

A courageous community, where all young people thrive

# Ferndale Community Coalition



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

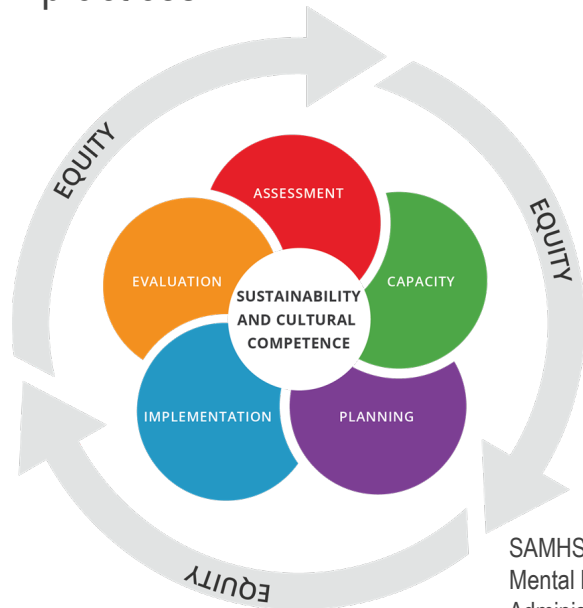


WHATCOM COUNTY  
**HEALTH AND  
COMMUNITY  
SERVICES**



# About the Ferndale Community Coalition

- Built on community and school district initiatives and partnerships
- Consists of multiple sectors of the community (70+ active members) and organizations across the county that contribute to making positive changes for youth and families in Ferndale
- We use the **strategic prevention framework** to coordinate community assessment, planning, and strategy implementation which builds upon existing strengths and efforts in the community
- All strategies are data-driven, based on local conditions, and are evidence-based or promising practices



SAMHSA (Substance Abuse and Mental Health Services Administration)



# About the Ferndale Community Coalition

- The coalition is a strategy in the **Community Prevention and Wellness Initiative (CPWI)** which is designed to provide local substance abuse prevention services and strategies
- We have multiple funding sources and support from government and community leaders

CPWI communities receive funding through the Washington State Health Care Authority/Division of Behavioral Health and Recovery to implement approved substance use prevention strategies

ESD 189 receives direct funding connected to these efforts for the Student Assistance Prevention-Intervention Program in Ferndale High School

Coalition Strategies are also supported through the Behavioral Health Fund (local sales tax), the Regional Youth Cannabis and Commercial Tobacco Prevention and Education Program (YCCTPP) funding through WA DOH, and other sources

In-kind support goes towards strategy success – time, efforts and expertise of coalition members; meeting and program implementation space at City-owned and district facilities; etc.



**We believe that safe,  
trusted adults are in an  
important position to  
increase  
young people's**

- **protective factors and positive childhood experiences** by maintaining positive connections with youth, helping youth cultivate healthy peer relationships and contributing to a community culture of belonging
- **hope** by guiding them towards multiple pathways to their goals, celebrating each step and encouraging them to keep going even in the face of obstacles



# **“Drug & alcohol prevention” is so much more...**



Suicide prevention  
Dropout prevention  
Substance use disorder prevention  
Drunk driving death prevention  
Cancer prevention  
Disease prevention  
Incarceration prevention  
Crime prevention



Increases mental health  
Increases future lifetime earnings  
Increases graduation rates  
Increases life stability  
Increases community health

**Stops the cycle of trauma**





## Keeping the scale tipped in the right direction!

(2023 Healthy Youth Survey)

Current Alcohol Use:

Lowest 10<sup>th</sup> grade rate recorded (2012-2023)

Current Problem Drinking:

Lowest 10<sup>th</sup> grade rate recorded (2012-2023)

Current Cannabis Use:

Second-lowest 10<sup>th</sup> grade rate recorded (2012-2023)

Current Cigarette Smoking:

Lowest 10<sup>th</sup> grade rate recorded (2012-2023)

Current Nicotine Vaping:

Lowest 10<sup>th</sup> grade rate since 2018 (2012-2023)

Feeling Sad or Hopeless (Depression):

Lowest 8<sup>th</sup> grade rate since 2014 (2012-2023)

Family Protective Factor – Opportunities for Prosocial Engagement:

Highest 8<sup>th</sup> grade rate recorded (2012-2023)

School Protective Factor (Social Support) – People at school to help if needed:

Highest 8<sup>th</sup> grade rate since 2016 (2012-2023)

Community Protective Factor – Adults to turn to if feeling sad or hopeless:

Highest 8<sup>th</sup> grade rate recorded (2012-2023)

# Programs and strategies directly supported through our CPWI Strategic Plan





## Prevention/Intervention Strategies: Student Assistance Program, school prevention efforts & clubs – ESD 189, Ferndale Schools



