

SRSLY Logic Model – March 2017

Problem Statement			Strategies & Activities	Outcomes		
Problem	Why?	Why here?	How, specifically?	Short-term	Intermediate	Long-term
<p>Alcohol use (underage drinking) - 19% of high school students used alcohol in the past 30 days. (23% of 11th grade students and 35% among 12th grade); up from 14% in 2010. Average age of 1st use is 14.7-years-old (CSD ATOD Survey 2014)</p>	<p>Easy Access to Alcohol 65% of students report easy access to alcohol (74% among 12th grade students) (CSD ATOD Survey 2014)</p>	<p>Social: Parents and teens in focus groups expressed perception that some parents are allowing alcohol at teen parties both actively (by providing), or passively (by not being home, or not checking in on parties)</p> <p>80% of teens who drink report having drank at someone else's home recently (CSD ATOD Survey 2014)</p>	<ul style="list-style-type: none"> • Provide Information - Project Sticker Shock to educate parents on consequences of social host • Provide Support - Promote and maintain parent registry of SRSLY safe homes list; establish SRSLY safe homes social network for parents • Build Skills – Provide Guiding Good Choices program for parents (EBI) • Access/Barriers – Provide childcare at GGC programs so parents can attend • Disincentives – Enhanced enforcement at key drinking party times; publicize when laws are enforced • Modify Policies - Work with MI State Police and local District Attorney to identify procedures and practices that would allow increased enforcement 	<p>Decrease in youth reporting that parents allow alcohol at teen parties.</p>	<p>Decrease the percentage of youth who say alcohol is easy or very easy to get.</p>	<p>Decrease the percentage of high school students will report alcohol use in the past thirty days.</p> <p>Decrease the percentage of high school students will report initiating alcohol use before the age of 13.</p>
		<p>In 2010, 8% of Chelsea teens who drink report having purchased alcohol in a store. This rate dropped to 2.5% in 2012. We will continue activities to sustain this improvement.</p>	<ul style="list-style-type: none"> • Build Skills - Provide Responsible Beverage Service training for alcohol retailers • Enhance Barriers - Partnership with law enforcement to conduct compliance checks • Incentives/Disincentives - Publicize results of compliance checks 			

SRSLY Logic Model – March 2017

Problem Statement		Strategies & Activities	Outcomes	
<p>Peer group use 51% of CHS students have friends who have been drunk in the past month.</p> <p>23% of high school students reported their friends felt alcohol use was not wrong. (CSD ATOD Survey 2014)</p>	<p>Youth are using alcohol with peers after school and at house parties (FG 2015)</p> <p>Only 34% of teens reported using alcohol at their home while 80% reported having used alcohol at another person’s house. (CSD ATOD Survey 2014)</p>	<ul style="list-style-type: none"> • Provide Support – Positive social norms campaign • Build Skills – Youth Empowerment Solutions program to build leadership and refusal skills among teens • Enhance Access – Ensure coalition activities are held at times and locations that are accessible to all youth/families, to increase participation • Incentives – SRSLY CTZN of the Day and CTZN of the Month program to recognize youth making a positive impact 	<p>Decrease the % of youth reporting using alcohol at another person’s house.</p>	<p>Decrease % of high school students who report their friends feel alcohol use is not wrong.</p>
<p>Perception of Risk 15% of high school students have a low perception of risk of regular binge drinking; among teens who drink, 32% have a low perception of risk</p>	<p>Kids and parents are not reporting underage drinking (interviews 2015) so youth do not believe they will get caught.</p>	<ul style="list-style-type: none"> • Provide Information – Educate the public about the anonymous tip lines at local law enforcement • Provide Support – SRSLY safe homes social network • Enhance Access – Maintain anonymous tip line • Incentives – Explore incentivizing tips • Modify Policies – Work with schools to establish policy for handling tips with local law enforcement 	<p>Decrease the number of reports of parents providing alcohol to youth, or allowing youth to drink at home.</p>	<p>Decrease the % of high school students who report a low perception of risk of regular binge drinking.</p>

