



October 1, 2010

Prevention Works in Seattle Awarded Drug Free Communities Grant

Prevention Works in Seattle (WINS), a community coalition to prevent underage drinking and youth substance abuse, was awarded a \$125,000 Drug Free Communities Support Program FY2010 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). Seattle Children's Hospital is acting as the Coalition's grantee. The Coalition services the northeast section of Seattle, Washington, an urban area with the population of 110,000 people.

The goals of Prevention WINS are: (1) establish and strengthen collaboration among partner organizations in support of the community's effort to prevent and reduce substance use among youth and (2) reduce substance use among youth in northeast Seattle and, over time, reduce substance abuse among adults by addressing the community issues that increase the risk of substance abuse and promoting factors that minimize the risk of substance abuse.

Prevention WINS will achieve its goals by implementing these strategies:

- 1) A social norms marketing campaign addressing parental norms regarding youth marijuana use;
- 2) Alcohol purchase surveys with a reward and reminder component to stem retail alcohol sales to minors;
- 3) A legislative advocacy campaign to encourage the consistent enforcement of underage drinking and youth marijuana laws and policies.