



# SRSLY

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St. Joseph Mercy Chelsea

**Intervention also funding in:**

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

**Amount Requested:**

**\$20,000**

**Type of intervention:**

- Behavior
- Policy
- System

# SRSLY

## 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.

### List all the goals of the intervention

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.

The 2012-2016 strategic plan will primarily focus on three identified substances of abuse:

- Alcohol
- Marijuana
- Medicine Abuse and Misuse

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

- Ease of access to substances
- Peer group use
- Perception of risk
- Community laws and norms
- Parental approval
- Opportunities for pro-social community and family involvement.

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

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.
- Maintain 100% representation of the twelve key community sectors through 2016.
- 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.
- 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.
- Increase the capacity of the coalition by sending at least two members to CADCA and other prevention conferences and trainings every year through 2016.
- Develop annual action plans that are measurable and feasible, based on the coalition's long-term strategic plan, every year through 2016.
- Measure the impact of the coalition through quantitative and qualitative data collected annually through 2016.

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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.
- 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.
- 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%.
- 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.

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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.
- 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.
- 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.
- 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%.

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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.
- 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.

## List all the goals of the intervention

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.

- The data points used to measure our progress are outlined in the SRSLY Evaluation Plan.
- SRSLY staff and volunteer leaders on the Evaluation Committee are responsible for collecting this data.
- The target date for the objectives in the strategic and action plans is by the end of 2016. We will have new MiPHY data next year, and we will conduct a new needs assessment, and update our strategic plan accordingly.
- The coalition set these goals based on the "best" sub-population rate for each indicator. For example, if the lifetime alcohol use was 25% for all high school students, but 15% for students who get mostly A's and B's, then 15% is our goal rate for all high school students. This method of setting targets for objectives is based off the Washtenaw County Public Health model for the Health Improvement Plan objectives.
- We believe these goals are attainable because we have seen positive trends in many risk and protective factors, and in behaviors among Chelsea teens since SRSLY started in 2008. This includes an increase in the average age of first use of alcohol (up to 14.7 in 2014 from 14.1 in 2010), a decrease in lifetime and recent alcohol use, and recent marijuana use.

## Units of Engagement

- **TOTAL ANNUAL VOLNTEERS and HOURS:** 196 youth and adult volunteers donated 2,180 hours in 2013-2014; to date, there have been more than 988 total volunteers, donating more than 15,331 hours to SRSLY (last updated in August 2014).
- **TOTAL \$ DONATED FROM COMMUNITY MEMBERS:** \$152,309 (cash) since 2008
- **TOTAL UNITS OF ENGAGEMENT (PARTICIPANTS, NON-VOLUNTEERS):**
  - Kickoff Rally = 2,000 people x 1 interaction with SRSLY = 2,000 units of engagement
  - Project Sticker Shock = 23 businesses x #? customers x 1 event per year = ???, or 5,000 stickers distributed (but more than 5,000 people see them.... Estimate 10,000 units of engagement
  - 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 = 5 grades x 200 kids per grade x 1 book per kid = 1,000 units
  - Duct Tape Fashion Show = 200 attendees x 1 event x 2 hours = 400 units
  - Annual Appeal Letter = 5,000 letters mailed
  - SRSLY Cinema = 10 movies x 250 people per movie x 2 hours per movie = 5,000 units
  - E-newsletter = 581 subscribers x 1 email per month x 12 months = 10,212

**ESTIMATED TOTAL UNITS OF ENGAGEMENT: 36,012+**

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
<b>Recruitment Events</b> 1. Kickoff rally 2. Open houses 3. Year-end school events 4. Chelsea fair/Dexter Daze/Day in the Village	<ul style="list-style-type: none"> <li># of people who sign up to receive emails</li> <li># of brochures distributed</li> <li># of people who sign up for Safe Homes</li> </ul>	<ul style="list-style-type: none"> <li>Sign-up sheets</li> <li>Inventory of brochures</li> </ul>	<ul style="list-style-type: none"> <li>Following each event (four times per year)</li> </ul>
<b>Membership Recognition</b> 1. CTZN of the Month and Kudos Awards 2. Volunteer Appreciation Party 3. Postcards to new members 4. Postcards to members who have not attended recently	1. # of CTZNs of the Month and Kudos Awards 2. # in attendance at Volunteer Appreciation Party 3. # of postcards sent 4. Rate of meeting attendance of postcard recipients following mailing 1-4. Number of volunteers 1-4. Total volunteer hours 1-4. Average # of times each person volunteers	1. Meeting minutes 2. Sign-in sheet 3. Inventory of postcards 1-4. SRSLY Membership database	Annually in August
<b>Build sustainability</b>	Total amount of money raised # of donors (new and continuing) # of volunteers (new and continuing)	Excel Donor List Excel Membership database	Annually in August