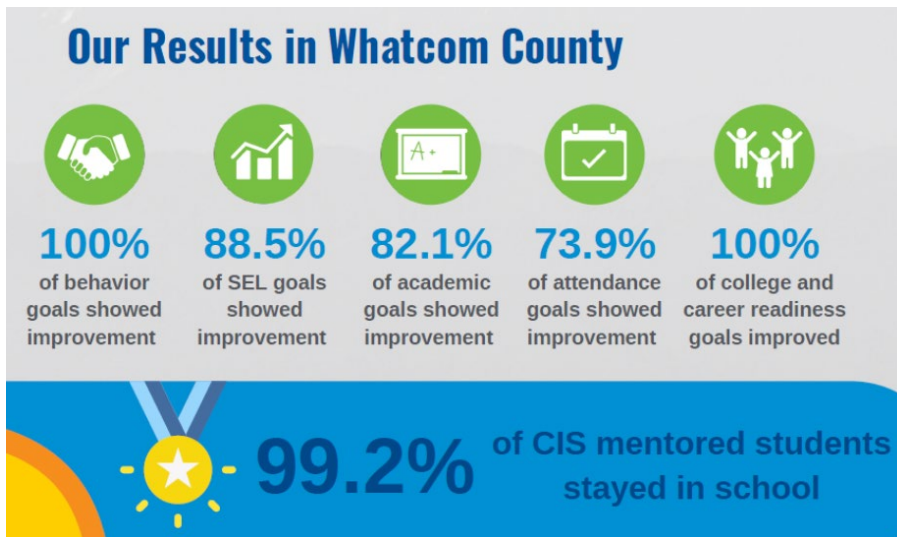
Every dollar invested in effective school-based programs creates \$18 of economic benefit for the community (WA State Institute for Public Policy)







## Direct Service Youth Strategies: School-based case management and groups - Communities in Schools



Every dollar invested in CIS creates \$11.60 of economic benefit for the community (WA State Institute for Public Policy)



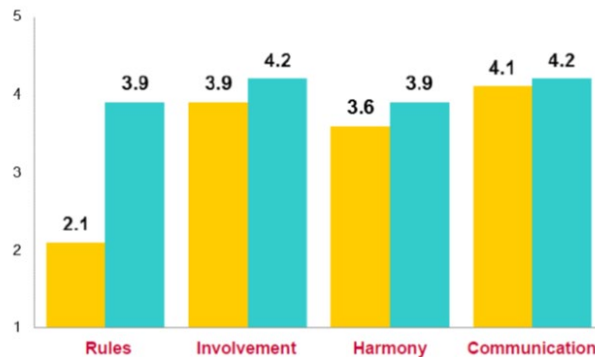


## Direct Service Family Strategies: WSU Extension - Strengthening Families Program 10-14



Before and After Scores

92% of parents who completed both pretest and posttest in Whatcom County reported improvement on Rules About Substance Use.



Every dollar invested in SFP creates \$9.60 of economic benefit for the community (WA State Institute for Public Policy)

- Delay onset of adolescent substance use
- Increase ability of parents to set appropriate limits & show affection
- Reducing family stress
- Lower levels of aggression



## Trainings and resources for youth, parents and professionals







**Youth and family community events  
focused on positive peer relationships,  
leadership skills and community connection**





Campaigns, programs and projects promoting positive and honest community norms, healthy choices & connections



# Environmental Strategies: Policy development, systems coordination, education

## NO SMOKING or VAPING



Thank you.

Smoking and vaping are prohibited.

Washington Clean Indoor Air Act RCW 70.160

Whatcom County Code 24.14

DISPOSE OF YOUR  
UNWANTED  
MEDICATION  
**SAFELY, EASILY.**

OPIOID MISUSE  
IS **PREVENTABLE.**



SEE | UNDERSTAND | PREVENT  
OPIOID MISUSE

### LOCK UP YOUR MEDS

Secure medications in a locked bag, box, or other secure location.

### MONITOR YOUR MEDS

Download and use a medicine inventory sheet (available at [whatcomhope.org](http://whatcomhope.org))

### FOLLOW DIRECTIONS

Follow the instructions provided with your prescription.

### TAKE BACK UNUSED MEDS

Properly dispose of unused medications.

Find convenient locations with secure disposal drop-off locations or where you can obtain mail-back supplies by going to: [medtakebackwashington.org](http://medtakebackwashington.org) or by calling 844-482-5322 (844-4-TAKE-BACK)

### ACCESS LIFE-SAVING NALOXONE

Naloxone is a medicine that rapidly reverses an opioid overdose.

[whatcomhope.org/in-case-of-overdose](http://whatcomhope.org/in-case-of-overdose)

### FIND TREATMENT RESOURCES

If you or a loved one may be experiencing substance misuse, help is available.

[whatcomhope.org/get-help](http://whatcomhope.org/get-help)

## WHATCOM HAS HOPE

preventing opioid misuse

Learn more about managing your pain here: [whatcomhope.org/managing-your-pain/](http://whatcomhope.org/managing-your-pain/)

WHATCOM HAS HOPE [More information: whatcomhope.org](http://whatcomhope.org)

Ad by Whatcom Community He...

### Keep Your Kids Safe

Talk to your kids about the dangers of fake pills that look like real medications.

Are you suffering from addiction to **opioids** or other drugs?

Find **Local**, personalized, judgement-free treatment.

**LEARN MORE**

WHATCOM HAS HOPE [whatcomhope.org](http://whatcomhope.org)

WHATCOM COUNTY HEALTH AND COMMUNITY SERVICES

## OPIOID MISUSE IS PREVENTABLE

### talk to your kids

about the risks and consequences of substance use

**LEARN MORE**

WHATCOM HAS HOPE [whatcomhope.org](http://whatcomhope.org)

WHATCOM COUNTY HEALTH AND COMMUNITY SERVICES

Opioid use disorder can happen to **anyone.**

Addiction is a disease that physically **rewires** the brain.

**SIGNS OF ADDICTION**

- Mood swings
- Increased temper
- Tiredness
- Paranoia
- Inability to focus or concentrate

**KNOW THE SIGNS**

WHATCOM HAS HOPE [whatcomhope.org](http://whatcomhope.org)

WHATCOM COUNTY HEALTH AND COMMUNITY SERVICES



# Thank You!

Contact us -

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