



# SAFE in Northern Michigan

Annual Report 2020-21

[www.SAFEinNM.com](http://www.SAFEinNM.com)

Creating  
Environments Free  
of Substance Use



Individually  
*We are one drop*

Together  
*We are the ocean*



## Our amazing youth

SAFE youth are the backbone of our work in the SAFE coalition. *Did you know* that **85** 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, and much more. In non-pandemic years, our youth travel with adult advisors to Washington D.C. and Lansing to advocate for their peers. Thanks to their dedication to SAFE, and that of our adult coalition members, we are able to reach more teens.

A major campaign theme this past year has been **"You've got this!"** which shows SAFE youth members pictured doing the activities that have helped them cope in healthy ways with the isolation of COVID-19 over the last year+.



*You've got this!*



[www.SAFEinNM.com](http://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 - 2020/21

"Youth Led, Adult Guided" is the motto of SAFE in Northern Michigan. SAFE includes youth from 10 school districts within three counties: Antrim, Charlevoix and Emmet. Our youth meet monthly, usually in their county but via Zoom since March 2020. In typical years, they come together twice for training. Youth representatives participate in monthly adult coalition meetings. Our youth-led coalition, with support from the adults, decides on the projects, plans and implements them!



Due to COVID-19, we were unable to shoot our annual group photo of all SAFE youth. Pictured are some youth who took part in the campaign about coping with COVID-19, "You've got this!"

# This year's billboard themes: Be SAFE and Lock it Up

Each year, SAFE youth develop a theme that drives the majority of Public Service Announcements (PSAs), billboards, digital ads and other purposes. For about half of the past year, our billboards carried the "Be SAFE" message, featuring pictures of SAFE Youth taking part in activities that keep them safe. (*Billboard pictured below, right*)



In the Spring of 2021, the billboard campaign switched to "**Lock it Up.**" This is a campaign that SAFE has utilized in the past, and one which members felt was more relevant than ever with many teens at home during the various stages of the COVID-19 pandemic. The billboard and accompanying campaign materials encourage parents and caregivers to lock up their substances, such as alcohol, marijuana, prescriptions, and vapes.



Videos of the various SAFE campaigns from years past are available on the SAFE YouTube channel and website, [www.SAFEinNM.com](http://www.SAFEinNM.com). We look forward to continuing new video campaigns when it is safe to bring the youth back together.

Screenshot from previous PSAs, all of which are available on YouTube.



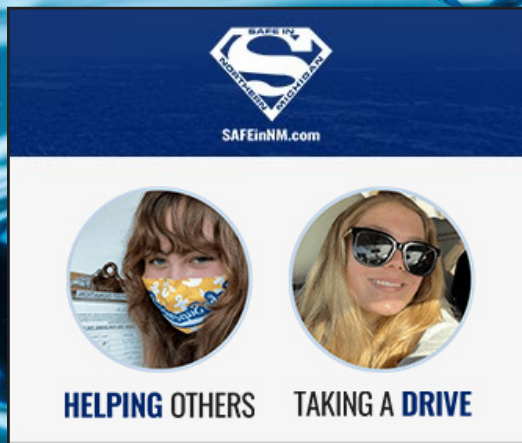
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# Annual awareness campaign: You've got this!



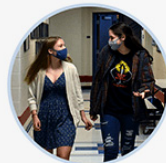
SAFE Youth felt it was important to share messages with other youth that they were not alone in their feelings of isolation and disconnect during COVID-19. A major awareness campaign shared this past year on social media with teens was "You've got this!" Here are a few images from that campaign!



SAFE  
WAYS TO  
COPE WITH  
COVID!



READING



TIME WITH FRIENDS

## The youth of **SAFE**



**Emma  
Moser**

Mancelona High School  
Class of 2023  
2 years in SAFE

**What are some of the activities that you have participated in?** Handing out items, putting up varsity posters and SAFE member posters, and participating in online activities such as the Christmas scavenger hunt.

**What have you enjoyed most about serving on SAFE?** Making a difference at Mancelona high school.

**How is SAFE beneficial to your school?** We show people the effects of smoking and alcohol as well as spread the message that it's ok not to drink or do drugs. We are also role models and inspire the younger grades.

**What are the biggest issues facing students today?** Peer pressure, along with poor mental health, due, in part, to drugs/ smoking and alcohol.

**Is there anything else you would like to share about your involvement with SAFE?** It is not only an educational experience, but all of the people are super fun and it is just a really great time. Anyone on the fence about joining or not definitely should join.