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
<b>Marketing – promoting membership</b>	<ul style="list-style-type: none"> <li>Website traffic</li> <li>Facebook friends</li> <li>Newsletter – subscribers, number opened/clicked</li> </ul>	<ul style="list-style-type: none"> <li>Google analytics</li> <li>Facebook</li> <li>Constant Contact</li> </ul>	Annually in August
<b>Enhance coalition capacity and effectiveness</b>	<ol style="list-style-type: none"> <li>Community ownership</li> <li>Organizational effectiveness</li> <li>Comprehensive prevention approach</li> <li>Commitment to results orientation</li> <li>Linkage between coalition and community funded prevention programs</li> <li># of members attending prevention conferences and/or post-conference presentations to coalition</li> </ol>	<p>1-5. Internal Evaluation Tool, SRSLY Survey</p> <p>6. Meeting Minutes, and membership database</p>	Annually in August
<b>Project Sticker Shock</b>	<ol style="list-style-type: none"> <li>% of alcohol retailers participating</li> <li>Participant feedback (businesses)</li> <li>Volunteer feedback</li> <li>Customer feedback</li> <li># of stickers distributed</li> <li># of posters/window clings distributed</li> </ol>	<ol style="list-style-type: none"> <li>Store agreements</li> <li>2-3. Feedback forms</li> <li>1. Surveys</li> <li>5-6. Inventory</li> </ol>	Annually in October

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
<b>Printed Educational Materials</b>	<ul style="list-style-type: none"> <li># of materials distributed</li> <li>Community feedback</li> </ul>	<ul style="list-style-type: none"> <li>Inventory</li> <li>Focus groups with target audience</li> </ul>	Annually in May
<b>Community and Classroom Presentations</b>	<ul style="list-style-type: none"> <li># in attendance</li> <li>Participant feedback &amp; post-tests</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheet</li> <li>Surveys</li> </ul>	Following every presentation
<b>Promote CPD Tip Line</b>	<ul style="list-style-type: none"> <li># of tips related to youth substance abuse</li> <li># of communications that mention tip line</li> </ul>	<ul style="list-style-type: none"> <li>CPD records</li> <li>Inventory</li> </ul>	Annually in August
<b>Compliance Checks</b>	<ul style="list-style-type: none"> <li># of businesses that pass compliance checks</li> </ul>	Washtenaw County Sheriff records	Twice per year
<b>Responsible Server Training</b>	<ul style="list-style-type: none"> <li># in attendance</li> <li># of businesses with trained staff</li> </ul>	Sign-in sheets	Annually
<b>Drug Dog Searches at Schools</b>	<ul style="list-style-type: none"> <li># of searches conducted per year</li> </ul>	CSD records	Annually
<b>SRSly Safe Homes</b>	<ul style="list-style-type: none"> <li># of families on the list</li> <li># of yard signs distributed</li> <li># of page hits on website</li> </ul>	<ul style="list-style-type: none"> <li>Member Database</li> <li>Google analytics</li> </ul>	Quarterly

