



SAFEinNM.com

SAFE Mid-Year Newsletter

FY 2018

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 Youth produced a 30 second PSA to explain to adult and other youth why marijuana is different today than it was in the 80's. Our coalition is charged to educate as many people as we can that marijuana is highly addictive and bad for the developing teen brain. Our media campaign covered much of Northern Michigan, not just our three counties. Our PSA's ran on TV, radio and two local theaters; the same message was put on two billboards, banners at our 11 different schools, 5000 popcorn bags used for concessions during basketball games and social media.

SAFE Youth members are highly concerned about vaping, so they taped 30 and 15 second PSA's, talking about the dangerous chemicals found in e-cigarettes, unfortunately most youth think vaping is just water and contains no nicotine. At the request of our youth, SAFE also developed "Escape the Vape" digital ads, which is a new avenue for our coalition. "Geofencing" and "Targeted Display" digital ads will be used to reach local youth. Along with adding digital media to our campaign we are also working with our local radio and TV stations to run pre-roll on their web sites with our 15 second PSA's. We will also run the full 30 second PSA's on TV, radio, social media and 2 theaters.

ESCAPE THE VAPE!



Federal and State funds have been used to support these projects through Northern Michigan Regional Entity.

Thank you to our Sponsors:

Bayside Family Sports Medicine
Collie Construction
Eikenhout, Inc.
Kilwin's Chocolates Franchise, Inc.

Dr. Fuchs, Northern Michigan Pain Specialists
Piper's Mighty Good Pizza
Shoreline Fruit
Dr. Brian Stump, DMD
Van Dam Marine Company



SAFE Youth have been working on so many projects:

- SAFE After Hours: Charlevoix Cinema
- Varsity Poster Projects
- SAFE Spirit Nights
- Napkin Project
- Holiday Projects
- Stall Project
- Policies
- Education
- ... and so much more!

Creating Environments Free of Substance Use



SAFEinNM.com

Grants From:



Please visit our website or Facebook page for even more details on our coalition;
or contact **Susan Pulaski**, *Project Coordinator* | (231) 347-5813 | s.pulaski@nwhealth.org

www.safeinnm.com



Facebook.com/SAFEinNM