SRSLY Logic Model – March 2017

Problem Statement		Strategies & Activities		Outcomes	
	of regular binge drinking. (CSD ATOD Survey 2014)	School policies against youth substance use are ineffective deterrents, hard to enforce (FG, interviews)	<ul style="list-style-type: none"> • Provide Information – Educate teens on the effects of use on performance in extra-curricular activities • Build Skills – Train coaches and club advisors on effective monitoring and enforcement of school policies • Enhance Access – Develop referral process to SJMC BHS for students violating school policies • Disincentives – Enhanced enforcement at school events • Change Physical Design – Identify locations on school grounds that require increased supervision • Modify Policies – Develop policy to increase enforcement at school events 	School will have and consistently enforce effective policies regarding youth substance use.	
		Lack of enforcement of state laws against underage drinking due to insufficient resources at county level, and inconsistent approach between local and state law enforcement agencies (interviews)	<ul style="list-style-type: none"> • Provide Support – Identify barriers to effective and consistent enforcement • Disincentives – Develop MOU between law enforcement agencies and the coalition to ensure consistent enforcement • Modify Policies – Work with law enforcement to optimize procedures for effective enforcement 	State laws regarding underage drinking will be consistently enforced.	
	Mental Health - 15% of middle school students and 23% of high school students reported having felt depressed in the past year (2012 MiPHY)	Youth in Chelsea feel the pressure to be high-achieving or "perfect," and use substances to "escape" or "relax" according to teens and parents in focus groups, and key stakeholder interviews with school staff.	<ul style="list-style-type: none"> • Provide Information – • Provide Support – • Build Skills - • Enhance Access – Establish referral process for parents, youth and school personnel to refer to SJMC BHS for counseling • Incentives - • Modify Policies - 		

SRSLY Logic Model – March 2017

Problem Statement			Strategies & Activities	Outcomes		
Problem	Why?	Why here?	How, specifically?	Short-term	Intermediate	Long-term
<p>Marijuana 13% of high school students used marijuana in the past 30 days. (15% of 11th grade students and 25% among 12th grade) ; up from 8% in 2010 (CSD ATOD Survey 2014)</p>	<p>Easy Access (social and retail): 47% of students report easy access to marijuana (69% among 12th grade students) (CSD ATOD Survey 2014)</p>	<p>Social: Teens are selling marijuana at school (bus, parking lots, lockers) according to teens in focus groups. 5% of high school students used a drug on school property in the past 30 days, and 1 in 10 high school students have been sold or offered an illegal drug at school in the past year. (CSD ATOD Survey 2014)</p>	<ul style="list-style-type: none"> • Provide Information - Educate youth on consequences of buying/selling marijuana on school grounds • Build Skills - Train school employees to identify drug use/deals at school • Provide support - Support school in getting more adults in key areas • Enhance Barriers - Increase number of adult monitors on buses and in parking lots • Disincentives - Increase consequences for buying, selling or using on school property • Physical Design - Install security cameras on buses, and in parking lots • Modify Policies - Increase number of drug dog searches on school property 	<p>Decrease the percentage of youth who have been sold or offered an illegal drug on school property in the past year.</p>	<p>Decrease the percentage of youth responding that marijuana is ‘sort of’ or ‘very easy’ to get.</p>	<p>Decrease the percentage of high school students will report marijuana use in the past thirty days.</p>
		<p>Social: Adults and teens with medical marijuana cards give or sell it to teens in Chelsea. (focus groups 2015)</p>	<ul style="list-style-type: none"> • Provide Support - Support neighboring townships to keep dispensaries out of townships • Modify Policies - Maintain community policy against dispensaries in Chelsea 	<p>Decrease reports of adults selling marijuana to youth that was originally purchased at dispensaries.</p>		