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
Positive Social Norms marketing	<ul style="list-style-type: none"> <li># of marketing pieces including positive social norms</li> <li># of press releases including positive social norms</li> </ul>	Inventory	Annually
What's Your Anti-Drug? Contest	<ul style="list-style-type: none"> <li># of participants in contest</li> </ul>	Contest entries	October
SRSLY Fridays at schools	<ul style="list-style-type: none"> <li># of school staff wearing SRSLY shirts</li> </ul>	Head count	Monthly
Public Service Announcements	<ul style="list-style-type: none"> <li># of PSAs shown at SRSLY Cinema</li> <li># of PSAs shown on Chelsea Channel</li> <li># of hits on PSAs on YouTube</li> </ul>	<ul style="list-style-type: none"> <li>Cinema DVD</li> <li>City records</li> <li>YouTube</li> </ul>	Annually
Guiding Good Choices	<ul style="list-style-type: none"> <li># of participants</li> <li>Learning objectives</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Course evals.</li> </ul>	Annually
Youth Empowerment Solutions	<ul style="list-style-type: none"> <li># of participants</li> <li>Learning objectives</li> <li># of youth-led projects completed</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Course evals.</li> <li>Quarterly report</li> </ul>	Annually
Ban on Paraphernalia Sales	<ul style="list-style-type: none"> <li>Existing policy in city of Chelsea</li> </ul>	City records	Annually

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
<b>Big Red Barrel</b>	<ul style="list-style-type: none"> <li>• # of pounds of medication disposed of</li> <li>• # of posters made and distributed</li> <li>• # of participants at presentations on preventing medicine abuse</li> <li>• Learning objectives</li> </ul>	<ul style="list-style-type: none"> <li>• CPD records</li> <li>• Inventory</li> <li>• Sign-in sheets or head count</li> <li>• Surveys(?)</li> </ul>	Annually
<b>Family Volunteer Opportunities</b>	<ul style="list-style-type: none"> <li>• # of family volunteer opportunities</li> <li>• Community feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly report</li> <li>• Focus groups with target audience</li> </ul>	Annually
<b>Youth Leadership Opportunities</b>	<ul style="list-style-type: none"> <li>• # of youth-led projects completed</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly report</li> </ul>	Annually
<b>CPTN SRSLY</b>	<ul style="list-style-type: none"> <li>• # of books distributed</li> <li>• Learning objectives</li> <li>• Feedback from students, teachers and parents</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory</li> <li>• Surveys/Focus groups</li> </ul>	Annually
<b>Fun substance-free events</b>	<ul style="list-style-type: none"> <li>• # in attendance</li> <li>• Participant feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Sign-in sheets</li> <li>• Feedback forms</li> <li>• Meeting minutes</li> </ul>	Following each event (quarterly)

# Key Evaluation Data

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
<b>Big Red Barrel</b>	<ul style="list-style-type: none"> <li># of pounds of medication disposed of</li> <li># of posters made and distributed</li> <li># of participants at presentations on preventing medicine abuse</li> <li>Learning objectives</li> </ul>	<ul style="list-style-type: none"> <li>CPD records</li> <li>Inventory</li> <li>Sign-in sheets or head count</li> <li>Surveys(?)</li> </ul>	Annually
<b>Family Volunteer Opportunities</b>	<ul style="list-style-type: none"> <li># of family volunteer opportunities</li> <li>Community feedback</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly report</li> <li>Focus groups with target audience</li> </ul>	Annually
<b>Youth Leadership Opportunities</b>	<ul style="list-style-type: none"> <li># of youth-led projects completed</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly report</li> </ul>	Annually
<b>CPTN SRSLY</b>	<ul style="list-style-type: none"> <li># of books distributed</li> <li>Learning objectives</li> <li>Feedback from students, teachers and parents</li> </ul>	<ul style="list-style-type: none"> <li>Inventory</li> <li>Surveys/Focus groups</li> </ul>	Annually
<b>Fun substance-free events</b>	<ul style="list-style-type: none"> <li># in attendance</li> <li>Participant feedback</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Feedback forms</li> <li>Meeting minutes</li> </ul>	Following each event (quarterly)

