Outcomes on a Statewide Prevention Model to Reduce Youth Substance Use: Evaluation of Washington State’s Community Prevention and Wellness Initiative

Sarah Mariani, Behavioral Health Administrator
Washington State Division of Behavioral Health and Recovery
The Division of Behavioral Health and Recovery (DBHR) Community Prevention and Wellness Initiative (CPWI) evaluation has been conducted in partnership with Washington State University (WSU) Department of Human Development.

We would like to thank and acknowledge the following individuals:

- Laura Hill, PhD, WSU, Professor and Chair
- Brittany Rhoades Cooper, PhD, WSU, Assistant Professor
- Gitanjali Shrestha, WSU, PhD Graduate Student
- Angie Finaiole, WSU, PhD Graduate Student
- Sarah Mariani, CPP, DBHR, Behavioral Health Administrator
- Rebecca Grady, Ph.D., DBHR, Prevention Research Manager
- Julia Havens, CPP, DBHR, Prevention System Implementation Manager
- Lizzie Miller, MSc, CPP DBHR Prevention System Manager
Learning Objectives:

• Learn about the Community Prevention and Wellness Initiative (CPWI), an emerging, science-based model for youth substance use prevention services in Washington State

• Gain awareness of preliminary evaluation results about the successful implementation of CPWI services among the first cohort of high-risk youth

• Understand the utility and success of this emerging comprehensive prevention approach

• Appreciate how and why cultural competency and sustainability efforts are incorporated at every level within the CPWI prevention approach
Overview of CPWI

• CPWI: Community Prevention and Wellness Initiative

• Emerging community coalition model for youth substance use prevention

• Currently supports 64 prevention coalitions and communities throughout Washington State
Overview of CPWI

• Comprehensive and targeted approach to prevention
  – Designed as an adapted and combined structure of the Strategic Prevention Framework (SPF) and the Communities that Care (CTC) system
  – Foundation rooted in Prevention Science and a data-driven approach is continuously maintained
• Work is accomplished by targeting high need communities throughout the state
• Model driven by a Community Coalition approach
Overview of CPWI

- CPWI works collaboratively with other state agencies, counties, communities, and schools

- Aim to comprehensively address reducing alcohol and drug use among Washington State youth

- Service implementation incorporates:
  - Evidence-based programming
  - Environmental strategies
  - Public awareness/social media campaigns
  - School-based Prevention/Intervention (P/I) Specialist placement into the community school(s)

- Preliminary evaluation of the CPWI Model conducted in partnership with Washington State University researchers in 2016
CPWI Evaluation Timeline

- **October 2008**: HYS administered (baseline)
- **March 2011**: CPWI Cohort 1 Communities selected
- **July 2011**: CPWI Cohort 1 contract began
- **November 2012**: Legislation passed on marijuana legalization (I-502)
- **September 2011**: CPWI Cohort 1 direct services began
- **July 2014**: Sales of recreational marijuana begin
- **October 2014**: HYS administered
- **October 2016**: HYS administered
Outcome Measures – Data Sources

• Washington State Healthy Youth Survey (HYS)
• Washington State Community Outcome and Risk Evaluation (CORE) Data System
• Population and housing data
• Individual-level and school-district level data

Additional survey and data information:
• Healthy Youth Survey: http://www.askhys.net/
• Department of Social and Health Service CORE: https://www.dshs.wa.gov/sesa/research-and-data-analysis/community-risk-profiles
• Department of Health: http://www.doh.wa.gov/DataandStatisticalReports
Health Youth Survey 2016 Results - Statewide

**Current (Past 30-Day) Substance Use: 10th Grade**

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<td>(past 2-week)</td>
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<td>Marijuana</td>
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<td>Cigarettes</td>
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<td>E-Cigarettes/Vapor</td>
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<td>Products</td>
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<td>Pain Killers to Get High</td>
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<td>Prescription Drugs</td>
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<td>Not Prescribed</td>
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<tr>
<td>Other Illegal Drugs</td>
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</table>

| 2016 %  | 20% | 11% | 17% | 6% | 13% | 4% | 8% | 6% |
| Difference in % | No  | No  | No  | Yes| Yes | No | No | Yes |
| 2014 vs. 2016?    | Yes | Yes | No  | Yes|     | Yes| -  | Yes |
| Difference in % 2006 vs. 2016? | Yes | Yes | No  | Yes| -   | Yes| -  | Yes |

