



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**

* 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](#)

**Intervention start date:
July 1, 2017**

**Intervention end date:
June 30, 2018**

**Date funding received:
Ongoing**

**Element:
- Avoid Unhealthy
Substances
- Connect with others
in healthy ways**

SRSLY

Funding

Intervention also funded in:

- Plan 1: \$20,000
- Plan 2: \$15,000
- Plan 3: \$16,383
- Plan 4: \$20,000
- Plan 5: \$20,000
- Plan 6: \$20,000

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

SRSLY Chelsea celebrated their 10th Anniversary this year. We celebrated 10 years of SRSLY Cinema in the Park. Over 600 people attended the SRSLY New Year's Eve Party. SRSLY has launched a new comic book this year.

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

No change

Key Evaluation Data

Please record and include the key evaluation data collected for this intervention

Please note you will be expected to provide surveys, graphs, and data to 5HF, more detail is included in a later slide

Units of Engagement (no units of engagement for infrastructure)

- **TOTAL ANNUAL VOLNTEERS and HOURS:** 237 youth and adult volunteers donated 1710 hours in 2017-2018; 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 (2nd 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 = 600 party attendees x 4 hours at party = 2,400 units
- CTPN SRSLY = 6 grades x 200 kids per grade x 1 book per kid = 1,200 units
- SRSLY Minecraft Server Building = 25 attendees x 1 event x 3 hours = 75 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 = 4 events x 25 attendees x .15 hours = 15

ESTIMATED TOTAL UNITS OF ENGAGEMENT: 22,000+

Goal 1: Increase SRSLY Chelsea’s capacity to prevent and reduce substance abuse among youth by strengthening collaboration.

Did the intervention meet specific goals listed on the intervention table?

1. Yes

State what you tried to accomplish

Objective 1: 100% of SRSLY Chelsea activities will be strategically-aligned through September 2020 as measured by meeting minutes. - [Met. Following strategic plan.](#)

Objective 2: Maintain 100% representation of the twelve key community sectors through September 2020 as measured by Coalition Involvement Agreements on file. – [Met this year. Some members have been updated.](#)

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. – [had 237 volunteers in 2017-2018. Continue to recruit.](#)

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. – [CADCA NCA for new director, youth attended CADCA, youth attended youth to youth conference in Columbus](#)

How did you measure progress towards the goal?

1. Completion of 2018 MiPHY
2. Online measurement of coalition involvement
3. Tracking of budget and activities
4. Feedback from coalition and community members

Year 6 SRSLY Evaluation Report: Chelsea Friends and Family Wellness Coalition

Was the goal attainable?	1. SRSLY continues to actively recruit new volunteers and for the community to lead events. We have increased participation since last year.
Describe how the goal was relevant to the coalition and community wellness related needs	<ul style="list-style-type: none">- Avoiding unhealthy substances in youth- Providing opportunities for fun substance free events for the community- Increased training opportunities for community- Increasing overall health in the Chelsea community

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.

Did the intervention meet specific goals listed on the intervention table?

1. Still in progress

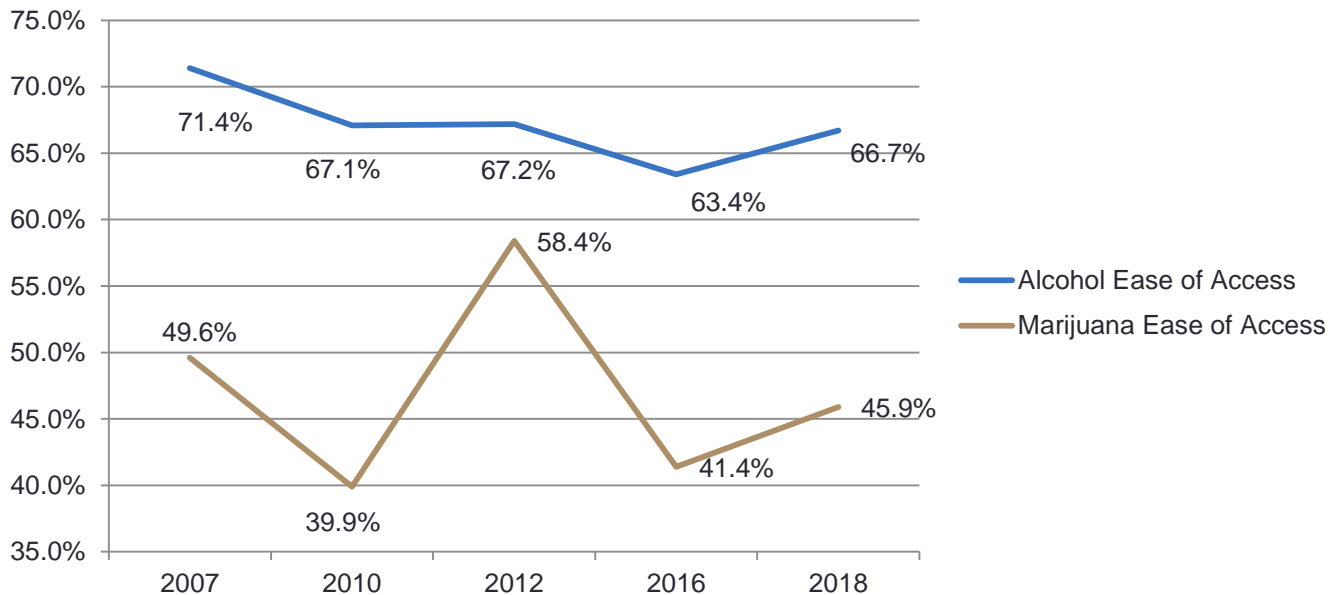
State what you tried to accomplish

Objective 1: Reduce youth access to substances.

