

# WESTTOWN TOWNSHIP

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[www.westtownpa.org](http://www.westtownpa.org)

## **AGENDA** **Westtown Township Board of Supervisors** **Workshop Agenda**

**Westtown Township Municipal Building**  
**1039 Wilmington Pike, Westtown**

**Monday, August 19, 2024**

**Start time: 7:00 PM Workshop**

- 1. West Chester Communities that Care (WCCTC) – 20 minutes**
- 2. Public Comment on Workshop Items\* - 10 minutes**

*Tonight's Workshop will be viewable on Zoom via the following link:*

<https://us02web.zoom.us/j/89939917814><https://us02web.zoom.us/j/89939917814>

*Or by phone at: 646-558-8656*

*\*The public comment period at the end of the Workshop will last approximately 10 minutes. The public will be asked to limit their remarks to two minutes each to allow others an opportunity to speak. To the extent that further public comment is required, speakers will be asked to save their remarks until the Public Comment - Non-Agenda Items portion of the Regular Board of Supervisors Meeting.*

**HELP YOUTH**



**COMMUNITIES THAT CARE**

[wcctc.org](http://wcctc.org)

**HELP YOUTH**



**Substance-free**

**Violence-free**

**Emotionally Healthy**



**COMMUNITIES THAT CARE**

[wcctc.org](http://wcctc.org)

# Community Coalition



The CTC model works when all sectors of society are included.

- Business
- Education/Schools
- Faith
- Healthcare
- Government
- Law Enforcement
- Media
- Parents
- Youth



# Risk & Protective Factors

Ease of Access  
Early Initiation  
Low Perception of Drug Risk  
Friends and Family Behavior

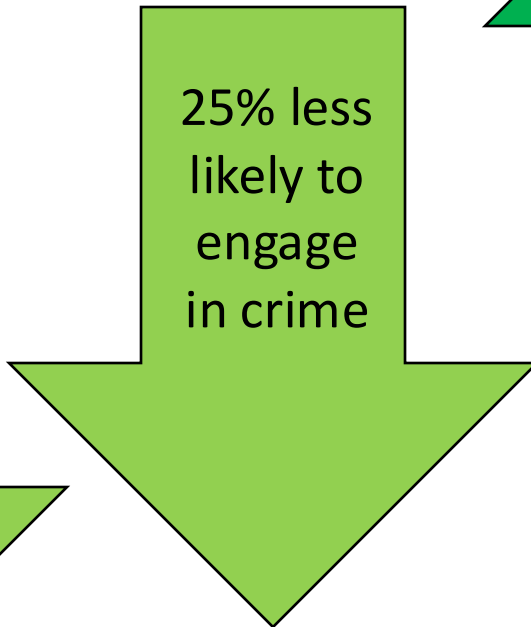
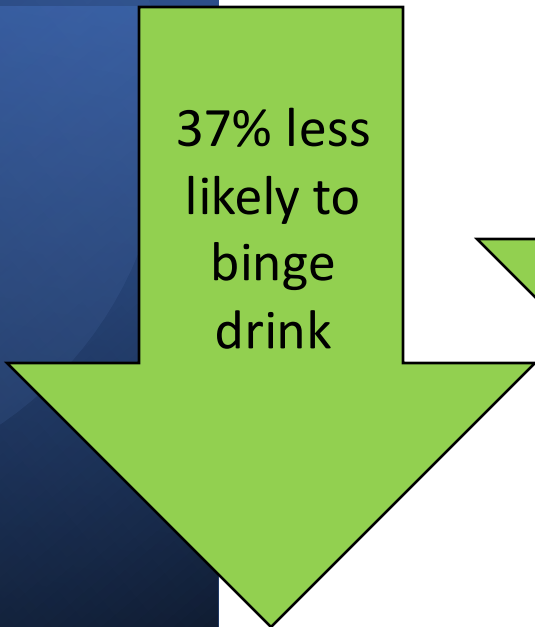
**RISK**

Family Bonding  
Commitment to School  
Belief in Moral Order  
Community Engagement  
Strong Laws & Enforcement

