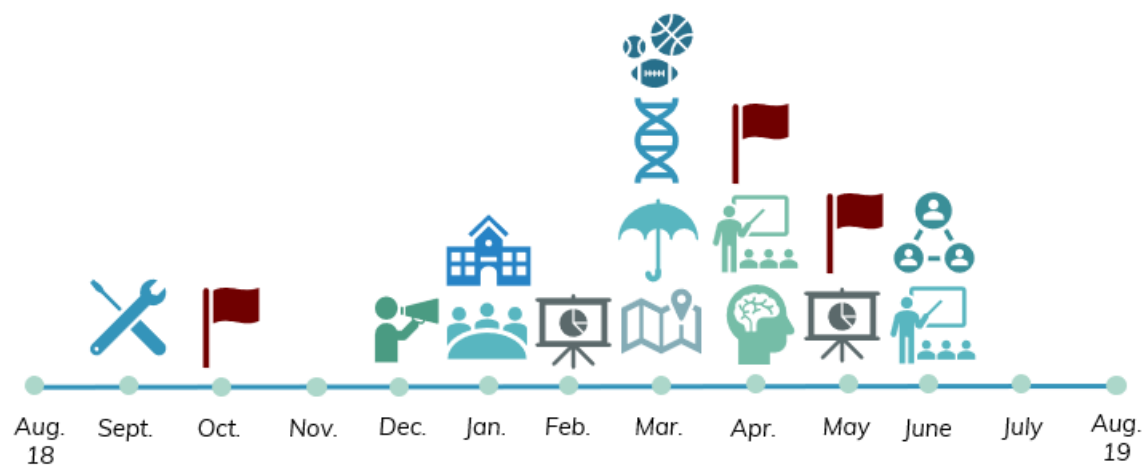
Each year Prevent convenes school principals, district leaders, school admin and educational prevention partners to build capacity, provide prevention science education and engage our key leaders from Clark, Klickitat and Skamania counties. This year we hosted four presentations, three facilitated by youth prevention clubs. Honoring youth voice and highlighting their prevention project work was well received and will be continued.

Presentations include:

- Addiction and The Developing Brain <https://youtu.be/al96vqeyutY>. Keynote speaker Jim Jensen, an addiction specialist, talks to school principals about adolescent brain development and addiction.
- Good Friends in Hard Times. Friendship: Own it <https://youtu.be/iDhi8t7gnjQ>. How to help your friends when weed seems like the only way to cope. Presented by STASHA youth representatives.
- A Safety Net Made of Hope, Help and Strength <https://youtu.be/excCpDFxKsE>. Sources of Strength in White Salmon Valley School District explain how kids help kids abusing drugs. Presented by Sources of Strength.
- Kindness Matters <https://youtu.be/gyl43MbhpOJ>. Find out how youth are developing creative solutions to be inclusive of all students in school and give them alternatives to drugs. Presented by Unite! Washougal Youth Community Coalition.

SERVICES PROVIDED

Events and materials designed to provide instruction or develop community members skills.



Trainings Offered

We build capacity within the region by providing professional skill development and prevention trainings to the community. Most all trainings were specifically requested by prevention professionals, educators and community members.

- Build Youth Resilience, Prevention Tools for Schools & Parents – September 2018 (27 participants)
- Red Flag for Supports: Students Who Smoke or Vape trainings by Deb Drandoff – October 2018 (417 views)
- Use Your Voice Youth Advocacy Training – December 2018 (41 participants)
- It’s Not Just Vaping: Trends Gaining Steam in Clark County panel discussion – January 2019 (34 participants)
- School Policy Change – OSPI regulations by Deb Drandoff January 2019 (16 participants)
- Clark County Public Health Data Training- February 2019 (16 participants)
- Mapping Your Resilience, Risk & Protective Factors, Tobacco Marketing Tactics – Stand Up for Teens – March 2019 (with 100 participants estimated)
- SPORT Prevention Program Training- Columbia River High School, Hudson’s Bay High School and Goldendale High School.
- 10th Graders Talk: Mental Health, Wellness & More by Clark County Public Health - April 2019 (49 participants)
- Making Meetings Work: The Art of Facilitation training by Guila Muir– April 2019 (38 participants)
- Red Flag for Supports: Students Who Smoke or Vape trainings by Deb Drandoff – April 2019 (28 participants)
- Healthy Youth Survey Data Training by OSPI and ESD 112. (43 registered, attendance unconfirmed).
- Red Flag for Supports: Students Who Smoke or Vape trainings by Deb Drandoff – May 2019 (District Admin)
- Dover Youth2Youth Youth Coalition Advisor Training – June 2019 (15 SAPs)
- Columbia High School with information from Cannabis Conversations Toolkit and Making the Connection Toolkit (30 participants)



