The Making of a Community Movement

P + YETC + Buckeye

= WOW

Now we’re together, how do we make this work?

- No One Dominated
- Learned about each other’s businesses
- Assigned tasks based on strengths
- Shared responsibility for joint tasks
Moving into the Community
- Local Staff Hired
- Contacts Engaged
  - Mayor
  - Chief of Police
  - Town Council
  - Educators
  - Social Service Agencies
  - Behavioral Health
  - Faith based
  - Business
  - Media
  - Parents
- First Coalition meeting held

ON TARGET

Staying on Target with
STRATEGIC PREVENTION FRAMEWORK

Community Needs Assessment - 6 months of data collection - **REALLY?**
- Appeal to Community Values
- Process clearly explained
- Expectations Clear
- Hope for future and positive outcomes for community realized
- They trusted us
- Always moved forward - followed the mission
**Problem:** Youth access to alcohol

**Coalition's answer**
Strategies developed from strength of coalition and are a reflection of the values of the community.

---

**Sticker Shock**

WayOutWest.org

---

**Billboard Campaign**

WayOutWest.org
Public Information

WayOutWest.org

ON TARGET

Keys for Success

Good Listeners

Data Driven

Community Centered

Cultural Competence

WayOutWest.org

ON TARGET

Thank you! Please Contact Us

Shelly Mowrey
The Partnership for a Drug-Free Arizona
PartnerUpAz.org
shelly.mowrey@PartnerUpAz.org
602-284-5700

Stacey Tarquinio
Youthetc.org
starquinio@youthetc.org
602-285-5550 ext 315

WayOutWest.org