# Substance use on the SAFE radar

SAFE relies on data from the **Michigan Profile for Healthy Youth (MiPHY)** survey in looking at youth substance use trends and deciding on awareness and prevention activities. Due to COVID-19, annual surveys have not been completed by a representative sample of regional schools. However, risk factors for youth in Northwest Michigan continue to be vaping, marijuana use, alcohol and prescription drugs. SAFE's awareness campaigns will continue to focus on those substances.

**TARGETING ALCOHOL USE:** When it comes to combatting teen alcohol use, one of the consistent and successful campaigns that SAFE youth undertake is "Sticker Shock." Sticker shock, which is an activity where SAFE youth partner with local retailers and place stickers on alcohol packaging with messages about prevention of supplying minors, occurred during the month of May. The youth received 1,416 stickers to place on alcohol packaging across the SAFE region.



**MARIJUANA USE:** Throughout April, May, and June 2021, SAFE youth were busy finishing up the school year with substance use prevention projects! During April, SAFE youth hosted a **#noneedforweed** table in their school cafeterias. The purpose of this project is for youth to stand up to the pressures of marijuana use and pledge to be marijuana free.

During this event, 1,975 bracelets with the message of "Let's Be Blunt. #NoNeedForWeed" were provided to high school students across Antrim, Charlevoix, and Emmet counties. Additionally, high school youth signed a banner with the same "Let's Be Blunt. #NoNeedForWeed" as a pledge to be marijuana free. Ten banners were displayed in schools.



# MEDIA CAMPAIGNS

Our advocacy must be broad and diverse to reach youth and adults throughout Northern Michigan. Here's a look at how we shared our messages in 2020-21.



MEDIA - DIGITAL	DATES	IMPRESSIONS	IN-KIND
Talk Sooner	April	151,079	\$100 (creative)
Under your roof- Lock it Up!	April-Sept.	Targeted Display: 1,080,735 GeoFence: 201,031	\$100 (creative)
You've got this!	May-Sept.	1,205,424	\$100 (creative) \$12,000 (Exclusive KHQ App Sponsor)

BILLBOARDS	IN-KIND	PAID
Tobacco Oct. 20-July 21 Emmet County	10 months	
BE SAFE Oct. 20-March 21 Emmet County Antrim County	- -	6 months 6 months
Under Your Roof April - Sept. 21 Emmet County Antrim County	1 month 1 month	5 months 5 months

MOVIE THEATER
BE SAFE Oct 20-Sept. 21
IN-KIND 12 months
PAID -

**TOTAL IN-KIND  
CONTRIBUTIONS:  
\$19,000**

## About our campaigns

In the past year SAFE successfully implemented multiple media campaigns. Our youth-led media campaign, "BE SAFE," was produced just before the pandemic hit and remained on two different billboards, and matching banners in each of our 10 schools in the SAFE service area. Additionally, the "BE SAFE" campaign was shown at two of our local theaters prior to the featured film during the months of August 2020-January 2021. We had two other campaigns: one that focused on "Lock up your supply" and the other focused on vape prevention.

Our "Lock It Up" campaign, which encouraged parents to lock up alcohol, marijuana, and other drugs, was featured on local radio and digitally and provided over 400,000 digital impressions. Impressions are the number of times the advertisement appears on a digital screen in each area, which are the counties SAFE serves for these campaigns.



Creating Environments Free of Substance Use

**Under your roof?**

**Lock it up!**

Help keep teens safe: Lock up alcohol, prescriptions, tobacco, vapes and marijuana.

[www.SAFEinNM.org](http://www.SAFEinNM.org)

LEARN MORE



Individually  
We are one drop

Together  
We are the ocean

**1,703 YOUTH VOLUNTEER HOURS**  
**1,500 ADULT VOLUNTEER HOURS**



**85 ACTIVE YOUTH MEMBERS**  
**23 ACTIVE ADULT MEMBERS**  
**10 ACTIVE SCHOOL PARTNERS**



**3,169 YOUTH REACHED WITH  
PREVENTION ACTIVITIES!**



**2020-  
21**

# **our IMPACT**



**4 VIRTUAL TOWN HALLS HOSTED**  
**25 RESOURCE BOOTHS HOSTED WITH 4,151 ATTENDEES**  
**117 YOUTH-LED PREVENTION PROJECTS**



## DISTRIBUTED:

**916** ALCOHOL/NICOTINE/DRUG TEST KITS

**564** LIFESAVING NALOXONE DOSES

**542** RX DRUG LOCK BOXES

**34** TOBACCO COMPLIANCE CHECKS and  
**18** ALCOHOL COMPLIANCE CHECKS  
*WITH LOCAL LAW ENFORCEMENT*



**1** MEETING WITH STATE LEGISLATORS

**111** LOCAL RETAILERS RECEIVED  
ALCOHOL AND TOBACCO RETAIL  
EDUCATION

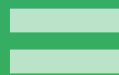
adds **UP!**

From 2014 to 2020, the use of  
alcohol, tobacco, marijuana and  
prescription drugs **DECREASED**  
around the **SAFE** region!