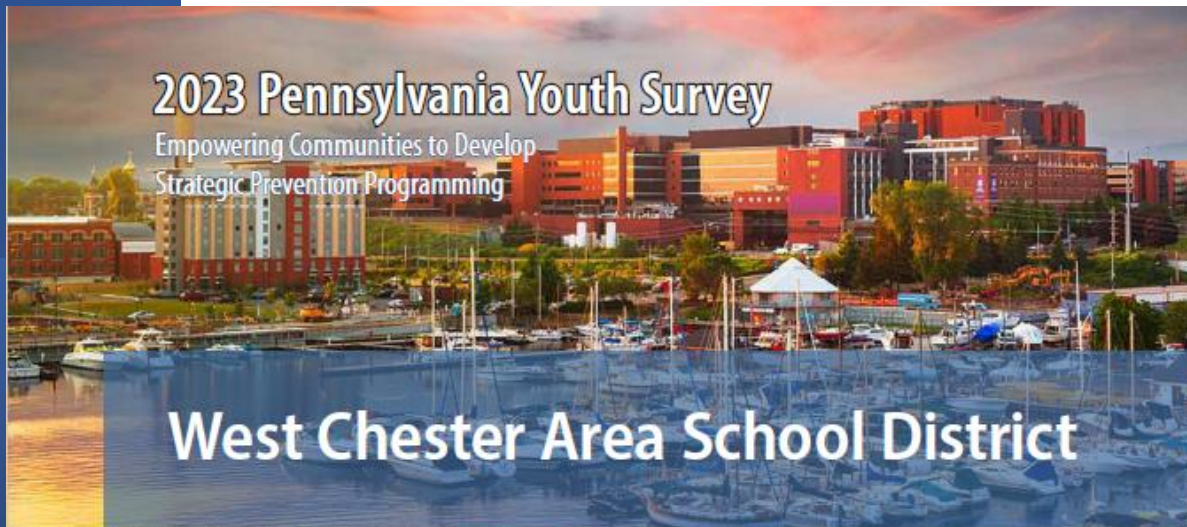
**PROTECTION**



# Proven Coalition Value



# Youth Behavior Trends

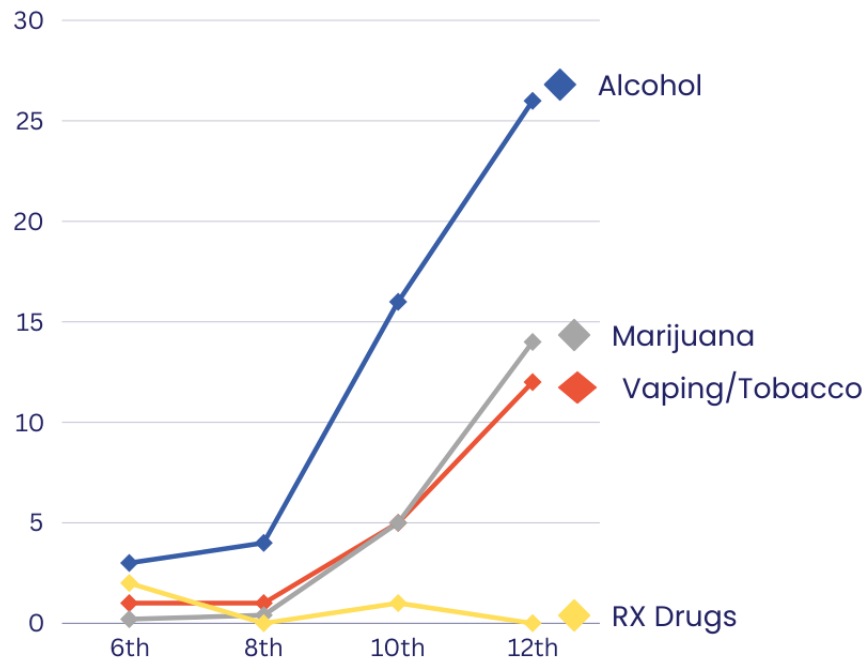


Conducted by  
Pennsylvania Commission on  
Crime and Delinquency  
Pennsylvania Department of  
Drug and Alcohol Programs  
Pennsylvania Department  
of Education



