

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

**SRSLY Coalition Meeting  
Thursday, February, 2010  
Minutes**

**Present:** Sam Blackledge, Bill Christie, Ellen Christie, Katie Dewyer, Alex Engler, Samantha Jabara, Reiley Lewis, Natalie Maloney, Ryan Mitchell, Erin Murphy, Julia Porter, Madisen Powell, Morgan Powell, Cindy Rhodes, Mitchell Taylor, Kendall Tucker, Devin Wild, Sara Wild

**I. Announcements – Reiley Lewis, Coalition Director**

- Members of the YSC, Mrs. Rhodes and Mrs. Murphy will distribute a survey on Monday during lunch to gather information on the impact of commercials shown during the Super Bowl. YSC members will tabulate and analyze the data, and present results at the March meeting.

**II. Presentation of SRSLY CTZN of the Month Award – Ellen Christie, YSC President**

- **Youth – Julia Porter and Madisen Powell:** Julia and Madisen have created a Testimonial Public Service Announcement as part of the Youth Empowerment Solutions program. The PSA was filmed during Red Ribbon Week, and the theme of the testimonials is “What’s your anti-drug?” Julia and Madisen recruited more than 100 classmates to participate in the project, and spent hours editing the footage. The final product will be shown at SRSLY Cinema and other SRSLY events as a way to promote a drug-free lifestyle. Julia and Madisen have been dedicated members of the Youth Steering Committee since January, 2009. Their leadership is vital to the success of the coalition.
- **Kudos:** Youth Steering Committee members received Kudos awards for their hard work in preparing to lead tonight’s coalition meeting: Ellen Christie, Katie Dewyer, Julia Porter, Madisen Powell, Morgan Powell, and Devin Wild. Edith Burney received a Kudos award for leading the Guiding Good Choices program, and leading the development of a new PSA for SRSLY. Erin Murphy received a Kudos for her leadership of the DRAMA! drama! club at Beach Middle School.

**III. Discussion: Alcohol Advertising – Youth Steering Committee**

The YSC lead a discussion on alcohol advertising. Using examples from print media, the group discussed the message and target audience for each ad. The YSC also shared statistics from a report by the Center on Alcohol Marketing and Youth. Data from the Super Bowl survey will show how much of an impact alcohol ads shown during the game have on youth in Chelsea.

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**IV. Sub-Committee Breakout Session:**

**Programming – Facilitator: Devin Wild**

**Participants:** Kendal Tucker, Natalie Maloney, Mitchell Taylor, Ryan Mitchell, Sara Wild

- The **St. Patrick's Day Party** will be held on Wednesday, March 17 from 6:00 – 9:00 pm at the Depot. The event will be free, but everyone attending will be asked to bring a snack, dessert or drink to share. The party will be open to anyone this year, and not limited to Beach and CHS students. The sub-committee suggested we plan games this year, including: ring toss, bean bags, pin the gold on the rainbow, gaga board (Cabogi game), and guess how many skittles are in the jar. Everyone agreed that we should have acoustic live music, not amplified, due to the small space. Green glow bracelets will be given out to all in attendance. A minimum of 12 adult chaperones are needed (or two shifts of 8).

**Marketing and Evaluation – Facilitators: Julia Porter and Madisen Powell**

**Participants:** Edith Burney, Morgan Powell, Sam Blackledge, Cindy Rhodes

- The **SRSLY PSA** being developed with the library will target older teens and adults. The theme is “My mom is so cool,” and addresses the issue of parents hosting teen drinking parties. The sub-committee needs actors who can meet every Friday in March from 3:30 – 5:30pm at the library or someone's house for filming. They also need lighting and an HD camera, and a house to use.
- The **SRSLY Community Survey** will be developed and distributed in March/April. This year the sub-committee wants to get more parents to participate. Ideas to increase participation include: fliers home with students or distributed at school sporting events, and a press release. The sub-committee will work with teachers to have students complete the survey in class. Questions will remain the same, with possibly some new additions.

**Treatment and Intervention – Facilitator: Ellen Christie**

**Participants:** Katie Dewyer, Samantha Jabara, Bill Christie, Reiley Lewis, Alex Engler

- The **Student Athletic Code of Conduct** has been identified as an example of a policy that could be made more effective and enforceable. The sub-committee reviewed the code of conduct, which is printed in CHS student planners, and discussed student and parent perceptions of how consistently the code is enforced. Students agreed that coaches and parents do not talk about the code of conduct much, besides mentioning it at the beginning of the season. Sub-committee members agreed that the code of conduct should apply to all extracurricular activities, although they acknowledged that this

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might mean some potentially at-risk students are further isolated from healthy and positive school connections. Members also agreed coaches could have a major impact on their athletes' choices if they talked about destructive behavior more often. Throughout the discussion it became clear that youth members of this sub-committee are motivated more by their personal goals and family policies than the school's athletic code of conduct. The sub-committee recognized that different groups of students are motivated by different consequences, and although the athletic code of conduct may not be a deterrent to these youth (because they have strong family ties and personal goals), it still may be important to others.

**Team SRSLY – No breakout tonight**

**V. Upcoming Events**

- **SRSLY Cinema** – Sat., Feb. 6, 13, 20, & 27, 8:00 pm at Chelsea Lanes
- **February YSC Meeting** – Sunday, Feb. 28, 2:00 – 6:00 pm, Arctic Breakaway
- **March Coalition Meeting** – Thurs. March 4, 6:30 – 8pm, WSEC
- **St. Patrick's Day Party** – Wednesday, March 17, 6 – 9pm, Depot