

SRSLY

A Coalition with support from Chelsea Community Hospital and the Coghlan Family Foundation

'**10-11**

year in review

...twitter version

Shortened. boiled down. edited. highlights :-)

Massively long report available as a PDF download at srslychelsea.org

INTRODUCTION

SRSLY is a community coalition dedicated to the prevention of destructive behavior in Chelsea youth. We implement multiple strategies, across multiple sectors, to address multiple causes to a problem.

In order to prevent youth substance use and abuse, we work to strengthen protective factors, and weaken risk factors:

Priority Protective Factors:

Pro-social Community Involvement
Pro-social Family Involvement
School Bonding

Priority Risk Factors:

Availability of Alcohol and Other Drugs
Parental Approval of Youth Substance Use
Peer Approval of Substance Use

Multiple Strategies:

- Provide information
- Provide support
- Enhance access
- Enhance skills
- Modify policy
- Change consequences

Across Multiple Sectors:

- Arts community
- Business
- Civic groups
- Healthcare professionals
- Hospital
- Law enforcement
- Library
- Local government
- Media
- Parents
- Religious
- School
- Elder Citizens
- Youth
- Youth-serving organizations

SRSLY AUGUST 2010 - AUGUST 2011 YEAR IN REVIEW HIGHLIGHTS

In July 2008, the Chelsea Community Youth Collaborative (CCYC), a group of community members concerned about youth substance abuse, conducted a needs assessment using local data and conditions. This assessment was the foundation for all coalition activities.

CAPACITY

Membership

Since August 2008, 504 individuals have volunteered for SRSLY:

- 242 people volunteered at least twice
- 172 people volunteered at least three times
- 131 people volunteered at least four times
- 102 people volunteered at least five times
- 88 people volunteered six or more times
- 81 people volunteered seven or more times
- 56 people volunteered more than ten times
- 35 people volunteered more than twenty times

To date, 146 families are on the SRSLY-Safe Homes list.

2011 Leadership Committees

Youth Steering Committee - 18 members between the ages of 12 and 17. Adult Steering Committee - 21 members representing key community sectors.

Sub-Committees

SRSLY is organized into five sub-committees, each with a different focus and action plan: Team SRSLY (Coalition Development and Management), Programming, Marketing and Evaluation, Emerging Needs, Treatment and Intervention

CTZN of the Month

From September 2009 to August 2011, 41 members of SRSLY have been named our CTZN of the month, for going above and beyond in their volunteer work for SRSLY.

Volunteers of the Year

Janice and Todd Ortbring

PLANNING

Long-term: Strategic Prevention Framework Plan
Short-term: Yearly Action Plans, August through July, developed using the strategic plan as well as data, feedback, and new ideas.

IMPLEMENTATION

Programs

For Adults: Guiding Good Choices -10 parents completed the program at the Chelsea District Library.

For Youth: Youth Empowerment Solutions - 20 middle school students completed the program in June, 2011.

Community-wide Interventions

- Project Sticker Shock - Homecoming 2010, Prom 2011
- Social Norming Posters featuring Chelsea kids and parents, and 2010 MiPHY data

SRSLY Events 2010 / 2011

27 events, 3,500+ attended

- SRSLY 2010 Kickoff Rally
- Drugs 101 - education program for parents
- SRSLY Book Blast - teen book group at Library
- SRSLY Project Sticker Shock - Homecoming '10
- What's Your Anti-Drug? Media Contest
- SRSLY Youth-Only Meeting
- SRSLY New Year's Eve Party
- Youth Steering Committee Leadership Retreat
- SRSLY & Chelsea Area Fire Authority Party at the Fire Station
- SRSLY St. Patrick's Day Party
- SRSLY Project Sticker Shock - Prom '11
- SRSLY Cheers at youth sports events
- SRSLY Cinco de Mayo Party
- SRSLY Cinema 2011 - 10 movies
- SRSLY Family BBQ
- SRSLY Active

Community Events with SRSLY Presence

- Chelsea Comm. Fair & Parade
- Relay for Life
- School Open Houses
- Parent-Teacher Conf.
- Ice Cream Social at South Meadows

Youth-led Projects

- SRSLY Educ8 - presentation at middle school assembly on the effects of bullying
- SRSLY Active - weekly drop-in sports led by members of the YSC
- SRSLY Car Wash Fundraiser - raised \$300 for SRSLY and cancer care in Chelsea
- Bag n' Tag - educational brochure to prevent prescription and over-the-counter drug abuse
- Public Service Announcements (PSA) - created by the CHS TV Productions class, PSA's are aimed at middle school students and parents, shown before SRSLY Cinema movies.

Presentations

Coalition leaders are invited to present information about SRSLY and our activities events or meetings, including:

- Chelsea School Board
- City Council
- Rotary Club
- Middle and High School Leadership Classes
- Ignite Chelsea
- Boy & Girl Scouts
- Kiwanis Club

Marketing

SRSLY uses multiple media to communicate with the public and promote our messages, including: Newspaper, Ch. 18 TV, Youtube.com, Movie Shorts, Email, Street Pole Banners, Posters, Brochures, T-shirts, Website, Blog, Facebook, and Buttons.

EVALUATION

Community Survey - May 2011, to measure the community's knowledge and acceptance of SRSLY messages. Showed a 54% increase in the number of parents who would call the Chelsea Police Department tip line to report adults giving alcohol or drugs to minors.

Teen and Parent Focus Groups - February 2011, to gather insight into how and when both youth and adult substance abuse happens in Chelsea.

SUSTAINABILITY

The SRSLY Coalition would not be possible without the generous support of the Coghlan Family Foundation, Chelsea Community Hospital, and the Chelsea School District. The financial resources and institutional support these organizations have provided has been invaluable to our progress and accomplishments over the past three years.

SRSLY was awarded a grant of \$8,015 from the Chelsea Community Foundation in April, 2011. This grant will support training volunteers to facilitate the Guiding Good Choices program for parents, which will allow SRSLY to offer the program more frequently throughout the year. In addition, local individuals and businesses have supported SRSLY with cash donations and in-kind resources, including volunteer time. Between August 2010 and August 2011, local families, businesses and organizations gave \$18,547.21 in cash gifts and thousands more in donated goods and services.

Since 2008, SRSLY volunteers have donated more than 7,500 hours to preventing destructive behavior in Chelsea youth.

CULTURAL COMPETENCE

SRSLY is committed to acknowledging and honoring cultural differences within the Chelsea population, and the central role culture plays in an individual's choices.