\*past 30-day use, MiPHY data



**\$\$ THOUSANDS**  
IN COMMUNITY SUPPORT



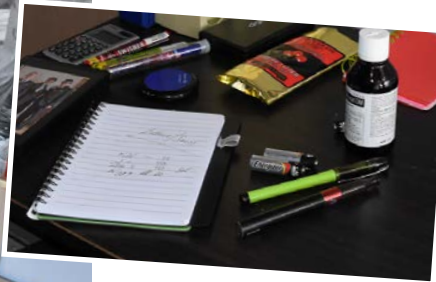
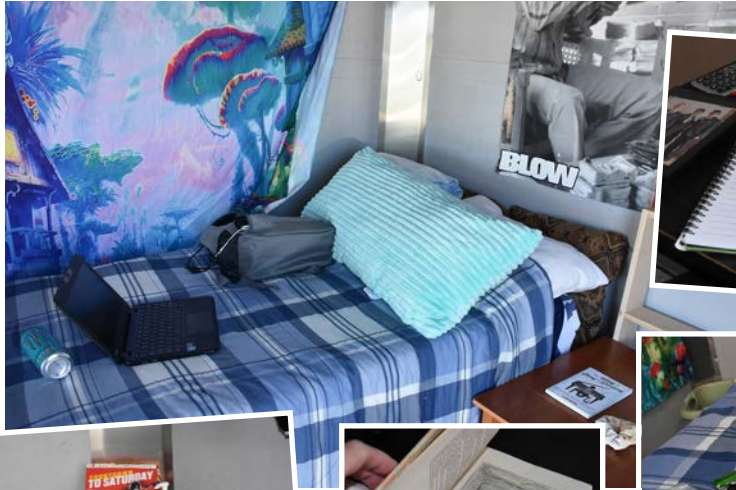
**CREATING ENVIRONMENTS  
FREE OF SUBSTANCE USE!**



# Hidden in Plain Sight

The SAFE coalition has created a traveling teen bedroom to help parents learn about how their teens might be using substances, in plain sight. The "Hidden in Plain Sight" trailer is typically open for parent tours at events such as sporting activities and parent-teacher conferences. Please watch a video about the trailer and let SAFE know if you would like more information, at [SAFEinNM@gmail.com](mailto:SAFEinNM@gmail.com). The video can be found on the SAFE home page, [www.SAFEinNM.com](http://www.SAFEinNM.com) and on our YouTube channel.

[www.SAFEinNM.com](http://www.SAFEinNM.com)



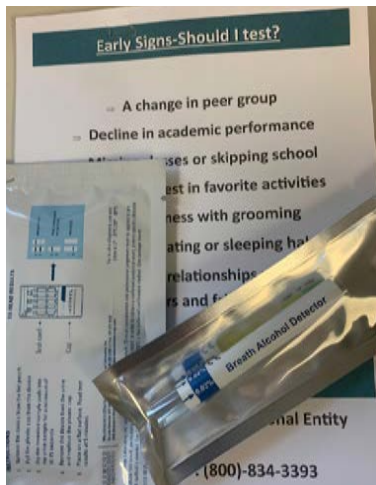


## Free testing kits, lock boxes available

If you would like a cabinet lock or an Alcohol/Drug/Nicotine Test Kit FREE of charge, they are available for pick up at the Health Department, or call (231) 547-7647 to arrange pick up.

Health Department of Northwest Michigan

3434 M-119 Hwy, Suite A  
Harbor Springs, MI 49740



### Naloxone available at Health Department

Many opioid overdoses happen at home. Naloxone can stop an overdose and save a life. Pick up free Naloxone (no name, prescription or insurance required) at a Health Department location in Bellaire, Charlevoix, Gaylord, Harbor Springs/Petoskey or Mancelona.

**LAST YEAR: 564 lifesaving**  
Naloxone doses were  
distributed by SAFE

## The youth of SAFE



**Anna  
Anger**

Mancelona High School  
Class of 2022  
1 year in SAFE

**What are some of the activities that you have participated in?** Passing out SAFE items, poster signings, and a local PSA; getting to interact with my peers who are not on SAFE and encouraging them to be SAFE.