# Key Evaluation Data

OUTCOME EVALUATION		
Measure	Data Source(s)	Collection Frequency
<ul style="list-style-type: none"> <li>• Youth Risk behaviors                             <ul style="list-style-type: none"> <li>○ Lifetime use – alcohol, marijuana, rx/otc meds</li> <li>○ Recent use – alcohol, marijuana, rx/otc meds</li> <li>○ Binge drinking - alcohol</li> <li>○ Early onset – alcohol, marijuana</li> </ul> </li> <li>• Risk factors – alcohol and marijuana                             <ul style="list-style-type: none"> <li>○ Ease of access</li> <li>○ Perception of risk</li> <li>○ Perception of parental approval</li> <li>○ Perception of peer approval</li> <li>○ Peer disapproval</li> <li>○ Peer group use</li> <li>○ Perception of peer use</li> </ul> </li> <li>• Protective factors                             <ul style="list-style-type: none"> <li>○ Prosocial community involvement</li> <li>○ Prosocial family involvement</li> <li>○ School bonding</li> </ul> </li> </ul>	MiPHY	Every other year
<ul style="list-style-type: none"> <li>• Adult risk behaviors                             <ul style="list-style-type: none"> <li>○ Binge drinking</li> <li>○ Drunk driving</li> <li>○ Illegal drug use</li> </ul> </li> </ul>	HIP Survey	Every five years (2005, 2010, 2015, etc.)

# Key Evaluation Data

OUTCOME EVALUATION		
Measure	Data Source(s)	Collection Frequency
<ul style="list-style-type: none"> <li>• Community Norms</li> <li>• Risk Behaviors</li> <li>• Risk and Protective Factors</li> <li>• Participation/Perceptions of SRSLY</li> </ul>	SRSLY Survey	Bi-annually on off MiPHY years (UM students to help with design and implementation of this survey)
<ul style="list-style-type: none"> <li>• Community Norms               <ul style="list-style-type: none"> <li>○ Access and Use – where/when/how?</li> <li>○ Perceived norms</li> </ul> </li> </ul>	Focus Groups	Annually
<ul style="list-style-type: none"> <li>• Substance abuse related diagnosis &amp; ER visits</li> </ul>	Hospital records	Annually
<ul style="list-style-type: none"> <li>• Drug and alcohol related arrests – youth and adult</li> </ul>	Law enforcement records	Annually
<ul style="list-style-type: none"> <li>• Drug and alcohol related disciplinary action – youth</li> </ul>	School records	Annually
<ul style="list-style-type: none"> <li>• Drug and alcohol related calls – youth and adult</li> </ul>	HVA records	Annually

# Responsible Parties & Organizations

- SRSLY Chelsea will continue to implement strategies that have been successful over the past six years. All SRSLY activities are implemented by volunteer members of the coalition, with support from the Program Coordinator, and Coalition Director.

What organization are involved:

- SRSLY requires approval from our federal funding agency, SAMHSA. The 2015-2016 action plan and budget were recently submitted for review. Approval is expected by March 31, 2015, and will come from Latosha Mathis, Grants Management Specialist.
- The SRSLY Steering Committee is comprised of leaders representing key community sectors in Chelsea (schools, hospital, business, media, library, churches, law enforcement, parents, and others). This group is responsible for the needs assessment and strategic plan (most recent version completed in 2012). Using these as a guide, they review and approve the annual action plan and budget. The committee approved the 2015-2016 Action Plan and budget at their January meeting.

## Responsible Parties & Organizations

### Adult Steering Committee members:

- Andrew Ingall, Chair – Chelsea School District, Superintendent
- Bill Harmer, Vice Chair – Chelsea District Library, Director
- Michael Coghlan, Secretary – Coghlan Family Foundation
- Nancy Siegrist, Treasurer – St. Joseph Mercy Chelsea, Director of Behavioral Health
- Anita Mosier – Girl Scouts
- Aubree Shemwell – Parent-Teacher Organization, President
- Bob Pierce, Chelsea Area Chamber of Commerce, President
- Ed Toth – Chelsea Police Department, Chief of Police
- Edith Donnell – Chelsea District Library, Teen Librarian
- Jerry Wilczynski – Chelsea Rotary Club
- John Knox – Chelsea Kiwanis Club
- John Hanifan – City of Chelsea, City Manager
- Judy Stratman – St. Joseph Mercy Chelsea, Director of Development and Marketing
- Lisa Allmendinger – Chelsea Update, Editor
- Lisa Powell – Chelsea Center for the Arts
- Marylou Hahn-Setta – St. Mary's Catholic Church, Youth Pastor
- Nick Angel – Beach Middle School, Principal
- Scott Moore, MD – Moore Pediatrics, Pediatrician
- Sheri Montoye – 4-H
- Trinh Pifer – Chelsea Senior Center