Locks Save Lives

During Drug Take Back, participants will have the opportunity to get a free medication lock box thanks to the new Locks Save Lives campaign located at <http://bit.ly/lockssavelives>.

It's a social marketing campaign to reduce ease of access and youth opioid misuse. Coalitions from whole county plus regional partners developed campaign with the TA of social marketing experts. Campaign will partner with Drug Take Back event in April.

The boxes will be given to the first 200 qualified people at PeaceHealth and Battle Ground drop off locations. Surveys will be implemented evaluating the effectiveness of having a lock box on safe storage practices.

Media buys include theater ads, newspaper ads, social media ad placement. Rack cards and posters distributed to hospitals and medical providers.

A webpage microsite was developed for finding drop off locations, tips for safe storage, health information and more.



Find Your Good

We developed a toolkit for providers, organizations and other adults working with youth. You've seen the campaign on our Youth Now social media.

Additional content and tools have been developed for other communities to use too. The Find Your Good campaign promotes healthy activities and positive interactions between youth, helping them recognize there are other choices than using substances. The messaging comes directly from local middle and high school students sharing "their good" - healthy ways they cope and deal with stress keeping them substance free.

Access the toolkit for a suggested social media posting calendar, guidelines for use, free quality images with corresponding captions and more. The toolkit is designed primarily for use on Facebook, Instagram and Twitter platforms. Access online at www.youthnow.me/findyourgood.

Local coalitions like La Center United, Prevent Together Battle Ground and Unite! Washougal have taken the concept of FYG and ran with it, doing school activities, interactive photo booths and more!



Adventure makes me excited about my future and what's going to happen. I know there are good things out there, and I want to be my best when I get there.
#FindYourGood

Track keeps me
substance free. My
good is
RUNNING...what's
yours?
#FindYourGood



School Tobacco Toolkit

ESD 112 and Prevent Coalition announced new school resources for vaping and tobacco on the [Youth Now](#) website. ESD 112 put together resources for school administrators, counselors, educators, added content for parents, youth and more on vaping and tobacco use. Additionally there's prevention resources and news highlights.

Letters describing the climate of youth tobacco and vape use, resources for support, and the Youth Now school web page are being sent to every school in Washington State - 2,452 schools in total. The concerning rise in youth vaping prompted the Washington Department of Health and ESD 112 to respond. Toolkit contents include:

- Administrator Resources
- Discipline rules and policy guidance.
- Resources for Counselors and Health Care Professionals
- Red flags for supports, health risks of e-cigarettes and quitting resources.
- Educator Resources
- E-cigarette and vaping facts, teaching materials and online interactive games.
- Prevention Resources & Contacts
- State resources, national resources, prevention programs and contacts throughout the state.

Access the toolkit online at www.youthnow.my/schools.

Secure Your Cannabis Campaign

Prevent partnered with cannabis retailers, community coalitions, schools and more to develop a point of purchase campaign called *Secure Your Cannabis* urging adults and parents to keep their cannabis safely away from kids. Reminder cards are distributed to all who purchase cannabis from select retailers with health messages, tips for talking to teens about cannabis and more.

The project pilot launched at High End Market Place on April 20th or 4/20. Project representatives gathered feedback from customers using an Internal Review Board (IRB) approved survey before finalizing design and officially offering the cards as a resource to retailers across Washington.