Decrease the percentage of HS students (9th-12th) reporting that it is 'sort of easy' or 'very easy to get alcohol to 50%

Decrease the percentage of HS students (9th-12th) reporting that it is 'sort of easy' or 'very easy to get marijuana to 39%.

Decrease the percentage of HS students (9th-12th) reporting that it is "sort of" or "very" easy to get prescription drugs not prescribed to them to 39%.



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.

Did the intervention meet specific goals listed on the intervention table?

1. Yes but still in progress

State what you tried to accomplish

Objective 2: Reduce norms favorable toward substance use.

Decrease the percentage of HS students (9th-12th) who report inaccurately high perception of peer alcohol use to 49% .

Baseline: 56.2%

Current: 56.2%

Decrease the percentage of HS students (9th-12th) who report inaccurately high perception of peer marijuana use to 45%.

Baseline: 48.3%

Current: 48.3%

By September 2020, decrease the percentage of HS students (9th-12th) who report inaccurately high perception of peer prescription drug misuse (baseline to be established in 2018).

Baseline: 41.8%

Current: 41.8%

Objective 3: Increase perception of risk of substance use.

Increase the percentage of HS students (9th-12th) who report "great" or "moderate" risk of weekly binge drinking to 87%.

Baseline: 86%

Current: 76.5%

Increase the percentage of HS students (9th-12th) who report "great" or "moderate" risk of weekly marijuana use to 62%.

Baseline: 56%

Current: 47.9%

Increase the percentage of HS students (9th-12th) who report "great" or "moderate" risk of taking a prescription drug not prescribed to them to 90%.

Baseline: 83.6%

Current: 85.3%

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.

State what you tried to accomplish

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

Increase the percentage of HS students (9th-12th) 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%.

Baseline: 85%

Current: 77%

Increase the percentage of HS students (9th-12th) who report their friends feel it would be "wrong" or "very wrong" for the student to use marijuana to 86%.

Baseline: 67.8%

Current: 64.7%

Increase the percentage of HS students (9th-12th) 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%.

Baseline: 87.9%

Current: 89.5%

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.

State what you tried to accomplish

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

Increase the percentage of HS students (9th-12th) 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 (9th-12th) who report their parents feel it would be "wrong" or "very wrong" for the student to use marijuana to 92%.

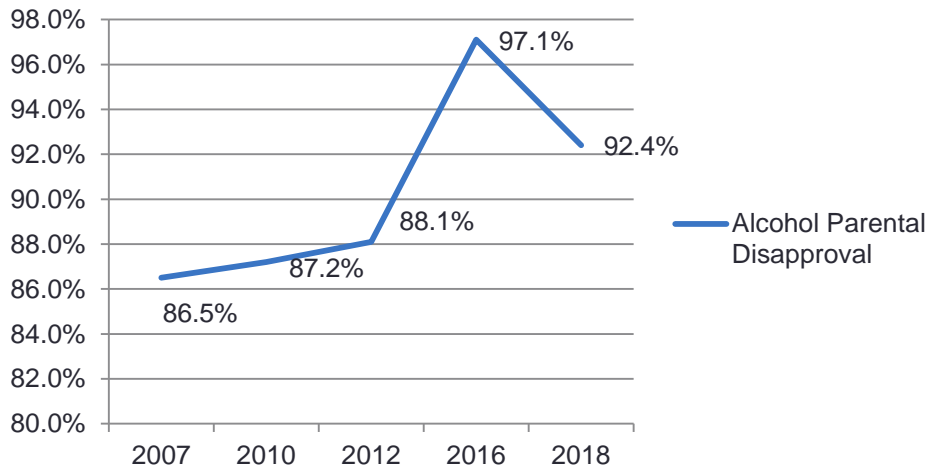
Increase the percentage of HS students (9th-12th) who report their parents feel it would be "wrong" or "very wrong" for the student to use a prescription drug not prescribed to them to 96%.

