



**SRSLY**

**COALITION**

Reiley Curran, Jesse Kauffman, & Dan Marthey  
St. Joseph Mercy Chelsea

**Intervention also funding in:**

- Year 1: \$20,000
- Year 2: \$15,000
- Year 3: \$16,383

**Amount Received from 5HF:**

\$16,383

**Total Expenses paid with 5HF funds:**

\$16,383

**Start and End Dates:**

7/1/14 – 6/30/15

**Total Units of Engagement:**

31,928

**Total Cost per Units of Engagement:**

\$.51

The logo for SRSLY is displayed in a bold, lime green, sans-serif font. The letters are set against a black rounded rectangular background. The 'S' and 'Y' have a vertical line through their centers, and the 'R' and 'L' have a vertical line through their stems.

## Brief Description

SRSLY is a community coalition dedicated to the prevention of destructive behavior in youth. SRSLY uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse.

The primary target population is youth ages 10 to 15-years-old, and their families (approximately 1,000 youth and families in Chelsea). SRSLY formed in Chelsea in 2008 in response to high rates of youth alcohol and marijuana use. SRSLY was awarded the Drug Free Communities support program grant in 2011, which provides five years of federal funding, with a required \$1:\$1 local match.

## SRSLY

### Link to Coalition's 1 & 5 year plans

SRSLY is included as an ongoing intervention in the coalition's five-year plan. It addresses the goals of educating the community of the risks to self and others of abusing unhealthy substances, and providing support and strategies for social and emotional wellbeing. The health indicators SRSLY addresses include:

- Percentage of youth reporting that alcohol and marijuana are sort of or very easy to get;
- Percentage of youth who accurately report peer alcohol and marijuana use rates;
- Percentage of youth reporting that their parents would feel it is wrong or very wrong for them to drink alcohol or smoke marijuana;
- Percentage of youth reporting alcohol or marijuana use in the past month;
- Percentage of youth reporting moderate or great risk for using marijuana or alcohol;
- Percentage of youth reporting first use of alcohol and other drugs at the age of 15;
- Percentage of youth who feel connected to school;
- Percentage of youth reporting pro-social family involvement;
- Percentage of youth who report their parents give them lots of opportunities to do fun things;
- Percentage of youth who report their parents always or usually ask their input on family decisions;
- Other key indicators as identified by SRSLY steering committee leaders as high priority during the assessment process.

## SRSLY Goals

Goal 1: Increase coalition capacity to prevent and reduce substance abuse among youth by strengthening collaboration.

Goal 2: Reduce substance abuse among youth by addressing the factors in a community that increase risk of abuse and promoting factors that minimize risk.

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### Objectives:

- Maintain data collection for use in coalition activities through bi-annual participation in the Michigan Profile for Healthy Youth and annual focus groups through 2016. - MET
- Maintain 100% representation of the twelve key community sectors through 2016. - MET
- Increase the capacity of the coalition by securing coalition involvement agreements with specific coalition activities for each of the 12 key community sectors by September 2016. - MET
- Increase the capacity of the coalition to implement the action plan by securing local support for three substance-free alternative events per year, through financial and in-kind donations, annually through 2016. - MET
- Increase the capacity of the coalition by sending at least two members to CADCA and other prevention conferences and trainings every year through 2016. - MET
- Develop annual action plans that are measurable and feasible, based on the coalition's long-term strategic plan, every year through 2016. - MET
- Measure the impact of the coalition through quantitative and qualitative data collected annually through 2016. – IN PROGRESS

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### Alcohol Objectives:

- By 2016, decrease the percentage of youth reporting that it is 'sort of' or 'very easy' to get alcohol from 67.2% to 65.5% among high school students, and from 32.4% to 30.2% among middle school students. – MET AT HIGH SCHOOL LEVEL (65%), NOT YET MET AT MIDDLE SCHOOL (36%)
- By 2016, decrease the percentage of youth who report inaccurately high perception of peer alcohol use rates from 60.6% to 55% among high school students, and 14.3% to 11.9% among middle school students. – HIGH SCHOOL NOT YET MET (64%), MIDDLE SCHOOL MET (7%)
- By 2016, decrease the percentage of high school students who report that 'most' or 'all' of their friends had been drunk recently from 12.9% to 11.2%. – NOT YET MET
- By 2016, increase the percentage of youth reporting that their parents feel it is wrong/very wrong for them to drink alcohol from 88.1% to 90.9% among high school students, and 97.7% to 98.9% among middle school students. – MET (96%)

