
PLANET
Youth
by ICSRA
PREVENTION
IS POSSIBLE
Brasilia
September 2019

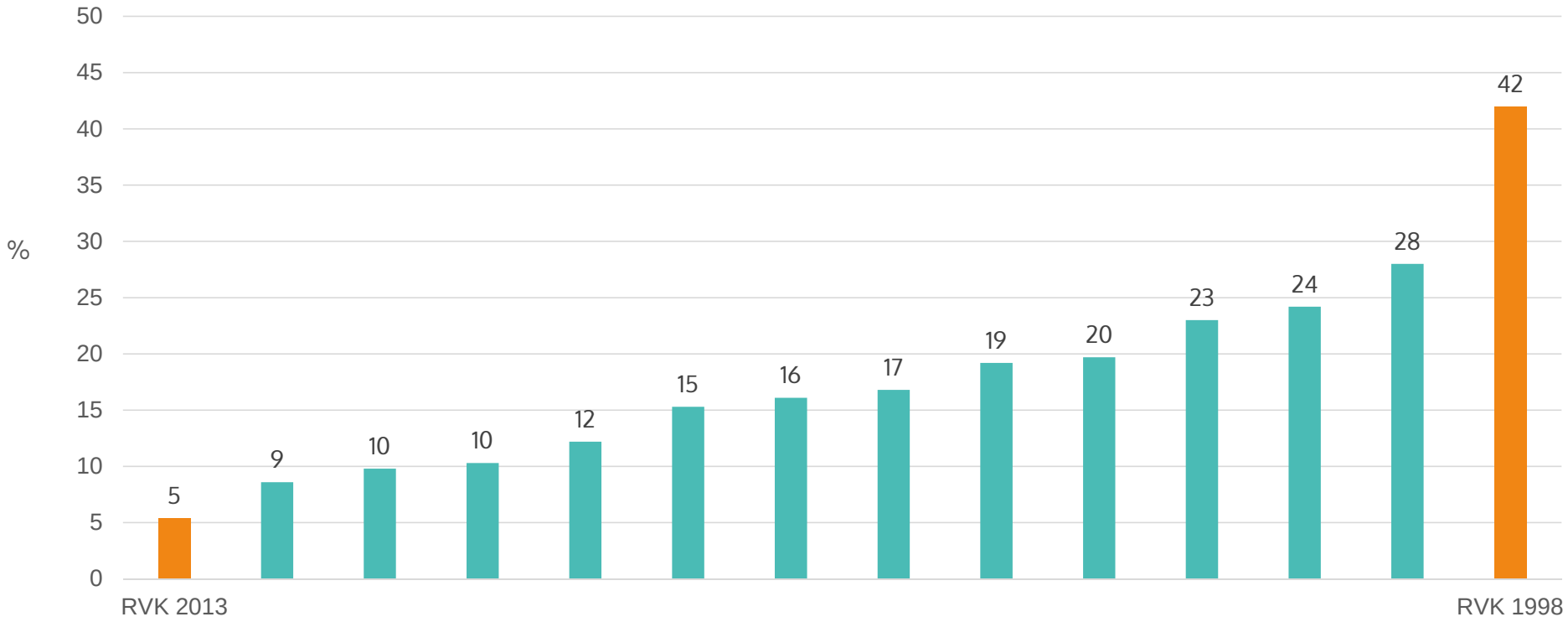
Evidence Based Primary Prevention

The Icelandic Model

Jon Sigfusson
ICSRA

Reykjavik in the summer of 1997

15-16 year old who have become drunk past 30 days in some European cities 2017



Iceland knows how to stop teen substance abuse

But the rest of the world isn´t listening

INDEPENDENT

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PLANET Youth

Lifestyle › Health & Families

Iceland knows how to stop teen substance abuse but the rest of the world isn't listening

In Iceland, teenage smoking, drinking and drug use have been radically cut in the past 20 years. Emma Young finds out how they did it, and why other countries won't follow suit

Emma Young | Tuesday 17 January 2017 | 1 comment

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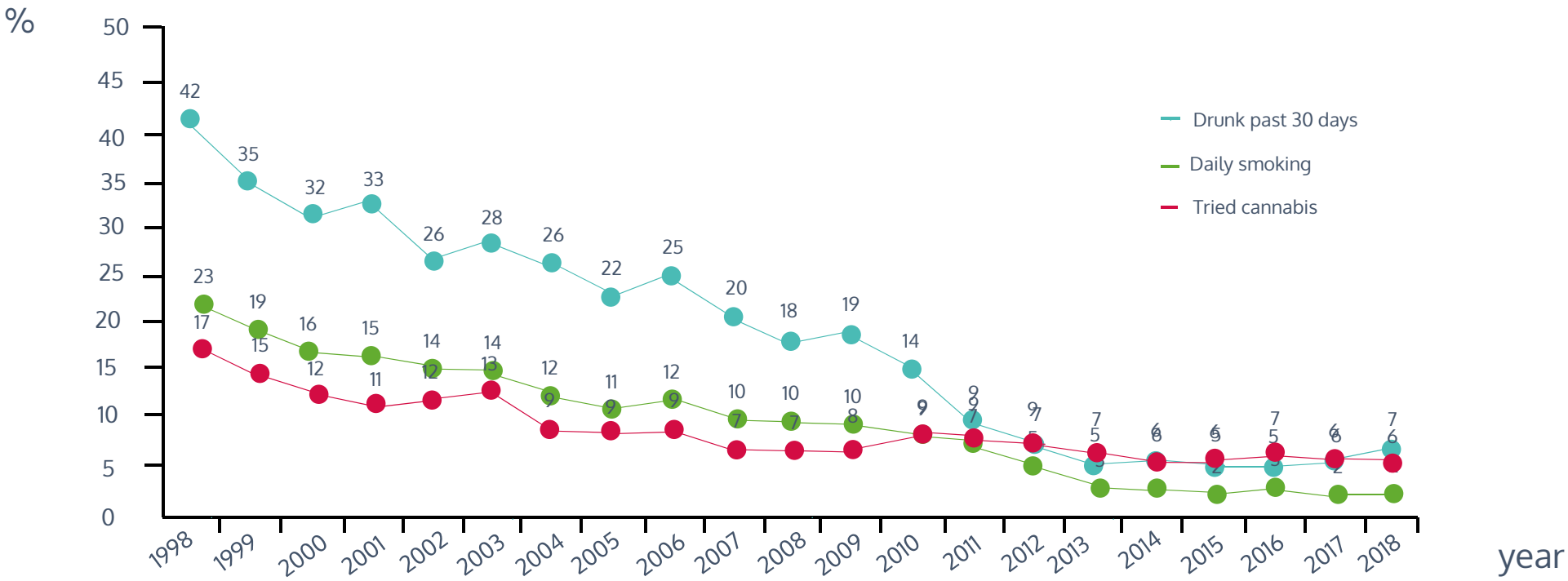
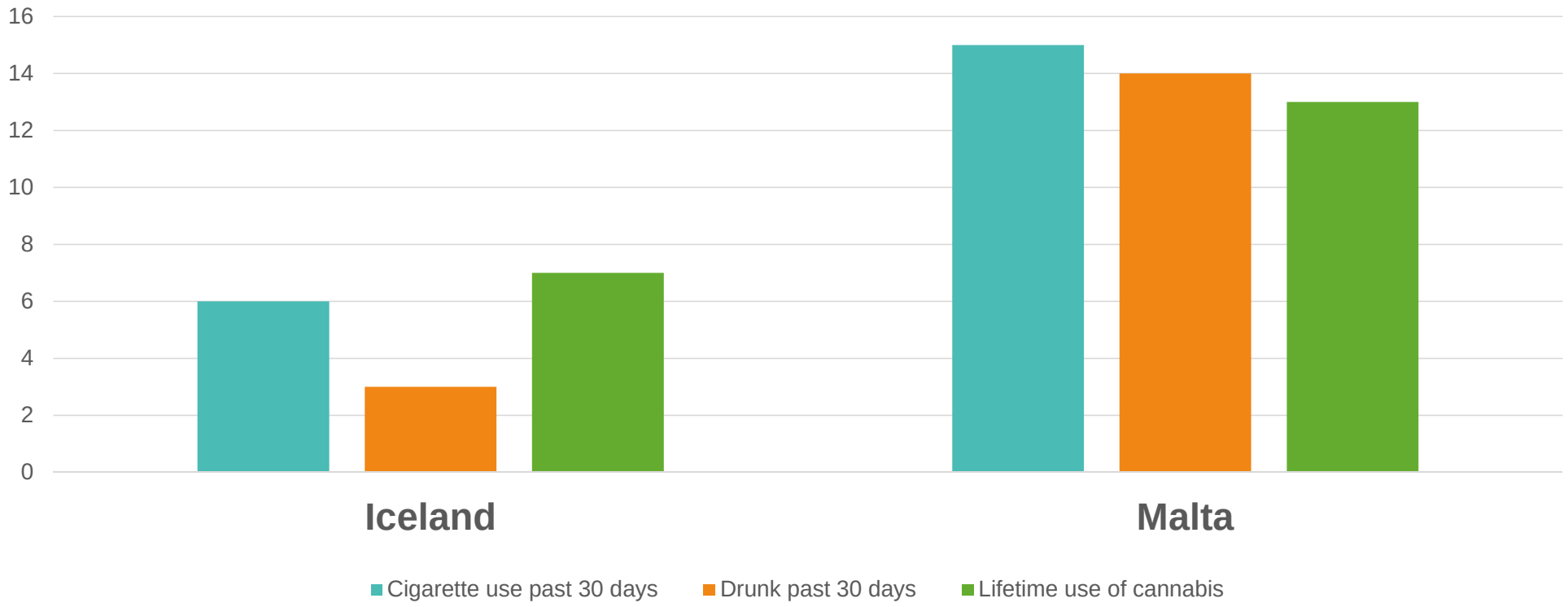
From highest to lowest in substance use – 15/16 year old students

