

NAME OF THE INTERVENTION	SRSLY Dexter
5HF Element* to Impact	Avoid Unhealthy Substances, Connect with Others in Healthy Ways
Fiscal Agent	St. Joseph Mercy Chelsea
Tax I.D	38-2113393
Implementation Contacts (2 or more required)	Stephanie Mayweather, Reiley Curran
Contact phones and emails	Stephanie.Mayweather@stjoeshealth.org , 734-593-5279 Reiley.curran@stjoeshealth.org , 734-593-6974
Date Funding Required	April 2018
Implementation Date	Ongoing
Estimated Completion Date	April 2019
Total Amount Requested from 5HF	\$20,000

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population. <i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>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 target population for our intervention is youth ages 10-15 years old and their families (approximately 1,400 youth and their families).</p>
<p>2. How does this intervention address the needs identified by your community and the coalition? <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>SRSLY addresses the goals of educating the community of the risks to self and others of abusing unhealthy substances. The health indicators SRSLY addresses include:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • 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 steering committee members. <p>Source for measurement: Michigan Profile for Healthy Youth (MiPHY) Survey</p>
<p>3. What are the specific goals for the intervention? <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<p>The goal of SRSly Dexter is to reduce youth substance abuse. The strategic plan focuses on three identified substances of abuse:</p> <ol style="list-style-type: none"> 1. Alcohol 2. Marijuana 3. Medicine Abuse and Misuse <p>GOAL ONE: Increase coalition capacity to prevent and reduce substance abuse among youth by strengthening collaboration.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Maintain data collection for use in coalition activities through bi-annual participation in the MiPHY and annual focus groups through 2018. 2. Achieve and maintain 100% representation of the key community sectors through 2018. 3. Increase the capacity of the coalition to implement the action plan by securing local support for at least two substance-free alternative events per year, through financial and in-kind donations, annually through 2018. 4. Increase the capacity of the coalition by sending at least two members to CADCA and other prevention conferences and trainings every year through 2018. Members who attend conferences and trainings will share what they learn with the general coalition within three months of returning. 5. Develop annual action plans that are measurable and feasible, based on the coalition’s long-term strategic plan, every year through 2018. 6. Measure the impact of the coalition through quantitative and qualitative data collected annually through 2018.

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

Alcohol Objectives:

1. By the end of 2018, decrease the percentage of youth reporting that it is 'sort of' or 'very easy' to get alcohol from 69.9% to 57.3% among high school students, and from 41.2% to 33.8% among middle school students.
2. By the end of 2018, decrease the percentage of youth who report inaccurately high perception of peer alcohol use rates from 71.3% to 58.5% among high school students.
3. By the end of 2018, decrease the percentage of high school students who report that 'most' or 'all' of their friends had been drunk recently from 10.4% to 9.4%.
4. By the end of 2018, increase the percentage of youth reporting that their parents feel it is wrong/very wrong for them to drink alcohol from 95% to 96% among high school students.

Marijuana Objectives:

1. By the end of 2018, decrease the percentage of youth reporting that it is 'sort of' or 'very easy' to get marijuana from 50.2% to 45% among high school students, and 9.4% to 8% among middle school students.
2. By the end of 2018, increase the percentage of youth reporting 'moderate' or 'great risk' for using marijuana from 70.8% to 75.8% among high school students and 86% to 90% among middle school students.
3. By the end of 2018, decrease the percentage of youth who report inaccurately high perception of peer marijuana use rates from 65% to 60% among high school students.
4. By the end of 2018, decrease the percentage of high school students who report that 'most' or 'all' of their friends had used marijuana recently from 11.6% to 10.6%.

Medicine Abuse Objectives:

1. By the end of 2018, decrease the availability of prescription drugs for youth, measured by the number of pounds of medicine disposed of per year. Baseline for 2015 is 32.05 lbs
2. By the end of 2018, decrease the percentage of youth who report having used a prescription painkiller without a prescription from 6.2% to 5.3% among high school students.