*Technical Note: “Difference in %” refers to a significant difference (p<0.05) between the years indicated in the percentage of students reporting use.*
Evaluation Variables

- **Substance Use:**
  - Alcohol
    - Any alcohol use ever
    - Any alcohol use in past 30 days (primary target variable)
    - Frequency of alcohol use in past 30 days
    - Any binge drinking in past 2 weeks
  - Tobacco
    - Any cigarette smoking ever
    - Any cigarette smoking in past 30 days
    - Frequency of cigarette smoking in past 30 days
  - Marijuana
    - Any marijuana use ever
    - Any marijuana use in past 30 days
    - Frequency of marijuana use in past 30 days
  - Prescription Drug Misuse
    - Any prescription drug use in past 30 days
    - Frequency of prescription drug misuse in past 30 days
CPWI Evaluation Variables

• **Risk Factors:**
  – Peer-individual risk factors
    • Less interaction with prosocial peers
    • Low social skills
    • Low belief in the moral order
    • Early initiation of substance use
    • Friends’ substance use
    • Favorable attitudes towards drug use
    • Low perceived risk of substance use
  – Family risk factors
    • Low opportunities for prosocial involvement
    • Parental attitudes favorable towards drug use
    • Poor family management
CPWI Evaluation Variables

• **Risk Factors:**
  – School risk factors
    • Low opportunities for prosocial involvement
    • Low rewards for prosocial involvement
    • Low school commitment
    • Academic failure
  – Community risk factors
    • Low opportunities for prosocial involvement
    • Laws and norms favorable to drug use
    • Perceived availability of drugs
Evaluation Questions

• In 2008, all CPWI Cohort 1 Communities were significantly higher on:
  – Alcohol use behaviors;
  – Other substance use behaviors; and
  – Risk factors
    • Peer-individual
    • Family
    • School
    • Community

• Question 1: Did CPWI decrease in substance use 2008-2016?
• Question 2: By 2016, had CPWI Cohort 1 Communities closed the gap when compared to non-CPWI Communities throughout Washington State?
CPWI Evaluation Process

• Community selection based upon significant risk when compared to other Washington State communities

• 10th grade used as outcome group

• 139 comparison communities (approximately 40,000 students)

• In 2015, Started with CPWI Cohort 1 communities (Implementation started September 2011)

• In 2017, added Cohort 2 and Cohort 3 to Evaluation
Evaluation Methods

In partnership with Washington State University, a two-step analytic approach was utilized:

#1: Adjusted the data for bias using a propensity score analysis
   - Model included 19 variables across 6 domains
     • Domains: substance use, school performance, youth delinquency, mental health, population, and economic indicators
   - Satisfactory balance on all variables: standardized mean difference was less than 0.20 in absolute value

#2: Used multilevel modeling to calculate CPWI program effects
   - Included student gender and race/ethnicity as covariates
CPWI communities were at higher risk, but they have closed the gap.

- In 2008, CPWI communities were at higher risk than other WA communities for youth alcohol use and related risk factors.
- By 2016, this gap was eliminated suggesting that CPWI is effectively reducing youth alcohol use in high-risk communities.

Graphs reflect outcomes for 10th grade students in CPWI Cohort 1 communities.

1Cohort 2 and Cohort 3 began implementing CPWI in 2012 and 2013, respectively.
## Evaluation Results

