

Stockbridge-Area Wellness Coalition | Plan Year 7

SECTION 1	INTERVENTION INFORMATION
NAME OF THE INTERVENTION	SRSLY Stockbridge
SHF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	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)	Emily Stewart, SRSLY Stockbridge Coalition Director Rebecca Jaskot, SRSLY Chelsea & SRSLY Stockbridge Program Coordinator Reiley Curran, SRSLY Regional Coalition Director & Community Health Improvement Manager
Contact phones and emails	Emily Stewart – 734-223-9091, Emily.Stewart@stjoeshealth.org Rebecca Jaskot – 734-593-5277, Rebecca.Jaskot@stjoeshealth.org Reiley Curran – 734-593-5279, Reiley.Curran@stjoeshealth.org
Date Funding Required	September 30, 2018
Implementation Date	Ongoing
Estimated Completion Date	September 29, 2019
Total Amount Requested from SHF	\$15,000

SECTION 2	CRITERIA
Criteria	Descriptions
1. Please provide a brief description for the intervention program you are proposing and indicate the target population.	SRSLY Stockbridge is a community coalition dedicated to the prevention of destructive behavior in Stockbridge youth. SRSLY uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse. The primary population is youth ages 10 to 15-years-old, and their families (approximately 600 youth and their families).
2. How does this intervention address the needs identified by your community and the coalition?	This intervention 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. We offer youth and adults positive, healthy alternatives to using drugs and alcohol. The health indicators SRSLY addresses include: <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

	<p>to drink alcohol or smoke marijuana;</p> <ul style="list-style-type: none"> • 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 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?</p>	<p>The ultimate goal of SRSly Stockbridge is to reduce youth substance abuse. Our strategic plan primarily 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>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.</p>
<p>SECTION 3</p>	<p>MEASUREMENT/DATA</p>
<p>1. What key data will be collected, analyzed, and used to evaluate the intervention?</p>	<p>The MiPHY 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 listening sessions, parent listening sessions, key informant interviews, and a community survey.</p> <p>The Evaluation Center at Western Michigan University conducted a process evaluation and analysis of outcome data. The evaluation took place over a period of approximately one-year. The activities conducted as part of the evaluation process included the following:</p> <ul style="list-style-type: none"> • Conducted a brief review of relevant literature and the SRSly program documentation • Conducted a preliminary data analysis using existing and prior MiPHY data and provide a brief early report on trends and possible outcomes • Developed survey instruments for SRSly participants and stakeholders

- Surveyed Adult Steering Committee Members
- Conducted a final data analysis including all available MiPHY data, survey data, and a qualitative analysis of the focus group notes
- Provided a final written report in May 2018

Event Participant Paper Survey Template for Students (developed by WMU)

-Event: _____

-Was this your first time attending an event or activity sponsored by SRSLY?

- Yes
- No
- Not sure/do not remember

-Please rate your level of agreement with the following statements. Select Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree, Don't Know (select one rating per statement):

-Today's event was designed with me and my friends in mind

-I plan to attend other SRSLY events in the future

-The event was fun

-I would recommend this event to my friends

-What was your favorite part of the event? _____

-What was your least favorite part of the event? _____

-How did you hear about this event? (Select all that apply)

- From a friend
- From a SRSLY committee or group I'm a part of
- From my parents
- From my school
- From a flier or poster
- Other (describe) _____

-Why did you decide to attend the event today? (Select all that apply)

- A friend asked to come
- I didn't have anything else to do today
- It sounded fun