# Responsible Parties & Organizations

## Youth Steering Committee:

- Sam Jabara, 12<sup>th</sup> grade
- Katie Dewyer, 12<sup>th</sup> grade
- Renae Kempf, 11<sup>th</sup> grade
- Rachel Valek, 11<sup>th</sup> grade
- Teddie Reynolds, 11<sup>th</sup> grade
- Sandra Gofton, 11<sup>th</sup> grade
- Ananth Ghosh, 9<sup>th</sup> grade
- Sean McGill, 8<sup>th</sup> grade
- Sophie Sjogren, 8<sup>th</sup> grade
- Natalie Gofton, 8<sup>th</sup> grade
- Georgie Reynolds, 8<sup>th</sup> grade
- Ace Eder, 8<sup>th</sup> grade
- Nic Brough, 8<sup>th</sup> grade
- Reed Phillips, 8<sup>th</sup> grade
- Branden Merkel, 6<sup>th</sup> grade
- Kiersten Sjogren, 6<sup>th</sup> grade

# Marketing Plan

- MARKETING PLAN is:
  - ❑ Facebook (SRSLY Chelsea), website ([srslychelsea.org](http://srslychelsea.org))
  - ❑ Social norms posters and banners
  - ❑ Annual mailing to all homes in school district
  - ❑ PSAs at SRSLY Cinema
  - ❑ E-mail newsletter
  - ❑ Presentations to community groups (6-12/year)
  - ❑ Information included in school newsletters to parents
  - ❑ Presence at community events: open houses, Chelsea fair and parade
  - ❑ Press releases (12-24/year)

# Year 4: Chelsea Wellness Coalition

SRSLY Chelsea Year 4		Budget		
Expense	Percentage	Amount	Funding Source	
<b>Supplies</b>				
Marketing Materials	0.40%	\$ 1,000	CWC	
What's Your Anti-Drug Contest Prizes	0.12%	\$ 300	CWC	
CPTN SRSLY – comic book printing	0.44%	\$ 1,095	CWC	
Social Norming Materials	0.80%	\$ 2,000	CWC	
Kickoff Rally Supplies	0.10%	\$ 250	CWC	
Youth-Led Program Supplies (YES)	0.40%	\$ 1,000	CWC	
Additional Program Supplies	4.26%	\$ 10,693	DFC grant, Fundraising, In-Kind	
<b>Travel</b>				
Youth to Youth Conference	2.83%	\$ 7,105	CWC	
Additional travel (conferences, local mileage)	1.60%	\$ 4,023	DFC grant, Fundraising, In-Kind	
<b>Purchased Services</b>				
CPTN SRSLY – Artist Jerzy Drozd	1.59%	\$ 4,000	CWC	
Marketing – ENC	1.00%	\$ 2,500	CWC	
Additional Purchased Services (marketing, evaluation, member contributions)	38.95%	\$ 97,700	DFC grant, Fundraising, In-Kind	
<b>Other</b>				
Marketing - Sponsorship of Chelsea Rec Team	0.20%	\$ 500	Fundraising	
Chelsea Fair – booth space and parade supplies	0.30%	\$ 750	CWC	
Additional other expenses (Cinema movie licenses, space, marketing expenses)	4.65%	\$11,674	DFC grant, Fundraising, In-Kind	
<b>Personnel</b>	42.56%	\$106,748	DFC grant, SJMC In-Kind	
<b>TOTALS</b>				
	8%	\$ 20,000	CWC	
	92%	\$ 230,838	DFC grant, Fundraising, In-Kind	
		\$ 250,838	TOTAL SRSLY BUDGET	

## What programs did you use as a model for this intervention?

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\\_page\\_final.pdf](http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_page_final.pdf))

Has a similar intervention been done in another 5H Community?

- Yes
- Stockbridge and Dexter both have SRSLY Coalitions
- Manchester has Manchester Voices
- Grass Lake has the Most Teens Don't coalition

Have you communicated with leaders of similar coalitions in other 5H towns?

- Yes – leaders from these coalitions are in regular communication and collaborate as much as possible.

# SRSLY – Thank you!

