

Chelsea Friends and Family Wellness Coalition on **Plan Year 7**

NAME OF THE INTERVENTION	SRSLY	
5HF Element to Impact:	Avoid Unhealthy Substances, Connect with Others in Healthy Ways	
Fiscal Agent	St. Joseph Mercy Chelsea	
Tax I.D		
Implementation Contacts (2 or more required)	Reiley Curran , Jesse Kauffman, and Becca Jaskot	
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Date Funding Required	July 1, 2018	
Implementation Date	Ongoing	
Estimated Completion Date	June 30, 2019	
Total Amount Requested from 5HF	\$20,000	

Criteria	Descriptions
1. Please provide a brief description for the intervention program you are proposing and indicate the target population.	<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 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.</p>
2. How does this intervention address the needs identified by your community and the coalition?	<p>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:</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;

	<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 SRSly steering committee leaders as high priority during the assessment process. <p>Source for measurement: MiPHY</p>
<p>3. What are the specific goals for the intervention?</p>	<p>The ultimate goal of SRSly is to reduce youth substance abuse. The 2017-2020 strategic plan will primarily focus on three identified substances of abuse:</p> <ol style="list-style-type: none"> 1. Alcohol 2. Marijuana 3. Medicine Abuse and Misuse <p>The committee reviewed data on risk and protective factors, and prioritized seven on which to focus:</p> <ol style="list-style-type: none"> 1. Ease of access to substances 2. Norms favorable to substance use 3. Low perception of risk 4. Peer disapproval 5. Parental disapproval 6. Opportunities for pro-social family involvement. 7. Opportunities for pro-social community involvement. <p><u>Goal One:</u> Increase SRSly Chelsea’s capacity to prevent and reduce substance abuse among youth by strengthening collaboration.</p>

Objective 1: 100% of SRSly Chelsea activities will be strategically-aligned through September 2020 as measured by meeting minutes.

Objective 2: Maintain 100% representation of the twelve key community sectors through September 2020 as measured by Coalition Involvement Agreements on file.

Objective 3: Increase the capacity of SRSly Chelsea to reflect community diversity, annually through September 2020.

Objective 4: Recruit and retain a volunteer base that allows SRSly Chelsea to effectively implement the annual action plan as measured by the number of active and returning volunteers in the SRSly volunteer database, through September 2020.

Objective 5: Measure the impact of all (100%) coalition efforts through quantitative and/or qualitative data collected annually through September 2020.

Objective 6: Develop leadership and prevention skills of SRSly Chelsea volunteer and staff members, as measured by internal capacity assessment, annually through September 2020.

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. Sources: Chelsea High School Alcohol Tobacco and Other Drug survey (CSD ATOD) or Michigan Profile for Healthy Youth Survey (MiPHY)

Objective 1: Reduce youth access to substances.

- a. Decrease the percentage of HS students (9th-12th) reporting that it is 'sort of easy' or 'very easy to get alcohol to 50%
- b. Decrease the percentage of HS students (9th-12th) reporting that it is 'sort of easy' or 'very easy to get marijuana to 39%.
- c. 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%.

Objective 2: Reduce norms favorable toward substance use.

- a. Decrease the percentage of HS students (9th-12th) who report inaccurately high perception of peer alcohol use to 49% .
- b. Decrease the percentage of HS students (9th-12th) who report inaccurately high perception of peer marijuana use to 45%.
- c. 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).

Objective 3: Increase perception of risk of substance use.

- a. Increase the percentage of HS students (9th-12th) who report "great" or "moderate" risk of weekly binge drinking to 87%.
- b. Increase the percentage of HS students (9th-12th) who report "great" or "moderate" risk of weekly marijuana use to 62%.
- c. 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%.

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

- a. 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%.
- b. 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%.
- c. 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%.

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

- a. 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%.

- b. 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%.
- c. 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%.

Objective 6: Increase opportunities for prosocial family involvement

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

Objective 7: Increase opportunities for prosocial community involvement

- a. 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%.
- b. 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%.
- c. 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%.

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

Objective 1: 75% of SRSLY activities and operations will be funded by multiple sources.

Objective 2: SRSLY will have met the annual local match requirement of the DFC grant every year, and have a plan to meet it in the final year of the grant as well (through September 2021).

Objective 3: 90% of SRSLY activities will be implemented with more volunteer hours than staff hours.