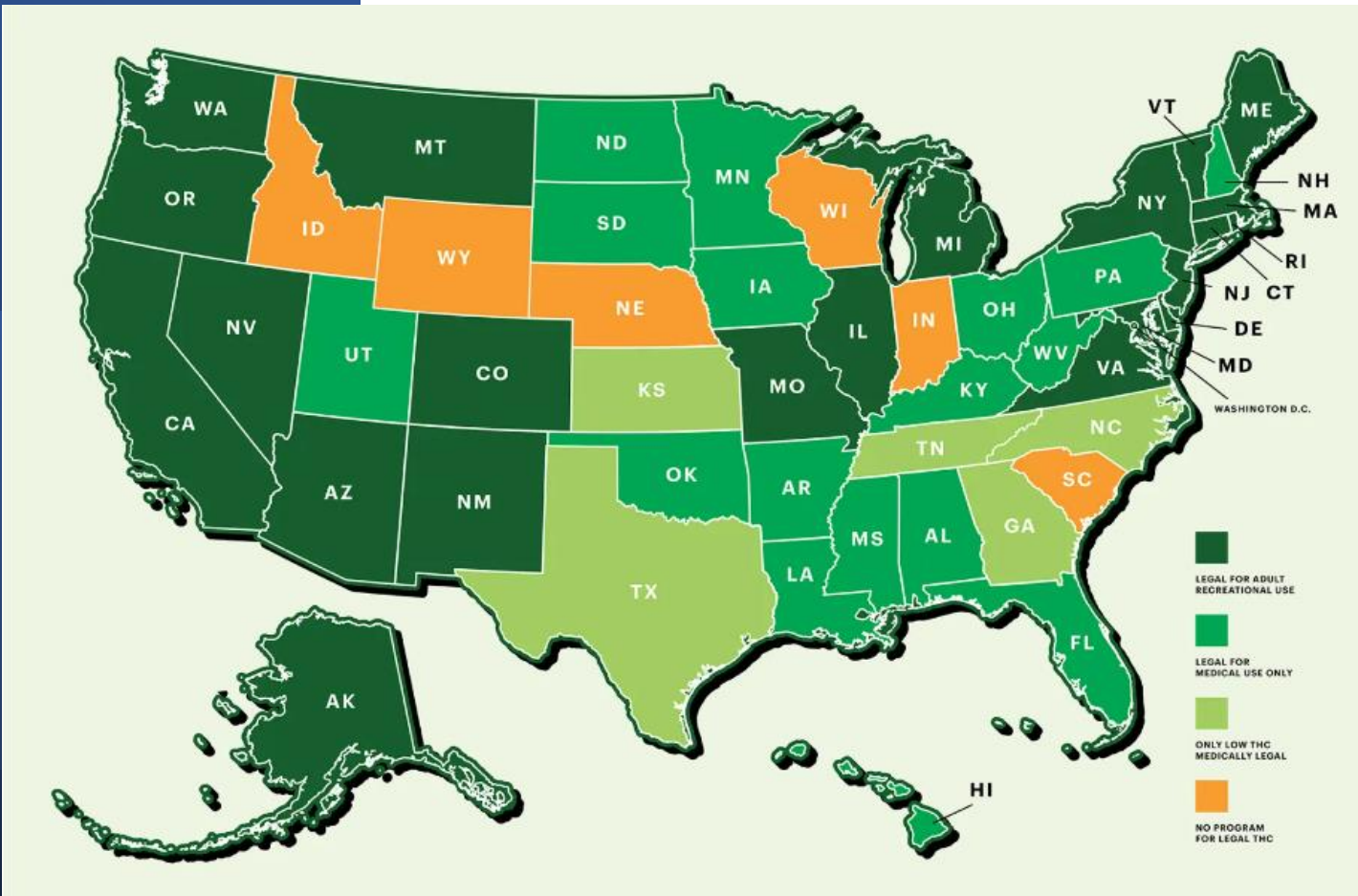
## WCASD PAYS Report

% of youth using in last 30 days





# Risk & Protective Factors



# Risk & Protective Factors



In West Chester,  
the easiest place for  
kids to get beer...