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### Marijuana Objectives:

- By 2016, decrease the percentage of youth reporting that it is 'sort of' or 'very easy' to get marijuana from 58.4% to 55.3% among high school students, and 6.9% to 5.7% among middle school students. – HIGH SCHOOL MET (47%), MIDDLE SCHOOL MET (4%)
- By 2016, Increase the percentage of youth reporting 'moderate' or 'great risk' for using marijuana from 66.6% to 76.8% among high school students, and 83.7% to 84.8% among middle school students. – HIGH SCHOOL NOT YET MET (59%), MIDDLE SCHOOL MET (89%)
- By 2016, decrease the percentage of youth who report inaccurately high perception of peer marijuana use rates from 58.4% to 39.9% among high school students, and 13.3% to 11.9% among middle school students. – HIGH SCHOOL NOT YET MET (43%), MIDDLE SCHOOL NOT YET MET (12%)
- By 2016, decrease the percentage of high school students who report that 'most' or 'all' of their friends had used marijuana recently from 18.4% to 10.8%. – NOT YET MET (12%)

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### Medicine Abuse Objectives:

- Initiate the Red Barrel Program to help increase the percentage of community members who dispose of prescription drugs in a safe manner by 2016. Baseline to be established in 2013. – NO LONGER MEASURED BY PERCENTAGE OF COMMUNITY MEMBERS USING; NOW IS MEASURED BY POUNDS OF MEDICINE DISPOSED OF.
- By 2016, decrease the availability of prescription drugs for youth, measured by the number of pounds of medicine disposed of per year. Baseline to be established in 2013. – IN PROGRESS



# CPTN SRSLY Workshop Survey

Enjoyment	Didn't enjoy	A little	Okay	Good time	Awesome
	0	0	0	0	8
Confidence Before	Not at all	Only a little	Somewhat	A little confident	Very confident
	0	4	0	2	2
Confidence After	Not at all	Only a little	Somewhat	A little confident	Very confident
	0	0	0	3	5
Repeat Workshop	Yes	No			
	8	0			
Recommend to Friend	Yes	No			
	8	0			
Adults in community care about me	Agree	Disagree	Middle		
	7	0	1		
My voice is valued in community	Agree	Disagree	Middle		
	7	0	1		
My school cares about what I do	Agree	Disagree	Middle		
	6	2	0		





## Units of Engagement

Activity	Participants	Encounters	Hours	Total
Marketing Materials (7 grades) (3 events)	1400	6	1	8,400
What's Your Anti-Drug Contest (4 grades)	800	1	1	800
CPTN SRSLY comic book (5 grades)	1000	1	1	1,000
CPTN SRSLY workshop	8	8	1.5	96
CPTN SRSLY workshop anthology	600	1	1	600
Social Norming Campaign (7 grades)	1400	2	1	2,800
Kickoff Rally	2000	1	1	2,000
CADCA Conference	8	5	10	400
CADCA Presentations	30	4	1	120
Chelsea Fair – booth (3500) and parade (2000)	5500	1	1	5,500
E-newsletter	581	12	1	10,212
<b>Total for 5H funded activities</b>				31,928
<b>Total for SRSLY activities</b>				>353,350

# Year 3 Evaluation Presentation: Chelsea Friends and Family Wellness Coalition

<b>SRSLY Chelsea Year 3</b>			
<b>Expense</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Funding Source</b>
<b>Supplies</b>			
<b>Marketing Materials</b>	\$ 3,000	\$ 1,761	Chelsea Wellness Coalition
<b>What's Your Anti-Drug Contest Prizes</b>	\$ 300	\$ 142	Chelsea Wellness Coalition
<b>CPTN SRSLY – comic book printing</b>	\$ 1,500	\$ 3,655	Chelsea Wellness Coalition
<b>Social Norming Materials</b>	\$ 2,000	\$ 850	Chelsea Wellness Coalition
<b>Kickoff Rally Supplies</b>	\$ 250	\$ 115	Chelsea Wellness Coalition
<b>Travel</b>			
<b>CADCA Conference</b>	\$ 4,583	\$ 6,500	Chelsea Wellness Coalition
<b>Purchased Services</b>			
<b>CPTN SRSLY – Artist Jerzy Drozd</b>	\$ 4,000	\$ 2,800	Chelsea Wellness Coalition
<b>Marketing – ENC</b>	\$ 0	\$ 0	Chelsea Wellness Coalition
<b>Other</b>			
<b>Chelsea Fair – booth space and parade supplies</b>	\$ 750	\$ 560	Chelsea Wellness Coalition
<b>TOTALS</b>			
	\$ 16,383	\$ 16,383	Chelsea Wellness Coalition
	\$ 232,384	\$ 232,384	Drug Free Communities grant, Local Fundraising, In-Kind
	\$ 248,767	\$ 248,767	TOTAL SRSLY BUDGET

