

ENVIRONMENTS FREE OF SUBSTANCE USE



SAFE in Northern Michigan exists to prevent youth substance use, increase community awareness and create change through collaboration, education, prevention initiatives and environmental strategies of tobacco, alcohol and other substance use in Antrim, Charlevoix and Emmet counties.

# SAFE in Northern Michigan

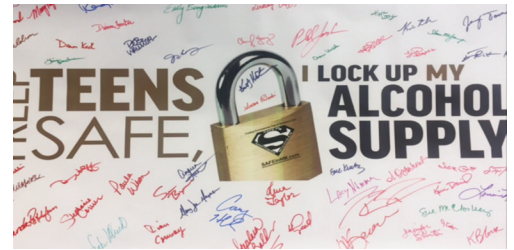
Facebook.com/SAFEinNM  
www.SAFEinNM.com

2016 / 2017 ANNUAL REPORT



Our coalition strongly believes that we can make long term change happen in our community. We have collected a large amount of data and after analyzing this data we have selected two focus areas: decrease underage alcohol use and marijuana use among youth in Antrim, Charlevoix and Emmet counties.

# Preventing Underage Drinking:



Our **“Lock it Up”** campaign featured SAFE youth in a 30 second Public Service Announcement (PSA) asking parents to lock up their alcohol. This PSA was shared on TV, radio, theaters, social media, billboards, banners and print ads. Along with the media, our coalition attended all the parent teacher conferences and asked parents to sign a pledge to lock up their alcohol supply. Once signed they were given a bumper sticker and a reusable bag that said, **“I keep teens SAFE, I lock up my alcohol supply.”** Two styles of locks were available so parents who did not already lock up their alcohol could start. Another strategy used to reinforce this campaign was **“Sticker Shock”**; where stickers were placed on pizza boxes throughout Antrim, Charlevoix and Emmet counties just before spring break.

The **“Lock it Up”** message was printed on hand-held fans given out during graduation ceremonies. Each school received a **“Celebration Toolkit”** which provided resources to share with parents and students to encourage a safe spring break, prom, graduation season and summer vacation. These resources were designed to be included in school newsletters or on social media. The overall **“Lock it Up”** campaign had youth encouraging parents to make an environmental change within their own home.

During the homecoming season, SAFE Youth created bracelets with catchy sayings



like **“You booze, you lose”** and **“High on life, not on drugs”** to share with all high school students in the three counties. They also ticketed cars during the homecoming football game with **“Because we care...”** tickets sharing the consequences of getting an Minor in Possession (MIP) on one side of the ticket and what happens if parents provide alcohol to a minor on the other side. Youth also completed **“Sticker**



**Shock”** at local convenience stores where they placed stickers directly on alcohol containers reminding adults to not provide

or buy alcohol for minors. SAFE Youth members also created a video this year about the consequences of getting an MIP. This video was shown at high schools throughout the three counties and is also available on our website: [www.SAFEinNM.com](http://www.SAFEinNM.com).



St. Patrick's Day is often portrayed in the media as a drinking day! SAFE worked to change that social norm by providing all high school students with tattoos they designed to remind everyone to stay clean.

Finally, each year SAFE in Northern Michigan has provided thousands of napkins to area schools to use in the concession areas during athletic events with the **“Stay Clean”** message.





# Preventing Youth Marijuana Use:

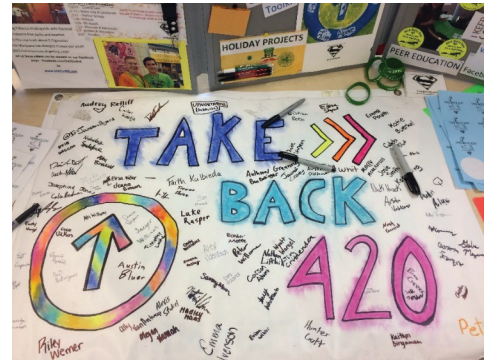


Our second media campaign related to the dangers of youth using marijuana. Marijuana is not the same as it was in the 70s; and current brain research reinforces the fact that youth brains continue to develop until age 25, which is even more reason for youth to avoid all forms of marijuana. This 30 second Public Service Announcement (PSA) featured our local youth educating about the high levels of THC (main chemical in marijuana that causes the high) and the many changes in the makeup of current marijuana. This media campaign was shared on TV, radio,



