



**SRSly**

**COALITION**

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St. Joseph Mercy Chelsea

**Total amount granted from 5HF:  
\$20,000**

**Total expenses paid with 5HF funds\*:  
\$20,000 budgeted, YR5 ends 6/30/17**

\* If full amount of the grant was not necessary to provide the approved services, a check from the fiscal agent must be enclosed for any unused funds over \$100-Please make check payable to 5 Healthy Towns Foundation- Include a Final Expense Report

<b>Intervention start date:</b> 7/1/2016	<b>Intervention end date:</b> 6/30/2017	<b>Date funding received:</b> ongoing	<b>Element:</b> Avoid Unhealthy Substances
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# SRSly

## Funding

Intervention also funded in:

- Year 1: \$20,000
- Year 2: \$15,000
- Year 3: \$16,383
- Year 4: \$20,000
- Year 5: \$20,000

- **Has the intervention made any improvements/changes from past year(s)?**

The coalition has already experienced better youth engagement (SRSly Week, Minecraft Server Camp, CPTN SRSly books). The coalition has also increased its marketing efforts with billboards. The coalition has engaged in more advocacy efforts related to marijuana businesses and advertising to youth.

- **If the amount requested has changed from the previous year please explain.**

No change.

## Key Evaluation Data

- **TOTAL ANNUAL VOLUNTEERS and HOURS:** 167 youth and adult volunteers donated 1,288 hours in 2016-2017; to date, there have been more than 1,275 total volunteers, donating more than 21,088 hours to SRSly.
- **TOTAL \$ DONATED FROM COMMUNITY MEMBERS:** \$225,847 (cash) since 2008
- **TOTAL UNITS OF ENGAGEMENT (PARTICIPANTS, NON-VOLUNTEERS):**
  - SRSly Week = 8 grades x 200 kids per grade x .5 hours (lunch) + 600 (2<sup>nd</sup> day at BMS) = 1,400 units
  - Kickoff Rally = 2,000 people x 1 interaction with SRSly = 2,000 units of engagement
  - Project Sticker Shock = 3 events per year x 1,500 stickers x .15 hours = 675 units
  - Anti-Drug Media Contest = 4 grades x 200 kids per grade x 1 hr/class = 800 units
  - New Year's Eve Party = 400 party attendees x 4 hours at party = 1,600 units
  - CTPN SRSly = 6 grades x 200 kids per grade x 1 book per kid = 1,200 units
  - Gaga Ball Tournament = 40 attendees x 1 event x 2 hours = 80 units
  - SRSly Minecraft Server Building = 25 attendees x 5 events x 1 hours = 125 units
  - Annual Appeal Letter = 5,500 letters mailed x .25 hours = 1,375 units
  - SRSly Cinema = 9 movies x 250 people per movie x 2 hours per movie = 4,500 units
  - E-newsletter = 630 subscribers x 1 email per month x 12 months = 7,560 units
  - Community advocacy presentations = 8 events x 25 attendees x .15 hours = 30

**ESTIMATED TOTAL UNITS OF ENGAGEMENT: 21,345+**

## Key evaluation data collected for this intervention

- Michigan Profile for Healthy Youth Survey (2016)
- Chelsea School District Alcohol Tobacco and Other Drug Survey (2016)
- Focus groups
- Participant surveys

## List all the goals of the intervention

Goal 1: Increase SRSly Chelsea's 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.

Goal 3: Ensure the sustainability of SRSly Chelsea to prevent and reduce substance abuse.

The 2017-2020 strategic plan primarily focuses on three identified substances of abuse:

- Alcohol
- Marijuana
- Medicine Abuse and Misuse

The committee reviewed data on risk and protective factors, and prioritized seven on which to focus, including:

- Ease of access to substances
- Norms favorable to substance use
- Low perception of risk
- Peer disapproval
- Parental disapproval
- Opportunities for pro-social family involvement
- Opportunities for pro-social community involvement.

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### **Goal 1: Increase SRSly Chelsea's capacity to prevent and reduce substance abuse among youth by strengthening collaboration.**

- Objective 1: 100% of SRSly Chelsea activities will be strategically-aligned through September 2020 as measured by meeting minutes.
- Objective 2: Maintain 100% representation of the twelve key community sectors through September 2020 as measured by Coalition Involvement Agreements on file.
- Objective 3: Increase the capacity of SRSly Chelsea to reflect community diversity, annually through September 2020.
- Objective 4: Recruit and retain a volunteer base that allows SRSly Chelsea to effectively implement the annual action plan as measured by the number of active and returning volunteers in the SRSly volunteer database, through September 2020.
- Objective 5: Measure the impact of all (100%) coalition efforts through quantitative and/or qualitative data collected annually through September 2020.
- Objective 6: Develop leadership and prevention skills of SRSly Chelsea volunteer and staff members, as measured by internal capacity assessment, annually through September 2020.