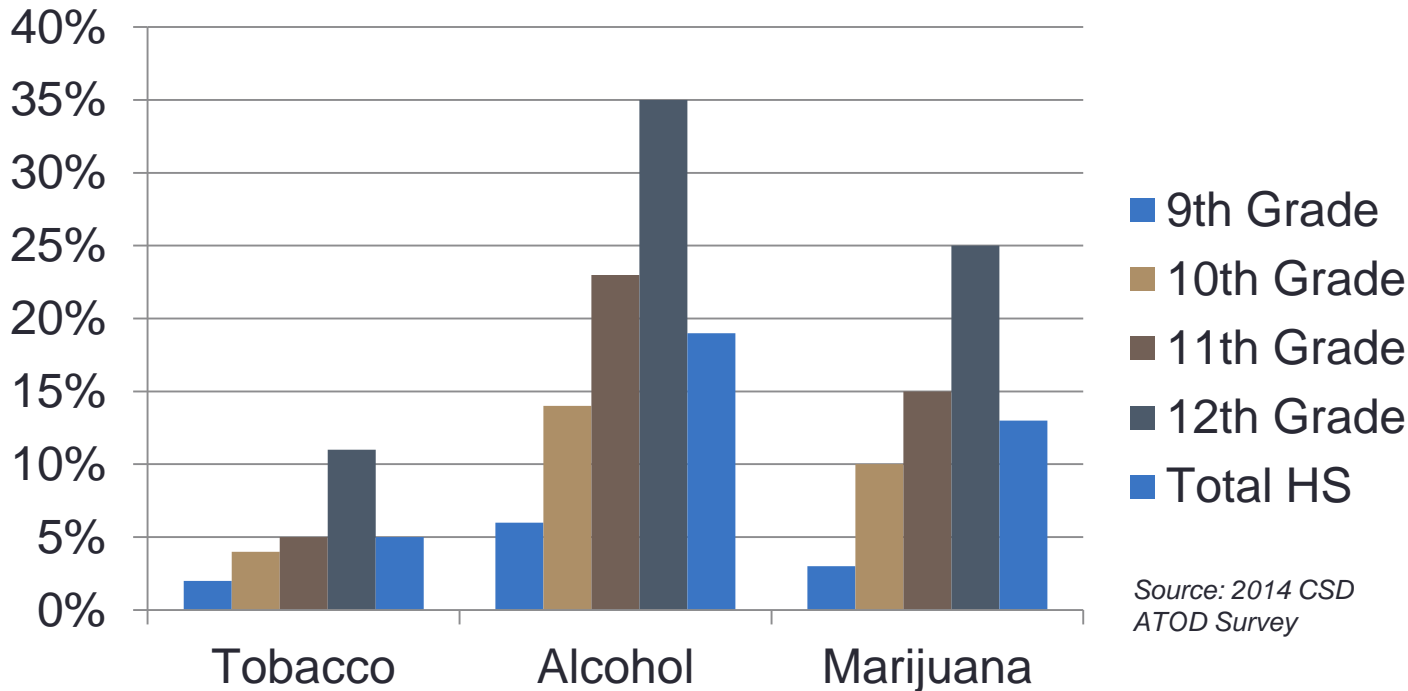
# CSD ATOD Survey Results 2014

In the fall of 2014, the Chelsea schools conducted a survey of all 7<sup>th</sup> – 12<sup>th</sup> grade students on their behaviors and attitudes towards drugs and alcohol. This survey was done in place of the MiPHY survey. We therefore cannot use this data to look for trends, because this survey included 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grade students, while MiPHY only surveys 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> grade students.