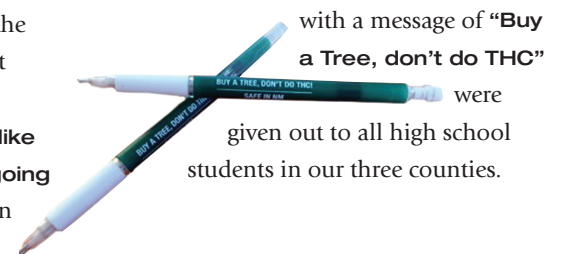
theaters, social media, billboards, banners and print ads.

**Take Back 420** was a new initiative this year. Each high school had a large pledge sheet and SAFE Youth members asked their peers to sign it at lunch. They also provided their peers who signed the pledge with a TAKE BACK 420 bracelet and stickers. The stickers had positive messaging like: “**TAKE BACK 420—I like my IQ**” or “**TAKE BACK 420—I am going to college.**” The pledge sheet was then hung up for all the students to see

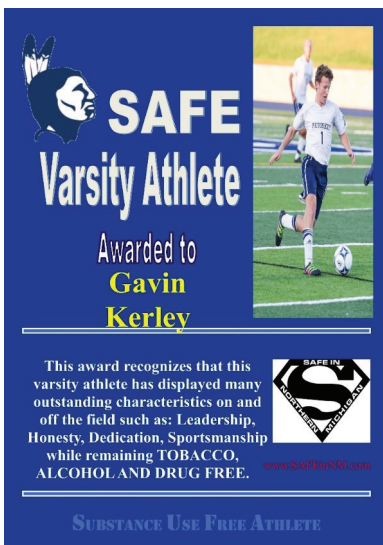


that there are plenty of students who don't smoke marijuana on April 20th, or ever.

## Holiday mechanical pencils



with a message of “**Buy a Tree, don't do THC**” were given out to all high school students in our three counties.



Our “**Varsity Poster Project**” is a social norming campaign aimed at normalizing a substance-free lifestyle by high school varsity athletes to the middle school population. Each middle school has permanent frames that hold the varsity posters. SAFE Youth members select drug-free athletes who are also positive role models to be featured on a poster.

SAFE Youth members give presentations about the posters and coach students on the benefits of living a drug-free life and how to resist peer pressure.



SAFE provided our local schools with frames to put on each bathroom door near their athletic areas; the frames were then filled with a positive “**Above the Influence**” message.



“**SAFE Spirit Nights**” were hosted at each of our 11 schools during home basketball game to raise awareness against the use of tobacco, alcohol and other drugs and to encourage youth to live healthy. At each event, we provided a resource table to students, parents and community members; the table also shows examples of all our current projects. Along with the resource table, every high school student in the cheering section receive a SAFE lanyard with a built-in USB containing all our SAFE Youth videos produced in the last two years. They also received spirit swag in their school colors.



**Together we can achieve our mission**  
**to prevent youth substance use, and increase**  
**community awareness of tobacco, alcohol and other**  
**substance use in Antrim, Charlevoix and Emmet counties,**  
**please donate to this important cause.**

Business Name: \_\_\_\_\_

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**Your contribution is tax-deductible. Please make checks payable to:**

**Petoskey-Harbor Springs Area Community Foundation (on the memo line add: "SAFE Fund")**

If you have questions about **SAFE in Northern Michigan** project, please call **Susan Pulaski,**  
*Project Coordinator @ (231) 347-5813.*

Please return this enclosed envelope with your check to:

**Petoskey-Harbor Springs Area Community Foundation**  
**ATTN: SAFE Fund**  
**616 Petoskey Street, Suite 203**  
**Petoskey, MI 49770**