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	<p><u>Objective</u> 4: 50% of SRSLY activities will have a designated lead member organization with primary responsibility for implementation, including securing funding, with support from SRSLY staff.</p> <p>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.</p>
<p>4. What key data will be collected, analyzed, and used to evaluate the intervention?</p>	<p>The Chelsea School District will participate in the MIPHY survey every other year. On non-MIPHY survey years, the schools will conduct a shortened survey of all 7th – 12th grade students on substance use and associated risk and protective factors. They will also survey parents of middle and high school students. Participation in SRSLY's programming and impressions made through social norm and marketing campaigns will be recorded for units of engagement.</p>
<p>5. What are the estimated Units of Engagement for the intervention?</p>	<p>TOTAL ANNUAL VOLNTEERS and HOURS: 232 youth and adult volunteers donated 1,970 hours in 2016-2017; to date, there have been more than 1300 total volunteers, donating more than 21,000 hours to SRSLY (this total was last updated in November 2017).</p> <p>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 hour per class = 800 units New Year's Eve Party = 400 party attendees x 4 hours at party = 1,600 units CTPN SRSLY = 9 grades x 200 kids per grade x 1 book per kid = 1,800 units Cultural Competency Training = 30 attendees x 2 events x 3 hours = 690 units Annual Appeal Letter = 5,500 letters mailed x .25 hours = 1375 units SRSLY Cinema = 10 movies x 250 people per movie x 2 hours per movie = 5,000 units E-newsletter = 630 subscribers x 1 email per month x 12 months = 7,560</p> <p>ESTIMATED TOTAL UNITS OF ENGAGEMENT: 22,900 units</p>
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>Many SRSLY activities involve multiple strategies and multiple sectors in order to magnify the impact. The following strategic activities will guide the development of yearly action</p>

plans for the SRSly coalition from 2017-2020. Action Plans and budgets will be developed annually by the youth and adult steering committees, with final coalition approval by January 31. All SRSly activities are implemented by volunteer members of the coalition, with support from the Program Coordinator and Coalition Director. Lead organizations or groups identified in parentheses and include the Chelsea District Library (CDL), Chelsea School District (CSD), Chelsea Police Department (CPD), Adult Steering Committee (ASC), Youth Steering Committee (YSC), St. Joseph Mercy Chelsea (SJMC)

Goal 1 Strategic Activities:

1. Recruit new members at community events, at special events held at the schools, through targeted invitations to youth and their families, and with marketing materials. (Membership Project Team)
2. Retain current members by recognizing and celebrating volunteer contributions and accomplishments, and offering training opportunities to SRSly leaders. (SRSly staff)
3. Build the skills of SRSly members by promoting and facilitating attendance at relevant conferences, bringing trainers and facilitators to Chelsea for in-services and presentations, and holding an annual leadership retreat for members and potential members of the Youth Steering Committee. (SRSly staff)
4. Evaluate coalition activities by conducting annual surveys, focus groups and internal assessments, convening the Evaluation Task Force each summer, and publishing quarterly and annual reports. (Evaluation Task Force)
5. Develop annual action plans and budgets based on results of annual evaluation, with broad input from coalition members and leaders. (ASC, YSC, and SRSly staff)

Goal 2 Strategic Activities:

Provide Information:

1. Promote positive social norms using local data, developed in collaboration with high school students and teachers. (CSD and SRSly staff)
2. Educate teens on how anti-drug activities (including athletics and other extracurricular activities) are negatively impacted by substance abuse. (YSC)
3. Promote positive family and community involvement as protective factors. (CSD,

CDL, and SRSLY staff)

4. Educate youth and adults on the consequences and effective prevention of youth substance abuse. (YSC and SRSLY staff)
5. Use multiple forms of media -- mailing, press releases, presentations, public service announcements, print and online ads, billboards and comics -- to educate the community about preventing youth substance abuse. (Communications Project Team and SRSLY staff)

Provide Support:

1. Encourage families to join and use the SRSLY Safe Homes list. (Communications Project Team)
2. Support youth in their choice to stay substance-free by emphasizing the importance of having anti-drugs (someone or something that helps you stay off drugs). (YSC)
3. Provide and promote opportunities for families to volunteer together. (Events Project Team)
4. Provide and promote fun, substance-free events for youth and families. (Events Project Team)
5. Serve as a resource and subject expert to local organizations and leaders looking for information on preventing youth substance abuse. (SRSLY staff)

Build Skills:

