



SAFE in Northern Michigan

Annual Report 2018-19





Getting the word out about SAFE!

SAFE youth are the backbone of our work in the SAFE coalition. ***Did you know*** that 82 youth members of SAFE represent the public schools in Antrim, Charlevoix and Emmet Counties? They draft scripts for TV ads and go on-camera to record them, give invaluable input on trends they are seeing with their peers, travel to D.C. and Lansing to advocate for youth, and much more. Thanks to their dedication to SAFE, and that of our adult coalition members, we are able to reach even more teens. You'll meet a few of our youth members in this annual report, and hear about the creative and various methods they are using to get the word out about SAFE!



www.SAFEinNM.com

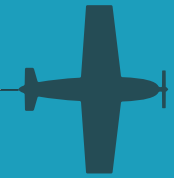


MISSION STATEMENT

SAFE in Northern Michigan exists to prevent youth substance use, increasing 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.



The YOUTH of SAFE!



“Youth Led, Adult Guided” is the motto of SAFE in Northern Michigan. SAFE includes youth from 11 school districts within three counties: Antrim, Charlevoix, Emmet. Our youth meet monthly in their county. Twice a year, they come together for a meeting and training. We also have youth representatives at our monthly adult coalition meetings. Our youth-led coalition, with support from the adults, decides on the projects, plans them out and implements the initiatives.



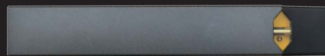


VAPING: A growing epidemic

SAFE Youth members work on **community assessment drawings** (pictured, top left) each year of local towns. During this project, they include what makes their town special, while also indicating the problem areas. Our youth continue to identify vaping as the top substance being used at each school. Unfortunately, many youth still think vaping is “just water” and that it does not contain nicotine (it does). At the request of our youth, SAFE continued to work on messaging targeting vaping. They thought the simpler, the better, and on this page you can see examples of billboard and online ad designs displayed throughout the region. Public Service Announcements (PSAs) aired on TV, web, digital and in movie theaters.

View the vaping PSAs on the **SAFE website**, www.SAFEinNM.com

It's not just water.
Vaping is liquid poison.



Facts, resources, & help to quit vaping:
www.SAFEinNM.com



*Getting the
word out!*

Vaping is Liquid Poison campaign stats: 341 radio ads ■ 575 TV ads ■ 4,896 cinema ads
2 billboards ■ banners in 11 schools ■ digital ads, 152,903 impressions (131 clicks) and 353,931
impressions through geofencing (524 clicks) ■ 18,632 website streaming impressions



Town halls on vaping

SAFE held 9 town hall meetings throughout the past year on the dangers of vaping and other risky teen behaviors, with attendance of 396. The town halls were led by Susan Pulaski, Health Department of Northwest Michigan and SAFE coordinator (pictured at left), Corey Hebner, Michigan State Police, Scott Kelly (BASES), local school officials, SAFE youth advisors and SAFE youth members.



Advocating in Lansing

Because SAFE youth remain concerned about the prevalence of vaping among their peers, several traveled to the Capitol in Lansing in April 2019 to meet with legislators about ways to prevent youth vaping abuse. See *additional photos on page 12*.



SAFE youth are pictured with Triston Cole (standing in back, near door).

Youth vaping stats, past 30 day use:

Antrim County: 23.7%

Charlevoix County: 35.2%

Emmet County: 24.7%

Michigan Profile for Healthy Youth 2018

Of note: Most youth who vape report they borrow a device from someone else.

THE YOUTH OF SAFE



Ben
Lentz

Charlevoix High School
Class of 2020

How long have you been with SAFE?

I joined my junior year.

What are some of the activities that you have participated in?

I went to Dallas for CADCA Mid-Year Training, Sticker Shock and participated in the PSAs. We also handed out fans at graduation.

What have you enjoyed most about serving on SAFE?

I have enjoyed meeting new people and making a difference in my community, specifically with drugs, alcohol, and vaping.

In your opinion, how is SAFE beneficial to your school?

I think it helps make a better, safer culture around the school. It also spreads awareness about the vaping epidemic and brings attention to the negative consequences of underage drinking.

What are the biggest issues facing students today?

Vaping - the epidemic. In my opinion, it is the No. 1 issue students are facing.