MEASURABLE OUTCOMES

	<p>SRSLY will measure progress towards achieving our goals based on the following outcomes:</p> <ul style="list-style-type: none"> • By June 2018, fewer than 30% of high school students will report having ever used alcohol. • By June 2018, fewer than 14% of high school students will report alcohol use in the past thirty days. • By June 2018, fewer than 6% of high school students will report initiating alcohol use before the age of 13. • By June 2018, fewer than 17% of high school students will report having ever used marijuana. • By June 2018, fewer than 10% of high school students will report marijuana use in the past thirty days. • By June 2018, fewer than 5% of high school students will report having taken a prescription painkiller medication without a prescription within the past thirty days. <p>SRSLY staff and volunteers are responsible for collecting the data. The target date for the objectives in the strategic and action plans is by the end of 2018. We will continue to use MiPHY data, and we will conduct a new needs assessment and update our strategic plan.</p>
<p>4. What key data will be collected, analyzed, and used to evaluate the intervention? <i>Should include:</i></p> <ul style="list-style-type: none"> • <i>Units of Engagement</i> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>The Dexter Community School District participates in the MiPHY survey every other year. The last year that data was collected was 2016. Testing has already taken place at the high school level for 2018 and the middle school will do so in the coming months. The survey is anonymous, computer-based, and given to a random sample of 7th, 9th, and 11th grade students. It gives community-level data in multiple spheres of youth health: alcohol, tobacco and other drugs (ATOD), nutrition, weight, mental health, physical activity, community, family, school, etc. Other data sources include: hospitals, police departments, key informant interviews, and a community survey.</p> <p>We are currently working with Western Michigan University to conduct surveys, focus groups, and evaluate trends in previous years of captured MiPHY data. We hope to have results by June 2018.</p>
<p>5. What are the estimated Units of Engagement for the intervention? <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p>	<p>Total Annual Volunteer and Hours: Since 2013, 280 SRSLY volunteers have donated more than 1800 hours to preventing destructive behavior in Dexter youth.</p> <p>Total Units of Engagement (Participants, non-volunteers): April 2018-April 2019</p>

<p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>Dodgeball Tournament= 1 event x 250 people x 2.5 hours= 625 units Annual Appeal Letter= 120 letter mailed x 1 event = 120 units Kickoff Rally= 500 people x 1 event x 2 hours= 1000 units Anti-Drug Media School Visit= 3 grades x 100 kids per grade x .5 hours per class=150 hours Project Sticker Shock= 1000 customers x 2 hours x 1 event per year= 2,000 units CPTN SRSLY Comic Books=~2000 students (in grade 2-8) will receive a book Drugs 101 Workshop= 30 people x 1 event= 30 units Dexter Daze= 2 days x 1,000 Dexter residents= 2,000 units Halloween Party= 1 event x 200 students x 2 hours=400 units Big Red Barrel Postcards= 1 mailing x 5000 homes= 5000 units Monthly MAGIC Tournaments = 15 people x 2 hours x 11 events= 330 units E-newsletter= 240 subscribers x 1 email per month x 12 months= 2,880 units Educational Mailings= 5,000 households x 2 mailings/year= 10,000 units YSC Youth Meetings= 10 youth x 2 meetings a month x 11 months= 220 units ASC Meetings= 5 adults x 4 meetings a year= 20 units Project Team Meetings= 5 adults/youth x 8 meetings a year= 40 units Youth to Youth Conference= 4 participants x40 hr. x 1 event= 160 units Donor & Volunteer Appreciation Breakfast= 50 adults/youth x 1 event x 2 hrs.=100 units CADCA Conference= 4 participants x 40 hours x 1 event= 160 units</p>
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> 	<p>See SRSLY Coalition Action Plan Attached to email.</p>

<ul style="list-style-type: none"> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>SRSLY requires approval from our federal funding agency, SAMHSA. Our action plan and budget are submitted and approved 9 months in advance. Approval comes from Olivia Cline-Thomas, Grants Management Specialist.</p> <p>The Adult Steering Committee is comprised of leaders representing key community sectors in Dexter (schools, hospital, business, law enforcement, parents, and others). This group is responsible for the needs assessment and strategic plan. Using these as a guide, they review and approve the annual action plan and budget.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability). <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Adult Steering Committee members: Paul Cousins, Dexter resident Reiley Curran, St. Joseph Mercy Chelsea, Community Health Manager Sandra Darr, Dexter Community Schools, Fiscal Services Coordinator Jeremy Hilobuk, Washtenaw county Sheriff Office Paul McCann, Dexter District Library, Director Carrie Ragnes, Dexter community Schools, Counselor Nikki Smith, Dexter Parent Beth Steven, Outpatient Behavioral Health Services Chris Timmis, Dexter Community Schools, Superintendent</p> <p>Youth Steering Committee members: Claire Christensen, 8th grade Audrey McMichael, 8th grade Averi Rose, 7th grade Joey Smith, 9th grade Mason Smith, 12th grade Serenity Smith, 7th grade Olivia Teachout, 7th grade Caleb Sanchez, 8th grade Mercedes Brandt, 8th grade Lydia Browning, 8th grade</p>

