

Coalition of the Quarter

July 2009

The **Community Outreach Prevention Education (C.O.P.E.) Coalition** has been serving the West Phoenix area, more commonly known as Maryvale, since 2005. The aim of the coalition is to reduce underage drinking and substance abuse within the Maryvale area. Throughout the years, C.O.P.E. has been able to organize and partner with several agencies and organizations serving the Maryvale area. More importantly, C.O.P.E. has been able to engage the community and youth to have a more active voice.

C.O.P.E. has been especially active in educating the community on the effects of drugs and alcohol. The coalition has appeared on both Spanish language and bilingual radio stations conducting interviews, while also recording and airing public service announcements (PSAs) on underage drinking and substance abuse. C.O.P.E. involved the community, youth and other agencies in the interviews and writing the PSAs. C.O.P.E. also provided materials from the Draw the Line campaign, in which it has been greatly involved. Coalition staff were highly involved in developing the Spanish language sister campaign to Draw the Line, the *Hasta Aqui* campaign.

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The “Penny for Prevention” initiative, which aims to sustain the statewide prevention system, is being spearheaded by coalition staff. This effort will bring in funds for a significant increase in all spectrums of prevention throughout the state. The coalition has also partnered with several agencies to create its annual Cinco de Mayo Community Event bringing community organizations together to inform the Maryvale community on underage drinking and substance abuse, in addition to the real history behind the holiday.

The C.O.P.E. Coalition is utilizing all its resources, bringing together key stakeholders in an effort to make Maryvale a community safe for youth and family, free of drugs and alcohol.