Baseline: 97%

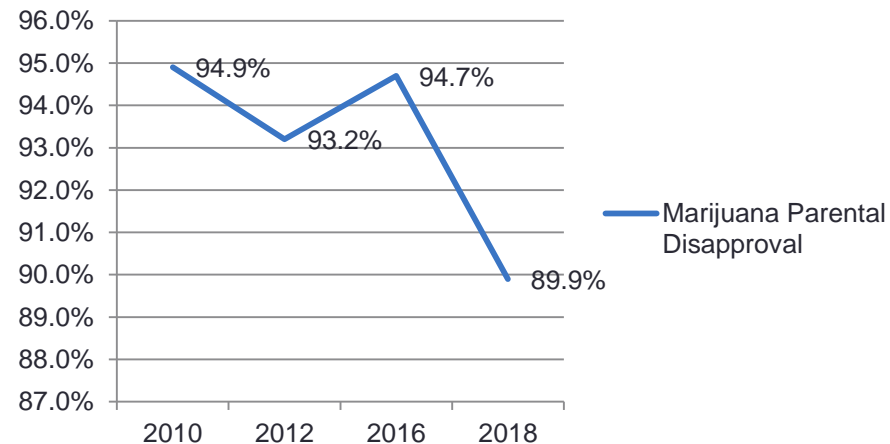
Current: 96.9%

MET

Alcohol Parental Disapproval



Marijuana Parental Disapproval



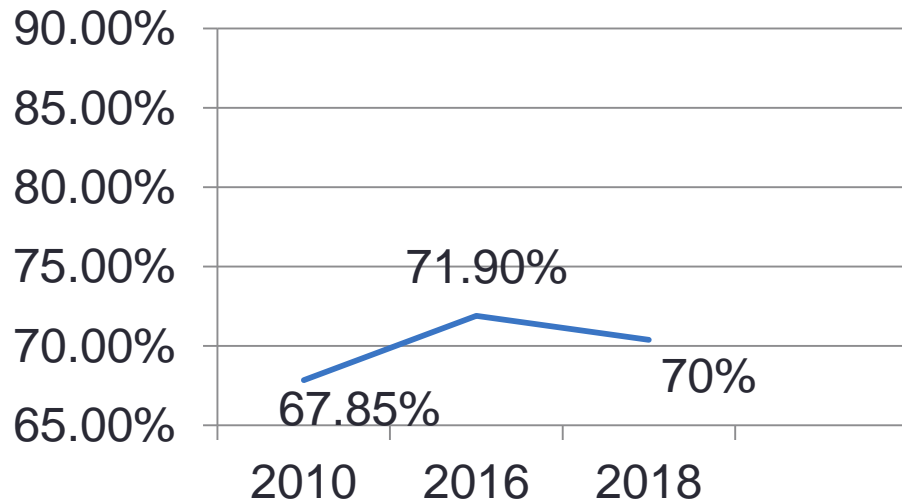
Goal 2: Reduce substance abuse among youth by addressing the factors in a community that increase risk of abuse and promoting factors that minimize risk.

State what you tried to accomplish

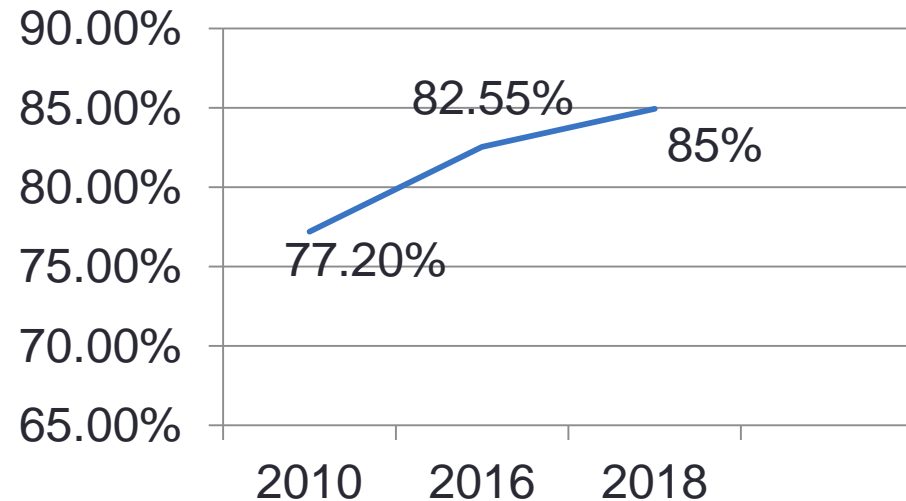
Objective 6: Increase opportunities for prosocial family involvement
Increase the percentage of HS and MS students who report their parents “always” or “usually” include them in family decisions that affect them to 70%.

Increase the percentage of HS and MS students who report their parents give them lots of chances to do fun things together to 86%.

Included In Family Decisions



Fun Things to Do



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.

State what you tried to accomplish

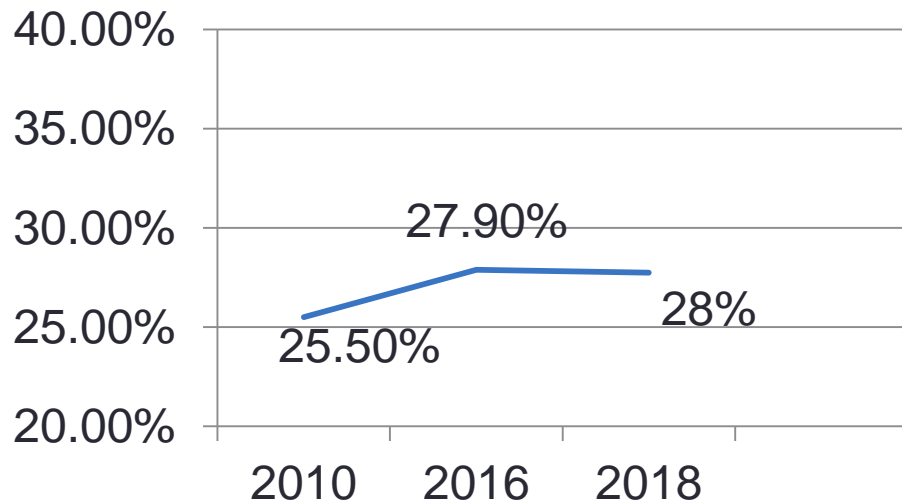
Objective 7: Increase opportunities for prosocial community involvement

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%.