Based on the Icelandic Prevention Model



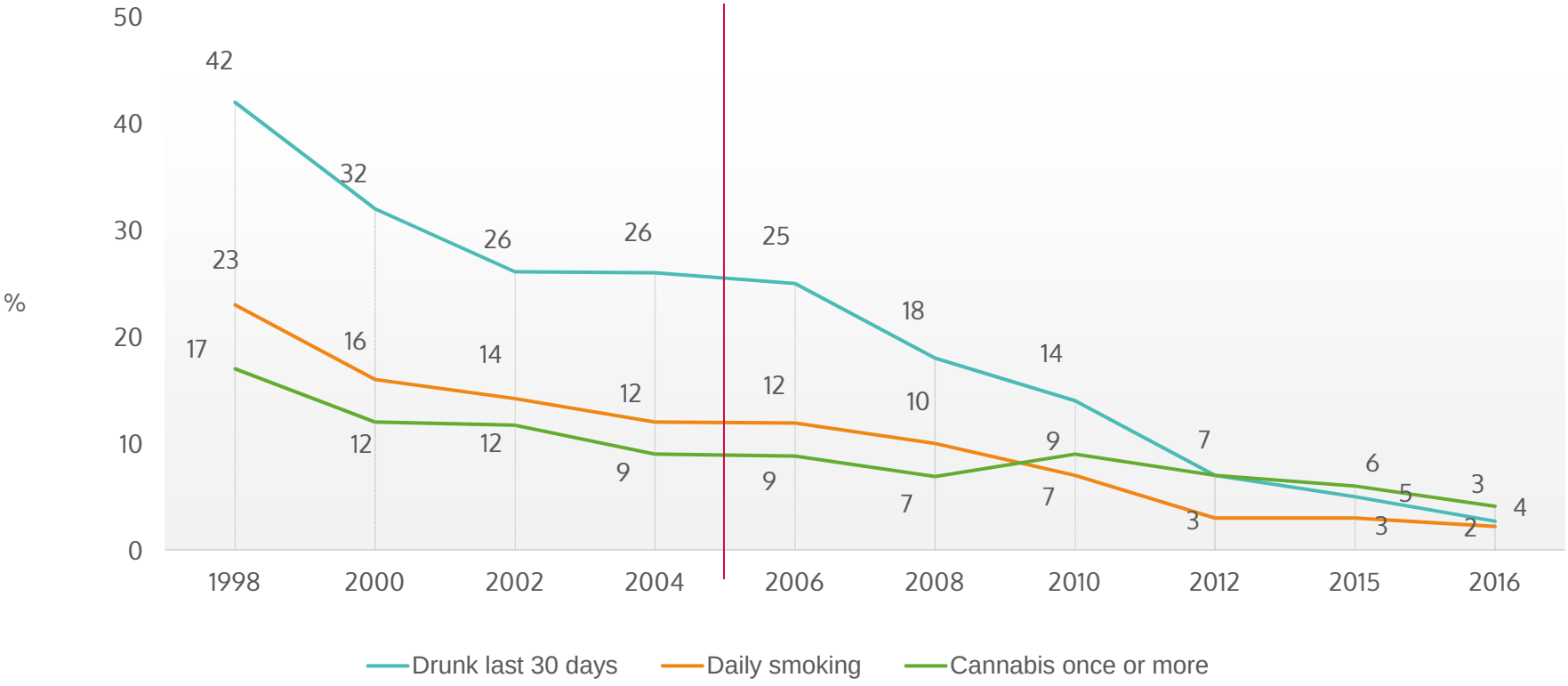
Substance Use Amongst European Youth

(ESPAD, 2015)



International Development

International development of the Model



Youth in Europe started 2005

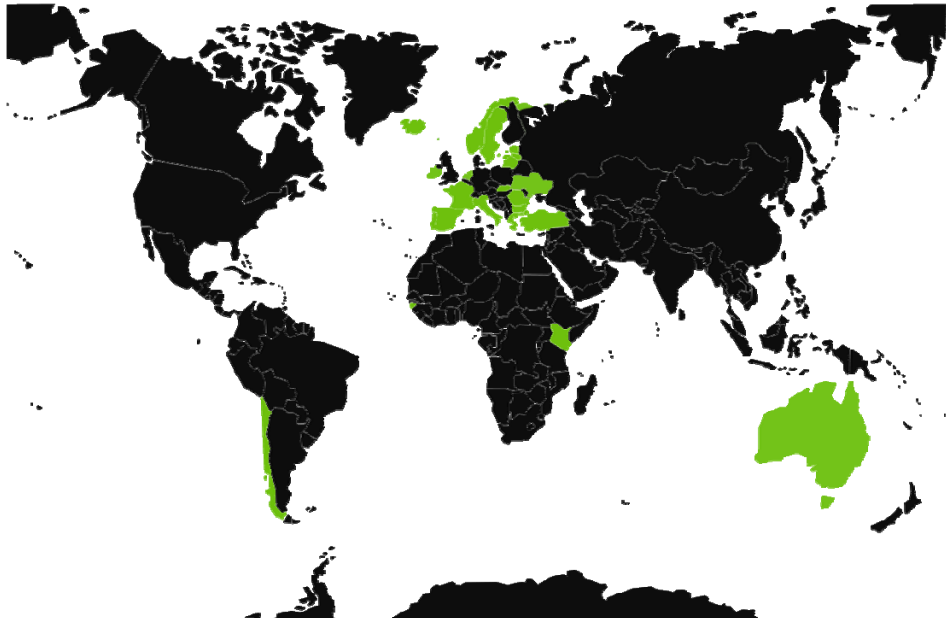
Easily Transferable

- The Model can be implemented in any community
- Everywhere parents are afraid that their children start using drugs
- If the solution is there, why not at least give it a try?

PLANET Youth

Global reach

As of 2018 we have partnered with a total of 58 communities in Chile, Australia, Portugal, Spain, France, Malta, Italy, Greece, Turkey, Slovakia, Romania, Moldova, Bulgaria, Lithuania, Latvia, Estonia, Sweden, Norway, Faeroe Islands, Netherlands, Ireland, Ukraine, Kenya and Guinea-Bissau.



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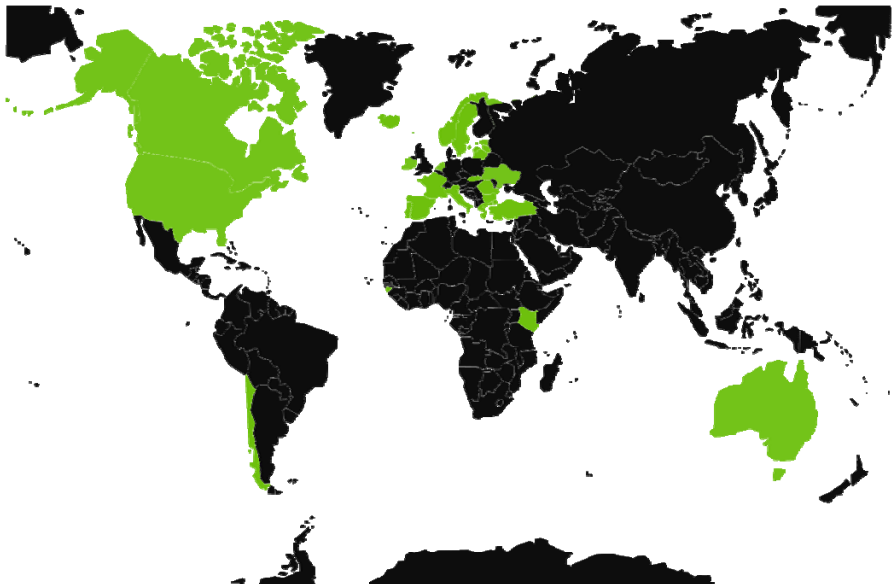


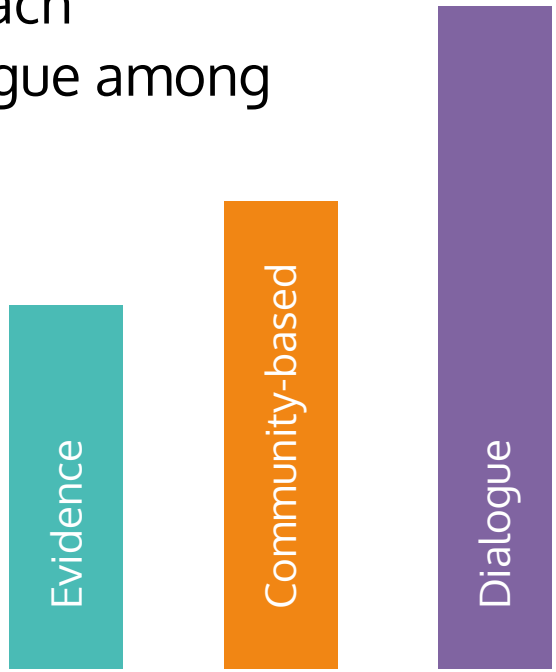
Mr. Olafur Ragnar Grimsson
Political Supporter of Planet Youth Worldwide

Building blocks

The three pillars of success

The Icelandic model is predicated upon three pillars:

