

Fact Sheet: Washington Healthy Youth (WHY) Coalition

Updated: September 23, 2016

<p>Overview</p>	<p>The Washington Healthy Youth (WHY) Coalition consists of state-level efforts and community-based strategies. WHY Coalition members represent 21 state agencies and organizations.</p> <p>Until 2014, the coalition had focused exclusively on underage drinking prevention. In 2014, the group added an additional focus on underage marijuana use prevention in response to voter approval in 2012 of Initiative 502, a measure that legalizes the recreational use of marijuana/cannabis products for persons 21 and older.</p> <p>Coalition members share information about environmental changes in schools and communities regarding minors’ access to – and use – of alcohol and marijuana, especially following passage of I-1183 that de-regulated the sale and distribution of hard liquor and I-502 that legalized marijuana. The members have also been working to develop community awareness messages.</p> <p>The WHY Coalition project website, www.StartTalkingNow.org, targets parents and other adults. Other statewide efforts focus on enforcing laws for reducing underage drinking, promoting policy changes at state and community levels to reduce youth access to alcohol and marijuana use, and reducing youth exposure to alcohol and marijuana industry marketing.</p> <p>In 2016, the group developed a statewide community involvement campaign called the 4.20 Parent Call to Action. This social media outreach was piggybacked off of the Governor’s Proclamation to make April 20, 2016 “Talk with Your Kids About Not Using Marijuana Day.” Community organizations and coalitions participated by sharing Facebook posts developed by the WHY Coalition Communications Team and shared on the Start Talking Now Website, and by purchasing display advertisement space on Facebook to spread the message of encouraging parents and guardians to talk with their children about not using marijuana.</p> <p>Also in 2016, the WHY Communications Team developed a new brochure titled: A parent’s guide to raising drug-free kids to be distributed throughout the state.</p> <p>In 2017, the group hopes to incorporate the Parent Call to Action into a larger statewide positive norms campaign.</p>
<p>Eligibility Requirements</p>	<p>None.</p>

Authority	N/A
Budget	N/A
Rates	N/A
Costs and Numbers Served	None.
Partners	The statewide Healthy Youth Coalition is co-chaired by the Liquor and Cannabis Board and the Division of Behavioral Health and Recovery. Coalition members include: AAA Washington, College Coalition for Substance Abuse Prevention, Department of Health, DSHS/Division of Behavioral Health and Recovery, Faith community, Liquor Cannabis Board, Mothers Against Drunk Driving, Office of the Attorney General, Office of the Superintendent of Public Instruction, Office of the Governor, Department of Licensing, Office of the Lieutenant Governor, Washington Association of Prosecuting Attorneys, Washington Association for Substance Abuse and Violence Prevention, Washington Association of Sheriffs and Police Chiefs, Northwest High Intensity Drug Trafficking Area, Washington State Association of Prevention Coalitions, Washington State Patrol, Washington State Parents and Teachers Association (PTA), the College Coalition for Substance Abuse Prevention, Washington Poison Control, the Washington Traffic Safety Commission, and Parents, Youth and Families.
Oversight	DBHR provides semi-annual reports to federal funders and convenes monthly coalition meetings. The Advisory Committee for the Discretionary Grant meets quarterly.
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