	<input type="checkbox"/> I am a member of a SRSLY committee or group <input type="checkbox"/> I came across this event by accident <input type="checkbox"/> My parents told me to do <input type="checkbox"/> Other (describe) _____ -Do you have any comments or suggestions for future SRSLY events? _____ -Thank you for your response! Please return the form to the SRSLY staff or mail in the provided envelope.
<p>2. What are the estimated Units of Engagement for the intervention?</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>Total Annual Volunteers and Hours: 41 youth and 34 adults donated 402 hours from September 1, 2017 to June 7, 2018; over 280 youth and adult volunteers have donated over 6,100 hours since June 2012 (last updated in June 2018).</p> <p>Total Units of Engagement (Participants, non –volunteers estimates): Kickoff Rally = 1 event x 500 people x 2 hours = 1,000 units Project Sticker Shock = 8 businesses x ? customers x 2 events per year = ?, or 2,000 stickers Lock-In at Stockbridge Bowl = 1 event x 50 people X 6 hours = 300 units CPTN SRSLY Comic Book Distribution = 7 grades (2nd-7th) x 100 kids x 1 book per kid = 700 units 3X3 Basketball Tournament = 1 event x 300 attendees x 6 hours = 1,800 units Anti-Drug Contest Classroom Visits = 4 grades x 100 kids per grade x .5 hours per visit = 200 units Annual Appeal Letter = 200 letters mailed Youth Empowerment Solutions (YES) Program = 4 sessions x 20 students x 2 hours per session = 160 units Responsible Server Training = 1 session x 8 participants x 3 hours = 24 units SRSLY Cinema = 1 movie x 100 people x 2 hours per movie = 200 units SRSLY in the Park = 8 events x 15 people per event x 2 hours per event = 240 units Drugs 101 or Vaping 101 Program = 1 event x 15 attendees x 2 hours per event = 30 units E-newsletter = 450 subscribers x 1 email per month x 12 months = 5,400 units Educational Mailing = 3,000 households x 1 mailing = 3,000 units Youth to Youth International Conference = 5 participants x 4 days CADCA Conference = 5 participants x 4 days A Day in the Village Booth = 2 days x 1,000 community members = 2,000 units</p>
SECTION 4	COLLABORATION
1. Who (specifically) will be responsible for what	Attached Plan Attached (below).

aspects of intervention implementation?	<p>Goal One Strategic Activities:</p> <ol style="list-style-type: none"> 1. Strengthen data driven decision-making by collecting data and monitoring trends. 2. Strengthen capacity to implement the strategic plan by increasing membership and ensuring representation of the 12 sectors, and diversity reflective of the Stockbridge community. 3. Strengthen capacity to implement the strategic plan by gaining community financial and personnel support. 4. Strengthen capacity to implement the strategic plan by providing training opportunities. 5. Strengthen capacity to implement the strategic plan by establishing formal processes to share coalition work. 6. Conduct annual and long-range planning process. 7. Evaluate effectiveness of strategies and strategic plan and use results to improve efforts. <p>Goal Two Strategic Activities:</p> <ol style="list-style-type: none"> 1. Raise parent awareness of the consequences of providing alcohol to youth. 2. Support consistent enforcement and provide education for alcohol retailers. 3. Positive Social Norm messaging to correct the perception that most youth use alcohol and marijuana. 4. Increase consistent enforcement of school code of conduct policy. 5. Encourage parents to communicate, set boundaries, and monitor their children’s whereabouts. 6. Work with law enforcement to increase the use of drug dogs in school. 7. Educate the community on the importance of not providing marijuana to youth. 8. Educate youth on the physical and legal consequences of using marijuana. 9. Work with law enforcement to implement the ongoing prescription drug collection and disposal program. 10. Educate the community on the importance of disposing of unused medications. 11. Educate youth on the physical and legal consequences of abusing prescription drugs. 12. Support students transitioning into the high school through upperclassmen mentor program. 13. Train youth to identify a community issue and to plan and implement a project designed to make a difference. 14. Teach parents how to involve youth in family decisions. 15. Encourage families to participate in community family events and volunteering opportunities. 16. Train youth to plan and implement leadership activities. 17. Provide opportunities for youth to make a difference in the community.
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	18. Increase awareness of and participation in alternative activities.
<p>2. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</p>	<p>Yes. SRSly requires approval from our federal funding agency, SAMHSA. The 2018-2019 action plan and budget were submitted for review. Approval will come from our Grants Management Specialist, Olivia Cline-Thomas.</p> <p>The Adult Steering Committee (ASC) is comprised of leaders representing key community sectors in the Stockbridge (schools, hospital, law enforcement, parents, and others). This group is responsible for the needs assessment and strategic plan.</p>
<p>3. 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).</p>	<p><u>Adult Steering Committee (ASC)members:</u> Sarah Bentley – Heritage School, Principal Paul Crandall – Stockbridge Library, Head Librarian Reiley Curran, MPH – St. Joseph Mercy Chelsea, Community Health Manager Erin Rockwell, DO – Family Medicine of Stockbridge Karl Heidrich – Stockbridge Community Schools, Superintendent Brian Johnson – Crossroads Community Church, Pastor Jo Mayer – Stockbridge Community Education, Former Director Tonya Sexton, DO – Family Medicine of Stockbridge Yvonne Hopkins – Stockbridge Parent Johnnie Torres – Stockbridge Police Department, Chief</p> <p><u>Youth Steering Committee (YSC) members:</u> Madison Bentley, 9th grade Hannah Bolton, 11th grade Caitlin Fowler, 9th grade Logan Fowler, 9th grade Madison Patrick, 9th Grade Connor Whitaker, 9th Grade Devin Whitaker, 12th Grade Brenden Yannella, 9th Grade MacKenzye Yannella, 10th Grade</p>
SECTION 5	SUSTAINABILITY
<p>1. If this is a continuing intervention: A. How many years has this intervention been funded by the coalition? B. Have the outcome(s) been presented to the</p>	<p>A. We have been funded by the coalition for six years. B. Yes. C. We have created a regional evaluation team that is currently developing a comprehensive evaluation plan. The plan will outline the process for monitoring and evaluating the goals identified</p>