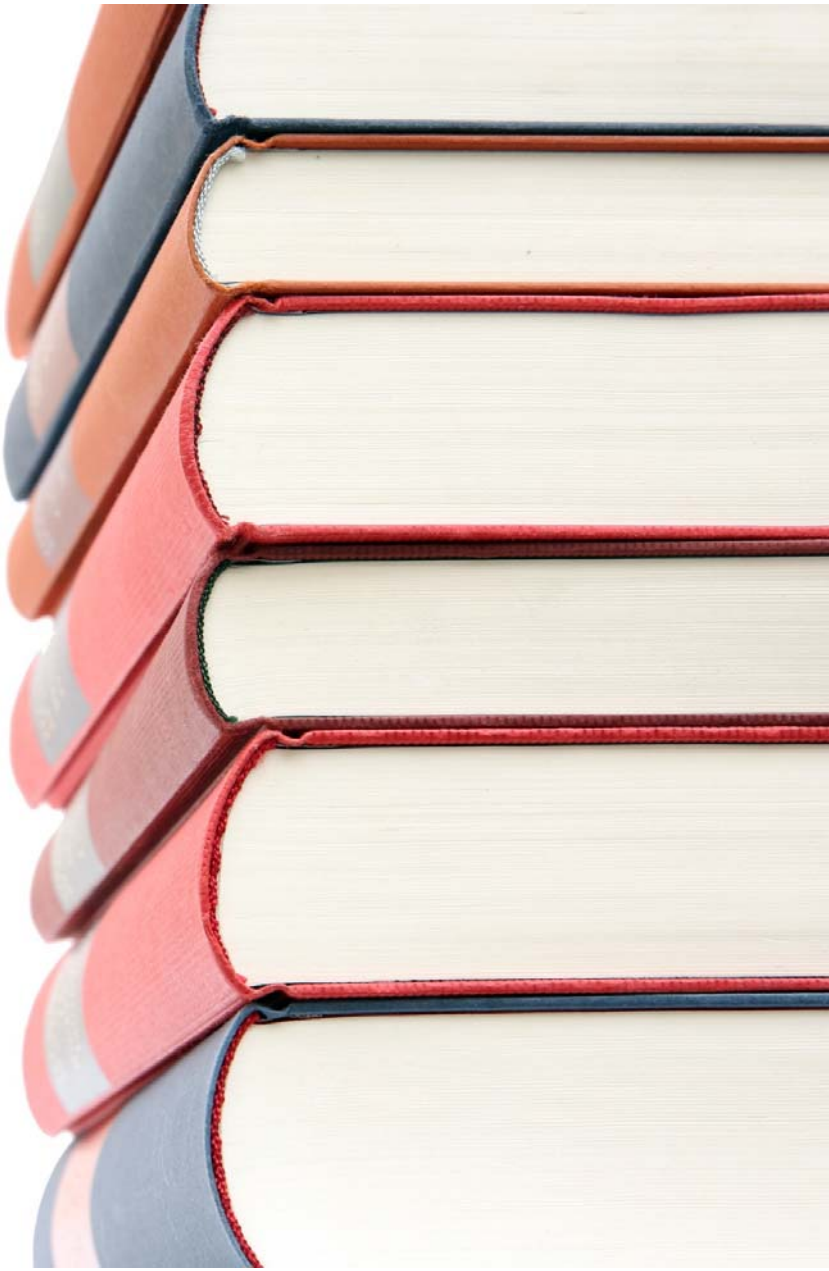
1) Evidence-based practice
2) Using a community-based approach
3) Creating and maintaining a dialogue among research, policy and practice



Upon reflection

Why research based?

- Medicine
- Engineering
- Tourism
- Fisheries
- Pharmaceutical industries
- Children´s lives, health and well-being



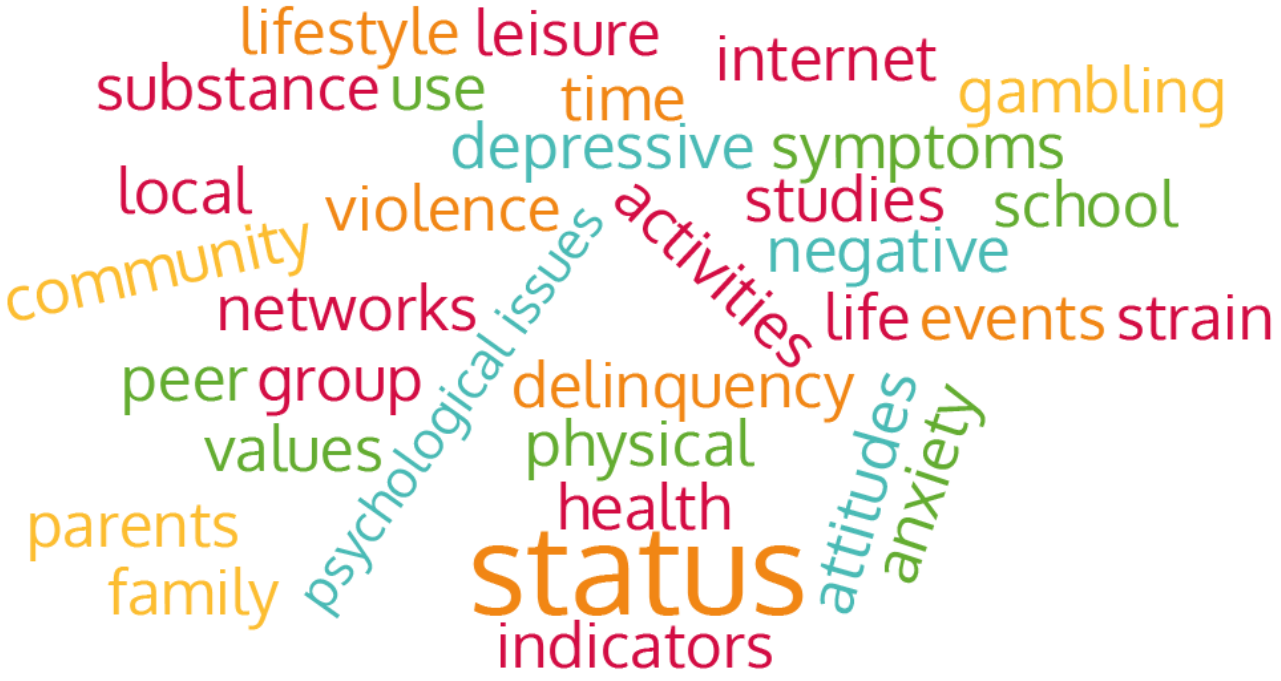
Youth in Iceland database 1992 - 2019

Data collections in schools

- 10 – 13 year old (since 2000) Primary school
- 14 – 16 year old (since 1992) Primary school
- 16 – 20 year old (since 1992) High-school

1992

Indicators


lifestyle
leisure
internet
substance use
time
gambling
depressive symptoms
local
violence
studies
school
community
activities
negative
networks
life events
strain
peer group
delinquency
psychological issues
values
physical
attitudes
anxiety
parents
health
family
status
indicators

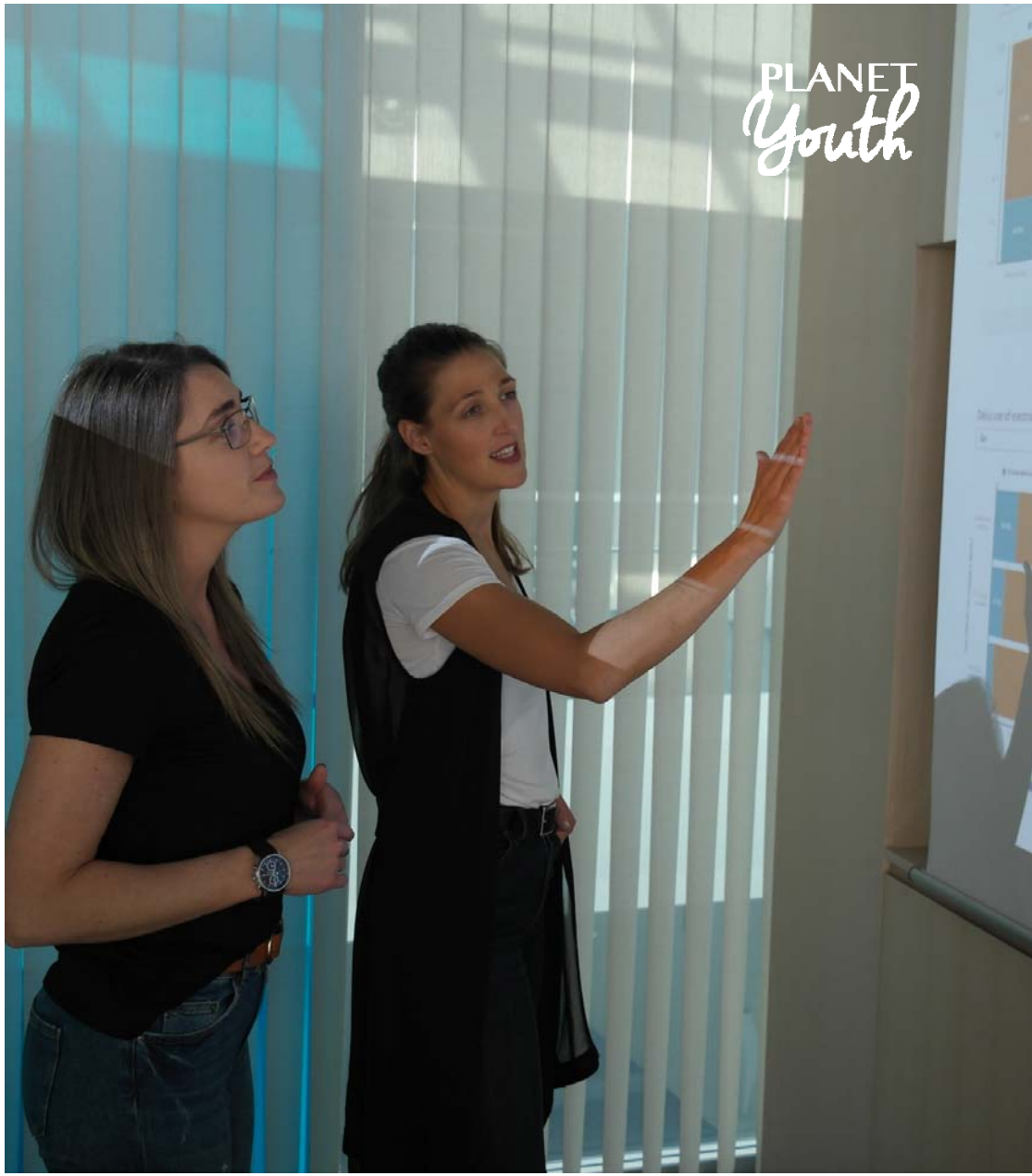
The twofold use of research

1. Scientific

2. Practical

The scientific role of research

- In depth analysis of the data
- Over **100 peer reviewed** publications in international journals
- Science forms the platform for practice