Key findings included:

- Two out of three teens choose friends who do not use drugs and alcohol.
- Average age of first use of alcohol is 14.7, among high school students.
- 9 out of 10 middle school students have never tried alcohol
- Of high schoolers who drink, 42% regularly binge drink
- Among high schoolers, perception of risk is highest for tobacco (94%), then prescription drug abuse (93%), then alcohol (85%), then marijuana (59%)
- Most high schoolers overestimate peer use of alcohol; 12<sup>th</sup> grade students have an accurate perception of marijuana use among peers, but 3 out of 4 younger students overestimate how many of their peers are using.

# Recent Use (Past 30 days)

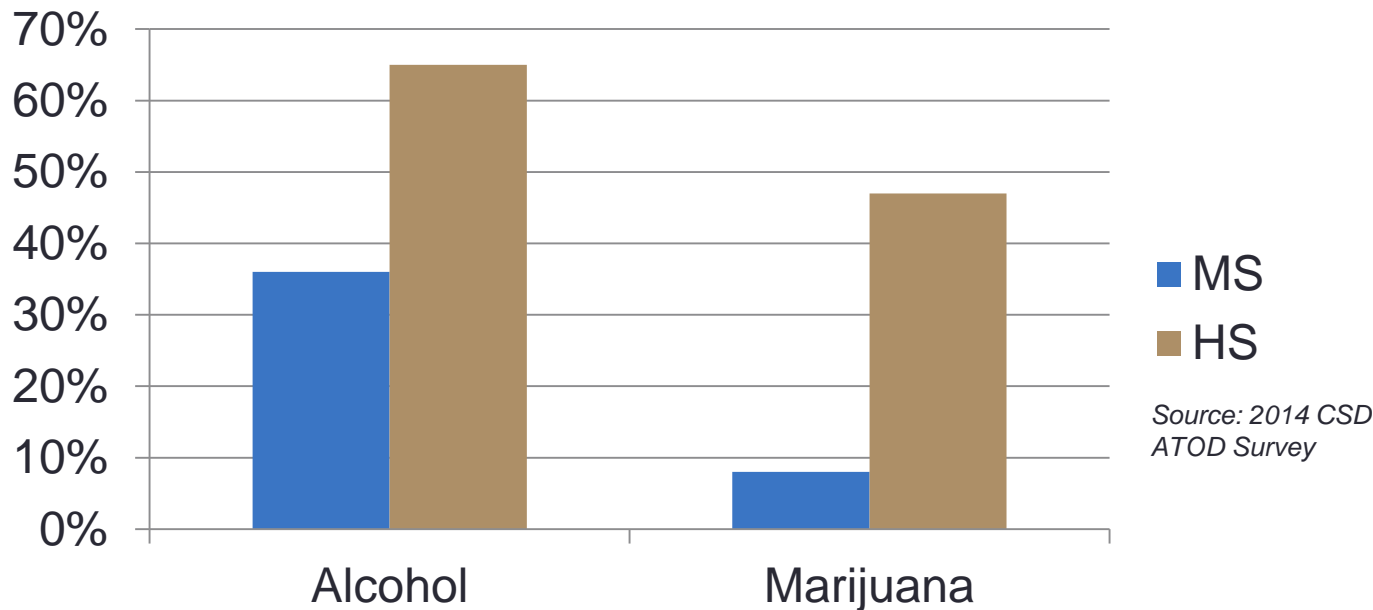


Source: 2014 CSD  
ATOD Survey

## Key Findings:

- 8 out of 10 Chelsea teens don't drink (42% of high school students have ever tried alcohol, and 19% drink alcohol regularly); range of 6% regular use among 9<sup>th</sup> graders to 35% among 12<sup>th</sup> graders
- 5% of high school students regularly use tobacco (range of 2% of 9<sup>th</sup> graders to 11% of 12<sup>th</sup> graders)
- 13% of high school students regularly use marijuana (range of 3% of 9<sup>th</sup> graders to 25% of 12<sup>th</sup> graders)

# Ease of Access



## Key Findings:

- Among middle school students who have recently consumed alcohol 100% used in their own home, 50% in another person's house, 17% at a restaurant or bar, and 17% on school property.
- Among high school students who have recently consumed alcohol 80% in another person's house, 34% in their own home, 17% at a public place or event, 6% while riding in a car, 5% on school property, and 2% at a restaurant or bar.