<p>coalition and the report(s) been submitted to 5HF? C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding). D. Has the amount requested from the coalition increased or decreased? Why? E. How many more years will this intervention request funds from the coalition?</p>	<p>in our 12-Month Action Plan. We continue to send coalition members and staff to local and out-of-state conferences and trainings where they learn about leadership, advocacy, and policy and intervention strategies to bring back to the community. We improved our annual appeal mailing process. Instead of mailing by zip code or carrier route, we mailed letters using a "hot list" (past donors) and "warm list" (anyone who has engaged with SRSly in the past year). We reduced mailing and postage costs significantly and received more donations. D. Decreased. Our in-kind support has increased. E. We are reapplying for the Drug Free Communities (DFC) Support Program in March 2019 to receive 5-10 years of additional funding, with local match requirements. We will continue to fundraise, research and apply for grants from other sources, and engage local businesses that can provide in-kind support to the coalition.</p>
<p>2. Does your intervention have a sustainability plan?</p>	<p>Yes. The DFC grant requires coalitions to submit sustainability plans in years 3 and 7 of their grant. We completed our sustainability plan in 2017.</p>
<p>3. 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: https://obamawhitehouse.archives.gov/ondcp/Drug-Free-Communities-Support-Program</p>

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SRSLY Stockbridge Year 7 Budget			
Expense	Percentage	Amount	Funding Source
Personnel	44%	\$110,558	DFC Communities Grant, SJMC In-Kind
Supplies			
Event Supplies, Recruitment Event Supplies	.5%	\$1,232	5 Healthy Towns Foundation
Anti-Drug Contest Supplies	.08%	\$200	5 Healthy Towns Foundation
Annual Appeal Supplies and Postage	.3%	\$681	5 Healthy Towns Foundation
CPTN SRSLY Comic Book Printing	.6%	\$1,500	5 Healthy Towns Foundation
Member and Volunteer Incentives	.3%	\$640	5 Healthy Towns Foundation
Youth Empowerment Solutions Program	.4%	\$1,000	5 Healthy Towns Foundation
Office Supplies	.1%	\$360	5 Healthy Towns Foundation
Additional Program Supplies	2%	\$4,165	DFC Grant, In-Kind, Fundraising
Travel			
Youth to Youth International Conference	1%	\$2,867	5 Healthy Towns Foundation
Local Conferences	.08%	\$200	5 Healthy Towns Foundation
Additional Travel (conferences, local mileage)	4%	\$10,539	DFC Grant, In-Kind, Fundraising
Purchased Services			
CPTN SRSLY Development - Jerzy Drozd	.8%	\$2,000	5 Healthy Towns Foundation
Training (to be selected) for coalition members	.4%	\$1,000	5 Healthy Towns Foundation
Responsible Server Training	.1%	\$320	5 Healthy Towns Foundation
Stockbridge High School Summer Interns	.4%	\$1,000	5 Healthy Towns Foundation
Website Maintenance - Surelutions Web & Design	.4%	\$1,080	5 Healthy Towns Foundation
Additional Purchased Services (MC Creative, member contributions)	30%	\$75,900	DFC Grant, In-Kind, Fundraising
Other			
Marketing – Youth Rec Team Sponsorship	.2%	\$500	5 Healthy Towns Foundation
Cell Phone for Director	.2%	\$420	5 Healthy Towns Foundation
Additional Other Expenses (cinema movie license, space, marketing, indirect expenses)	14%	\$36,508	DFC Grant, In-Kind, Fundraising