The practical role of research

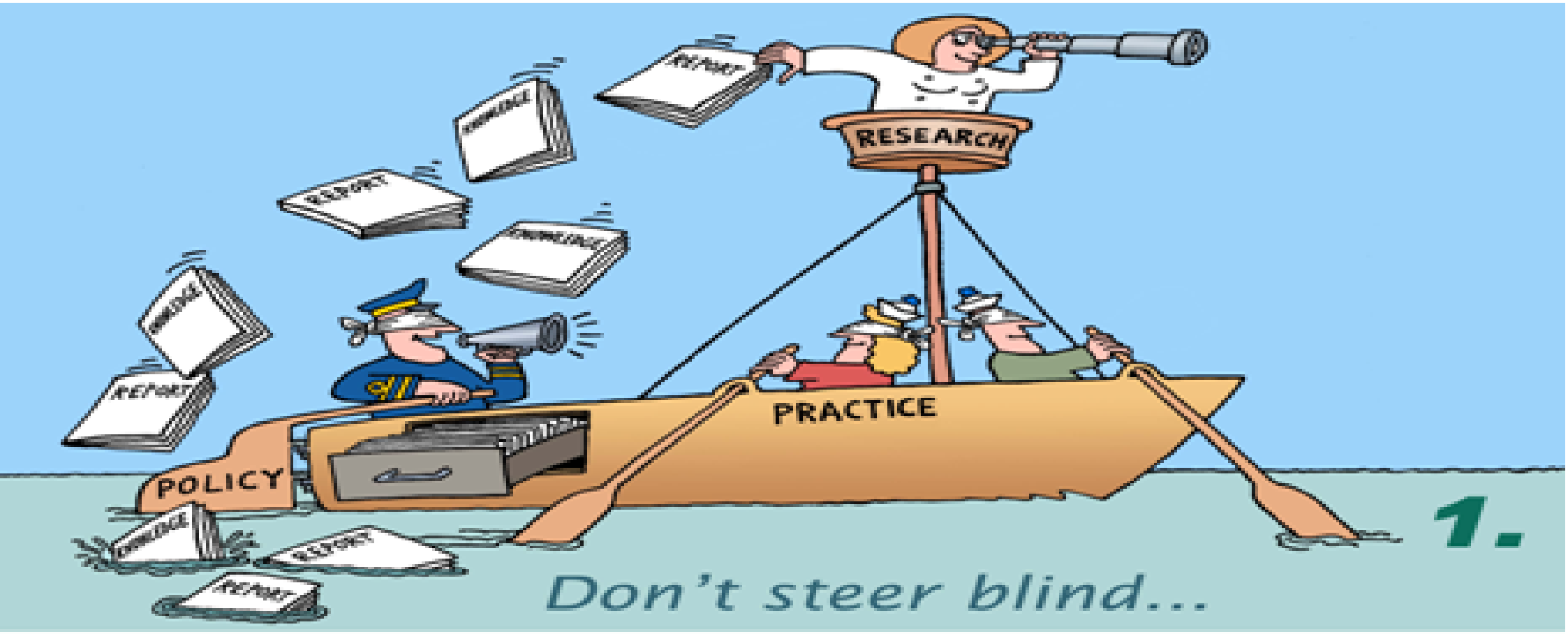
- Data collections on substance use regularly
- Practical information immediately to the municipalities
- Local information INTO all levels of prevention work is a KEY issue

Immediate feedback

- Make sure practical information is out immediately after data collection
- Not 3-4 years later but almost immediately
- Every school, every parent, every prevention worker can have access to current situation in the close community

Measure often

- Continuously
- At least bi-annually
- Things change fast in the lives of adolescents



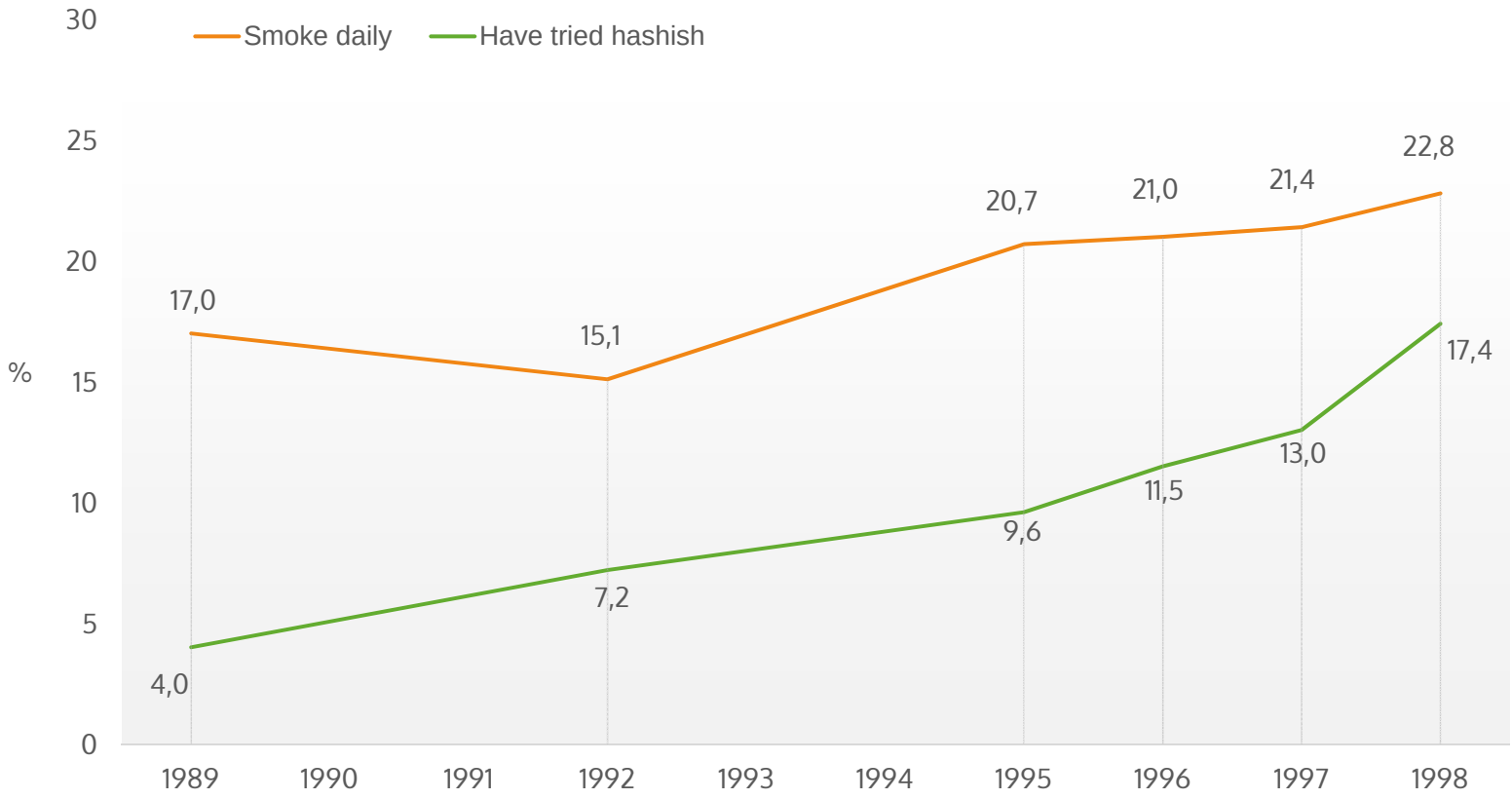
The researchers "guru" approach

The way we work now

In a nutshell, to speed-up and integrate

What did we learn?