**...is right next to the milk.**

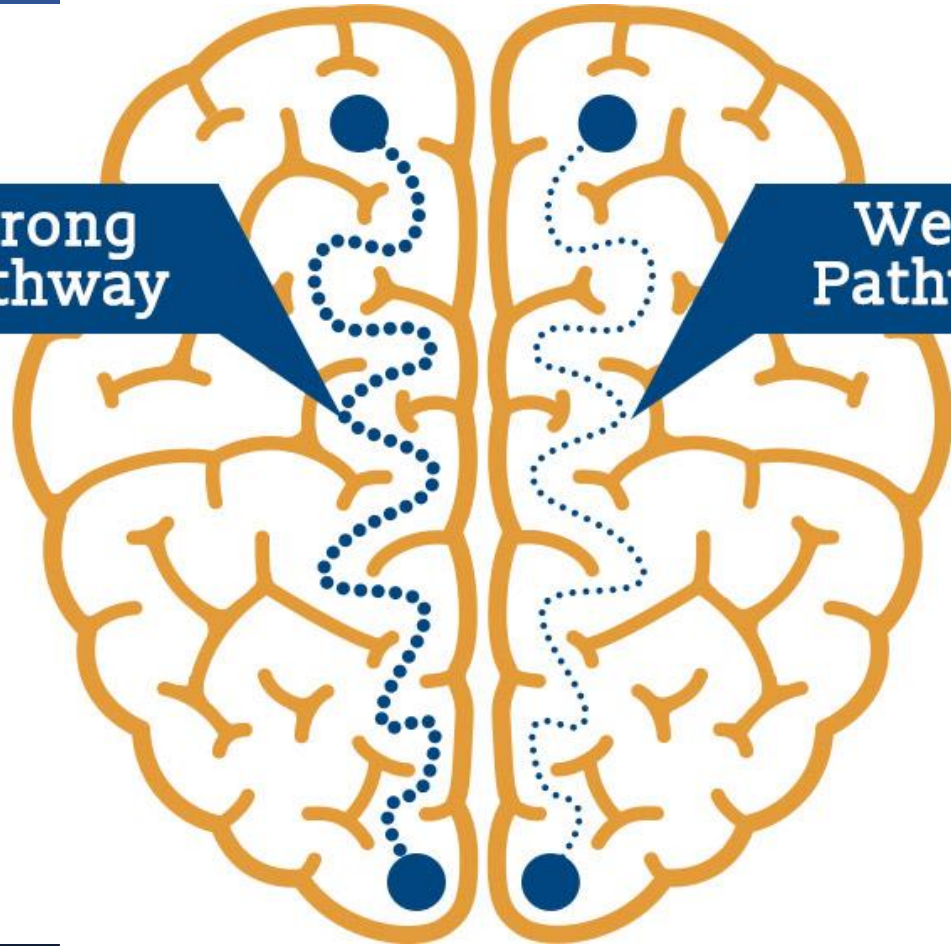


Home  
access  
accounts  
for most  
underage  
drinking

# Youth Mental Health

**Strong  
Pathway**

**Weak  
Pathway**



# Our Three Pillars

## DRIVE COMMUNITY-WIDE PUBLIC HEALTH CAMPAIGNS

shape a culture of continual health in our homes, schools and neighborhoods



members of the West Chester THRIVE Project Team



## SUPPORT PARENTS WHO STRIVE

EDUCATION AND AWARENESS PROGRAMS

offer valuable resources and proven strategies that build strong bonds and develop healthy communication skills





# Our Three Pillars

**DRIVE** COMMUNITY-WIDE PUBLIC HEALTH CAMPAIGNS

shape a culture of continual health in our homes, schools and neighborhoods



**INSPIRE THEM TO Share Their Time.**

Volunteering Can **BOOST THEIR MOOD!**

#wcyouthmatter  
**WCCTC.ORG**  
Dedicated to Improving Outcomes for Our Youth

members of the West Chester 7896 Project Team



**SUPPORT YOUTH TO THRIVE**


**YOUTH LEADERSHIP INITIATIVES**

teach real world design and communication skills sought after in any industry while reducing risk associated with underage substance use and mental health crisis.