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	6%	\$15,000	5 Healthy Towns Foundation
	94%	237,670	DFC Grant, In-Kind, Fundraising
		\$252,670	TOTAL Budget

SECTION 6	INTERVENTION	BUDGET
Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$15,000	6%
Total funds from other sources	\$237,670	94%
Marketing/Advertising	\$21,849	9%
Compensation – to one or more people	\$110,558	44%
Infrastructure (structure that lasts 5 years or more)	\$0	-
Other expenses	\$120,263	48%

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to SHF
Year 1	\$15,750	\$15,750	\$0	\$0
Year 2	\$30,120	\$30,120	\$0	\$0
Year 3	\$24,268	\$24,268	\$0	\$0
Year 4	\$20,000	\$20,000	\$0	\$0
Year 5	\$20,000	\$20,000	\$0	\$0

12-MONTH COALITION ACTION PLAN
Year 5: September 30, 2018 – September 29, 2019

DFC GOAL ONE: Increase community collaboration to prevent youth substance abuse.

Objective 1: Implement newly developed strategies based on needs assessment results by September 29, 2019.

Strategy 1: Update needs assessment bi-annually to collect data and monitor trends.

Activity	Who is responsible?	By when?
Emerging drug trends will be explored and findings shared with the coalition.	Steering Committees (SC)	Quarterly: Nov, Feb, May, Aug
Bi-annually support participation in the MiPHY school survey to collect core measures.	School reps. on SC, Staff	Bi-annually: June 2018
Conduct focus groups to identify local context.	SC, Assessment Team, Evaluation Team	Annually: July & Aug
Collect archival data from law enforcement, hospitals, EMS, & schools	SC, Assessment Team, Evaluation Team	Annually: July & Aug

Strategy 2: Communicate needs assessment findings to the coalition, key stakeholders, and broader community.

Activity	Who is responsible?	By when?
Share MiPHY results with the coalition and community groups.	School reps. on SC, Coalition, Staff	Dec 2018
Use data in marketing and communications in order to engage community.	Marketing Team	Monthly
Conduct coalition review of needs assessment results to develop 2019 12 Month Action Plan.	Coalition, SC, Assessment Team, Evaluation Team	Feb 2019

Objective 2: Increase coalition membership by 10% by September 29, 2019.

Strategy 1: Increase membership recruitment to ensure 12 sector representation, and diversity reflective of the Stockbridge community.

Activity	Who is responsible?	By when?
Monitor coalition membership to ensure it is reflective of the community diversity, with representation from 12 key sectors.	SC, Staff	Quarterly: Nov, Feb, May, Aug
Secure coalition involvement agreements for each of the 12 key community sectors annually.	SC, Staff	Sept 2019
Recruitment events to promote involvement in the coalition: Kickoff rally at football game in fall targeting students & parents; Tables at school open houses; Booth at “A Day in the Village” and Harvest Festival targeting families.	SC, Staff	June, Aug, Sept 2019

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Ensure youth are represented on the coalition and all work groups by hosting fun/educational events for youth.	Staff	Quarterly: Nov, Feb, May, Aug
Promote coalition through printed materials and social marketing, website, and youth rec. team sponsorship.	Marketing Team	Monthly
Participate in local collaborative of coalitions to build relationships and recruit new members.	SC, Staff	Monthly
Publish regular reports in local media of coalition activities	Staff, Media Rep.	Monthly
Present coalition activities and evaluation results to key stakeholder groups annually – school board, collaborative of coalitions	SC, Staff	Sept 2019

Objective 3: The coalition will maintain 90% of current membership through Sept. 29, 2019.