**What have you enjoyed most about serving on SAFE?** It allows us to be a model for students who want to stay clean/become clean.

**How is SAFE beneficial to your school?** Students really want to fit in, even if they refuse to admit it.

**What are the biggest issues facing students today?** They get sucked into trying to be cooler, older, and more rebellious. It's somewhat of an epidemic.

### Register to receive our newsletter!

The SAFE coalition began a new newsletter, which is published quarterly. To sign up, look for the button on our website home page, [www.SAFEinNM.com](http://www.SAFEinNM.com).



Creating Environments Free of Substance Use

[www.SAFEinNM.com](http://www.SAFEinNM.com)

Reach us: [SAFEinNM@gmail.com](mailto:SAFEinNM@gmail.com)



# Youth activities in the time of COVID-19



The SAFE youth hosted a couple annual SAFE spirit nights in spring 2021! Typically SAFE youth at each high school select a home basketball game to designate as the SAFE Spirit Night. At this event, SAFE will provide each high school student in the cheering section with a giveaway promoting a drug-free lifestyle and resources. Due to COVID-19, the SAFE youth modified this activity and provided 860 bucket hats with the SAFE logo and website to the student section/players of an outdoor spring sport across the SAFE region. Any left over hats were distributed at lunch time the next day.

Youth also distributed prevention messages on pencils to over 3,300 of their peers last school year.

**Graduation goodies:** The SAFE youth also participated in multiple projects to celebrate graduating seniors (*see our seniors on the back page of this report*). SAFE youth distributed 1,000 key chain flashlights to graduating seniors bearing the SAFE logo, as a reminder to be alcohol and drug free after graduation. SAFE youth also distributed 2,045 cardboard fans at graduation ceremonies to not only help attendees stay cool, but to also remind parents/grandparents to lock up their alcohol, marijuana and/or prescription drugs in their homes.

**Virtual meetings:** During the past year, we have been hosting virtual SAFE meetings and moving to many other electronic forms as a way to involve youth to the fullest extent possible. SAFE youth vote on prevention messages through electronic forms and complete their "About Me" SAFE feature for social media electronically.



## The youth of **SAFE**



**Merette  
Carson**

Charlevoix High School  
Class of 2023  
2 years in SAFE

**What are some of the activities that you have participated in?** Christmas pens/bracelet design, passing out bracelets, posters, hanging up SAFE banners.

**What have you enjoyed most about serving on SAFE?** I like that we make a difference in our community and how we show our peers what it means to live a SAFE life.

**How is SAFE beneficial to your school?**

By having kids in SAFE, it makes us relatable to our peers and understand the SAFE message more than a older person sending the same message.

**What are the biggest issues facing students today?** I think the biggest issue students face is mental health.

## Hey TEENS!

Apply to join the SAFE youth committee:  
[www.SAFEinNM.com](http://www.SAFEinNM.com)



# Youth in Action

Each year SAFE Youth meet with lawmakers to discuss policy/advocacy concerns as it relates to youth substance use. This year the SAFE Youth met with Senator Wayne Schmidt via Zoom. Sen. Schmidt listened to the youth and asked questions about their concerns with youth substance use. We hope additional visits can be scheduled with more legislators in the year ahead.

**Right:** While hosting a SAFE resource booth at a COVID-19 vaccination clinic in Petoskey, Gov. Gretchen Whitmer stopped by during a visit to the area. She received a SAFE bag with our resources in it and staff were able to share about the work of SAFE!



## Under your roof?

**Lock It Up**  
campaign  
SAFE in  
Northern Michigan

## Please lock it up!

Help teens stay away from substance use this summer by locking up alcohol, prescriptions, tobacco, vapes and marijuana.

For free lock kits, and alcohol and drug at-home testing kits, contact SAFE in Northern Michigan at [safeinnm@gmail.com](mailto:safeinnm@gmail.com).

Creating Environments  
Free of Substance Use

[www.SAFEinNM.com](http://www.SAFEinNM.com)

Commit to be substance free!

**Prom 2021 Reminders**

- Be aware that most teens who drink access alcohol at home(s).
- Refuse to purchase alcohol for anyone under age 21. *Be part of the solution.*
- Lock up your alcohol supply.
- Refuse to allow anyone under 21 to drink alcohol in your home or on your property. Most families refuse to allow minors to drink.
- Be a good role model. If you use alcohol, use it in moderation.
- Connect with other parents. Getting to know other parents can help you keep closer tabs on your child.
- Hold your ground! Don't provide, ignore, or excuse the use of alcohol with teens.