Trends in substance use among 10th grade students in Iceland from 1989-1998

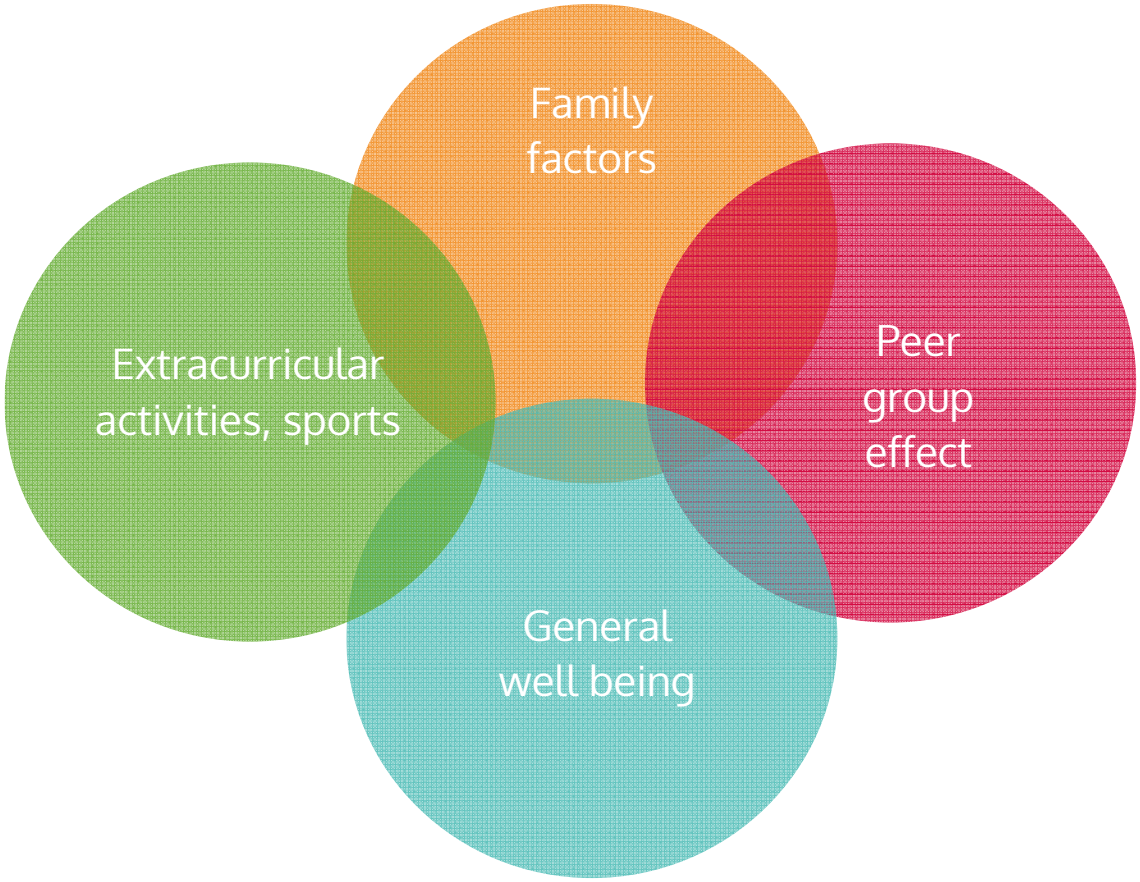


The year is 1998

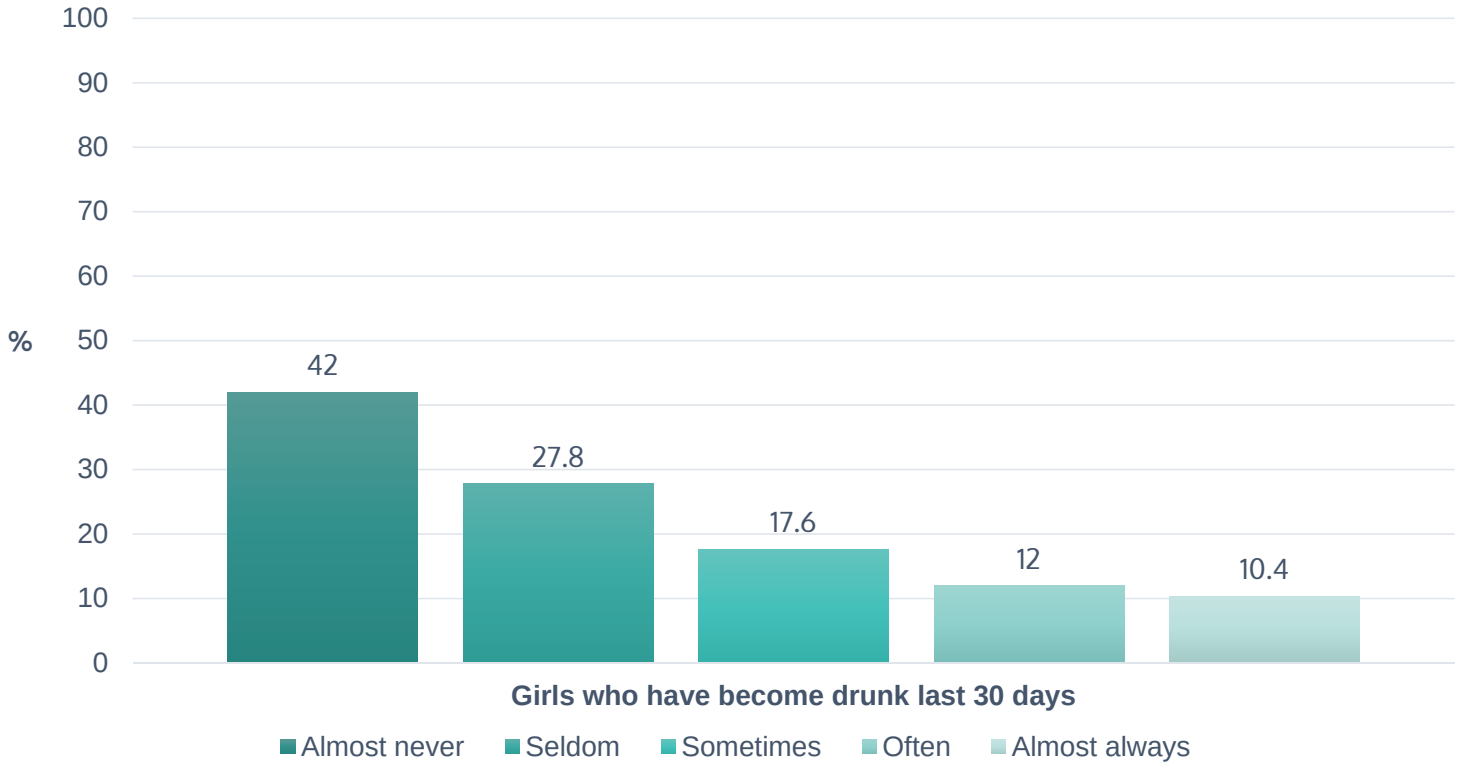
At this point in time research had already showed us that **certain circumstances and behaviour** in the lives of adolescents were strongly connected with substance use

We tried to establish the risk and protective factors

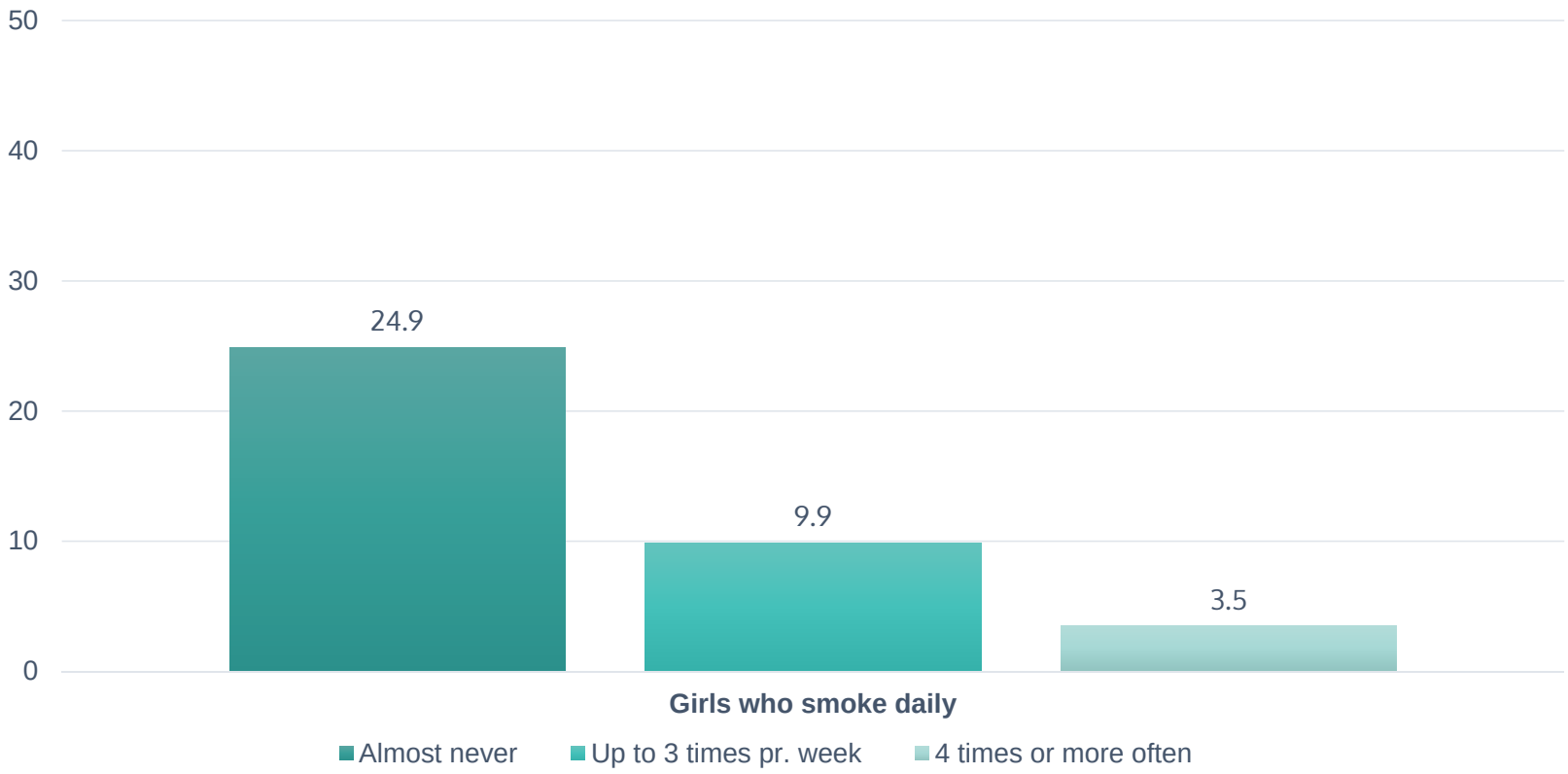
The main risk and protective factors



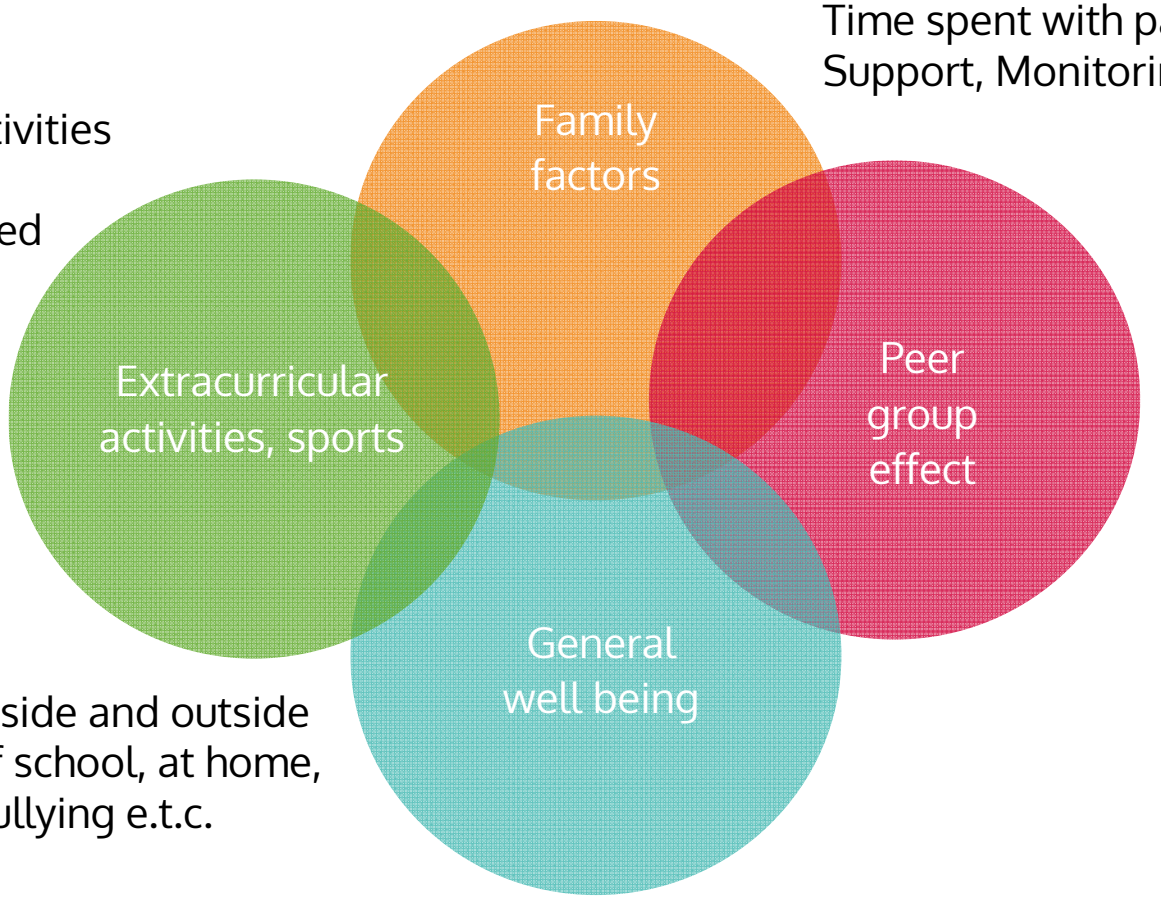
Strong connection between drinking alcohol and time spent with parents