Strategy 1: Work to retain current members through recognition, appreciation, and team building activities.

Activity	Who is responsible?	By when?
Celebrate volunteer contributions with CTZN (citizen) of the Month and Kudos awards to recognize members.	Staff	Monthly
Hold Annual Volunteer Appreciation Party.	Staff	Aug 2019
Hold training for coalition staff and members. Training TBD.	SC, Staff	Sept 2019
Conduct annual survey of coalition membership to assess satisfaction with coalition processes and direction.	SC, Staff	June 2019
Conduct team-building exercises with coalition members.	SC, Staff	Monthly

Objective 4: The coalition will implement 100% of the action plan by September 29, 2019.

Strategy 1: Develop coalition structure and processes that support effective implementation of the action plan.

Activity	Who is responsible?	By when?
Hold meetings for general coalition, Youth Steering Committee, and Adult Steering Committee.	SC, Staff, Coalition	Monthly
Review and update by-laws as necessary.	SC, Staff	Sept 2019
Monitor progress toward completion of Action Plan.	SC, Staff	Quarterly: Nov, Feb, May, Aug
Conduct annual review of coalition staff .	SC, Staff	Sept 2019
Annual action plan developed by steering committee with input from subcommittees.	SC, Staff	Feb 2019

Strategy 2: Gain community financial support of coalition activities to ensure sustainability, regardless of grant funding

Activity	Who is responsible?	By when?
Coalition activities will be incorporated into membership agencies' annual budgets and action plans,	Member Agency Reps., Sustainability	Sept 2019

and outlined in coalition involvement agreements.	Team	
Secure sponsors for community events so they are sustainable without grant funding.	Sustainability Team, Staff	Two months prior to events
Send annual appeal letters to garner financial support from the community	Sustainability Team, Marketing Team	Dec 1, 2018
Secure local support for three substance-free alternative events per year, and other youth-led projects through financial and in-kind donations, annually through 2019.	Sustainability Team	Sept 2019

Objective 5: At least 25 coalition members and/or volunteers will participate in training opportunities to enhance their effectiveness and capacity by September 29, 2019.

Strategy 1: Provide and promote training opportunities for coalition members, leaders, and the broader community.

Activity	Who is responsible?	By when?
Send coalition members to CADCA Training and Youth to Youth International Conference.	SC, Staff	Sept 2019
Attendees at CADCA and Y2Y conferences will provide a follow up session to teach others what they learned.	Conference Attendees	Sept 2019
Identify and promote participation in local and state trainings that apply to the coalition’s strategic plan.	SC, Staff	Monthly
Host educational training for coalition members and community leaders. Training TBD.	SC, Staff	Sept 2019

Objective 6: The coalition will develop and implement an evaluation plan for 100% of coalition strategies by September 29, 2019, and annually thereafter.

Strategy 1: Evaluate effectiveness of strategies and strategic plan through quantitative and qualitative data collected and use results to improve efforts.

Activity	Who is responsible?	By when?
Track service outputs and report to the coalition quarterly or as appropriate.	Staff	Quarterly: Nov, Feb, May, Aug
Track process and short-term outcomes for all activities as they occur and report to the coalition quarterly or as appropriate.	Staff	Quarterly: Nov, Feb, May, Aug
Biannually assess progress toward intermediate and long-term outcomes.	SC, Staff, Assessment Team, Evaluation Team	Every other year in June

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

Objective 1: By 2019, decrease the percentage of high school students reporting alcohol use in the past 30 days by 19% (from 22.3% to 18%).

Strategy 1: Decrease youth access to alcohol as measured by a decrease in the percentage of youth reporting that it is ‘sort of’ or ‘very’ easy to get alcohol from 73.2% to 62.2% for high school students, and from 41.5% to 29.7% for middle school students.