Cards are distributed at High End Market Place, three different The Herbery NW locations, Margies Pot Shop and Seattle/King County Public Health are adopting the campaign for their retailers as well. This year we distributed 5,200 campaign cards.

Cards were translated for English, Spanish and Russian audiences and made available online at <http://bit.ly/secureyourcannabis>.



Making the Connection Toolkit Video

Prevent developed Making the Connection facilitator trainings with a total of 72 participants last year. This year we've received 17 toolkit requests through our website and hosted 77 online visits. To make the project sustainable, in place of hosting annual facilitating trainings and paying for trainers we made a Making the Connection facilitation guide video.

The toolkit provides interactive modules, lesson plans and activities that reveal the connection between ACEs, toxic stress, brain development, and youth substance use.

This toolkit gives adults the tools to connect with youth on topics including: toxic stress, ACEs, trauma, teen brain development, coping, risk & protective factors, vaping, e-cigs and marijuana, mapping your resilience and more. Visit www.youthnow.me/providers for access.

MEDIA & INFORMATION COVERAGE

Media coverage in print, radio, or social media.

Earned Media

This year Prevent boosted media efforts. Staff or volunteers were featured in six segments on air or online and at least seventeen articles were written covering our efforts.

Media outlets include:

- Washington State House of Representatives
- Washington State Senate
- Washington State Attorney General
- The Columbian
- KATU News
- Clark County Today
- Camas-Washougal Post-Record
- Foundation for Healthy Generations
- FM KXL 101 News
- The Seattle Times
- ESD 112 Newsroom

Between August 2018 and July 2019 Prevent Coalition accumulated an earned media reach of 114,877. This means our communication efforts online reached 114,877 people including Prevent and Youth Now websites, newsletter, LinkedIn, Facebook, Twitter and Instagram. Earned media reach means we did not pay for these analytics- we worked for them.

Paid Media

For reach that we promoted and paid for, Prevent gathered an additional 620,321 reach. We promoted and advertised messaging on Facebook, in The Columbian, The Reflector, Camas-Washougal Post-Record, White Salmon Enterprises, Goldendale Sentinel, Pioneer News, in Liberty Theater and Battle Ground Cinema. In addition, we distributed 44,125 flyers for Drug Take Back events and distributed over 5,200 Secure Your Cannabis campaign cards. Finally, we gave away 200 lock boxes during Locks Save Lives.

RESOURCES GENERATED

Acquisition of funding for the initiative through grants, donations or gifts in-kind.

Grants & Funding

Prevent's funding sources remains stable. ESD 112 received new funding for a CPWI coalition and a new Opioid Prevention Grant that will sustain current efforts for the opioid grant that is ended in April 2019. This is the final year for STOP alcohol prevention grant funding and Find Your Good will need to move to YMPEP to sustain the campaign.

Current total budget equals \$533,431 to fund policy, systems and environmental prevention strategies.

Volunteer Contributions

Prevent is not required to track/report volunteer contributions however our numbers amplify how hard our community is working and the high level of connectedness we experience and foster.

- 340 supporters have voluntarily subscribed to our monthly coalition newsletter
- 60 core volunteers make up our various committees including Drug Take Back, Media Workgroup, Steering Committee, Youth Substance Abuse Prevention Committee, Southwest Regional Network, Youth Empowerment Project, Coalition Coordinators Committee and more).
- 57 events, meetings, trainings or presentations were hosted this year engaging community members and volunteers.
- 2,452 hours were donated at these events.
- \$60,539.88 is the value of donated volunteer hours in Washington State- general volunteer hours not scaled by industry or profession.

ORGANIZATIONAL IMPROVEMENTS

Change, trainings, and technical assistance.

Prevent Team Additions

- Christopher Belisle hired as Community Prevention Project Coordinator for Prevent to coordinate the Department of Health (DOH) Youth Marijuana Prevention and Education Program grant (August 2018)
- Matt Cox hired to support work of DOH Tobacco Prevention Grant and develop Youth Now school resource webpages. (January 2019)
- Madison Langer and Jesse Jimenez hired as Prevention Assistants to support regional prevention efforts and implement the DOH Youth Marijuana Prevention and Education grant. (March 2019).