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**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.**

Objective 1: Reduce youth access to substances.

- Decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) reporting that it is 'sort of easy' or 'very easy to get alcohol to 50%
- Decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) reporting that it is 'sort of easy' or 'very easy to get marijuana to 39%.
- Decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) reporting that it is "sort of" or "very" easy to get prescription drugs not prescribed to them to 39%.

Objective 2: Reduce norms favorable toward substance use.

- Decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report inaccurately high perception of peer alcohol use to 49% .
- Decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report inaccurately high perception of peer marijuana use to 45%.
- By September 2020, decrease the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report inaccurately high perception of peer prescription drug misuse (baseline to be established in 2018).

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**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.**

Objective 3: Increase perception of risk of substance use.

- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report "great" or "moderate" risk of weekly binge drinking to 87%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report "great" or "moderate" risk of weekly marijuana use to 62%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report "great" or "moderate" risk of taking a prescription drug not prescribed to them to 90%.

Objective 4: Increase perception of peer disapproval of substance use.

- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their friends feel it would be "wrong" or "very wrong" for the student to have one or two drinks of an alcoholic beverage nearly every day to 90%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their friends feel it would be "wrong" or "very wrong" for the student to use marijuana to 86%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their friends feel it would be "wrong" or "very wrong" for the student to use a prescription drug not prescribed to them to 92%.



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Objective 5: Increase perception of parental disapproval of substance use.

- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their parents feel it would be "wrong" or "very wrong" for the student to have one or two drinks of an alcoholic beverage nearly every day to 97%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their parents feel it would be "wrong" or "very wrong" for the student to use marijuana to 92%.
- Increase the percentage of HS students (9<sup>th</sup>-12<sup>th</sup>) who report their parents feel it would be "wrong" or "very wrong" for the student to use a prescription drug not prescribed to them to 96%.

Objective 6: Increase opportunities for prosocial family involvement

- Increase the percentage of HS and MS students who report their parents "always" or "usually" include them in family decisions that affect them to 70%.
- Increase the percentage of HS and MS students who report their parents give them lots of chances to do fun things together to 86%.

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Objective 7: Increase opportunities for prosocial community involvement

- Increase the percentage of HS and MS students who report there are adults in their community who notice when they are doing a good job and let them know to 90%.
- Increase the percentage of HS and MS students who report there are adults in their community who they could talk to about something important to 85%.
- Increase the percentage of HS and MS students who report there are adults in their community who are proud of me when I do something well to 91%.

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Goal 3: Ensure the sustainability of SRSLY Chelsea to prevent and reduce substance abuse.

### **Goal 3: Ensure the sustainability of SRSLY Chelsea to prevent and reduce substance abuse.**

- Objective 1: 75% of SRSLY activities and operations will be funded by multiple sources.
- Objective 2: SRSLY will have met the annual local match requirement of the DFC grant every year, and have a plan to meet it in the final year of the grant as well (through September 2021).
- Objective 3: 90% of SRSLY activities will be implemented with more volunteer hours than staff hours.
- Objective 4: 50% of SRSLY activities will have a designated lead member organization with primary responsibility for implementation, including securing funding, with support from SRSLY staff.

# Overall were there any major accomplishments?

- Started year 6 of Drug Free Communities Support Grant funding.
- “How to Engage Youth in a Meaningful Way” presentation at CADCA’s National Leadership Forum to a standing-room only crowd in Washington, D.C.
- Met with elected officials during CADCA’s Capitol Hill Day.
- Created and distributed 7<sup>th</sup> installment of CPTN SRSLY comic book series.
- Hosted 3<sup>rd</sup> annual CPTN SRSLY Comics workshop which resulted in a printed 48-page anthology of youth cartoonist stories and tabling at the Ann Arbor Comic Arts Festival to 5000 attendees.
- Created the Resolution to Protect Our Community’s Youth from the Marijuana Industry which has collected 173 signatures of support including the Chelsea Police Department, Chelsea School District, Washtenaw County Medical Society, Washtenaw County 4-H, TorranceLearning, La Jolla Fine Jewelry, Main Street Church, Chelsea Update, and Warren Apartments in Chelsea
- Since SRSLY started working to prevent youth substance use in 2008, Chelsea High School has seen the following:
  - 64% reduction in youth binge drinking
  - 55% decrease in youth regularly drinking
  - 40% decrease in the number of youth who have ever drank alcohol
  - 35% decrease in the number of youth who have ever used marijuana

# Setbacks

**If yes, please describe setbacks and how they were addressed below:**

Setbacks or issues identified	How they were addressed
Program Coordinator staffing change	Temporary staff hired until DFC grant awarded. Permanent Program Coordinator now hired.
As the coalition's work continues to grow, the need for volunteer participation increases	Adjusting communication strategy to focus on more targeted requests of volunteers.