Activity:	Who is responsible?	By when?
Raise adult awareness of the consequences of providing alcohol to youth through Project Sticker Shock – youth place stickers on alcohol to inform about the consequences of buying alcohol for minors.	Stockbridge PD, Local Businesses, Youth Volunteers	Oct 2018, May 2019
Educate parents on consequences of providing alcohol with materials developed by Marketing Team.	Marketing Team, School & Parent Reps. on SC	June 2018
Promote parent registry of SRSLY-safe homes where alcohol will not be allowed. Encourage parents to check the registry.	Marketing Team, School & Parent Reps. on SC	Oct 2018, May 2019
Encourage retailers to complete Responsible Beverage Service training.	Stockbridge PD, SC, Staff	Sept 2019
Partnership with law enforcement to conduct compliance checks with targeted retailers.	Law Enforcement Reps., SC	Sept 2019
Publicly recognize retailers who pass compliance checks.	Youth SC, Staff	Sept 2019

Strategy 2: Provide information on social norms with messaging to correct the perception that most youth use alcohol. As measured by a decrease in the percentage of HS students who report inaccurately high perception of peer alcohol use rates from 75.1% to 55.8% by 2019.

Activity	Who is responsible?	By when?
Develop and distribute marketing materials with positive social norms messages and local data.	Marketing Team, Youth SC, & Staff	Sept 2019
Work with youth to develop Public Service Announcements for TV and radio.	Youth SC	June 2019

Objective 2: By 2019, decrease the percentage of high school students reporting marijuana use in the past 30 days by 24% (from 17.2% to 13%)

Strategy 1: Decrease the percentage of youth reporting easy access to marijuana. As measured by the percentage of youth reporting that it is ‘sort of’ or ‘very’ easy to get marijuana from 57.1% to 42.2% among HS students, and from 13% to 5.9% among MS students by 2019.

Activity:	Who is responsible?	By when?
Work with law enforcement and private companies to encourage drug dog searches in schools	School & Law Enf. Reps on SC	June 2019
Work with school to enforce strong consequences and work to link the youth to resources if they need help.	School reps on SC	June 2019
Ensure consistent penalties for adults providing to minors.	Law Enf. Reps on SC	Sept 2019
Ensure publicity of enforcement and consequences.	Law Enf. Reps on SC	Sept 2019
Develop messaging and distribute materials to educate adults on consequences of giving marijuana to youth.	Marketing Team & Law Enforcement	Sept 2019
Advocate for local policies against marijuana dispensaries in the community.	SC, Staff	Sept 2019
Hold educational event for parents and other adults, led by TBD.	School & Healthcare Reps on SC	June 2019

Strategy 2: Raise awareness among youth of the physical and legal consequences of using marijuana. As measured by an increase in the percentage of youth reporting ‘moderate’ or ‘great risk’ for using marijuana from 64.6% to 79.2% among high school students, and from 78% to 83.3% among middle school students by 2019.

Activity	Who is responsible?	By when?
Work with schools to incorporate the physical and legal risks of marijuana use into health class.	Healthcare & School reps on SC, Staff	June 2019
Raise visibility of enforcement activities and consequences for those caught.	School & Law Enforcement Reps on SC	June 2019

Strategy 3: Promote positive social norm messaging to correct the perception that most youth use marijuana. As measured by a decrease in the percentage of high school students who report inaccurately high perception of peer marijuana use from 65% to 41% among high school students by 2019.

Activity	Who is responsible?	By when?
Use local data to inform the community that most kids are not using marijuana.	Marketing Team, Staff	June 2019
Develop and distribute posters, press releases, website and other materials with positive social norms messages and data.	Marketing Team, Staff	Monthly
Work with youth to develop public service announcements with a positive social norm message.	Youth SC, Marketing Team	June 2019

Objective 3: Decrease the percentage of high school students reporting use of a prescription painkiller without a prescription by 26% (from 7.2% to 5.3%) by 2019.