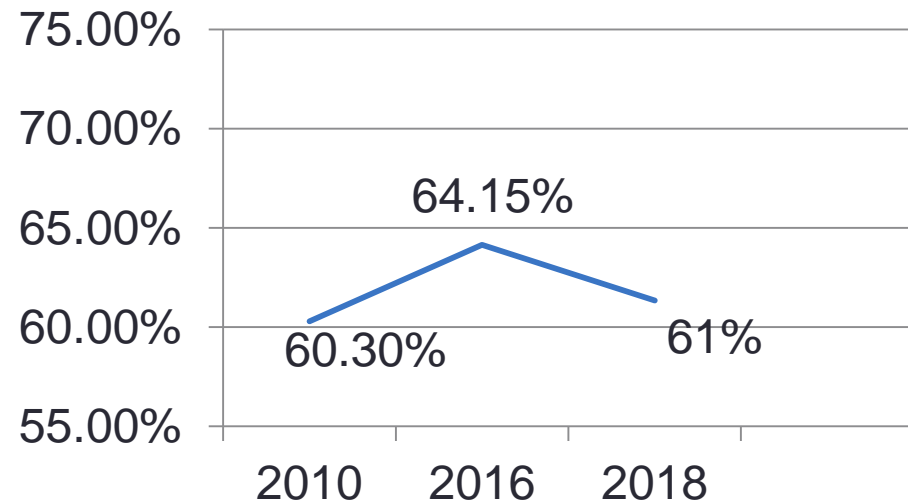
Increase the percentage of HS and MS students who report there are adults in their community who they could talk to about something important to 85%.

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%.

Notice a Good Job



Talk About Something Important



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.

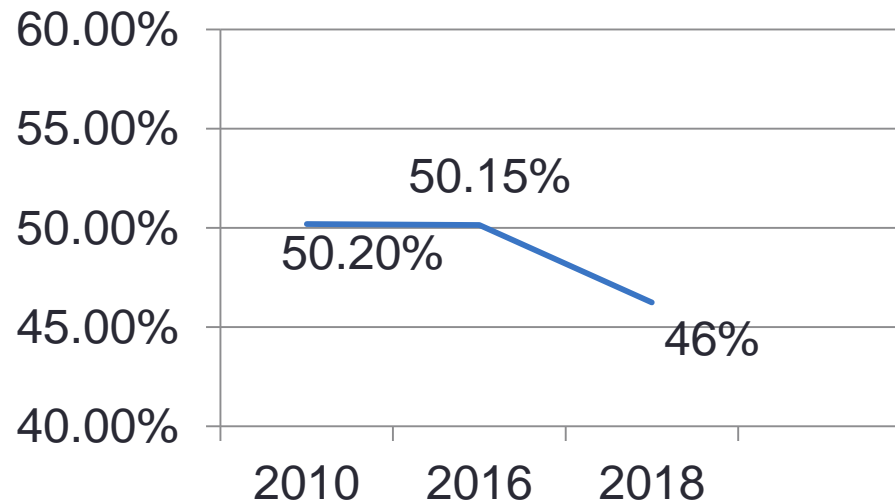
State what you tried to accomplish

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%.

