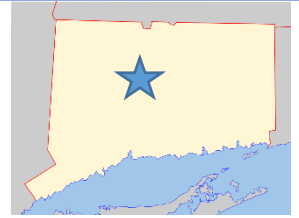


About West Hartford Prevention Partnership

The West Hartford Prevention Partnership (WHPP) Coalition represents a professionally and ethnically diverse group committed to increasing West Hartford's readiness and capacity to effectively and sustainably address substance use in the community. After completing a comprehensive needs assessment, the Coalition prioritized the non-medical use of prescription drugs (NMUPD) and underage drinking (UAD) among high school-aged youth as its primary substances to address. Our Coalition maintains twenty-five active members that represent many community sectors and is currently funded by the CT Department of Mental Health and Addiction Services.



Substance(s) of Concern in West Hartford

-Alcohol

-Prescription Drugs (NMUPD)



Key Community Data & Trends

Past 30-Day Drug Trends (All Grades)

	2011	2013	2017
Alcohol	30.3%	25.0%	26.0%
Marijuana	18.1%	17.7%	19.9%
Tobacco (Cigarettes)	12.3%	9.4%	5.2%
Electronic tobacco (vaping)	--	--	14.2%
Any Rx medication (1+)	7.9%	10.8%	7.6%
Rx Pain relievers	6.2%	7.4%	4.9%
Rx Stimulants	3.3%	4.7%	4.9%
Rx Sedatives	2.4%	3.5%	3.8%
OTC/cold medicine	--	--	3.6%

*West Hartford High School Youth Risk Behavior Survey

Root Causes: Why is this problem here?

Social Access

74% of WH High School students say alcohol is easy to obtain.

40% of WH High School students say Rx drugs are easy to obtain.

Low Perception of Harm or Risk

30% of WH High School students do not see high risks in alcohol use.

38% of WH High School students reported that using prescription drugs to get high was a "Less than Great Risk".

*West Hartford High School Youth Risk Behavior Survey

Main Strategies

Town-wide Social Marketing Campaign



Youth Participatory Action Research



Increase Coalition's Collaborative Strength and Capacity



Efforts & Accomplishments

Social Marketing Campaign



PSAs

Videos created by coalition members identify safe ways to store and dispose of your medication at home. These two videos have been shown in senior centers, Town Hall and are also featured on our website.

Brochures

Brochures created by coalition members inform the community on **Safe Storage** of medications and how to **Safely Dispose** of unwanted medications. These are distributed by pharmacists in WeHa Walgreens and are also distributed at WeHa senior centers.

Youth Participatory Action Research



Educational Videos/Manuals on UAD

Teens from the “Leadership” group have developed a video PSA highlighting the dangers of underage drinking. This video is featured on the Teen Center website as well as our coalition website.

Educational Videos/Manuals on “Safe Spaces”

Teens from the “Leadership” group also created a video promoting safe, drug-free spaces in West Hartford. They have presented these videos at the State Capitol to legislators and to other youth groups from CT on YSB Day.

Increase Coalition’s Collaborative Strength and Capacity



Community Events

WHPP participates in many community events including Celebrate WeHa, Housing Fairs, Health Fairs and local parades.

Community Presentations

WHPP has joined forces with PTOs and high school officials to help combat vaping in our community. Our coalition members have been involved with informative presentations at Elmwood Community Center, Town Hall and Conard High School on topics such as Opioids, Alcohol and Vaping.

West Hartford Prevention Partnership: Building our Capacity

- WeHa’s first official recognition of National Prevention Week (May 12-18) was a success this past year. WHPP featured great activities such as book discussions, community presentations and information booths at high school sporting events.
- We are looking to increase membership and are currently recruiting partners from the faith based and business sectors.

Our Coalition at a Glance

- Sectors engaged include youth/young adults, parents, schools, youth-serving organizations, law enforcement, healthcare professionals, and civic/volunteer groups.
- Our partners include The Institute for Community Research, The Bridge, CT Department of Public Health, West Hartford Public Schools, West Hartford Public Library and West Hartford Department of Social Services.

Short-Term Outcomes

- Reduce the number of high school students who indicate ease of access to Prescription Drugs from 40% in 2017 to 35% in 2019.
- Reduce the number of high school students who indicate less than “Great Risk” associated with the Non-Medical Use of Prescription Drugs to get high from 38% in 2017 to 33% in 2019.
- Decrease the number of high school students who indicate less than “Great Risk” associated with combining prescription drugs with alcohol 29. % in 2017 to 24. % in 2019.
- Reduce the number of high school students who indicate ease of access to alcohol from 74% in the 2017 to 69% in June 2019.

Long-Term Outcomes

- Reduce 30-day Non-Medical Use of Prescription Drugs among High School Students in West Hartford from 7.6% in 2017 to 5% in 2019.
- Reduce 30-day alcohol consumption among High School Students in West Hartford from 26% in 2017 to 21% in June 2019.

30 Day Use Rates	West Hartford 2017 (Grades 9-12)	CT 2017	US 2017	West Hartford 2019
Alcohol	26%	30.4%	29.8%	23.1%
Prescription Drugs (NMUPD)	7.6%			*TBD 3/19

Opportunities and Next Steps

- WHPP will continue increasing its coalition’s size and capacity. A goal for the upcoming year is to identify new funding which will maintain the ability of the coalition to continue prevention efforts.

Get Involved!

- Join us at our monthly meetings. Our coalition meets on the second Thursday of each month at West Hartford Town Hall.

Connect with Us!

- Ken Plourd (Coalition Coordinator)
- Ken.Plourd@icrweb.org
- whpreventionpartnership.org
- Facebook West Hartford Prevention Partnership

