

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

SRSLY Strategic Plan 2017-2020

“Comprehensive community coalitions respond to community conditions by developing and implementing multi-faceted plans to lead to measurable, population-level reductions in one or more substance abuse problems.” Source: Community Anti-Drug Coalitions of America (CADCA)

I. Introduction – Community Needs Assessment & Strategic Planning

SRSLY is a team of youth and adults who work together to improve the Chelsea community in ways that make it easier for young people to be healthy and substance-free. We are focused on primary prevention among 10 to 15-year-olds in the Chelsea School District.

The SRSLY Assessment Task Force conducted a needs assessment from September – December 2015. Data sources for this assessment included the Michigan Profile for Healthy Youth survey (MiPHY), the Chelsea School District Alcohol, Tobacco and Other Drug survey (CSD ATOD), Chelsea Police Department, Focus Groups (student & parent), St. Joseph Mercy Chelsea, and key informant interviews. Following a review of the data, several areas of need were identified.

The Assessment Task Force developed three logic models: one each for alcohol, marijuana and prescription drug misuse and abuse. Each logic model included a problem analysis that addressed risk and protective factors and local conditions, answering the questions what is the problem, why is it a problem, and why is it a problem here. The Task Force selected strategies and activities for each local condition, and defined short and long-term outcomes. This was the basis for the 2016-2017 Action Plan in the 2016 Drug Free Communities (DFC) grant application.

When SRSLY learned we had been awarded another five-year DFC grant, members of the youth and adult steering committees formed a Strategic Planning Task Force. The focus of this group was to develop a new strategic plan that would guide the coalition from 2017-2020. The Strategic Planning Task Force used the logic model developed by the Assessment Task Force, and new survey data collected in 2016 from youth and parents. Based on this data, the Strategic Planning Task Force defined new vision and mission statements, goals, objectives, and outcomes.

This plan will serve as the foundation for our annual action plans and evaluation plans, as we work towards our mission and vision.

II. SRSLY Vision Statement

A community culture in which youth feel supported in their decision to be substance-free.

III. SRSLY Mission Statement

Empowering youth to live healthy, substance-free lives, by bringing the community together.

IV. Priority substances

The 2017-2020 strategic plan will focus on three priority substances of abuse:

1. Alcohol
2. Marijuana
3. Prescription Medicine Abuse and Misuse

V. Risk and Protective Factors

The committee reviewed data on risk and protective factors, and prioritized seven on which to focus:

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.

VI. Goals, Objectives and Outcomes

The goals and objectives that follow will guide yearly action plans of the SRSLY coalition. In accordance with the Washtenaw County Health Improvement Plan policy, objectives are set based on either the best rate of a subpopulation, or the best rate within the past five years if sub-population data is not available. The target date for all objectives is September 30, 2020.

Goal One: Increase SRSLY Chelsea’s capacity to prevent and reduce substance abuse among youth by strengthening collaboration.

Capacity: The power to produce, perform, or deploy. (Source: Merriam-Webster Dictionary)

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.

From cadca.org: "Sustainability requires creating a strong coalition that brings together a community to develop and carry out a comprehensive plan to effectively address a relevant problem. While long-term sustainability must include a focus on funding, it depends on much more than maintaining sufficient fiscal resources. Sustaining an initiative over time also requires a combination of non-financial resources from the initiative itself and the broader community. Necessary internal resources include: leadership from management and board members; access to technical expertise from within the organization; and existence of strong administrative and financial management systems. Critical external resources include: support from policymakers, the public, or other key stakeholders; access to technical expertise from outside the organization; and engagement of community-based organizations, parents or other community members."

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.

Objective 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.

VII. **Strategies and Activities**

SRSLY uses multiple strategies across multiple sectors to address the root causes of youth substance abuse. The strategies outlined here will be implemented by our coalition, with leadership from members of the youth and adult steering committees, and support from SRSLY staff.