MARIJUANA remains on the radar

Marijuana remains a risk factor for our youth, and particularly how much marijuana has been “normalized” in the past few years. Data backs up this trend: Youth report a significant decrease in their perception of risk of marijuana, according to the Michigan Profile for Healthy Youth (MiPHY) survey. Notice below that fewer kids perceive a risk of harm in using marijuana:

Perception of risk of harm from using marijuana:



- 2014 (49.8%)
- 2016 (50.3%)
- 2018 (43.5%)

(% of local youth who believe marijuana poses a risk, tri-county average)



Weedfree events

SAFE youth work hard to keep marijuana out of the hands of their peers. Each April, all schools in Antrim, Charlevoix and Emmet counties host a **#WEEDFREE** event, where SAFE youth members ask their classmates to pledge to be marijuana free.



PSAs continue

SAFE updated the marijuana-focused **30-second PSAs** that are shown throughout the area on various platforms. SAFE youth have both developed the messaging and narrated the PSAs. Youth educating their peers, parents and the community about how much marijuana has changed in the past 30 years is very powerful. SAFE’s marijuana media campaign covers 21 counties in Northern Michigan through TV, radio, theater, billboards, banners, and “targeted display” digital ads; all with the same consistent message focusing on science and the increased potency of THC in today’s marijuana.



*Getting the
word out!*

In August and September 2019, “Weed damages the teen brain campaign” produced 366 radio ads, 80 TV ads, 2,570 cinema ads, 2 billboards, 5,220 video ads on KHQ’s app, 462,152 digital ad impressions with 358 clicks, and 29,401 website streaming impressions.

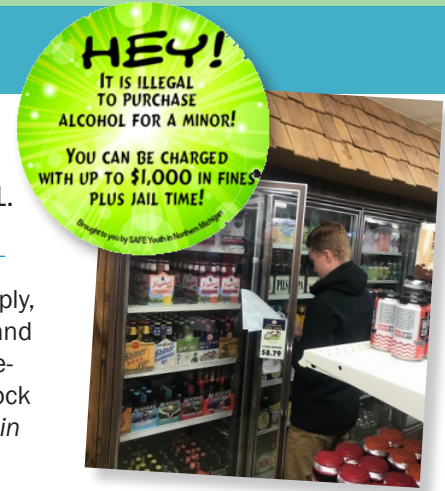
Alcohol awareness efforts

When it comes to combatting teen alcohol use, one of the consistent and successful campaigns that SAFE youth under take is “**Sticker Shock.**” SAFE youth visit local stores that sell alcohol and place stickers reminding customers it is illegal to buy for those under 21.

Lock it Up campaign



After learning from youth focus groups that parents were not closely monitoring their alcohol supply, SAFE youth produced **30-second Public Service Announcements (PSAs)** that aired on TV, radio and in theaters. These can be found at www.SAFEinNM.com. The messages encourage parents to secure their alcohol supply. SAFE also provides three styles of locks, so if parents don't currently lock up their alcohol they will be able to in the future. *Ask a SAFE member how to receive a lock to help in your efforts at home.*



Alcohol past 30 day use 2018: Antrim 16.7% ▪ Charlevoix, 25.4% ▪ Emmet 12.4%
Alcohol past 30 day use 2016: Antrim 17% ▪ Charlevoix 24.6% ▪ Emmet 15.7%

Michigan Profile for
Healthy Youth

THE YOUTH OF SAFE



**Colin
Robbins**

Pellston High School
Class of 2020

How long have you been with SAFE?

I joined my freshman year.

What are some of the activities that you have participated in?

I have hung up varsity posters featuring drug-free athletes, helped at SAFE After Hours, hung drug-free posters in our bathrooms,

distributed prevention materials for prom, homecoming, and snowcoming and I also attended a national CADCA conference in Orlando, FL.

What have you enjoyed most about serving on SAFE? Meeting new people with similar views and interests.

In your opinion, how is SAFE beneficial to your school? SAFE helps people know that drugs are harmful and that helps to create a more positive school environment.

What are the biggest issues facing students today? Vaping and other easily attainable drugs like marijuana.

Focus on: Prescription Drugs

In January 2018, SAFE received a collaborative grant from Blue Cross Blue Shield of Michigan Foundation, the BCBSM Social Mission Department, the Michigan Health Endowment Fund, the Community Foundation of Southeast Michigan and the Superior Health Foundation. This funding allowed SAFE to act on opioid and prescription drug abuse issues. The grant period concluded in June 2019 with many successes.



One success is attributed to providing the Straight Talk on Prescription Drugs curriculum in schools. Prior to receiving the curriculum, 56% of students reported using prescription drugs not prescribed to them as “a great risk.” After implementation of the curriculum, 81% of students reported using prescription drugs not prescribed to them as “a great risk.” That 25% increase is meaningful - we know that when youth view a behavior as risky, they are less likely to engage in it.



This grant also allowed us to work with Northern Michigan schools to develop/approve policies that equip school buildings with the lifesaving drug naloxone, which reverses opioid drug overdoses. Seven local schools districts now have a board approved policy and access to naloxone because of this grant!