**SUPPORT PARENTS WHO STRIVE**

EDUCATION AND AWARENESS PROGRAMS

offer valuable resources and proven strategies that build strong bonds and develop healthy communication skills



ADDRESSING RESEARCH-BASED COMMUNITY PRIORITIES

## LOW COMMITMENT TO SCHOOL

Youth perception that schoolwork is meaningful



2015 2017 2019

+

Recognition of effort

=

Commitment to School



Data shows commitment to school numbers worsening among local students.



2015 2017 2019

Recognize my *effort* even when I

*Struggle.*

It helps me to *Stick With It* when things get hard.



 **YOUTH MATTER** [wctc.org](http://wctc.org)

**WEST CHESTER**  
COMMUNITIES THAT CARE



# Public Awareness Campaigns

Discover Why  
**CONNECTION**  
IS KEY...



Help Youth  
**WIN**  
THE DAY  
Find Out How  
**WCCTC.ORG**  
WCCTC.org/Connection

*Find Friends That Fit*

Campaign supported by  
United Way of Chester County  
Chester County Department of Drug and Alcohol

Discover Why  
**CONNECTION**  
IS KEY...




Help Youth  
**WIN**  
THE DAY  
Find Out How  
**WCCTC.ORG**  
WCCTC.org/Connection

*Create Lasting Bonds*

Campaign supported by  
United Way of Chester County  
Chester County Department of Drug and Alcohol

Discover Why  
**CONNECTION**  
IS KEY...



Help Youth  
**WIN**  
THE DAY  
Find Out How  
**WCCTC.ORG**  
WCCTC.org/Connection

*Build New Bridges*

Campaign supported by  
United Way of Chester County  
Chester County Department of Drug and Alcohol





# Public Awareness Campaigns

Descubre por qué  
**la conexión  
es clave...**



Apoye a los jóvenes  
**a salir adelante**

*crea lazos duraderos*

Averigua cómo.  
**WCCTC.ORG**  
WCCTC.org/Connection

Descubre por qué  
**la conexión  
es clave...**



Apoye a los jóvenes  
**a salir adelante**

*busca amistades que te complementen*

Averigua cómo.  
**WCCTC.ORG**  
WCCTC.org/Connection

Descubre por qué  
**la conexión  
es clave...**



Apoye a los jóvenes  
**a salir adelante**

*construye puentes nuevos*

Averigua cómo.  
**WCCTC.ORG**  
WCCTC.org/Connection





# Our Three Pillars

**DRIVE** COMMUNITY-WIDE PUBLIC HEALTH CAMPAIGNS

shape a culture of continual health in our homes, schools and neighborhoods

**INSPIRE THEM TO Share Their Time.**

Volunteering Can BOOST THEIR MOOD!

#myyouthmaker  
**WCCTC.ORG**  
Delivered in partnership with the City of West Chester



members of the West Chester THRIVE Project Team

**SUPPORT YOUTH TO THRIVE**

YOUTH LEADERSHIP INITIATIVES


teach real world design and communication skills sought after in any industry while reducing risk associated with underage substance use and mental health crisis.



**SUPPORT PARENTS WHO STRIVE**

EDUCATION AND AWARENESS PROGRAMS

offer valuable resources and proven strategies that build strong bonds and develop healthy communication skills



# THRIVE Projects



# THRIVE Projects





# Annual Tee Toss



# Got Goals? **PRIORITIZE** the **PILLOW**



[WCCTC.ORG](http://WCCTC.ORG)

Campaign Partners



SLEEP S

Take today  
and enter  
to win great  
prizes!

# Big Dreams? **PRIORITIZE** the **PILLOW**



[WCCTC.ORG](http://WCCTC.ORG)

Campaign Partners



SLEEP SMA

Take today  
and enter to  
win great  
prizes.



# Got Goals? **PRIORITIZE** the **PILLOW**



[WCCTC.ORG](http://WCCTC.ORG)

Campaign Partners



SLEEP SMART QUIZ

Take today  
and enter to  
win great  
prizes.





# THRIVE Projects



# Our Three Pillars

**DRIVE** COMMUNITY-WIDE PUBLIC HEALTH CAMPAIGNS

shape a culture of continual health in our homes, schools and neighborhoods

**INSPIRE THEM TO Share Their Time.**

Volunteering Can BOOST THEIR MOOD!