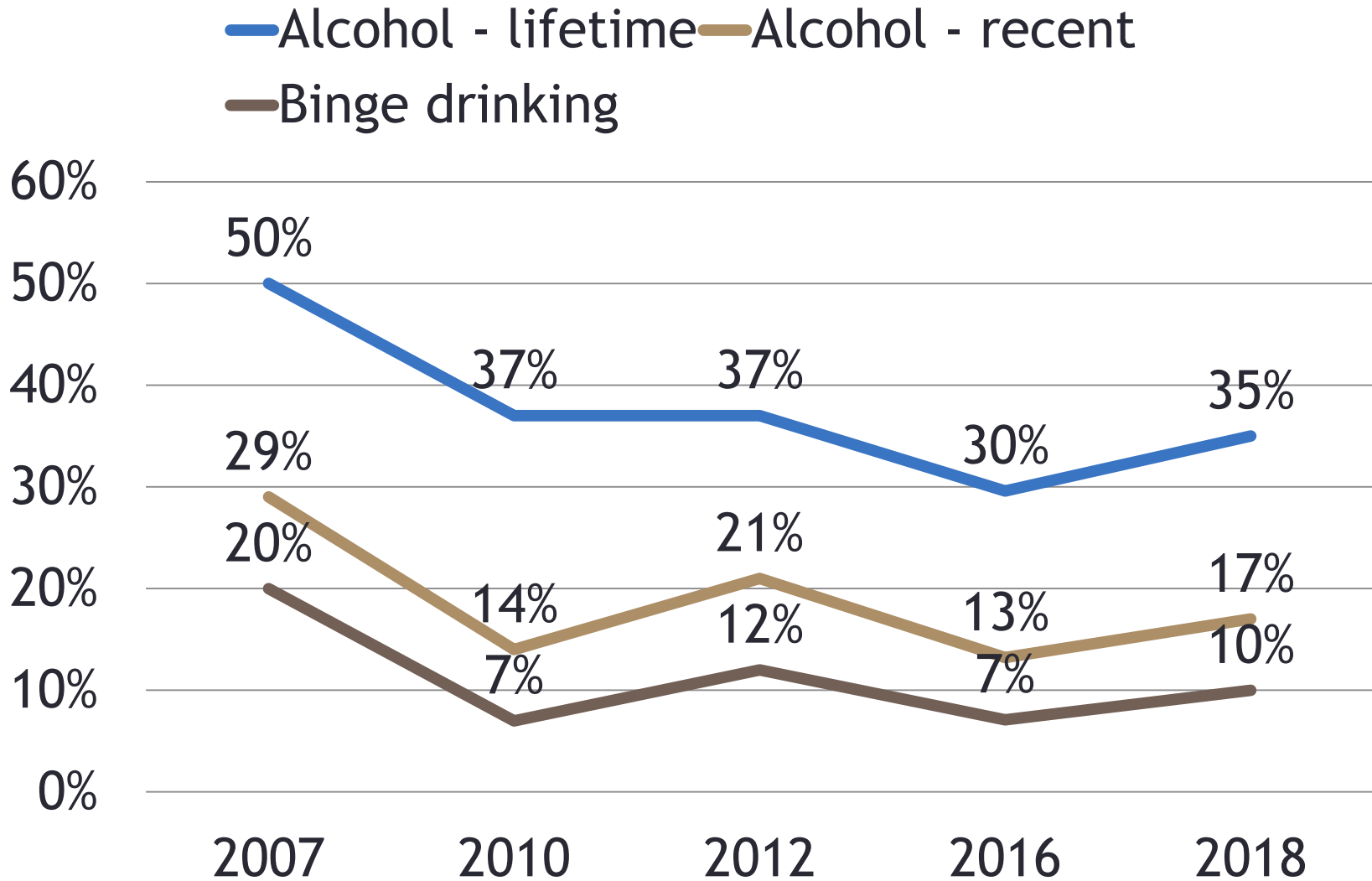
Proud of Youth



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.

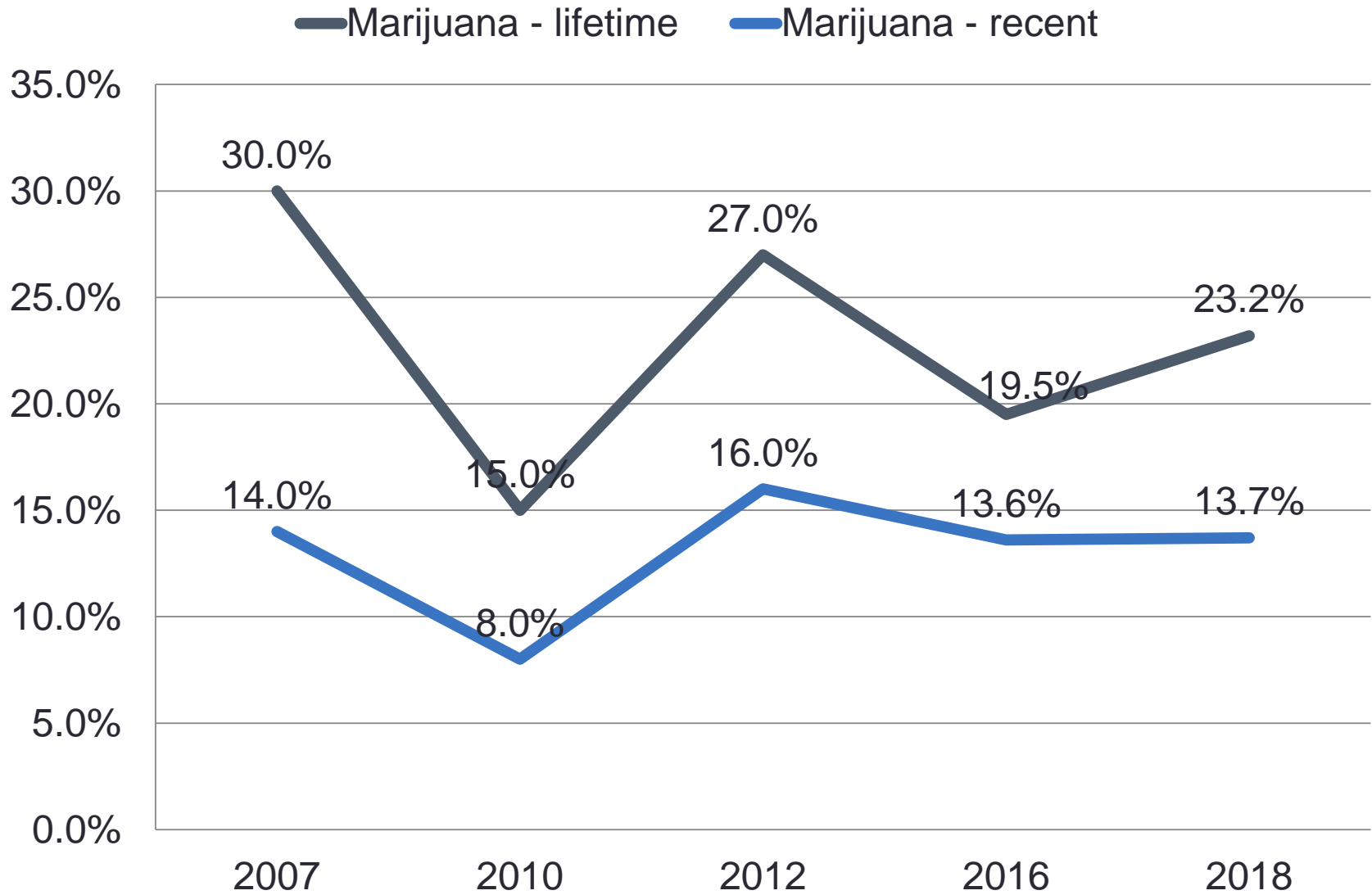
<p>How did you measure progress towards the goal?</p>	<ol style="list-style-type: none">1. 2018 MiPHY Results2. Positive Social Norming3. Online monitoring of coalition and event involvement4. 2008-2018 MiPHY Trend Data
<p>Was the goal attainable?</p>	<ol style="list-style-type: none">1. Measurable objectives were set based on the best rate among a sub-population. This method of setting objectives is believed to be attainable and is modeled after the Washtenaw County Health Department. Objectives were set for 2017-2020 strategic plan are currently one year into the plan.
<p>Describe how the goal was relevant to the coalition and community wellness related needs</p>	<ol style="list-style-type: none">1. Avoiding unhealthy substances in youth2. Providing opportunities for fun substance free events for the community3. Increased training opportunities for community4. Increasing overall health in the Chelsea community