<p>9. If this is a continuing intervention:</p> <p>A. How many years has this intervention been funded by the coalition?</p> <p>B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	<p>A. Five</p> <p>B. Yes</p> <p>C. This year we are working on an evaluation plan with Western Michigan University to gain insight on the brand effectiveness of SRSLY Dexter. We also hired a new Marketing Team to help with billboards, social media, and event promotion. We hope that this change will help us reach out target audience better and have more thoughtful interactions. This year we are working to increase the capacity and membership of the coalition. We are hosting our first volunteer and donor appreciation breakfast to celebrate those who have helped us throughout the years. We will also be sitting down with ASC members and potential ASC members to get involved in our needs assessment and more involved in the coalition. We will need to focus what we've done well and areas that we need to improve since we will be applying for another 5 years of funding in 2019 from our DFC grant.</p> <p>D. The amount requested has decreased over the past four years. Since we were granted the Drug Free Communities Grant, we were able to ask for fewer funds from the 5 Healthy Towns Foundation. However, we still need funding from 5H to help with the local 1:1 match for the DFC grant.</p> <p>E. SRSLY will continue to ask the coalition for funds for as long as we have the need. We are also looking for other funding streams to continue to decrease the amount that we ask for.</p>
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>Yes, it is attached to this document.</p>
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	<p>This model for prevention is a best practice, as determined by the White House Office of National Drug Control Policy (Source: http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_pager_final.pdf)</p>

~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

Expense	Amount	Funding Source
Personnel		
Coalition Director, Program Coordinator, Program Director, Admin Assistant	\$87,794	DFC Grant, SJMC In-Kind
Benefits	\$21,949	DFC Grant , SJMC In Kind
Travel		
CADCA Conference, MI Substance Abuse Conference (registration, per diem, transportation)	\$4,830	5 Healthy Towns
Additional travel (conferences, local mileage)	\$5,352	DFC Grant, In-Kind, Fundraising
Supplies		
Marketing - Supplies	\$1,700	DFC Grant
Project Sticker Shock Supplies	300	DFC Grant
Printed social norming materials	\$550	DFC Grant
Postage	\$1,540	DFC Grant
Printed educational materials	\$1,910	DFC Grant
Event supplies – Halloween, Dodgeball, Cultural Competency, Gaming Nights, Kick Off Rally, Dexter Daze, etc.	\$2,340	5 Healthy Towns
Recruitment supplies	\$390	5 Healthy Towns
YES program supplies	\$750	5 Healthy Towns
CPTN SRSly comic books printing grade 2-8	\$2,840	5 Healthy Towns
Annual Appeal supplies & postages	\$2,880	5 Healthy Towns
Anti-Drug Contest supplies	\$205	5 Healthy Towns
Office Supplies	\$600	5 Healthy Towns
Volunteer Incentives	\$615	5 Healthy Towns
Laptop, docking station, and monitor	\$1,000	In-kind - SJMC
Purchased Services		
Website Maintenance	\$1,500	5 Healthy Towns
Dexter High School Summer Intern (\$500 x 2 students)	\$1,000	5 Healthy Towns
Drugs 101 Program	\$500	5 Healthy Towns

Additional Purchased Services (marketing, evaluation, volunteer contributions)	\$85,839	DFC Grant, In-Kind, Fundraising
Other		
Marketing – sponsor youth rec team	\$550	5 Healthy Towns
Youth Led Implementation- Youth Empowerment Solutions Program	\$1,000	5 Healthy Towns
Additional Other Expenses (space, marketing, advertising, indirect expenses, CADCA membership, subscriptions)	\$26,407	DFC Grant, In-Kind, Fundraising
		Totals
	\$20,000	5 Healthy Towns
	\$234,341	DFC Grant, In-Kind, Fundraising
	\$254,341	TOTAL SRSly Budget

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	20,000	8%
Total funds from other sources	234,341	92%
Marketing/Advertising	31,117	12%
Compensation – to one or more people	87,794	35%
Infrastructure (structure that lasts 5 years or more)	0	0
Other expenses	135,430	53%

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to SHF
Year 1	\$42,600	\$42,600	0	0
Year 2	\$25,790	\$25,790	0	0
Year 3	\$24,775	\$24,775	0	0
Year 4	\$24,000	\$24,000	0	0

Year 5	\$20,000	\$20,000	0	0
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SUSTAINABILITY PLAN

Name of Organization: SRSLY Dexter

Vision: For every youth in Dexter to make healthy decisions in avoiding the abuse of alcohol and other drugs and to feel supported by parents and the community in those decisions.

Mission: To promote the health and well-being of Dexter youth through a community-wide initiative aimed at decreasing the onset and incidence of misuse of alcohol, marijuana, and prescription drugs.

