



Shortened. boiled down. edited. highlights :~)  
Massively long report available as a PDF download at [srslychelsea.org](http://srslychelsea.org)

**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.**

**Multiple Strategies...**

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

**Across Multiple Sectors...**

- \* Human, business, groups

**To Address Multiple Causes of a Problem...**

Prevent youth substance use by strengthening protective factors, and weakening risk factors.

**ASSESSMENT**

July 2008 - conducted a needs assessment using local data and conditions.

**CAPACITY**

Since August 2008, a total of 689 individuals have signed up for the SRSly email listserve, and 131 families have joined the SRSly-Safe Homes list

**Leadership:**

**Youth Steering Committee**

**Adult Steering Committee**

**Sub-Committees**

Team SRSly (Coalition Development and Management), Programming, Marketing and Evaluation, Emerging Needs, and Treatment & Intervention.

**PLANNING**

Long-term: Strategic Prevention Framework Plan  
Short-term: Yearly Action Plans

**SUSTAINABILITY**

Support of the Coghlan Family Foundation, Chelsea Community Hospital, and Chelsea School District. Local businesses and organizations gave \$25,870 in donations this year.

**IMPLEMENTATION**

**Programs**

**For Adults:** Guiding Good Choices

**For Youth:** Youth Empowerment Solutions

**52 SRSly Events with over 3,000 attendees:**

- \* Kickoff Rally
- \* Project Sticker Shock - Homecoming '09, Prom '10
- \* Red Ribbon Week Anti-Drug Media Contest
- \* SRSly Youth Meeting
- \* Community Forum
- \* New Year's Eve Party
- \* St. Patrick's Day Party
- \* Drugs 101
- \* SRSly Cinema (12 outdoor movies in 2010)
- \* SRSly Cinema at Chelsea Lanes

**Community Events with SRSly Presence:**

- \* Chelsea Community Fair and Parade
- \* School Open Houses
- \* Parent-Teacher Conferences
- \* Finale Festival at Pierce Lake
- \* Relay for Life

**Youth-led Projects:**

- \* Community Photovoice
- \* Bag n' Tag
- \* Walk the Line
- \* Public Service Announcements
- \* Kiwanis Club Halloween Party Games

**Marketing:**

SRSly uses multiple media to communicate with the public and promote our brand and messages, including: Newspaper, Email, Street Pole Banners, Posters, Brochures, T-shirts, Website, Blog, Facebook, Buttons, Fliers, Partnerships, youtube.com, Chanel 18 Cable TV, Movie Shorts.

**EVALUATION**

Sources: 2010 MiPHY survey, 2010 SRSly Community Survey, Chelsea Police Department, Chelsea School District  
2010 evaluation results, compared to 2007:

54% increase in the number of parents who would call the CPD tip line to report adults giving alcohol/drugs to minors.

50% reduction in recent alcohol use among high school students

43% reduction in recent marijuana use among high school students

40% reduction in recent alcohol use among middle school students

32% increase in peer disapproval of alcohol use

22% increase in the number of high school students who would use refusal skills if offered alcohol.

13% increase in peer disapproval of marijuana use

9% reduction in the number of middle school students who feel alcohol is "easy" or "very easy" to get.