Alcohol: Lifetime use down by 30%, recent alcohol use down by 42%, binge drinking down by 52% among CHS students, compared to 2007



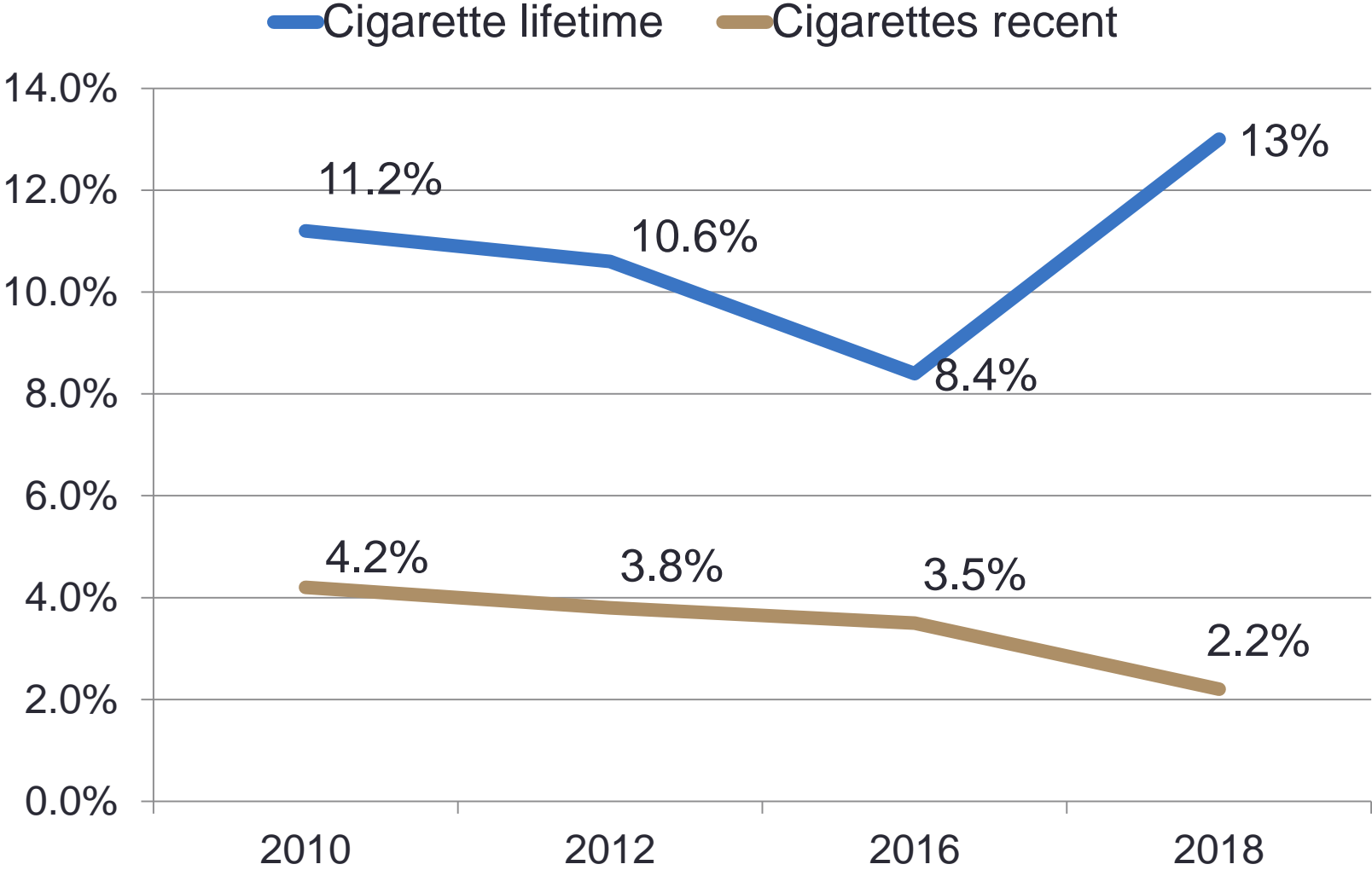
Source: Chelsea MiPHY Surveys

Marijuana: Lifetime marijuana use down, but regular use flat among CHS students compared to 2007



Source: Chelsea MiPHY Surveys

Tobacco: Recent cigarette use continues to decline



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

<p>Did the intervention meet specific goals listed on the intervention table?</p>	<p>1. Yes</p>
<p>State what you tried to accomplish</p>	<p><u>Objective 1:</u> 75% of SRSLY activities and operations will be funded by multiple sources. – 58%</p> <p><u>Objective 2:</u> 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). – met and on track to meet for year 7</p> <p><u>Objective 3:</u> 90% of SRSLY activities will be implemented with more volunteer hours than staff hours. – 51%</p> <p><u>Objective 4:</u> 50% of SRSLY activities will have a designated lead member organization with primary responsibility for implementation, including securing funding, with support from SRSLY staff. – hospital is lead organization but plan to engage additional community partners over the next three years</p>
<p>How did you measure progress towards the goal?</p>	<ol style="list-style-type: none"> 1. Budget tracking 2. Online coalition involvement measurement
<p>Was the goal attainable?</p>	<p>DFC Funding ends in 2021 work is being actively completed to create new funding opportunities before the end of the grant. A sustainability committee has been created and is pursuing different fundraising opportunities.</p>
<p>Describe how the goal was relevant to the coalition and community wellness related needs</p>	<ol style="list-style-type: none"> 1. Avoiding unhealthy substances in youth 2. Providing opportunities for fun substance free events for the community 3. Increased training opportunities for community 4. Increasing overall health in the Chelsea community

Overall were there any major accomplishments?

Yes

No

- Celebrated 10 Years!
- Have held 10 years of SRSLY cinema
- Have had 237 Volunteers this year that have volunteered 1710 hours
- 285 families have signed up for SRSLY Safe homes
- More than 870 lbs of medication have been disposed of through the Big Red Barrel
- Over 600 people attended the SRSLY New Year's Eve Party
- Trend data is showing decrease use since the start of SRSLY and increase in protective factors

Setbacks

Were there any setback encountered during the implementation of this intervention?

Yes

No

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

Setbacks or issues identified	How they were addressed
Staff Transition	Communication, training, and orientation

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

- Create written processes for implementation of activities/events
- How to's for new staff

4
TOWNS

10
YEARS

500
EVENTS

3,000
VOLUNTEERS

50,000
VOLUNTEER HOURS

**Adults & Youth:
Interested in planning
events or volunteering with
SRSLY?**

Visit: SRSLYchelsea.org
Email: info@SRSLYchelsea.org

What's Your Anti-Drug?



SRSLY

Comment with your emojis!
#SRSLYantidrug

**10th Annual
NEW YEAR'S EVE
PARTY! 12/31/17 4-8PM**
@ Beach Middle School, Chelsea
Fun for the whole family! **FREE!**

LIVE MUSIC!	Food	Face Painting	Games
Video Games	Cookie Decorating	SRSLY SWAG	FUN!!!
Open Gym	Crafts	Contests	and more!
Swimming		PRIZES!!!	
Photo Booth		Chili Cook-off	

SRSLYchelsea.org

SRSLY cinema presents: **MOVIE NIGHT!** **FREE!**
Thursday nights at dusk!

FREE outdoor movies at the Clocktower complex off Main St. Bring a blanket or chair to sit on. *Popcorn & concessions will be sold.

- June 21: **Despicable Me 3** (PG)
- June 28: **Moana** (PG)
- July 5: **Back to the Future** (PG)
- July 12: **Wonder** (PG)
- July 19: **Coco** (PG)
- July 26: **Beauty & the Beast** (2017) (PG)
- Aug. 2: **Jumanji: Welcome to the Jungle** (PG-13)
- Aug. 9: **Spider-Man: Homecoming** (PG-13)
- Aug. 16: **Wonder Woman** (PG-13)

SPONSORED BY:
Chelsea Orthodontics, Jit's, Bigby, Green Tree Pediatrics, Kiwanis Club of Chelsea, Chelsea Chiropractic Center, Chelsea District Library, Silver Maple, Chelsea Wellness Center, Raymond House Orthodontics, Surface Dynamics, Chelsea Dental Center, Cherry Chiropractic, Chelsea State Bank, and St. Joseph Mercy Chelsea.