# Highlights

- 8 BMS students participated in CPTN SRSLY workshop, releasing the book to their peers during an assembly.
- 8 SRSLY members meet with Gary Peters and Tim Wahlberg in Washington, D.C.
- SRSLY's Anti-Drug Media Contest continues to grow.



## Highlights

- SRSLY YSC present at CADCA in DC
- 2 SRSLY youth chosen to attend Train the Trainer
- Safe Homes yard signs >100 distributed
- 431 pounds of pills have been collected in Red Barrel since 2013

**SRSLY**  
**'14-15**  
year in review

A community coalition established to prevent destructive behavior in Chelsea youth, with support from St. Joseph Mercy Chelsea, the Coghlan Family Foundation and the Drug Free Communities Support Program.

**In year 7,** local families, businesses and organizations gave **\$11,515** in cash gifts, and thousands more in donated goods and services. SRSLY receives grant support from the Drug Free Communities Support Program, the Coghlan Family Foundation, and the 5 Healthy Towns Foundation.

**Team SRSLY year 7:**

- 86 new youth and adults joined SRSLY
- 190 SRSLY members volunteered 1,800 hours
- 8 SRSLY members went to CADCA's National Leadership Forum in Washington, D.C.
- 3 SRSLY members went to CADCA's Mid-Year Training Institute in Indianapolis, IN
- 2 new members of the Youth Steering Committee
- Youth Steering Committee (YSC) Leadership Retreat, new YSC officers elected in July
- SRSLY passed 1000 total members volunteering since the coalition began in 2008

**SRSLY cool things from year 7:**

- Dan Marthey joined the SRSLY team as Events Coordinator
- 8 members of SRSLY met with Senator Gary Peters and Representative Tim Walberg to introduce the work SRSLY is doing
- 2 YSC members were part of the 10 students selected nation-wide to participate in CADCA's Train the Trainer Training in Washington, D.C.
- SRSLY's YSC presented to coalitions from across the country at CADCA's Mid-Year Training Institute in Washington, D.C.
- Big Red Barrel has collected 431 pounds of pills since it was installed in 2013
- Project Sticker Shock
- Safe Homes yard signs are introduced and popping up all over Chelsea
- 7th Annual Kickoff Rally, New Year's Eve Party, Duct Tape Fashion Show, & SRSLY Cinema
- First-ever CPTN SRSLY comic book workshop with cartoonist Jerzy Drozd, 8 middle school students create the first-ever 44-page CPTN SRSLY Comic Anthology
- Refreshed SRSLY brand with new marketing and social norming materials
- CPTN SRSLY's new book "Stink and Quake" takes place at Howell Nature Center and features 3 Beach Middle School students
- What's Your Anti-Drug Media Contest
- Introduced new and improved srslychelsea.org website
- Local presentations given at City Council, Chelsea School Board, CHS Parents Group, Kwanis Club, Rotary Club, Chelsea-area Wellness Coalition, middle and high school classes
- 21 new Public Service Announcements created by CHS students
- Local sponsorships covered the cost of most of SRSLY's fun, substance-free activities for youth and families
- Welcomed SRSLY Manchester to the SRSLY Regional network of coalitions (Chelsea, Dexter, and Stockbridge)

**Received grants from the Michigan Council for Arts & Cultural Affairs and the National Endowment for the Arts to expand CPTN SRSLY comic books to include a workshop for kids.**

**Over the past seven years, 1000 SRSLY volunteers have donated more than 17,000 hours to preventing destructive behavior in Chelsea youth.**

**SRSLYchelsea.org | (734) 593-5279**

SRSLY is a community coalition dedicated to the prevention of destructive behavior in Chelsea youth. We implement multiple strategies, across multiple sectors, to address multiple causes to a problem.



## How can this intervention be improved next year?

Setbacks or issues identified	Proposed solution
Low attendance at events & meetings	Meeting Structure changed
	Formalize membership
	SRSLY Week
	Something new each year

# Sustainability

- In 2016 will be applying for DFC funding years 6-10
- Apply for continued 5H funding
- Continue to recruit new partners (volunteers & organizations) for in-kind support
- Michigan Council of Arts & Cultural Affairs, Chelsea Education Foundation, Rotary Club, and Kiwanis Club
- Seek new grant opportunities

# SRSLY Regional

Manchester Voices coalition has re-branded to SRSLY Manchester joining Chelsea, Dexter, and Stockbridge in the regional network of SRSLY coalitions.