

Preventing destructive behavior in Chelsea youth.
Action. Prevention. Seriously!

**SRSLY Coalition Meeting
Thursday, June 4, 2010
Minutes**

Present: Bill Christie, Ellen Christie, Katie Christie, Tracie Christie, Katie Dewyer, Reiley Lewis, Erin Murphy, Julia Porter, Madisen Powell, Allie Reynolds, Teddi Reynolds, Devin Wild, Sara Wild

I. Announcements

- We need volunteers to have a SRSLY booth at Finale Festival from 5:00 – 8:00 pm on Thursday, June 10 at Pierce Lake Elementary School. Volunteers will pass out green slushies and SRSLY brochures, sell SRSLY t-shirts, and take pictures of kids in the CPTN SRSLY board. Email Reiley at rlewis@srslychelsea.org to sign-up to volunteer.
- Volunteers are needed for SRSLY Cinema, which starts Thursday, June 17. Email srslycinema@gmail.com to sign-up.

II. Presentation of SRSLY CTZN of the Month

- **CTZN of the Month – Allie and Teddi Reynolds, and Morgan Powell:** Our CTZNs of the Month for May are members of our Youth Steering Committee who have served as leaders and role models for their peers, and proven their dedication to our mission through their actions. Allie Reynolds, Teddi Reynolds, and Morgan Powell are all our CTZNs of the Month for May. Allie has been on the YSC since its inception in January of 2009. As the YSC Journalist, she has written blog posts, and had a press release published last year about the SRSLY Community Survey. Teddi and Morgan both joined this year, and as the youngest members of the YSC, they have shared their enthusiasm and idealism with the group. They have volunteered, along with Katie D, to be our Lead Recruitment Officers at Beach next year, and to get their classmates involved and excited about SRSLY. During the month of May, Allie, Teddi and Morgan volunteered to speak to a group of adult professionals called “Get it Together for Girls,” along with Katie D, Madisen and Julie, at St. Joe’s in Ann Arbor. They talked about their experiences facing peer pressure, how substance abuse affects adolescent girls, and their work in SRSLY to prevent destructive behavior. They also volunteered as members of our Relay for Life team.
- **Kudos Awards – Walk the Line walkers and team captains:** Ellen, Erin, Tracie and Bill Christie, Emily Zimmer, Devin, Sara, Madisen (in a wheelchair!), Julia, Edith, Kerrie, Sheryl, Katie D, Katie C, Mr. Knight, Pam, Alex, Howard, Craig and Michelle Engler, Brad, Mark, Peter, Allie, Morgan, Teddi, Georgie, Sue, and Sharon. Extra special caffeinated kudos awards to: Sheryl, Sue, Michelle,

SRSLY
775 South Main St.
Chelsea, MI 48118
(734) 475-4078

www.srslychelsea.org

SRSLY

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

Preventing destructive behavior in Chelsea youth.
Action. Prevention. Seriously!

Sharon, Pam, and Mr. Knight for volunteering for the sleep-walking shifts!
Allie, Madisen, Julia, Morgan, Teddie, and Katie D get a kudos for traveling to Ann Arbor to speak to the Get it Together for Girls group. Bag n' Tag team for final brochure edit meeting – Devin, Howard, Julia, Katie, Katie, Madisen, and Allie