# Strengthening Youth Through Coalition Work

**SAFE in Northern Michigan** is dedicated to strengthen our youth and our community. In July 2017, 11 youth and two adult coalition members attended a national leadership conference in Atlanta, GA. Community Anti-Drug Coalitions of America's (CADCA) offers a training for

youth called National Youth Leadership Initiative (NYLI) during their annual Mid-Year Training Institute. Our youth are from three different counties and 11 school systems so this is an opportunity for them to connect, get education about current drug issues, work on strategies and

understand our yearly action plan. Ten of our youth attended CADCA's NYLI—Key Essentials course and the one youth attended NYLI Advanced Course. We believe strongly that when given the opportunity youth will excel in coalition work and make longer term positive changes in their communities.

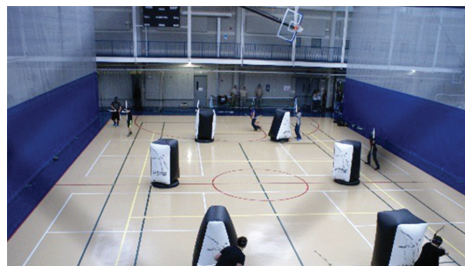


Our Youth lead our coalition and with support from the adults, they decide on the projects, and plan and implement the initiatives. Our coalition has had many successful projects and this spring our youth shared their successes with many other coalitions around the state of

Michigan. The youth presented at a state-wide event called the **"Shoalition: Showcasing Coalitions of Michigan Engaging Youth in Prevention."** Our coalition also presented at the **"Tobacco Free Michigan"** state-wide conference and the **"Substance Free Initiative of**

**Northwest Michigan, A Community Conversation."** All three of these events allowed **SAFE in Northern Michigan** to talk about the importance of a strong coalition, doing evidence-based strategies and using data to back up the work we do.

## Supporting Youth Through Alternative Drug Free Events



**SAFE in Northern Michigan** believes we need to support our youth and provide alternative drug-free events, we call these events **"SAFE After Hours."** SAFE offered four events this year, one at Northern Central Michigan College Gym and three

at the Charlevoix Cinema III. SAFE also supported **"All Night Senior Party"** events by providing SAFE keychains for each graduating senior and funding to local committees.

### SAFE After Hours

You are invited!

# MOVIE NIGHT



\$5 per person  
- Includes admission, pop & popcorn

**When:** JANUARY 13, 2017 - 9:45PM  
**Where:** CHARLEVOIX CINEMA III  
**Who:** ANTRIM, CHARLEVOIX & EMMET COUNTY HIGH SCHOOL STUDENTS

**Movie Title:** Hidden Figures

**Hosted By**





## 2016-2017 Graduating Seniors

LEFT TO RIGHT: Christian Matye, Matt Good, Steven Spence, Mitch Pulaski, Sam Bailey, Rezenia Kennedy, Reilly Ingleson, Alysse Whittet, missing from photo: Grace Knitter, Lukila Witthoef, Calley McPherson, Caitlin Ancel, Kyle Russell, Cody Hickman, Lilliana Cassio.



## Town Hall Meetings:

**SAFE in Northern Michigan** hosted four drug trend event nights for parents and community members to learn the facts about the current trends and fads our youth are seeing today. Panelists included Scott Kelly (B.A.S.E.S), Randy Koch (Harbor Hall), Trooper Corey Hebner (Michigan State Police), Robin Sommer (Community Member and Parent) and Jennifer McKay (Tip of the Mitt Watershed Council). These events took place in Central Lake, Petoskey, Charlevoix and Elk Rapids, but were open to all surrounding communities.



## A Special Thank You To Our Sponsors:

Bayside Family Sports Medicine ★ Eikenhout, Inc. ★ Michigan CAT ★ Van Dam Boats  
Dr. Anthony Alessi—Petoskey Family Foot Care ★ Child Abuse Council ★ EJ USA, Inc.  
Charlevoix Knights of Columbus—Council 7172 ★ Mr. and Mrs. Patrick Hylant

## And Grants From:



Please visit our website or Facebook page for even more details on our coalition; or contact **Susan Pulaski**,  
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