Empowering youth  
**WCCTC.ORG**  
dedicated to Inspiring Outcomes for Our Youth

members of the West Chester FRAC Project Team

**SUPPORT YOUTH TO THRIVE**

YOUTH LEADERSHIP INITIATIVES

teach real world design and communication skills sought after in any industry while reducing risk associated with underage substance use and mental health crisis.

**SUPPORT PARENTS WHO STRIVE**

EDUCATION AND AWARENESS PROGRAMS

offer valuable resources and proven strategies that build strong bonds and develop healthy communication skills





- ✓ Insightful
- ✓ Practical
- ✓ Science-based



# Bonding with Children through all their Ages and Stages

Bonding can and should occur across the lifespan. Understanding attachment styles and attunement to others can increase the ability to connect well with others and even reduce the likelihood of risk behavior, like underage substance use. In this workshop participants will learn to:

- identify attachment styles
- identify the origin of negative thought or behavior patterns that disconnect us from others.
- practice guided imagery to identify where this negative energy lives in the body
- create new patterns that serve in positive ways.

This workshop is an excellent way for parents and teachers alike to learn how to become secure attachment figures for their children or students.

For more information, contact: [mobilizer@wcctc.org](mailto:mobilizer@wcctc.org) 484-401-9226



Thursday  
Feb. 15, 2024  
6:30pm

**ABOUT THE PRESENTER:** Crystal Collier, PhD, is a therapist and educator whose comprehensive prevention model teaches the neurodevelopmental effects of risky behavior to students, school staff, and families. Since 1991, her clinical work focuses on adolescents and adults suffering from mental illness, behavioral problems and substance use disorders.

Her area of expertise includes adolescent neurodevelopment, prevention programming, parent coaching, addiction, family-of-origin work, and training new clinicians.



Register today at [wcctc.org/meet](https://wcctc.org/meet)

Spanish interpretation available

# KNOW MORE

## 2023 PA Youth Survey Summary

A PARENT'S GUIDE  
to local youth mental health and  
underage substance use data



Help Youth



West Chester Communities That Care





**POWER of  
PARENTS**

**madd**<sup>®</sup>

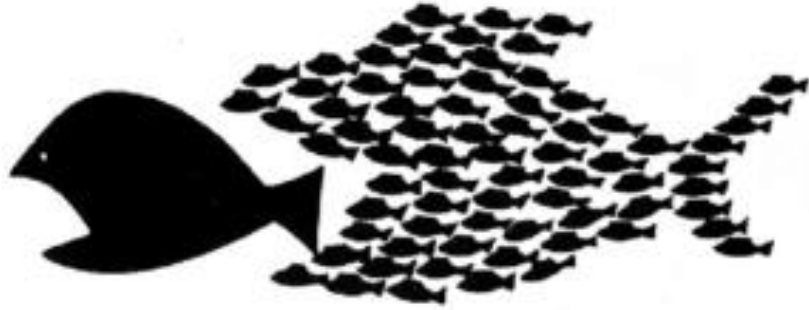


## Partner with Your CTC

- 60 minute research based alcohol prevention presentation
- Emphasis on routine conversations between parents and youth
- Proven to reduce the amount of risk kids take.



# Community Coalition



# Partnerships



## Partner with Your CTC

- Review Policies
- Share Parent Speaker Flyers
- Share Public Health Campaigns
  - Social Media
  - E-Newsletters
- Display PAYS Brochures
- Follow us on Facebook
- Join the Coalition



**Healthy  
Youth**

**Strong  
Families**



**WEST CHESTER**

**COMMUNITIES THAT CARE**

[wcctc.org](http://wcctc.org)

**A  
Resilient  
Community**





**TOGETHER  
WE CAN**



WEST CHESTER  
COMMUNITIES  
THAT CARE  
wctc.org

**MAKE A DIFFERENCE  
FOR YOUTH**

## CONTACT INFO

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Loretta Cohen  
Community Mobilizer  
[mobilizer@wctc.org](mailto:mobilizer@wctc.org)