



Shortened, boiled down, edited, highlights :-)
Massively long report available as a PDF download at 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

237 individuals who volunteered for SRSly in our first year.

Leadership:

Youth Steering Committee

Adult Steering Committee

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, and Treatment & Intervention.

PLANNING

Long-term: Strategic Prevention Framework Plan

Short-term: Yearly Action Plans

IMPLEMENTATION

Programs

- For Adults: Guiding Good Choices
- For Youth: Youth Empowerment Solutions
- SRSly Events
 - * Kickoff Rally
 - * Project Sticker Shock - Homecoming '08, Prom '09
 - * Red Ribbon Week Anti-Drug Poster Contest
 - * SRSly Youth Meeting
 - * Community Forum
 - * New Year's Eve Party
 - * St. Patrick's Day Party
 - * Project Sticker Shock
 - * SRSly Cinema (11 movies in 2009)

Community Events with SRSly Presence

- * Chelsea Community Fair, Demolition Derby, and Parade
- * School Open Houses
- * Parent-Teacher Conferences
- * Finale Festival at Pierce Lake

Community-wide Interventions

- * Project Sticker Shock
- * Do you have an open door policy?
- * Social Norming Posters
- * Parents Who Host Lose The Most

Presentations

Sixteen different groups - schools, businesses, civic groups, school clubs, and parent organizations - invited coalition leaders to present information about SRSly and our activities at one of their meetings.

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

Community Survey

February 2009, to measure the community's knowledge and acceptance of SRSly messages.

Coalition and Program Evaluation

Ongoing, SRSly collects data on all activities and events, in order to continuously monitor and improve our coalition.

SUSTAINABILITY

Support of the Coghlan Family Foundation and Chelsea Community Hospital.

Between August 2008 and August 2009, local businesses and organizations gave \$26,600 in donations. The Chelsea Education Foundation provided \$1,500.

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.