### CPWI Cohort 1 Community Outcomes: 2008-2016, Risk Factors

<table>
<thead>
<tr>
<th></th>
<th>Question 1</th>
<th>Question 2</th>
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<tbody>
<tr>
<td></td>
<td>Did CPWI decrease</td>
<td>Was CPWI higher than</td>
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<td>in risk 2008-2016?</td>
<td>other communities in</td>
<td>other communities in</td>
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<td></td>
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<td>2008?</td>
<td>2016?</td>
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<tr>
<td><strong>Peer- Individual Risk Factors</strong> – CPWI decreased on 3 peer-individual individual-peer risk factors. However, in 2016, CPWI communities continued to be at higher levels of risk for students reporting favorable attitudes towards drug use, and students reporting lower perceived risk of substance use. When compared with 2008, the percentage of CPWI students reporting low social skills in 2016 has remained stable, but the percentage of other students reporting low social skills has declined. This created a gap in the level of risk between the communities in 2016.</td>
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<tr>
<td>Less interaction with prosocial peers</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<td>Favorable attitudes towards drug use</td>
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<td>Higher</td>
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Declined in the percentage of 10th graders at risk
Little or no change in the percentage of 10th graders at risk
Increase in the percentage of 10th graders at risk
## Evaluation Results

### CPWI Cohort 1 Community Outcomes: 2008-2016, Risk Factors

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<td><strong>Family Risk Factors</strong> – <em>All family risk factors decreased, and by 2016, CPWI closed the only gap in this domain.</em></td>
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<td>No</td>
<td>NA</td>
</tr>
<tr>
<td>Parental attitudes favorable towards drug use</td>
<td>No</td>
<td>NA</td>
</tr>
<tr>
<td>Poor family management</td>
<td>Higher</td>
<td>NA</td>
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<td><strong>School Risk Factors</strong> – <em>CPWI decreased on 1 school risk factor, but increased on 2 risk factors in this domain. CPWI closed the gap on prosocial involvement, while CPWI continues to be at higher levels of risk for students reporting low school commitment.</em></td>
<td><strong>School Risk Factors</strong> – <em>CPWI decreased on 1 school risk factor, but increased on 2 risk factors in this domain. CPWI closed the gap on prosocial involvement, while CPWI continues to be at higher levels of risk for students reporting low school commitment.</em></td>
<td></td>
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<tr>
<td>Fewer opportunities for prosocial involvement</td>
<td>Higher</td>
<td>NA</td>
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<td>Fewer rewards for prosocial involvement</td>
<td>No</td>
<td>NA</td>
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<tr>
<td>Low school commitment</td>
<td>Higher</td>
<td>No</td>
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<tr>
<td>Academic failure</td>
<td>Higher</td>
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<td><strong>Community Risk Factors</strong> – <em>CPWI decreased on all community risk factors, and by 2016, closed the only gap in this domain.</em></td>
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## Evaluation Results

### CPWI Cohort 1 Community Outcomes: 2008-2016, Substance Use

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<td>Did CPWI decrease in substance use 2008-2016?</td>
<td>Was CPWI higher than other communities in 2008?</td>
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<td>In this chart we compare CPWI with other Washington communities, using Healthy Youth Survey data from 2008 and 2016.</td>
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#### Alcohol
- Alcohol use has decreased, and by 2016, CPWI closed the only gap that existed in alcohol use.

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<tbody>
<tr>
<td>Any alcohol use ever</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Any alcohol use in past 30 days</td>
<td>Higher</td>
<td>No</td>
</tr>
<tr>
<td>Frequency of alcohol use in past 30 days</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Any binge drinking in past 2 weeks</td>
<td>No</td>
<td>NA</td>
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#### Tobacco
- Cigarette smoking has decreased, but the magnitude of decrease was higher in other communities than in CPWI. Therefore, in 2016, CPWI communities were at significantly higher risk for cigarette smoking than other communities.

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<tbody>
<tr>
<td>Any cigarette smoking ever</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Any cigarette smoking in past 30 days</td>
<td>No</td>
<td>Higher</td>
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<tr>
<td>Frequency of smoking in past 30 days</td>
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## Evaluation Results

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<tr>
<td>Did CPWI close the gap?</td>
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</table>

### Marijuana – Lifetime marijuana use and marijuana use prevalence has decreased. However, CPWI communities continue to be at higher levels of risk for these outcomes.

| Any marijuana use ever | Higher | Higher | Higher |
| Any marijuana use in past 30 days | Higher | No | Higher |
| Frequency of marijuana use in past 30 days | Higher | Higher | Higher |

### Prescription drug misuse – In 2016, CPWI communities were at higher risk for frequency of prescription drug misuse. Data is not available for 2008.

| Prescription drug misuse in past 30 days | NA | NA | No |
| Frequency of misuse in past 30 days | NA | NA | Higher |
Summary – Cohort 1

Question 1: Did 10th grade substance use & risk factors decrease in CPWI communities from 2008 to 2016?