III. YSC Discussion: SRSLY Summer Stuff

- **SRSLY Active** – Devin Wild and Katie Christie are leading a new initiative this summer to get people active and having fun together. Every Monday night at 7:00 pm, they've designated a sport, activity or game to play. SRSLY Active games will be pick-up, and everyone is invited to attend. The schedule is posted at www.srslychelsea.org/events, and includes information on where activities are, and what to bring.
- **SRSLY Public Service Announcement** – The library has produced a PSA aimed at parents about hosting teen drinking parties. Liam White and David Bloom donated their time and technical expertise to the project, which features Chelsea teen actors. The PSA will be shown as a preview at SRSLY Cinema.
- **SRSLY Cinema** – The movie schedule is confirmed and posted on the events calendar at srslychelsea.org. The CHS Equestrian Team will sell refreshments for the first six shows, and the Youth Steering Committee will take over for the last six (July 29 and 30, and August 5, 12, 19, and 26). This will be a fundraiser for the YSC. We will also need adult volunteers to help with supervision and clean-up. To date we have 26 of 36 sponsorship slots sold.
- **Chelsea Community Fair** – We will have a booth in the Merchant Barn and a float in the parade again this year. YSC members would like the float to be bigger. The float team will need to identify a trailer that we could use, design the float, get materials, and build it.

IV. Sub-Committee Work - no breakouts tonight, all work done as one group

- **Community Survey** – To date more than 150 people have completed the survey. It will remain open for another week.
- **Evaluation** - Reiley will set meeting times for the team to work on SRSLY evaluation after the group returns from the Youth to Youth conference in Ohio. They will be using data from the Mi-PHY survey, the community survey, coalition records, program evaluations, and other sources outlined in the Evaluation Plan.
- **Social Norming** – Based on the results of the 2010 MiPHY, we know we need to enhance our social norming activities to correct misconception that “most” or “all” teens are engaging in destructive behavior. Members suggested designing new posters featuring Chelsea kids and 2010 MiPHY data, and promoting the positive social norm message: street pole banners,

Preventing destructive behavior in Chelsea youth.
Action. Prevention. Seriously!

CHS board, billboard by Vogel's Party Store, painting the rock, sidewalk ads, bumper stickers, weekly school announcements, SRSLY emails, invites to SRSLY events, and SRSLY Cinema previews.

- **Perception of Risk** – The MiPHY also showed that the perception of risk of using marijuana is decreasing among teens (i.e. teens perceive marijuana as less risky than they previously did), which is consistent with national trends. Coalition members discussed strategies to address this negative trend. Members discussed ways to provide information, including working with health teachers to ensure students are learning about the risks of marijuana use in class, and putting facts in press releases, emails, parent newsletters, etc. In addition to providing information, this will also generate conversation, and get people to talk about a substance they might not otherwise discuss with any frequency (which members felt might be part of the problem with the lower perception of risk).
- **Buttons** – In response to data showing that most Chelsea kids don't feel like their neighbors notice when they do something well, or encourage them to try their best, members discussed implementing a suggestion from the Marketing and Evaluation sub-committee: buttons. Buttons will be green, black and/or white, and say one word (but not SRSLY). Youth will come up with list of words. Adults in the community can give a button to a kid they notice doing something positive or prosocial. Adults would pick up buttons at a central location like the library, school offices, or the hospital. Students could either collect and keep their buttons, or turn them in for prizes from SRSLY or local businesses (which could be donated by businesses, or sponsored by individuals or civic groups). The goal is to increase rewards for prosocial community involvement, and get adults engaged in SRSLY.
- **SRSLY Safe Homes List** – Many new parents joined the list after Mr. Little sent out information about it in his principal newsletter to parents. Members agreed that this strategy, along with open houses in the fall, are effective for getting people to sign-up. We also discussed doing a press release to celebrate reaching 200 families on the list.
- **Volunteer Appreciation Party** – The party will take place on Friday, August 27 or Saturday, August 28, depending on sports scrimmage schedules. Invitations will be mailed in July.

Upcoming Events

- **SRSLY Friday** – June 11, Wear your SRSLY shirt!
- **June YSC Meeting** – Monday, June 28, Location and Time TBD
- **SRSLY Cinema Premiere** – Thursday, June 17, dusk, behind clocktower
- **NO COALITION MEETING IN JULY! Next Coalition Meeting:** August 5, Location and Time TBD, check www.srslychelsea.org/events for details.

SRSLY
775 South Main St.
Chelsea, MI 48118
(734) 475-4078

www.srslychelsea.org

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