SRSLYchelsea.org

**We Are
10YRS
STRONG
SRSLY**

Photos showing a group of people holding signs that say "WE'RE WINNERS!", "WE'RE STRONG!", and "WE'RE CLUELESS!". Another photo shows a person holding a large gold balloon that says "10".

It is
ILLEGAL

for **ANY** person 21 or older to purchase/provide alcohol to minors. Fines are up to \$2,500 or 1 year in **JAIL**

SRSLY sticking together!

The following businesses are **SRSLY** members and are **SERIOUS** about preventing underage drinking. Each is participating in "Sticker Shock," a SRSLY labeling campaign for the Chelsea community.

Cleary's Pub
Inverness Inn
Seitz's Tavern
Smokehouse 52
The Common Grill
Vogel's Party Store
North Lake Marathon



SRSLY

E. TOYH



Ready to make
a difference
in your
community?

SRSLY

SRSLY & The Big Red Barrel

Return

Don't flush, toss, share,
or save for later.

Dispose of medication in the

BIG RED BARREL

at the Chelsea Police Department
311 S. Main St. | Chelsea, MI | chelseapd.org

For more information please visit
srslycoalition.org/big-red-barrel

SRSLY

Year 6 Intervention Evaluation Report: Chelsea Wellness Coalition

SRSLY Chelsea Year 6			
Expense	Budgeted	Actual	Funding Source
Marketing Materials	\$ 1,000	\$ 2272.80	Chelsea Wellness Coalition
What's Your Anti-Drug Contest Prizes	\$ 300	\$ 360.15	Chelsea Wellness Coalition
CPTN SRSLY – comic book printing	\$ 2645	\$ 2,006.91	Chelsea Wellness Coalition
Supplies	\$ 450	\$ 450	Chelsea Wellness Coalition
Drugs 101 Training	\$ 500	\$ 500	Chelsea Wellness Coalition
YES Projects	\$ 1,000	\$ 53.40	Chelsea Wellness Coalition
Social Norming Campaign	\$2000.00	\$2000.00	Chelsea Wellness Coalitoin
Travel			
Conferences	\$ 7,105	\$ 5423.89	Chelsea Wellness Coalition
Purchased Services			
Marketing – MC Creative	\$ 2,500	\$ 5594.75	Chelsea Wellness Coalition
TOTALS			
	\$ 20,000	\$ 18661.9*	Chelsea Wellness Coalition
	\$ 254,170	\$ 254170	Drug Free Communities grant, Local Fundraising, In-Kind
*fiscal year ends September 30, 2018	\$ 274,170	\$ 274,170	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 Coalition meeting you will only need to present 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.

Please include the key evaluation data collected for this intervention

- **MiPHY Survey Data 2018-** The Chelsea Community School District participates in the MiPHY survey every other year. The survey was completed this past school year. 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, teen focus groups, parent focus groups, key informant interviews, and a community survey.
- Formal evaluation is being completed in 2019
- Coalition feedback evaluation

Collaborations

Adult Steering Committee members:

- 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
- Jody Wolak– Chelsea District Library, Teen Librarian
- John Hanifan – City of Chelsea, City Manager
- Jaclyn Klein – 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
- Tony Iannelli– Chelsea City Council

Collaborations

Youth Steering Committee:

- Sean McGill, 11th grade
- Sophie Sjogren, 11th grade
- Natalie Gofton, 11th grade
- Ace Eder, 12th grade
- Nic Brough, 11th grade
- Reed Phillips, 11th grade
- Maddie Bainton, 10th grade
- Shannon Conley, 10th grade
- Abbie Dobos, 9th grade
- Vincent Emery, 9th grade
- Ashley Kasper, 9th grade
- Branden Merkel, 9th grade
- Ben Schwarz, 9th grade
- Riley Thorburn, 9th grade
- Brandon Emmert, 8th grade
- Anna King, 8th grade
- Travis Shemwell, 8th grade
- Erick Kasper, 7th grade
- Brandon Grzadzinski, 7th grade
- Joseph Grudzinski, 6th grade
- Lizzie McGuire, 6th grade

Collaborations

Will the collaboration continue if the intervention continues?

- **It is the goal of SRSLY to be imbedded within the community. This goal is achieved by creating community partnerships that will continue the work of SRSLY. All collaborations and stakeholders have been identified to enhance sustainability opportunities for SRSLY and to continue making the Chelsea community a healthier place to live.**

Are there additional collaborators you could work with in the future?

- In efforts of sustainability SRSLY is continuously looking for new collaboration opportunities. Identified new collaborations SRSLY would like to pursue in the future include new media partnerships, increased parent collaboration, and increased regional collaboration.

Sustainability

- SRSLY has included sustainability in the strategic plan for 2017-2020 as mentioned in the goals section.
- SRSLY's Sustainability committee has drafted a plan with multiple strategies and set a fundraising goal for the year
- 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.