- Yes. Cohort 1 CPWI communities showed improvement on all measures related to alcohol and tobacco use and all risk factors in the family and community domains.

  - Between 2008 and 2016, alcohol use in past 30 days decreased by 36% and binge drinking by 42%
  - Between 2008 and 2016, any marijuana use ever and marijuana use in past 30 days decreased by 11%

Question 2: In 2008, CPWI communities were significantly higher than other similar Washington communities on a number of substance use outcomes and risk factors. Had CPWI communities closed the gap by 2016?

- Yes, for alcohol. Even though all communities showed decreases in alcohol use, alcohol use decreased more in CPWI communities.
- No, for tobacco and marijuana.
- Yes, for family and community risk factors.
- No, for peer-individual and school risk factors.

Take Home Message!

Prevention activities in Cohort 1 CPWI communities appear to have equalized most of the 2008 gaps with other communities in alcohol use, family risk factors, school risk factors, and community risk factors.

Overall, good news about alcohol and tobacco is; but CPWI communities may need to increase focus on youth tobacco and marijuana use as well as prescription drug misuse.
Summary – Cohort 2

Question 1: Did 10th grade substance use & risk factors decrease in CPWI communities from 2008 to 2016?
• Yes. Cohort 2 CPWI communities showed improvement on all measures related to alcohol and tobacco use.
  - Between 2010 and 2016, alcohol use in past 30 days decreased by 27% and binge drinking by 30%.
  - Similarly, cigarette use in past 30 days decreased by 46%.
• CPWI communities showed improvement on a majority of risk factors in the family and community domains.

Question 2: In 2008, CPWI communities were significantly higher than other similar Washington communities on a number of substance use outcomes and risk factors. Had CPWI communities closed the gap by 2016?
• Not yet, for alcohol and tobacco.
• Not yet, for family, school, and community risk factors.
• CPWI communities did not differ from other similar communities in marijuana use and prescription drug misuse.
• Yes, for peer-individual risk factors.

Take Home Message!
Prevention activities in Cohort 2 CPWI communities appear to have equalized all of the 2010 gaps with other similar communities in peer-individual risk factors, and tobacco use.

CPWI communities may need to place more focus on youth alcohol use, as well as family and community risk factors.
Summary – Cohort 3

Question 1: Did 10th grade substance use & risk factors decrease in CPWI communities from 2008 to 2016?

• Yes. Cohort 3 CPWI communities showed improvement on all measures related to alcohol, tobacco, and marijuana use, as well as all risk factors community risk factors.
  - Between 2010 and 2016, alcohol use in past 30 days decreased by 24% and binge drinking by 35%.
  - Between 2010 and 2016, any marijuana use ever decreased by 14%, and marijuana use in past 30 days decreased by 18%.

Question 2: In 2008, CPWI communities were significantly higher than other similar Washington communities on a number of substance use outcomes and risk factors. Had CPWI communities closed the gap by 2016?

• Not yet, for alcohol, tobacco, and marijuana.
• Some change, CPWI communities closed the gap in 2 of 6 peer-individual risk factors, and 1 of 2 family risk factors.

Take Home Message!
Prevention activities in Cohort 3 CPWI communities appear to have narrowed the gaps in peer-individual and family risk factors.

CPWI communities should continue prevention activities targeting risk factors in all four domains.

As CPWI communities are at significantly higher levels of risk than other similar communities in Washington for all substance use related outcomes, CPWI communities may need to increase emphasis on prevention activities targeting specific substances.
CPWI in Action – Local Report

Alcohol Use
• 37% decrease in 30-day alcohol use
• 31% decrease in lifetime alcohol use
• 59% decrease in binge drinking in the past 2 weeks

Tobacco Use
• 54% decrease in 30-day cigarette use
• 42% decrease in lifetime cigarette use

Marijuana Use
• 28% decrease in 30-day marijuana use
• 37% decrease in lifetime marijuana use
CPWI in Action: White Swan, WA