Strong connection between smoking and participation in sports



And analysing deeper



Time spent with parents
Support, Monitoring, Control

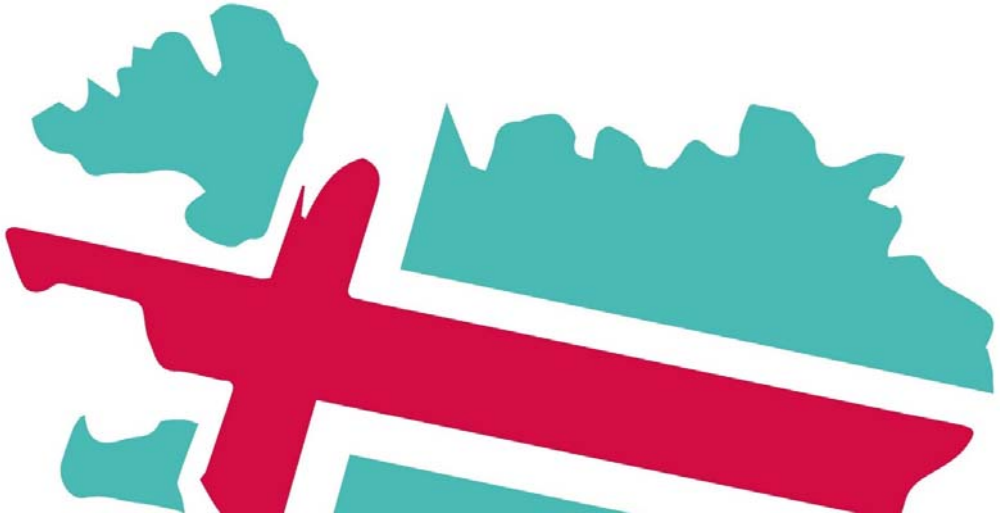
Organized activities
vs.
unorganized

Positive and negative effects. How we as parents approach the peer group. Staying outside late. Hanging out in malls.

Inside and outside of school, at home, bullying e.t.c.

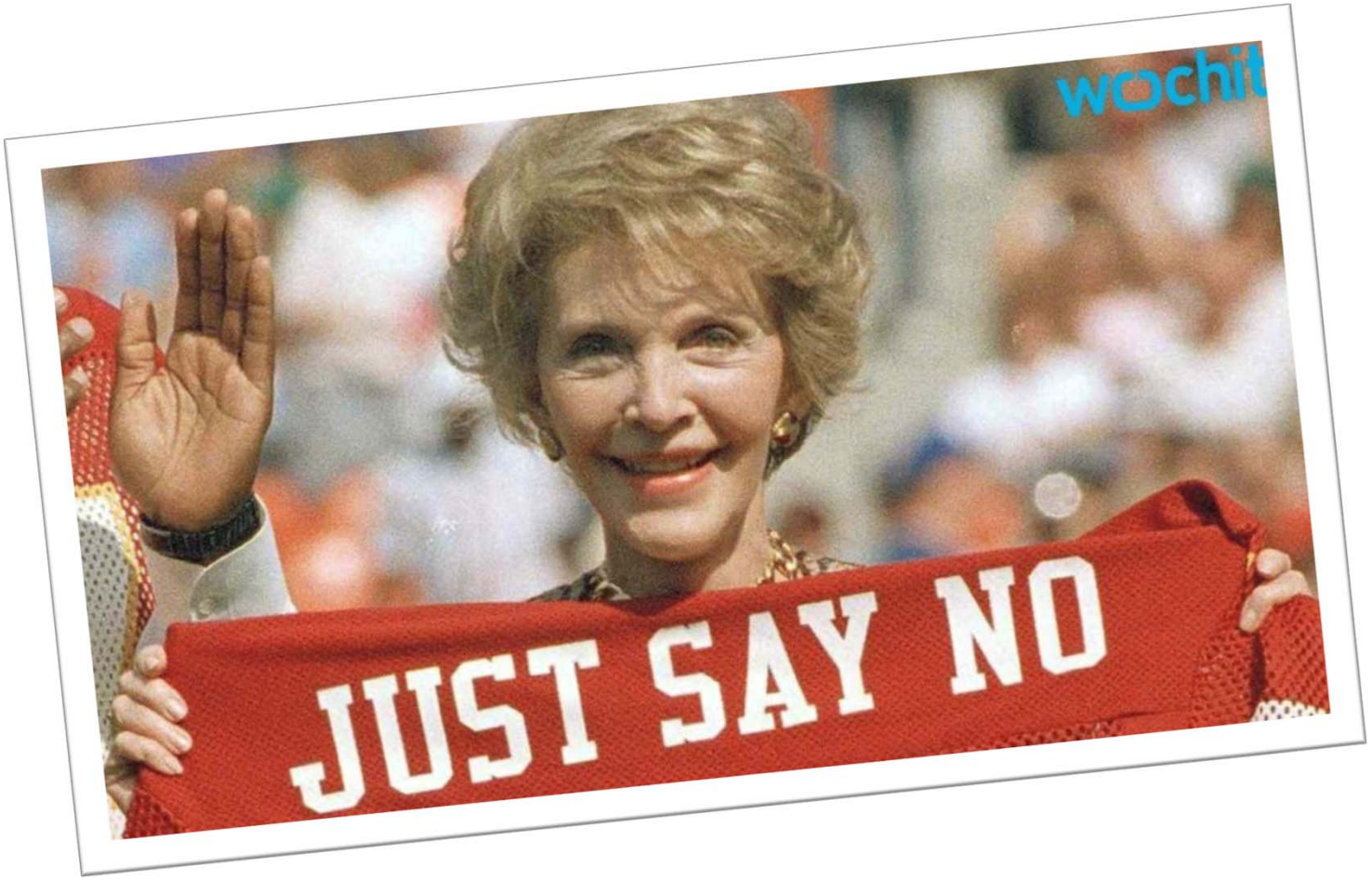
1998 Drug-free Iceland

- A totally new methodology in substance use prevention
- Obviously, what we had been doing before, was not working

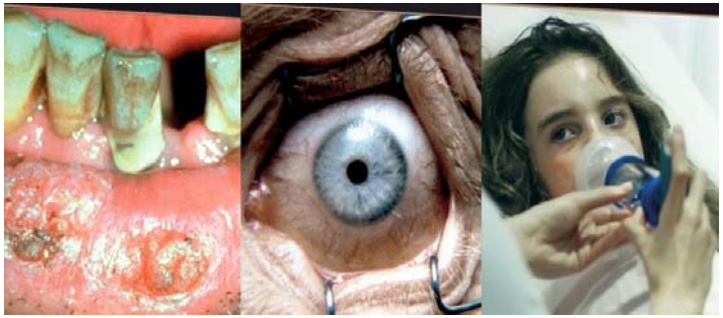


We had been doing this

Remember this?