How will you improve or avoid these issues in the future?

- Continue to improve communication of volunteer requests and increased usage of the SRSly mobile application.

# Year 5 SRSly Evaluation Report: Chelsea Friends and Family Wellness Coalition

## Media



# Year 5 SRSLY Evaluation Report: Chelsea Friends and Family Wellness Coalition

<b>SRSLY Chelsea Year 5</b>			
<b>Expense</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Funding Source</b>
<b>Supplies</b>			
<b>Marketing Materials</b>	\$ 1,000	\$ 879	Chelsea Wellness Coalition
<b>What's Your Anti-Drug Contest Prizes</b>	\$ 300	\$ 300	Chelsea Wellness Coalition
<b>CPTN SRSLY – comic book printing</b>	\$ 1,645	\$ 2,645	Chelsea Wellness Coalition
<b>Social Norming Materials</b>	\$ 2,000	\$ 2,000	Chelsea Wellness Coalition
<b>Kickoff Rally Supplies</b>	\$ 250	\$ 250	Chelsea Wellness Coalition
<b>Youth-Led Program Supplies (YES)</b>	\$ 1,000	\$ 776	Chelsea Wellness Coalition
<b>Travel</b>			
<b>National Leadership Forum</b>	\$ 7,005	\$ 7,005	Chelsea Wellness Coalition
<b>Seminars – MI SUD Conference</b>	\$ 100	\$ 100	Chelsea Wellness Coalition
<b>Purchased Services</b>			
<b>CPTN SRSLY – Artist Jerzy Drozd</b>	\$ 4,000	\$ 3,500	Chelsea Wellness Coalition
<b>Marketing – MC Creative</b>	\$ 2,500	\$ 2,500	Chelsea Wellness Coalition
<b>Other</b>			
<b>Chelsea Fair – booth space and parade supplies</b>	\$ 200	\$ 45	Chelsea Wellness Coalition
<b>TOTALS</b>			
	\$ 20,000	\$ 20,000	Chelsea Wellness Coalition
	\$ 249,564	\$ 254,684	Drug Free Communities grant, Local Fundraising, In-Kind
	\$ 291,665	\$ 291,665	TOTAL SRSLY BUDGET

## **End of Coalition Presentation**

Please complete information for the entire slide deck (slides 1-18). The slide deck will be used as your intervention evaluation report for the 5 Healthy Towns Foundation. Please use your intervention table as a reference when completing the slide deck.

**For the September 7<sup>th</sup> meeting you will only present to the coalition on slides 1-11\***

\*Note: You do not need to complete slide 2 if this was the first year you implemented your intervention using 5HF funds. Slides 4-7 will also vary depending on the number of goals you had for your intervention.



# SRSly Coalition

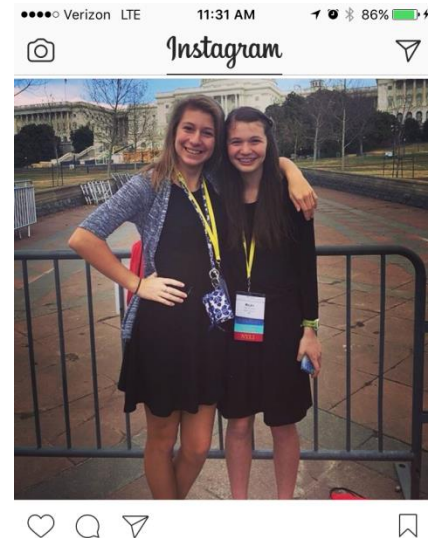
## Brief Description

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.

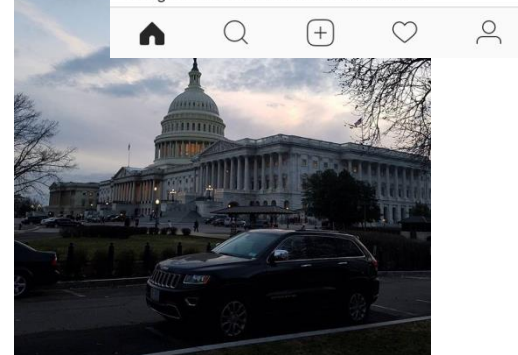
The primary target population is youth ages 10 to 15-years-old, and their families (approximately 1,000 youth and families in Chelsea). SRSly formed in Chelsea in 2008 in response to high rates of youth alcohol and marijuana use. SRSly was awarded the Drug Free Communities support program grant in 2011 and again in 2016, which provides five years of federal funding, with a required \$1:\$1 local match.