CPWI COMMUNITY IMPACT: DATA-DRIVEN COLLABORATION

White Swan is a close-knit community and residents were well aware of the troubling history of youth deaths attributed to drug abuse, suicide, and motor vehicle fatalities at the time the White Swan Arts and Recreation Community Coalition was established. The coalition proved to be the mechanism needed for people to unite and tackle these issues. The coalition has played a major role in reducing the number of disciplinary referrals in schools related to drug/alcohol infractions. Specifically, coalition members shared data with school administrators, law enforcement, and parents related to youth perceptions regarding substance use. The data revealed that youth believed it was acceptable to be drunk/high in the community and the consequences for being impaired were insignificant. This prompted school staff and administrators to tighten up policies/procedures and to better communicate with parents and youth about repercussions of being impaired on school grounds. This year there have been a total of 14 disciplinary referrals for alcohol/drug infractions compared to 34 in 2012.

Nancy Fiander, White Swan Arts and Recreation Community Coalition Coordinator, White Swan, WA
CPWI in Action: Reardan, WA

CPWI COMMUNITY IMPACT: BUILDING CAPACITY FOR ACTION

After a year-long effort by the Reardan-Edwall Communities Alliance for Prevention (RECAP) Coalition to increase awareness of how social hosting promotes favorable attitudes toward alcohol/drug use and increases youth access to alcohol and other drugs, the school board and county commissioners recently adopted a resolution on social hosting. The process included multiple presentations to community stakeholders and local leadership. The coalition plans to use this momentum to pass a social host ordinance in Reardan in the next year.

After four years of capacity building, the RECAP coalition is now a fixture in Reardan. “People know who we are and what we do. More importantly, they are invested in our youth and the coalition. RECAP is now synonymous with prevention in our communities.”

Darren Mattozzi, RECAP Coalition Coordinator, Reardan, WA
CPWI in Action: Clarkston EPIC

CPWI COMMUNITY IMPACT: IMPLEMENTING EVIDENCE-BASED PROGRAMS

As part of a comprehensive approach to build a more resilient and protective community, Clarkston EPIC implements evidence-based programming for youth and adults. The Strengthening Families Program (SFP 10-14) is available for parents to learn new ways to bond with their children and techniques for setting appropriate limits. Clarkston parents who have completed SFP (10-14) consistently report improvements in their capabilities to communicate their feelings to their youth.

On an initial night of a new SFP (10-14) session, a mother arrived with her two daughters, and during dinner it was obvious that she and her daughters weren’t speaking. As participants began introducing themselves, the mother began to cry. When it came time for her to introduce herself she was crying so hard that she struggled to speak. She later revealed that her children’s father left and the tension in her home was at a “10”. As the session progressed, the family’s demeanor improved and they were laughing and high-fiving. At the end of the evening, the mother smiled and commented “For the first time in a long while, I have hope.”

Kristi Sharpe, Community Coordinator, Clarkston, WA
Evaluation Findings

• Targeted prevention efforts were successful and results of long term strategy are promising
  – The 2008 risk factor gaps between CPWI and non-CPWI Communities were largely eliminated (C1)
  – The 30-Use of Alcohol gap between CPWI and non-CPWI Communities was also eliminated. All alcohol measures decreased (C1)

• Early findings suggest that CPWI and a community coalition approach to prevention is effective in achieving targets
  – Communities are responsive to the CPWI model and are engaging key leaders and community sectors in prevention efforts
Evaluation Conclusions

• Most risk factors (leading indicators) are decreasing, however, effects on substance use (lagging indicators) may take longer to be reflected in the data. *It is promising to see positive changes across multiple substance use and risk factor domains already in Cohort 1.*

• Other substances should receive increased focus in CPWI Communities to equalize any remaining gaps in youth substance use

The original gap between CPWI Communities and non-CPWI Communities narrowed, students receiving CPWI services are no longer significantly different than students in non-CPWI Communities among most of the factors evaluated. (C1)
Resources

Athena Forum: www.TheAthenaForum.org

Questions?

Sarah Mariani, Behavioral Health Administrator
Division of Behavioral Health and Recovery
Desk: 360-725-3774
Cell: 206-795-6765
Email: Sarah.Mariani@dshs.wa.gov