SRSLY Logic Model – March 2017

Problem Statement		Strategies & Activities		Outcomes	
	<p>Peer Disapproval - 36% of CHS students report their friends do not think youth marijuana use is wrong.</p>	<p>Overestimate Peer Use- 60% of CHS students overestimate peer use of marijuana (CSD ATOD Survey 2014) Vocal opposition to the coalition's positive social norm campaign among teens and adults at the high school; many do not believe the data, perceive higher rates of use among teens (focus groups 2015)</p>	<ul style="list-style-type: none"> • Provide Information – Positive Social Norms campaign • Build Skills – Work with CHS AP Statistics class to analyze school survey data, and develop messages promoting accurate statistics regarding youth marijuana use. 	<p>Decrease the percentage of youth who report an inaccurately high estimate of peer marijuana use.</p>	<p>Decrease the percentage of youth who report their friends do not think youth marijuana use is wrong.</p>
	<p>Low Perception of Risk – 41% of high school students do not perceive regular marijuana use to be risky; this increases from 10% among 7th grade students to 57% among 12th grade students (CSD ATOD Survey 2014)</p>	<p>Since the state of Michigan legalized medical marijuana youth in Chelsea are using at house parties and after school because they believe it is less harmful</p>	<ul style="list-style-type: none"> • Provide Information - Educate youth and adults on the physical and legal consequences of marijuana use; Mailings about marijuana use and harmful consequences • Provide support - Youth developed PSA's will discuss the dangers of marijuana use 	<p>Youth will report an increase in understanding of the physical and legal consequences of marijuana use.</p>	<p>Increase the percent of HS students who perceive regular marijuana use to be risky.</p>
		<p>High school students are using marijuana because they perceive the school code of conduct is not consistently enforced, and there are loopholes to avoid punishments. (focus groups)</p>	<ul style="list-style-type: none"> • Provide support - Encourage other kids to report to school officials • Enhance access - work to link youth to resources • Disincentives - Work with schools and local law enforcement to encourage more searches • Modify Policies - Work with school to optimize procedures for enforcing policies 	<p>School code of conduct will be consistently enforced.</p>	

SRSLY Logic Model – March 2017

Problem Statement			Strategies & Activities	Outcomes		
Problem	Why?	Why here?	How, specifically?	Short-term	Intermediate	Long-term
<p>Prescription and over-the-counter drug abuse</p> <p>2% of CHS students report misuse of prescription painkillers in the past 30 days; 5% of CHS students report misuse of other prescription medications in the past 30 days (CSD ATOD survey 2014)</p>	<p>Easy Access to Medicine – According to Washtenaw County Public Health, there are as many prescriptions written for opiate painkillers every year as there are people living in the county (ewashtenaw.org)</p>	<p>Social: Youth are stealing medicine from family or friends’ medicine cabinets.</p>	<ul style="list-style-type: none"> • Provide information: Develop messaging and materials to educate the community on issues related to medicine abuse. • Change physical design: maintain Big Red Barrel Program for safe medicine disposal 	<p>Decrease the percentage of youth reporting they are able to take medicine from family or friends’ medicine cabinets.</p>	<p>Decrease the % of students who report it is easy to get prescription medications to misuse.</p>	<p>Decrease the percentage of middle school students will report having taken a prescription medication without a prescription.</p> <p>Decrease the percentage of high school students will report having taken a prescription medication without a prescription within the past thirty days.</p>
		<p>Social: Youth are sold or given medicine by peers at school or after school</p>	<ul style="list-style-type: none"> • See activities under marijuana on increasing enforcement of drug-free school zone policies. 	<p>Decrease percentage of youth reporting that youth are selling/sharing medicine on school property.</p>		
	<p>Low perception of risk 7% of high school students report a low perception of risk for using prescription drugs without a prescription. (CSD ATOD survey 2014)</p>	<p>Peers: Youth are abusing medicine with peers during and after school, and at house parties (MiPHY, FG) because they don’t understand the strict legal consequences or health risks.</p>	<ul style="list-style-type: none"> • Provide information - Teen and Parent education • Build Skills – Partner with healthcare providers to develop messages to discuss medicine misuse with teen patients and their parents, to educate them on the physical and legal consequences 	<p>Decrease percentage of youth reporting a low perception of risk for using a prescription medication without a prescription.</p>		