# Key evaluation data

- Since SRSly started working to prevent youth substance use in 2008, Chelsea High School has seen the following:
  - 64% reduction in youth binge drinking
  - 55% decrease in youth regularly drinking
  - 40% decrease in the number of youth who have ever drank alcohol
  - 35% decrease in the number of youth who have ever used marijuana
- SRSly is forming an a youth and adult evaluation task force to complete a report within the next fiscal year.



ally\_ally01, jacqueline.taylorr and 76 others  
riley\_tthorburn What a amazing opportunity I had today! Along with my coalition group, I got to meet with 2 of our Michigan senators and 1 of our representatives. Tim Kaine also walked past us in the senate building! So thankful for this opportunity srsly has given me and others in the coalition.



xyz.abrina\_, sweet\_peeper and 15 others  
moto\_lover87 This week has been pretty great! I have gotten to have an unforgettable experience. I helped do a presentation in front of about 150+ people as well as got to be interviewed to be in a podcast. As a couple of things I did. This is one experience that I will always remember.



## Collaborations

### Adult Steering Committee members:

- Julie Deppner – Silver Maples, CEO
- Ed Toth, – Chelsea Police Department, Police Chief
- Michael Coghlan, – Coghlan Family Foundation
- Nancy Siegrist, – St. Joseph Mercy Chelsea, Director of Behavioral Health
- Lisa Allmendinger – Chelsea Update, Editor
- Nick Angel – Beach Middle School, Principal
- Sheryl Dewyer – Beach Middle School, Media Center Clerk
- Edith Donnell – Chelsea District Library, Teen Librarian
- John Hanifan – City of Chelsea, City Manager
- Mitch Holdwick – St. Joseph Mercy Chelsea, Marketing Manager
- John Knox – Chelsea Kiwanis Club
- Kristin Krarup-Joyce – South Meadows Elementary
- Andrea Kuck – Chelsea PTO
- Josh Kuck – Main Street Church
- Scott Moore, MD – Moore Pediatrics, Pediatrician
- Sheri Montoye – 4-H
- Anita Mosier – Chelsea Girl Scouts
- Trinh Pifer – Chelsea Senior Center
- Katie Postmus – Community Mental Health Partnership of SE Michigan
- Laura Stahl – Chelsea Girl Scouts
- Megan Torrance – Torrance Learning
- Marcia White – Chelsea City Council

## Collaborations

### Youth Steering Committee:

- Ananth Ghosh, 12<sup>th</sup> grade
- Jessica Ligi, 12<sup>th</sup> grade
- Sean McGill, 10<sup>th</sup> grade
- Sophie Sjogren, 10<sup>th</sup> grade
- Natalie Gofton, 10<sup>th</sup> grade
- Ace Eder, 10<sup>th</sup> grade
- Nic Brough, 10<sup>th</sup> grade
- Reed Phillips, 10<sup>th</sup> grade
- Maddie Bainton, 9<sup>th</sup> grade
- Shannon Conley, 9<sup>th</sup> grade
- Abbie Dobos, 8<sup>th</sup> grade
- Vincent Emery, 8<sup>th</sup> grade
- Ashley Kasper, 8<sup>th</sup> grade
- Branden Merkel, 8<sup>th</sup> grade
- Ben Schwarz, 8<sup>th</sup> grade
- Riley Thorburn, 8<sup>th</sup> grade
- Travis , 7<sup>th</sup> grade
- Brandon Emmert, 7<sup>th</sup> grade
- Anna King, 7<sup>th</sup> grade
- Travis Shemwell, 7<sup>th</sup> grade
- Erick Kasper, 6<sup>th</sup> grade
- Brandon Grzadzinski, 6<sup>th</sup> grade
- Joseph Grudzinski, 5<sup>th</sup> grade
- Lizzie McGuire, 5<sup>th</sup> grade

# Sustainability

- SRSly has included sustainability in the strategic plan for 2017-2020 as mentioned in the goals section.
- SRSly's steering committees are forming a joint sustainability committee in anticipation of SRSly final year of DFC funding in 2021.
- Sustainability beyond 5HF funding is being obtained through federal, state, and local grants, sponsorships of events, local cash and in-kind donations, and the exploration of billable sources of revenue.