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Getting the word out!

SAFE partners with the Prescription and Over the Counter (POD) workgroup which collects unwanted/expired prescription drugs. In 2018-19, 4,887 pounds were collected in Antrim, Charlevoix and Emmet counties.

THE YOUTH OF SAFE



Rylie
Woodall

Boyer City High School
Class of 2020

How long have you been with SAFE?

I joined my junior year.

What are some of the activities that you have participated in?

Meetings, sticker shock, tobacco compliance checks, CADCA leadership forum in Washington DC, where I participated in Capitol Hill Day. At the CADCA leadership forum, I also went to leadership and advocacy training about youth substance use and suicide prevention break-out sessions. At the national conferences in DC we also presented our anti-vaping campaign. I also helped write the script for our vaping PSA and was in the commercial.

What have you enjoyed most about serving on SAFE?

I like that it's a group of kids who all have the same common goal, of wanting to prevent substance use in youth, in schools, in our communities, and in Northern Michigan. I like being heard as a student, there are not a lot of opportunities where students get to lead things.

Ongoing SAFE programs

Celebration toolkit

Each year, the SAFE Media Committee creates graphics aimed at reminding parents about substance use around celebrations including homecoming, holiday breaks, prom and graduation. These "Celebration Toolkits" are sent to all school administrators in Antrim, Charlevoix and Emmet county school districts to be used in newsletters and announcements to families. Pictured are two examples of 2018-19 messages.

SAFE After Hours

Teen and movie nights are held each year, providing youth a drug-free environment and fun activities while hanging out with friends! Activities include octoball, karaoke, photo booth, board games, dodge ball, laser tag and concessions. Check the SAFE website for upcoming events: www.SAFEinNM.com



Parents/Guardians: Request free testing kits
If you would like a cabinet lock or an Alcohol/Drug/Nicotine Test Kit FREE of charge, they are available for pick up at your local high school front office or:

Health Department of Northwest Michigan
3434 M-119 Hwy, Suite A
Harbor Springs, MI

Commit to be substance free!

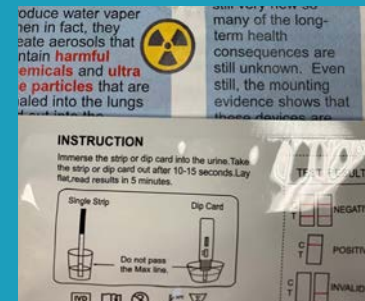


www.SAFEinNM.com

The science is clear:
Weed damages the teen brain

Did you know? Nearly 13% of local high school students reported using marijuana in the prior 30 days, and 56% do not perceive any risk from using marijuana. (MIPHY data 2018) **You can help reverse this trend:**

- Refuse to purchase marijuana for youth.
Be part of the solution.
- Talk to your children about the chemicals in marijuana. Being high impairs attention, memory and learning. Some of today's stronger varieties can make you physically ill and delusional.
- Be a good role model. If you use marijuana, do so discreetly, away from youth.
- Connect with other parents. It can help you keep closer tabs on your child.
- Hold your ground! Don't provide, ignore, or excuse the use of marijuana with teens.





TALK SOONER

In Spring 2019, SAFE partnered with the Talk Sooner campaign and shared its materials with local schools and families. Talk Sooner provides conversation starters for parents to talk with their children, in all grades, about drugs, alcohol and other teen behaviors at age-appropriate times. SAFE youth and adult coalition members installed yard signs at all local school districts. Postcards were sent home to elementary school parents with the Talk Sooner guidelines.



THE YOUTH OF SAFE



Reagan
May

Boyne City High School
Class of 2020

How long have you been with SAFE?

I joined my junior year.

What are some of the activities that you have participated in?

I have gone to SAFE After Hours, helped distribute lanyards and pom-poms at our SAFE spirit night, and hung up varsity posters with drug-free athletes in our middle school. I also hung "above the influence" posters in our bathrooms at school.

What have you enjoyed most about serving on SAFE?

I have enjoyed meeting new people and making a difference in my community, specifically with drugs, alcohol, and vaping.

How is SAFE beneficial to your school?

SAFE creates an awareness of why substances are bad for teens, and I think that this is very beneficial to my school.

What are the biggest issues facing students today?

I think that the biggest issue is that other teens make it seem like drinking, using drugs, vaping, and such are normal and acceptable.



*Getting the
word out!*

TALK SOONER APRIL 2019

- 300 yard signs in Antrim, Charlevoix & Emmet counties
- 2,500 awareness cards to 3rd - 5th grade parents
- 17,431 Facebook boosts ■ 4 newspaper ads
- 318,843 digital impressions through targeted display (203 clicks)

Youth in Action

Thank you, SAFE seniors!