SEE THE HORRORS



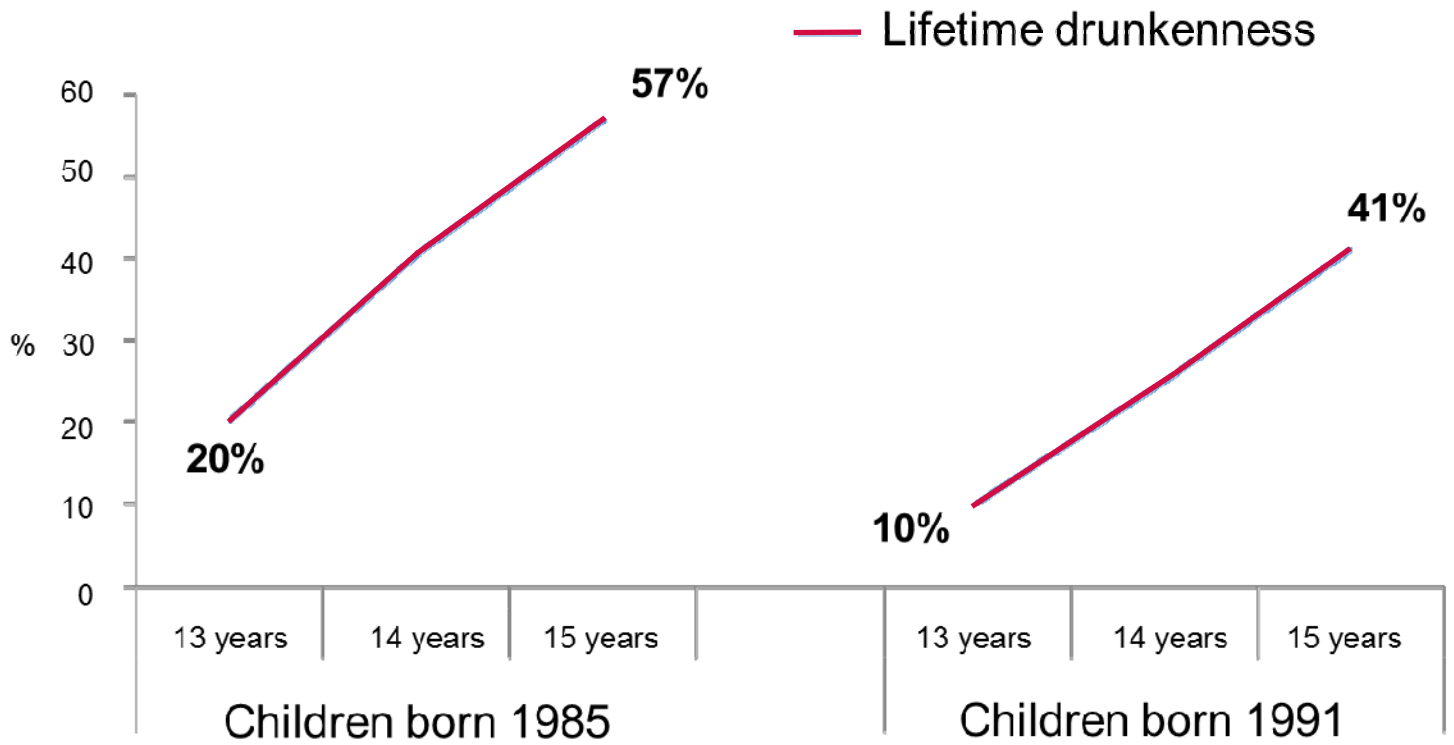
Aim of Drug-free Iceland

- To change the actual **behaviour** of youth and not only their **attitudes**

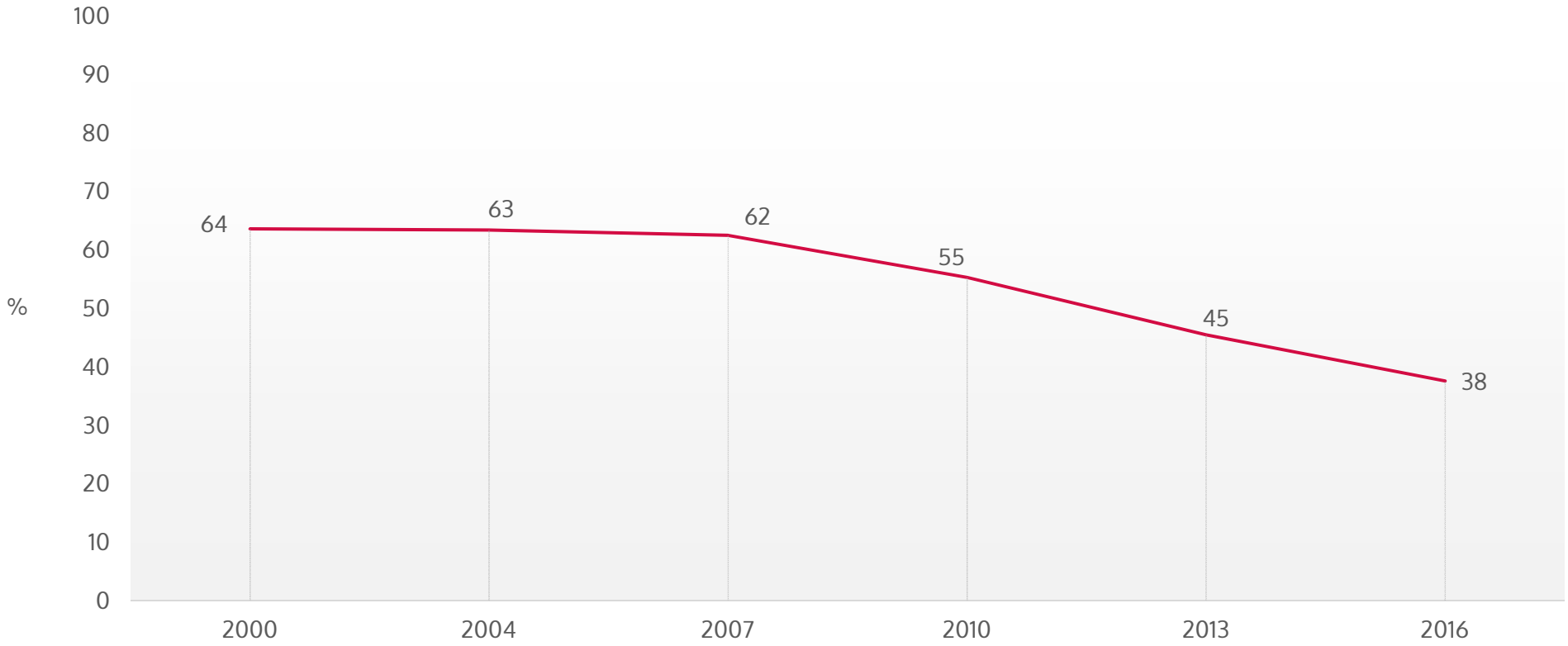
- Change the **life-style environment** of our children so that they would be in **lesser risk** of substance use