Provide Information: Educate youth and adults on the consequences of youth substance abuse, including health effects, as well as state laws against providing substances to minors, or allowing youth to consume drugs and alcohol on private property.

Provide Support: Create opportunities for people to participate in activities that reduce risk or enhance protection, including fun, substance-free alternatives.

Enhance Access to Services, Reduce Barriers: Improve systems and processes to increase the ease, ability and opportunity to utilize those systems and services.

Enhance Skills: Provide training, workshops or other activities designed to increase the skills of participants, members, and staff needed to achieve population-level outcomes.

Change Consequences: Provide incentives for behavior that reduces risk or enhances protection, and disincentives for behavior that increases risk.

Change the Physical Design: Change the physical design or structure of the environment to reduce risk or enhance protection.

Modify Policies: Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures. This can include workplace initiatives, law enforcement, procedures and practices, public policy actions, systems change within government, communities and organizations.

*Source: Community Anti-Drug Coalitions of America (CADCA) Planning Primer:
Developing a Theory of Change, Logic Models and Strategic and Action Plans*

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 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.

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.
2. Retain current members by recognizing and celebrating volunteer contributions and accomplishments, and offering training opportunities to SRSLY leaders.
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.
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.
5. Develop annual action plans and budgets based on results of annual evaluation, with broad input from coalition members and leaders.

Goal 2 Strategic Activities:

Provide Information:

1. Promote positive social norms using local data, developed in collaboration with high school students and teachers.
2. Educate teens on how anti-drug activities (including athletics and other extracurricular activities) are negatively impacted by substance abuse.
3. Promote positive family and community involvement as protective factors.
4. Educate youth and adults on the consequences and effective prevention of youth substance abuse.
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.

Provide Support:

1. Encourage families to join and use the SRSLY Safe Homes list.
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).
3. Provide and promote opportunities for families to volunteer together.
4. Provide and promote fun, substance-free events for youth and families.
5. Serve as a resource and subject expert to local organizations and leaders looking for information on preventing youth substance abuse.

Build Skills:

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

Enhance Access:

1. Improve the referral process for parents, youth and school personnel to refer for assessment and counseling.
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.

Change Consequences:

1. Partner with law enforcement to conduct compliance checks of local businesses, and celebrate those businesses that pass.
2. Explore ways to increase enforcement and consequences for buying, selling, using or being under the influence of substances on school grounds.
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.
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.
5. Develop a recognition program for youth making positive choices.

Change Policy:

1. Develop and distribute advocacy plans to coalition and community members
2. Advocate for marijuana policies that protect youth.
3. Review and revise school policy on buying, selling, using or being under the influence of substances on school grounds.
4. Explore possibility of adding youth seats to more councils and boards in Chelsea.

Change Physical Design:

1. Continue the Big Red Barrel program for safe medicine disposal.
2. Explore gaps in coverage of security cameras on school property

Goal 3 Strategic Activities:

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.
2. Share responsibility for implementation between staff and volunteers; train volunteers to effectively use established SRSLY work plans.
3. Enlist community support for in-kind services.
4. Plan for September 30, 2021, when Drug Free Communities grant ends.

VIII. **Measurable Outcomes**

If we are effective at implementing the strategies and activities outlined above, we anticipate the following outcomes will be achieved by September 30, 2020:

1. Fewer than 7.8% of high school students will report alcohol use in the past thirty days.
2. Fewer than 2.9% of high school students will report initiating alcohol use before the age of 13.
3. Fewer than 5% of high school students will report recent binge drinking.
4. Fewer than 14.6% of high school students will report having ever used marijuana.
5. Fewer than 8.6% of high school students will report marijuana use in the past thirty days.
6. Fewer than 3.3% of high school students will report initiating marijuana use before the age of 13.
7. Fewer than 10.7% of high school students will report having used an e-cigarette or vaped in the past month.
8. Fewer than 3.2% of high school students will report having taken a prescription medication without a prescription within the past thirty days.
9. Fewer than 1.1% of high school students will report having taken a prescription painkiller without a prescription within the past thirty days.