In June 2019, 19 senior SAFE youth graduated. A big *Thank You* for all the years of work on the SAFE coalition! *They will be missed.*



Antrim youth: Ana Oviedo, Samantha Montgemery, Mikayla Graham, Josh Light and Isaiah Romeyn. Not pictured: Espn Shaw, Julia Seeley and Summer Robbins.



Emmet/Charlevoix youth: Trent Warren, Carter Koetje, Clare Simard, Emma Decker, Gabe Meyerson, Audri Pulaski, Madi Rosenow, Summer VanAken. Not pictured: Aaron Frampus, Madeline Malpass and Macy McPherson.

TEENS! Apply to join the SAFE youth committee: www.SAFEinNM.com



Safe in Northern Michigan attended two **Community Anti-Drug Coalitions of America (CADCA)** conferences: Washington, D.C., in February and Dallas in July 2019. At the D.C. event, four SAFE teens presented on vaping, bringing with them a large banner created that outlined all of the activities SAFE has done to date to combat youth vaping (*pictured below*). In July, six youth and two youth advisors attended CADCA's Mid-Year conference where they successfully completed the week-long National Youth Leadership Initiative Training.

SAFE scheduled with CADCA to bring trainers directly to Emmet County in March 2019; this allowed 50 of our SAFE youth members to receive training on advocacy.

YOUTH ADVOCACY

In April, 20 SAFE members took a trip to the Michigan Capitol in Lansing and attended individual meetings with our state representatives, Lee Chatfield and Triston Cole, about

concerns the youth face daily. Vaping was the top area of concern and the youth shared personal stories about how this epidemic has affected their peers and schools.



THE YOUTH OF SAFE



Jaegar
Griswold

Ellsworth High School
Class of 2021

How long have you been with SAFE? 2 years.

What are some of the activities that you have participated in? I participated in Capitol Hill Day with SAFE, where I was a part of a

a select group of SAFE members who spoke on behalf of our schools to enlighten State Representative Triston Cole and Speaker Lee Chatfield of the seriousness and danger of the vaping epidemic in our communities.

I was also invited to attend a week long CADCA training session, which further expanded my knowledge on how to lead our coalition. I further participate in SAFE After Hours.

What have you enjoyed most about serving on SAFE? I have enjoyed seeing the strong influence that SAFE has instilled in our community and state, specifically influencing the recent ban on vape flavors through speaking with the state government.

How is SAFE beneficial to your school? SAFE is beneficial to my school due to the impact that SAFE youth has on peers, and how our organization is able to be a positive influence on students

to become substance free.

What are the biggest issues facing students today? Vaping and the usage of electronic cigarettes.

Other thoughts? By being a part of SAFE, this organization has personally helped me to become more educated and aware of the dangers of substance use among youth, where I feel more confident now to be able to share with my friends reasons why they should remain substance free.

SAFE snapshots



Visit our website!
www.SAFEinNM.com



ADULT SAFE COALITION MEMBERS

Susan Pulaski,
Project Coordinator
Randall Koch,
Chairman
Amy Brown
Jayne Chickering
Megan Havrilla DeHoog
Lawrence Donovan
Elizabeth Eddington
Nichole Flickema
Sarah Ford
Dan Hasty
Corey Hebner
Sierra Hilt
Tanya Janes

Katie Joyce
Natalie Kasiborski
Scott Kelly
Kyle Knight
Matt Mikulski
Beth Anne Piehl
Christie Pudvan
Sarah Sheperd
Fred Simons
Christian Smith
Amy Sovolovitch
Tory Thrush
Davis Timmer
Angie Woodin



For more information about the Adult Coalition members and their organizations, please visit www.SAFEinNM.com.



A special connection with LTBB

Little Traverse Bay Bands of Odawa Indians (LTBB) has participated with SAFE from the start of the coalition. In June 2019, SAFE and LTBB coordinated hosting a state-wide meeting, Michigan Coalition to Reduce Underage Drinking. After the meeting, LTBB staff organized a ride on a Jiimaan (a very large canoe) on Little Traverse Bay. They shared stories of why the Jiimaan is significant to their tribe and how they continue to share this experience with tribal youth.



Help us get the word out about
the work of SAFE!
www.SAFEinNM.com

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Petoskey Family Foot Care
Van Dam Marine Co.

Additional grant funding from:
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Michigan, BCBSM Foundation
The Michigan Health
Endowment Fund
Community Foundation of
Southeast Michigan
Superior Health Foundation