Case Statement:

SRSLY is a community coalition dedicated to the prevention of destructive behavior in youth. What sets us apart from other substance abuse prevention efforts is the focus on the community and priority of being youth-led. SRSLY has support from all major sectors within the community including schools, law enforcement, faith community, businesses, library, parents, and youth. This large-scale, community-wide support really sets the stage for long-lasting positive change. SRSLY has been successful in contributing to the reduction of underage drinking and drug use through youth educational and leadership building programs, public awareness campaigns, and fun substance-free community events. To ensure the continuation of our work, we need your help in sustaining our staff, program supplies, and marketing initiatives.

Key Outcomes to be sustained:

Youth substance abuse in Dexter has declined significantly, according to the Michigan Profile for Healthy Youth survey.

- Lifetime alcohol use dropped by 25% among high school students (from 38.0% in 2010 to 28.5% in 2016).
- Recent alcohol use dropped by 30.5% among high school students (from 22.0% in 2010 to 15.3% in 2016).
- Recent binge drinking dropped by 36.4% among high school students (from 14.3% in 2010 to 9.1% in 2016).
- Ease of accessing marijuana dropped by 22.1% (from 50.2% in 2010 to 39.1% in 2016).

SRSLY contributed to this drop in youth substance abuse through a variety of strategies, including:

- Providing Information – Educational events, public awareness campaigns, and programs for teens and parents that increased knowledge in the community about the prevalence and consequences of youth substance abuse.
- Providing Support – Fun substance-free events for youth and families, SRSLY-Safe Homes List

- Enhancing Access – Making membership and participation in coalition activities accessible to all members of the community with a variety of meeting times and locations
- Building Skills – Programs for teens and parents focus on positive decision-making, and family and community involvement.
- Changing Consequences – Member recognition program to highlight positive youth and adult activities, positive social norms campaign
- Change the Physical Environment – Installed barrel for medicine disposal at Dexter Police Department

Key Areas to be Sustained:

Coalition Director Full Time	\$50,000.00
Program Coordinator Part Time	\$20,000.00
Office and Program Supplies	\$10,000.00
Marketing	\$5,000.00

Existing Resources/Termination Dates:

1. St. Joseph Mercy Chelsea
Acts as Fiduciary for SRSLY Dexter, In-Kind Office, Phone, IT support
\$5,000.00 – Ongoing
2. Chelsea Wellness Foundation Grant/Dexter Wellness Coalition Grant
\$20,000.00 – Ongoing
3. Drug Free Communities Grant
\$600,000 – Ending Date is October 2019

Key Strategies to Meet the Areas of Need:

1. Enlist community support for In-Kind Services, including more adult volunteers and community organizations.
2. Identify potential partners willing to take on aspects of the coalition's current work after DFC funding is no longer available.
3. Annual Appeal Fundraising Letter sent to every home in the service area.
4. Program/Initiative Sponsorship from businesses for community events.
5. Continue to apply for grant opportunities, including Chelsea/Dexter Wellness Foundation Grants.

Action Plan to Implement Strategies:

1. Continue to build relationships with existing community members and partner organizations while finding new partnership opportunities. (ongoing)
2. Partner with local organizations including the Dexter Community Fund, Dexter Library, and Dexter Education Fund for additional support. (ongoing)
3. Mail Annual Appeal Fundraising Letter to Dexter School District residents. (December of each year)

4. Continue SRSLY articles in local newspapers/monthly newsletters to Dexter School District residents to raise awareness. (ongoing)
5. Raise community awareness through public relations campaign in business community. (ongoing)
6. Research additional grants and apply for grants that align with the coalition's mission. (ongoing)

Timeline for Action:

Mail fundraising letter- *December*

Who: Coalition Director/Program Coordinator develops fundraising letter and gets Adult Steering Committee approval by October 31st. Create/print annual appeal letter, stuff envelopes, solidify mailing list in early November. Mail out letter by November 24th so that Dexter School District residents receive in the first week of December.

SRSLY articles and monthly newsletters- *ongoing*

Who: Program Coordinator emails press release to local newspaper editors regarding upcoming SRSLY activities, events, etc. Also sends out monthly newsletter that includes upcoming SRSLY activities to Dexter School District residents.

Research new grants- *ongoing*

Who: Coalition Director and SRSLY Coalition members will research new grants to apply to as RFA's are released.

Contact new local businesses- *January*

Who: Adult Steering Committee, and Youth Steering Committee will develop a list of local businesses at meetings that SRSLY can reach out to for sponsorship of Dodgeball Tournament and SRSLY Cinema movies. Will divvy up the list based on who knows a representative of each business and approach during the month of January 2018. Will continue to reach out to new businesses as necessary.

Potentially partner with community members and local organizations- *ongoing*

Who: Adult Steering Committee/Coalition Director/Program Coordinator will reach out to community members and local organizations who have the potential to partner with SRSLY for additional support. Will be ongoing and allow for increased community involvement with SRSLY.

Contact Information:

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