1. Train youth in teamwork, leadership, community assessment, and project planning, implementation and evaluation using the Youth Empowerment Solutions curriculum. (CSD and SRSLY staff)
2. Train parents to prevent youth substance abuse in their families with the Guiding Good Choices curriculum. (CSD, CDL, churches)
3. Provide opportunities for youth to learn new skills and develop additional anti-drug activities. (CSD, CDL, and SRSLY staff)
4. Train adults who work with youth on effective monitoring and enforcement. (CPD, CSD, and SRSLY staff)
5. Train local businesses how to prevent youth and adult substance abuse with the

Responsible Server Training curriculum. (Businesses and SRSLY staff)

Enhance Access:

1. Improve the referral process for parents, youth and school personnel to refer for assessment and counseling. (CSD, SJMC, and SRSLY staff)
2. Ensure coalition activities are accessible by alternating meeting times between daytime and evening, promoting the SRSLY app, and providing low or no-cost programs. (ASC, YSC, and SRSLY staff)

Change Consequences:

1. Partner with law enforcement to conduct compliance checks of local businesses, and celebrate those businesses that pass. (CPD, YSC, and SRSLY staff)
2. Explore ways to increase enforcement and consequences for buying, selling, using or being under the influence of substances on school grounds. (CSD, CPD, YSC, and SRSLY Staff)
3. Enhance law enforcement during key times when youth might be more likely to use substances, and when adults might be more likely to enable youth substance use. (CPD and SRSLY staff)
4. Promote use of the Chelsea Police Department’s tip line, and explore ways to allow youth and parents to submit tips via text or other electronic communications. (CSD, CPD, YSC, Communications Project Team, and SRSLY staff)
5. Develop a recognition program for youth making positive choices. (SRSLY staff)

Change Policy:

1. Develop and distribute advocacy plans to coalition and community members. (Environmental Strategies Team and Communications Project Team)
2. Review and revise school policy on buying, selling, using or being under the influence of substances on school grounds. (CSD and Environmental Strategies Team)
3. Explore possibility of adding youth seats to more councils and boards in Chelsea. (YSC and SRSLY Staff)

	<p>Change Physical Design:</p> <ol style="list-style-type: none"> 1. Continue the Big Red Barrel program for safe medicine disposal. (CPD) 2. Explore gaps in coverage of security cameras on school property. (CSD, CPD, and YSC) <p>Goal 3 Strategic Activities:</p> <ol style="list-style-type: none"> 1. Identify and secure new sources of funding to support coalition activities, through fundraising activities, sponsorship opportunities, merchandise sales, and grants from local, state and national foundations. (ASC and SRSLY Staff) 2. Share responsibility for implementation between staff and volunteers; train volunteers to effectively use established SRSLY work plans. (ASC, YSC, volunteers, and SRSLY staff) 3. Enlist community support for in-kind services. (ASC, YSC, Events Project Team, and SRSLY Staff) <p>Plan for September 30, 2021, when Drug Free Communities grant ends. (ASC, YSC, and SRSLY staff)</p>
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</p>	<p>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 needs assessment completed in 2016, strategic plan will be completed soon). Using these as a guide, they review and approve the annual action plan and budget. When appropriate, the coalition seeks permission for facilities usage from St. Joseph Mercy Chelsea, Chelsea School District, Chelsea Police Station, and Chelsea District Library.</p> <p>SRSLY requires approval from our federal funding agency, SAMHSA. The 2017-2018 action plan and budget were approved in March 2017 from our SAMHSA Grants Management Specialist.</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).</p>	<p>Adult Steering Committee members:</p> <p>Marcus Kaemming, Chair – Chelsea School District, Director of Curriculum and Human Resources</p> <p>Ed Toth, Vice Chair – Chelsea Police Department, Police Chief</p> <p>Michael Coghlan, Secretary – Coghlan Family Foundation</p> <p>Nancy Siegrist, Treasurer – St. Joseph Mercy Chelsea, Director of Behavioral Health</p> <p>Lisa Allmendinger – Chelsea Update, Editor</p> <p>Nick Angel – Beach Middle School, Principal</p>

Sheryl Dewyer – Beach Middle School, Media Center Clerk
Edith Donnell – Chelsea District Library, Teen Librarian
John Hanifan – City of Chelsea, City Manager
Jaelyn 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
Marcia White – Chelsea City Council

Youth Steering Committee:

Sean McGill, 11th grade
Sophie Sjogren, 11th grade
Natalie Gofton, 11th grade
Ace Eder, 11th grade
Shannon Conley, 10th grade
Abbie Dobos, 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

