

WINDSOR LOCKS WELLNESS COALITION

2015 - 2020 CSC Initiative



Create **“Have the Talk” social marketing campaign.** Dissemination planned for January – June 2020. Kick off at Feb 2020 Community Town Hall Event.



In response to 2018 student survey and coalition feedback, coalition begins **vaping prevention** work. Present **student survey data** to the community Feb 2019.

Hire new **Prevention Coordinator.**

Hire **two Youth Peer Advocates** who create prevention messages including Public Service Announcements showcased at WLHS and social media posts

Coalition members collaborate on **“You Are the Key” social marketing campaign.** Disseminate campaign and **Talk They Hear You Public Service Announcements** at community events including Family Dinner Nights and Bingo Nights.

Conduct **student and parent surveys.**

Identify **alcohol as priority substance, social access as risk factor, youth as priority populations** and create a strategic plan using social marketing and education.

Coalition conducts community **needs assessment**

CT Department of Mental Health and Addiction Services awards Windsor Locks Wellness Coalition **CSC Grant.**



2020

Students heavily involved in coalition **planning and activities.**

Surpassed all short and long term outcomes 2014- 2018, based on 2018 survey of WL 9th - 12th graders

- **64% decrease** in **past 30 day use** (17% to 6.1%)
- **8.2% increase** in **parental disapproval of drinking 1 or 2 alcoholic beverages daily** (84.4% to 91.3%)
- **37.2 decrease** in **reported ease of access of alcohol** (33% to 20.7%)
- **26% increase** since 2016 in those reporting **having talked with a parent or guardian about the risks of teen alcohol use** (42% to 53%)

2019

Key Coalition sectors- Windsor Locks Public Schools, Windsor Locks Police Department, Office of Partnerships, Local Government, Healthcare Professionals, Chamber of Commerce, Board of Education, and Youth.

2018

Engage **youth and adults at community events** including health fair during National Prevention Week.

2017

Distribute **600** prevention materials to all grades Kindergarten, 6 and 9th parents.

2016



2015