Strategy 1: Enhance access to safe medicine disposal programs. As measured by an increase in pounds of medicine collected in the Black Box by the Stockbridge Police Department and by Stockbridge Pharmacy (baseline to be established).

Activity	Who is responsible?	By when?
Educate the community on the importance of disposing of unused medications.	Law Enf. & Healthcare Reps on SC, Staff	Sept 2019
Work with law enforcement to implement ongoing prescription drug collection and disposal program.	Law Enf. & Healthcare Reps on SC, Staff	Sept 2019

Strategy 2: Educate youth on the physical and legal consequences of misusing prescription drugs with a focus on ‘study drugs,’ and prescription painkillers. As measured by an increase in the percentage of youth reporting that use of a prescription drug without a prescription is ‘moderate’ or ‘great’ risk (baseline to be established) by 2019.

Activity	Who is responsible?	By when?
Partner with schools to incorporate medicine abuse learning objectives into existing health education curricula	School Reps, Staff	Sept 2019
Include information on materials promoting safe disposal options that encourage parents to talk to their kids about the risks of medicine abuse.	School Reps, Healthcare Reps, Law Enf.	Sept 2019

Objective 4: Reduce the percentage of high school students initiating alcohol or marijuana use before the age of 15 by 20% (alcohol from 14.9% to 11.1%, marijuana from 6.1% to 4.9%) by 2019 by promoting protective factors.

Strategy 1: Provide opportunities for youth to build friendships with alcohol and drug-free peers through positive peer interactions

Activity	Who is responsible?	By when?
Schools implement an older peer mentoring effort at the middle and high schools in order to support youth as they enter the new building. Designed to create a more welcoming and supportive school environment.	School Reps	June 2019
Youth Empowerment Solutions – teamwork and leadership development program for middle school students.	School Reps, Staff	Feb 2019
Youth Steering Committee – plans and lead activities to promote pro-social community involvement.	Youth SC, Staff	Monthly

Activity	Who is responsible?	By when?
“What’s Your Anti-Drug?” Media Contest for 5 th – 12 th grade students to create posters, PSAs, poems, etc. about positive things in their lives that they do instead of drugs (social-norming). High school students lead classroom activities for middle and elem. schools.	School Reps on SC, Youth SC	Nov 2018

Strategy 2: Support youth participation in opportunities to make a difference in the community.

Activity	Who is responsible?	By when?
Youth Empowerment Solutions – train youth to plan and implement community projects.	School Reps., Staff	Feb 2019
Youth Steering Committee – plan and lead activities to promote pro-social community involvement	Youth SC, Staff	Monthly
Monthly coalition meetings	Coalition, Staff	Monthly
Develop CPTN (Captain) SRSLY comic book with youth, aimed at promoting pro-social community involvement as “cool,” among 10-15-year-olds.	Youth SC & Artist, Jerzy Drozd	May 2019
Provide input to adult coalition members during planning processes of the coalition.	Youth SC, Staff	Sept 2019

Strategy 3: Increase awareness of and participation in fun, substance-free activities.

Activity	Who is responsible?	By when?
Host fun alcohol-free events for families on holidays associated with binge drinking.	Events Team, Staff	New Year’s Eve 2018
Host SRSLY Cinema: free outdoor movies in summer, substance-free event for families.	Events Team, Staff	July 2019
Support local groups in hosting fun/ educational youth events.	SC, Marketing Team	Monthly

Strategy 4: Train parents how to involve youth in family decisions and effectively communicate with their youth about drugs and other youth issues.

Activity	Who is responsible?	By when?
Provide the Guiding Good Choices program; build parents' skills to work together with their children to make decisions.	Parent team	Sept 2019
Hold annual SRSLY Parent Night event to bring parents together, and support sharing and learning.	SC, School Reps, Staff	Sept 2019

Strategy 5: Support families friendly community events and volunteer opportunities.

Activity	Who is responsible?	By when?
SRSLY events for families – plan and host fun, substance-free events for families.	Events Team, Staff	Quarterly: Nov, Feb,

		May, Aug
Hold monthly SRSLY meetings with opportunities for families to get involved in coalition work together.	SC, Coalition, Staff	Monthly