<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?</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. Six</p> <p>B. Yes</p> <p>C. SRSLY uses continuous quality improvement to adjust our action plan throughout the year. Since many of the events of the coalition are youth led, the events adapt as youth interests change. As an example SRSLY hosted a St. Patrick's Day Party for several years until youth members suggested replacing it with a Duct Tape Fashion Show, which in recent years has been replaced by a Gaga Ball Tournament. As initiatives such as the CPTN SRSLY comic book series have been successful, the scope of them has grown from starting as a comic book series to incorporating a comic workshop where students create their own comics. Additionally coalition members have started suggesting the coalition focus more on local policy work as an environmental strategy, so the coalition has begun promoting a resolution to protect our community from the marijuana industry.</p> <p>D. The amount requested has stayed the same over the past six years. The amount granted has fluctuated as the amount of funding available to the coalition from CWF has fluctuated, and as the coalition has added new interventions.</p> <p>E. SRSLY receives the majority of its funding from the Drug Free Communities Support program. SRSLY is currently funded under this program through September 2021. This grant requires a \$1:\$1 local match through year 6. In years 7 and 8 the match requirement goes up to 125%, and in years 9 and 10 the match requirement is 150%. SRSLY plans on securing this increased match requirement through in-kind contributions from our members. However we will still require funding from the coalition in order to support youth-led projects, including CPTN SRSLY, training for coalition members, social-norms marketing, and other interventions.</p>
<p>10. Does your intervention have a sustainability plan?</p>	<p>The DFC grant requires coalitions to submit sustainability plans in years 3 & 7 of their grant. SRSLY completed their sustainability plan in 2014 and will complete a new plan in 2017-2018.</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.

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Also provide the information in the two tables below

SRSLY Chelsea Year 7 Budget			
Expense	Percentage	Amount	Funding Source
Supplies			
Marketing Materials	0.35%	\$1,000	5 Healthy Towns Foundation
What's Your Anti-Drug Contest Prizes	0.10%	\$300	5 Healthy Towns Foundation
CPTN SRSLY – comic book printing	0.91%	\$2,645	5 Healthy Towns Foundation
Social Norming Materials	0.69%	\$2,000	5 Healthy Towns Foundation
Kickoff Rally Supplies	0.09%	\$250	5 Healthy Towns Foundation
Chelsea Fair parade supplies	0.07%	\$200	5 Healthy Towns Foundation
Youth-Led Program Supplies (YES)	0.35%	\$1,000	5 Healthy Towns Foundation
Additional Program Supplies	5.40%	\$15,618	Drug Free Communities grant, Local Fundraising, In-Kind
Travel			
National Leadership Forum Conference	2.42%	\$7,005	5 Healthy Towns Foundation
State Prevention Conferences	0.03%	\$100	5 Healthy Towns Foundation
Additional travel (conferences, local mileage)	4.88%	\$14,137	Drug Free Communities grant, Local Fundraising, In-Kind
Purchased Services			
Cultural Competency Training	1.04%	\$3,000	5 Healthy Towns Foundation
Marketing – MCC	0.86%	\$2,500	5 Healthy Towns Foundation
Additional Purchased Services (marketing, evaluation, member contributions)	36.18%	\$104,712	Drug Free Communities grant, Local Fundraising, In-Kind
Other			
Additional other expenses (Cinema movie licenses, space, marketing expenses)	8.14%	\$23,551	Drug Free Communities grant, Local Fundraising, In-Kind
Personnel	38.50%	\$111,419	Drug Free Communities grant, SJMC In-Kind
TOTALS			
	7%	\$20,000	5 Healthy Towns Foundation
	93%	\$269,437	Drug Free Communities grant, Local Fundraising, In-Kind
		\$289,437	TOTAL SRSLY BUDGET

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Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$20,000	7%
Total funds from other sources	\$269,437	93%
Marketing/Advertising	\$17,085	6%
Compensation – to one or more people	\$193,581	67%
Infrastructure (structure that lasts 5 years or more)	\$0	0%
Other expenses	\$78,771	27%

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to SHF
Year 1	<u>\$20,000</u>	<u>\$20,000</u>	<u>\$0</u>	<u>\$0</u>
Year 2	<u>\$15,000</u>	<u>\$15,000</u>	<u>\$0</u>	<u>\$0</u>
Year 3	<u>\$16,383</u>	<u>\$16,383</u>	<u>\$0</u>	<u>\$0</u>
Year 4	<u>\$20,000</u>	<u>\$20,000</u>	<u>\$0</u>	<u>\$0</u>
Year 5	<u>\$20,000</u>	<u>\$20,000</u>	<u>\$0</u>	<u>\$0</u>