[www.SAFEinNM.com](http://www.SAFEinNM.com)

## Be SAFE. Be SMART.

Photo taken pre-COVID in fall 2019

## DON'T START

Creating Environments Free of Substance Use

[www.SAFEinNM.com](http://www.SAFEinNM.com)

## Celebration Toolkit

Each fall and spring, the SAFE coalition creates and sends out graphics to all area schools with messages to share with students and families encouraging safe, substance-use free activities around events like homecoming, spring break, prom and graduation and summer break. Pictured are a few of the messages sent out during the 2020-21 school year. *We appreciate our districts' support of SAFE's messages!*

# SAFE Impact map project unveiled

See the Impact Map online:  
[www.SAFEinNM.com](http://www.SAFEinNM.com)



Another notable accomplishment occurred in Fall 2020: SAFE began a new evaluation project, **SAFE IMPACT**. Using geographic information systems (GIS), students map substance use prevention activities they complete around their community in the SAFE IMPACT Map. The SAFE IMPACT Map helps SAFE in Northern Michigan monitor and evaluate our youth programs. Monitoring and evaluation are a combination of data collection and analysis (monitoring) and assessing to what extent a program or intervention has, or has not, met its objectives (evaluation). Adult coalition members were trained on the system in January 2021 and youth were trained in February 2021.

**Screening of "The First Day:"** Each year, SAFE hosts town hall-style meetings to bring information about substance use and prevention to the public. The documentary, "The First Day: A Focus on the Beginning," by Chris Herren, was presented at four separate viewings last spring, reaching approx. 40 people. Through the power of storytelling, The First Day addresses some of the most difficult issues facing teens. The film provides insights into addiction, as well as substance use, other harmful behaviors, and mental health problems. The response was extremely positive, with all participants reporting the information would help them prepare for discussions about alcohol, tobacco or other substances with their teen.



## TEENS!

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SAFE youth  
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## The youth of SAFE



### Claire Scholten

Charlevoix  
High School  
Class of 2023  
2 years in SAFE

**What are some of the SAFE activities you've participated in?** Bracelet hand out, sticker shock, bucket hat advertisement, SAFE athlete posters, and seasonal SAFE pens/pencils.

**What have you enjoyed most about serving on SAFE?** The fun environment while advocating for a good cause such as remaining drug and alcohol free!

### How is SAFE beneficial to your school?

It shows younger students that remaining alcohol and drug free is cool.

**What are the biggest issues facing students today?** Peer pressure.

Individually  
*We are one drop*

Together  
*We are the ocean*



Seated, from left: Horstman, Piehl, Templeton; back, Hebner, Janes, Pulaski, Flickema and Ford.

## Adult SAFE coalition members

Susan Pulaski,  
*Project Director*  
Randall Koch,  
*Chairman*  
Nichole Flickema,  
*Project Coordinator*  
Jodie Balhorn  
Mike Bush  
Becky Hurrism-Brezinski  
Amy Brown  
Jayne Chickering  
Justin Davis  
Megan Havrilla DeHoog  
Sarah Ford

Jim Harrington  
Corey Hebner  
Sierra Hilt  
Amy Horstman  
Tanya Janes  
Natalie Kasiborski  
Scott Kelly  
Kyle Knight  
Liz Nachazel  
Beth Anne Piehl  
Fred Simons  
Ellen Templeton  
Tory Thrush  
Angie Woodin

## The youth of SAFE



**Brayden  
Steenwyk**

Ellsworth  
High School  
Class of 2022  
4 years in SAFE

**What are some of the activities that you have participated in?** I help set up all the SAFE booths for games, help with the varsity poster project and all the various projects that SAFE does within the school and local area.

**What have you enjoyed most about serving on SAFE?** I enjoy the big meetings and events that SAFE puts on to spread awareness.

**How is SAFE beneficial to your school?** It shows younger kids that alcohol and drug abuse is a

serious issue and is not cool to do.

**What are the biggest issues facing students today?** I think a lot of kids look at vaping as a cool thing to do and I think that this fad has definitely slowed way down. Other abuse like alcohol abuse

I think a lot of time stems from mental issues like anxiety and depression.

**Is there anything else you would like to share about SAFE?** I really enjoy being a part of SAFE it is fun and very beneficial for the schools and communities it serves.





# Thank you, Sponsors!

2020-21 Sponsors

Pat & Ann Hylant  
Petoskey Family Foot Care

*With additional grant funding from*



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[SAFEinNM@gmail.com](mailto:SAFEinNM@gmail.com)

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