ESD 112 Team Additions

- Katherine Zavala hired as Community Prevention Project Coordinator for Central Vancouver Coalition and ESD 112 appointed as the fiscal agent for their DFC grant (December 2018)
- Jewel McKee hired as Community Prevention Project Coordinator for Our Klickitat CPWI grant and ESD 112 appointed as fiscal agent for CPWI grant (June 2018).



New Partnerships

We're excited to have developed new partnership in the community, or built upon existing partnerships. New partners include:

- Dover Youth2Youth
- Teen Talk
- Children's Home Society
 - Triple Point
 - Parent's Again
- Central Vancouver Coalition
- Our Klickitat Coalition
- WA State Marijuana Practice Collaborative
- Retailers: The Herbery NW, High End Market Place, Margie's Pot Shop

Trainings Attended



Intensive trainings attended:

- WA State Prevention Summit – November 2018 “connected by the power of prevention”
- DOH SAPST – January 2019- strategic prevention framework
- WA State Drug Control Policy Summit – Jan 2019
- Youth Coalition Advisor Training – January 2019
- CADCA 3 Week Academy– Feb, April, June 2019
- All-Provider YMPEP Conference - March 2019
- Public Health Marijuana Summit – May 2019
- Montana Institute Positive Community Norms – June 2019
- National Conference on Tobacco & Health – August 2019

Other local trainings attended:

- DOH Marijuana Campaigns
- Facilitating Adult Learning: Skills & Strategies
- Smore Newsletter Promotion
- Microsoft Teams, Outlook, Office 365, One Drive, Zoom, Smart Screens
- PDF & Document Accessibility
- Tobacco and Vaping: Red Flags for Support
- Mindfulness & Trauma-Informed Care
- County Legislative Outlook & Priorities
- Pharmacology & Prevention Ethics
- Truth Among the Vapors
- Youth Mental Health First Aid
- Making Meetings Work Facilitation Training
- Clark County Public Health Data Training
- Gathering Community Voice

Further Improvements

Prevent cancelled contracted services with Constant Contact newsletter hosting site because they were unable to meet ADA accommodation regulations. Now Prevent uses Smore.com to send beautiful newsletters to the community. We've observed an increase in readership and online access. We can now track lifetime views from any reading source, instantly translate to 20+ languages and with the click of a button change font size, text color or contrast for visually impaired readers. Additionally, computers can read our newsletters aloud and describe alt-text images to blind readers. Visit <http://bit.ly/preventnews> to access our archive.



We've developed a Youth Empowerment Project (YEP) informing our work with youth voice. This youth coalition meets once a month to share feedback and implement local prevention projects with teens ages 13-18 from Clark County.

The Youth Marijuana Prevention & Education Program (YMPEP) Action Plan and Needs Assessment products were updated with 2018 Healthy Youth Survey Data and we now utilize an improved monthly reporting tool to share outcomes and progress with funders.

Microsoft Teams hosts our files in "the cloud" virtually accessible on any device anywhere around the world. Our files are sorted by funding source and easily shared securely with community members.

With flexible funding Prevent purchased branded table runners, Prevent banners, promotional materials and branded Publisher file templates so we can design our own event materials, saving \$100/hour.

THANK YOU

We're better because you're here. Things are different now because of this important prevention work. Our outcomes wouldn't be possible without the amazing contributions and continued engagements of all community sectors and people from all walks of life. We look forward proudly to another year of positive community and population level change.

Contact

Email Inbox: Preventcoalition@esd112.org

Website: www.preventcoalition.org and www.youthnow.me

Monthly Newsletter: <http://bit.ly/preventnews>

Facebook: @Preventcoalition

Prevent Twitter: @Preventcc112

Prevent LinkedIn: @Prevent Coalition

Youth Now Instagram: @Youth_now

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