Digging deeper

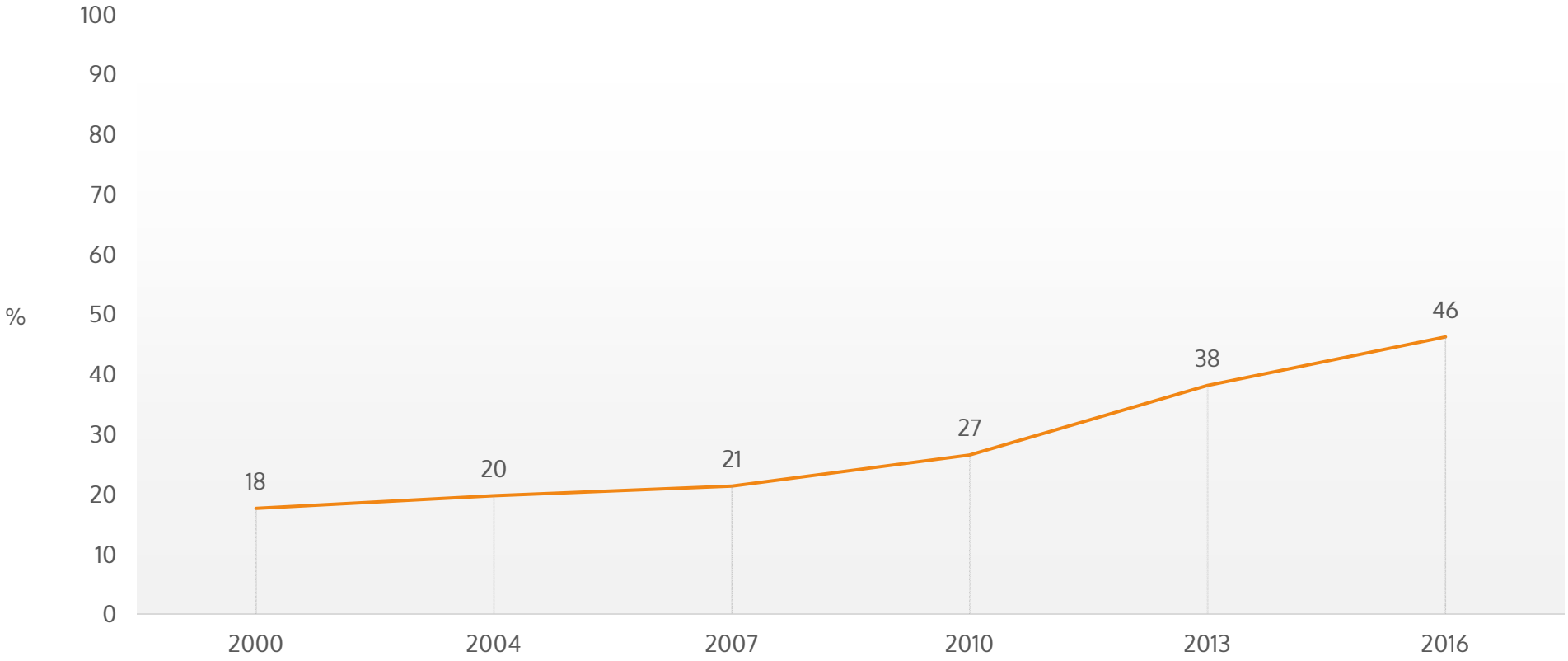
Substance use follows cohorts



Alcohol use trend in Icelandic High-Schools 16 - 20 year old students



Never got drunk in lifetime
High-Schools 16 - 20 year old students

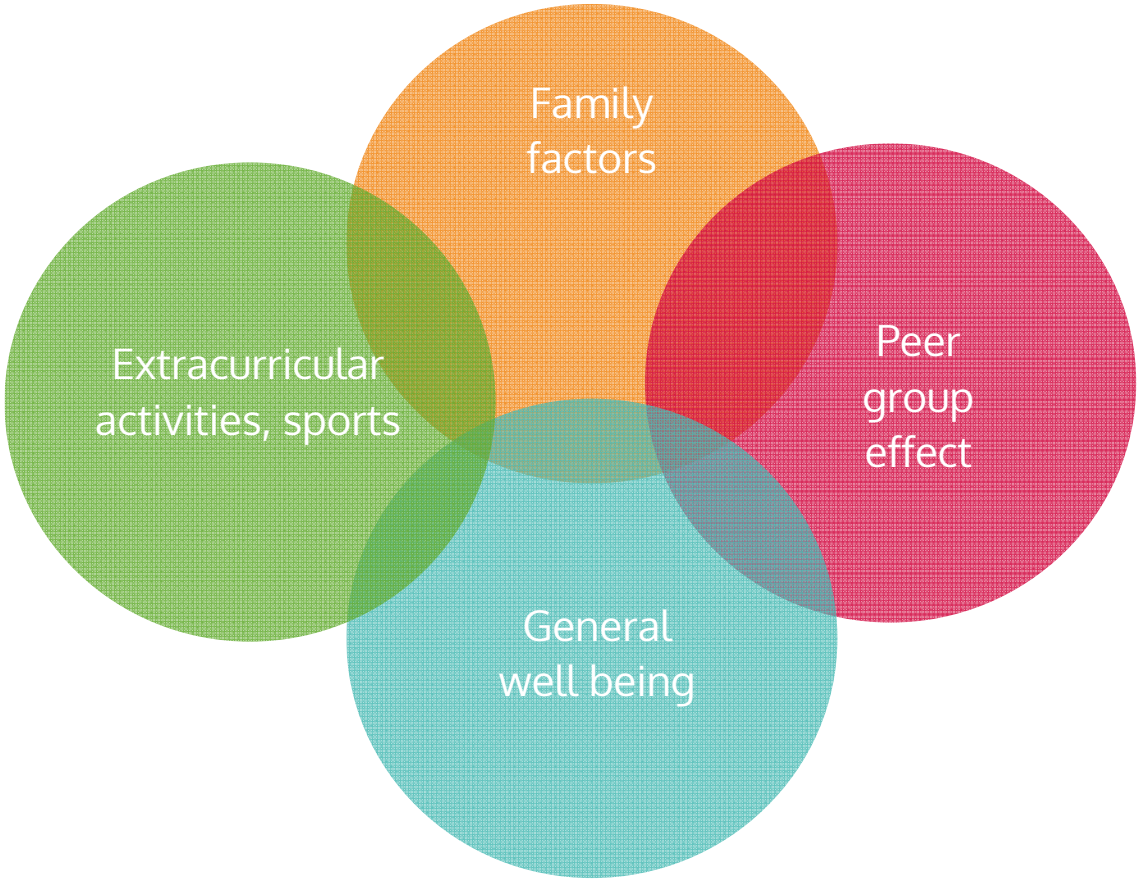


Our focus is primary prevention

1. Primary prevention, preventing the development of substance use before it starts
2. Secondary prevention, that refers to measures that detect substance use
3. Tertiary prevention efforts that focus on people already abusing substances

How were the findings used?

This we knew was important



Examples of local/community actions

- Research as a basis before deciding on any actions
- Strengthen parent organizations and co-operation
- Support young people at risk inside schools
- Form co-operative work groups against drugs
- Support active NGOs'
- Support extracurricular activities / sports

Examples of national/government actions

- Age limits to buy tobacco and alcohol (18 and 20)
- Age of adulthood raised from 16 to 18
- Advertising ban of tobacco and alcohol
- Guidelines on outside hours for adolescents

Community focus

Focus on close community

How could an average figure on alcohol use in your country help prevention workers in your community/municipality?

“Average” doesn´t tell all the story!

Focus on the close community

Sao Paulo

Montes Claros

Local information fuels dialogue

Dialogue between key stakeholders

Politicians, municipalities and local authorities

Parental groups and family planners

School authorities and school workers

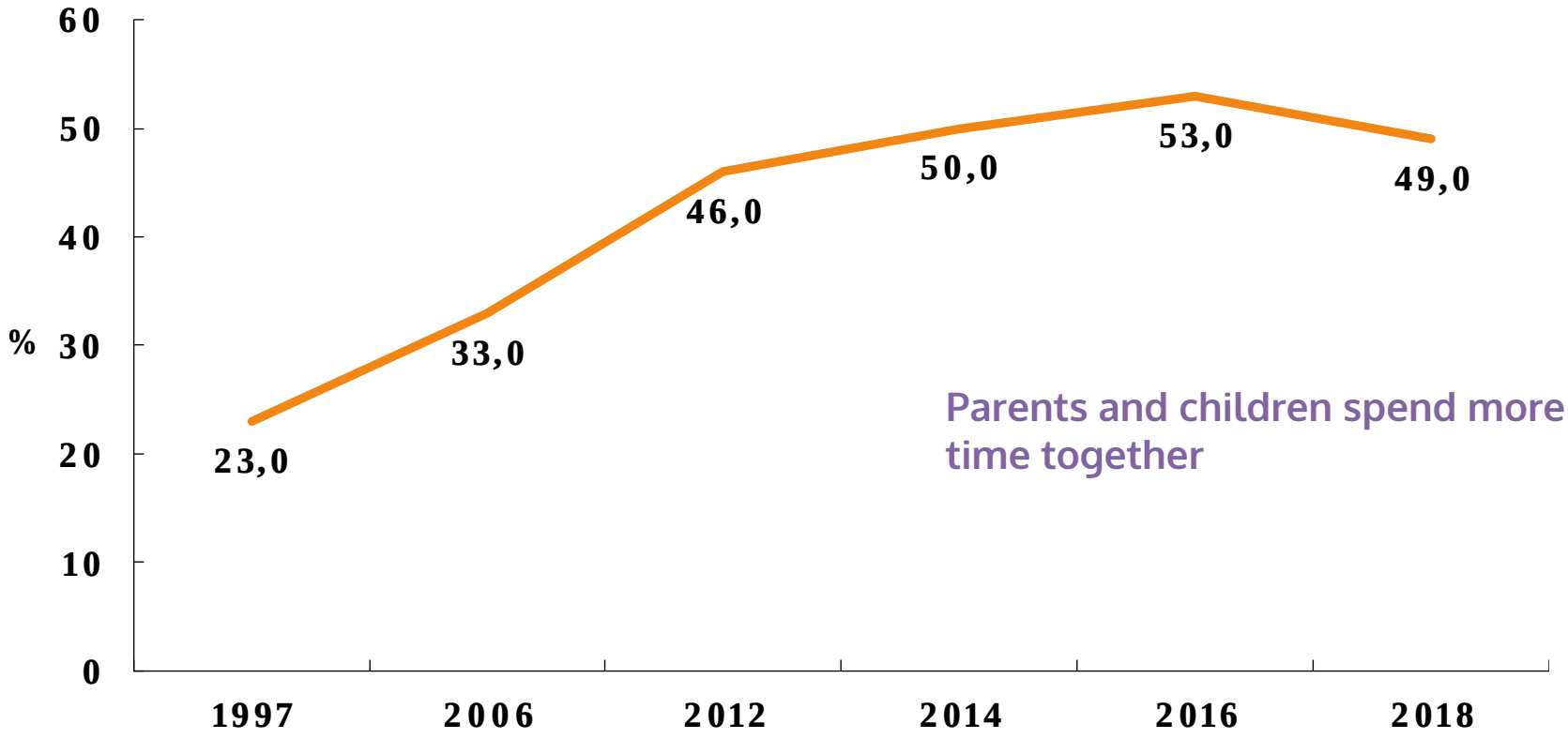
Health educators, health and social services

Leisure time workers, prevention workers

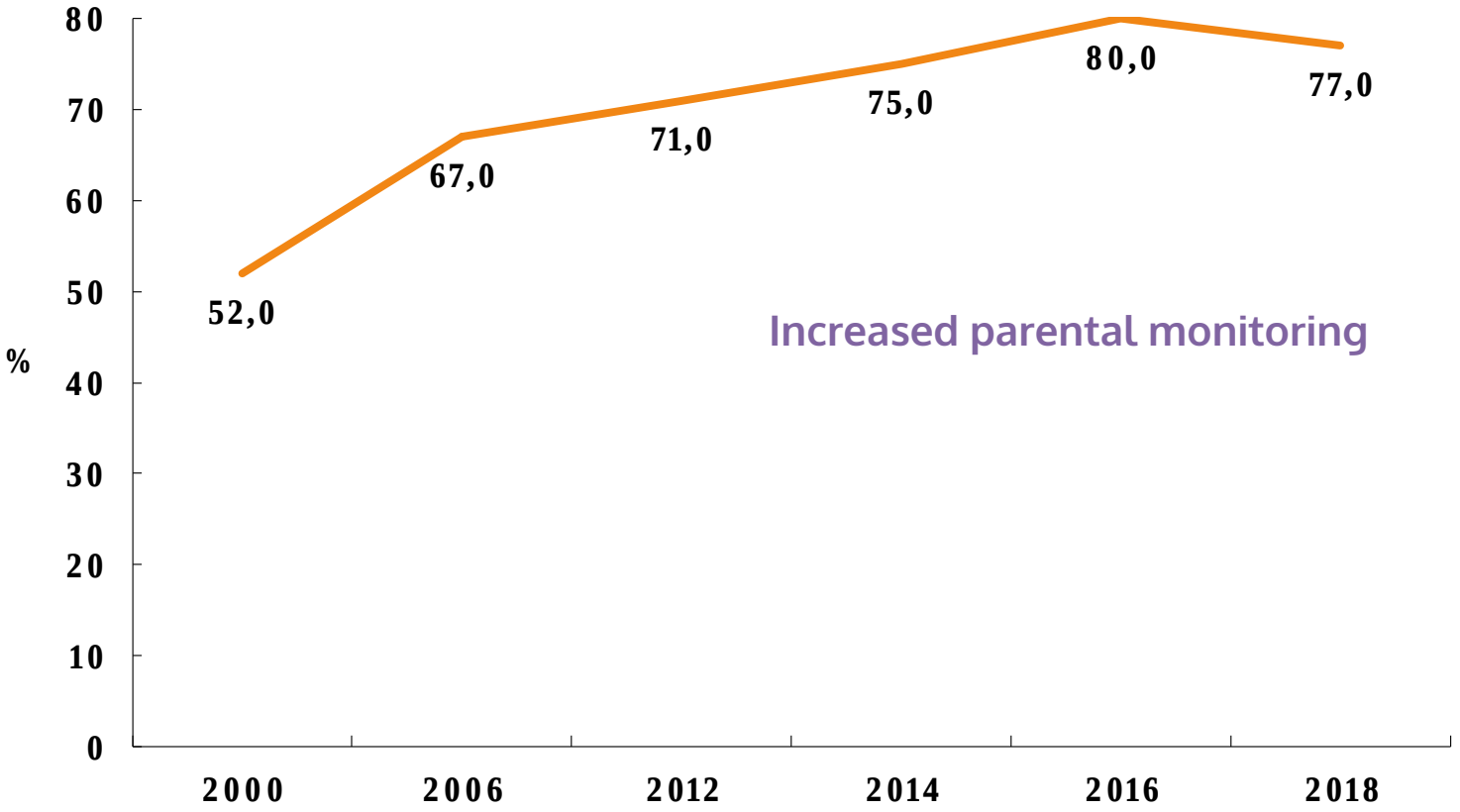
Sports and youth institutions

Impact

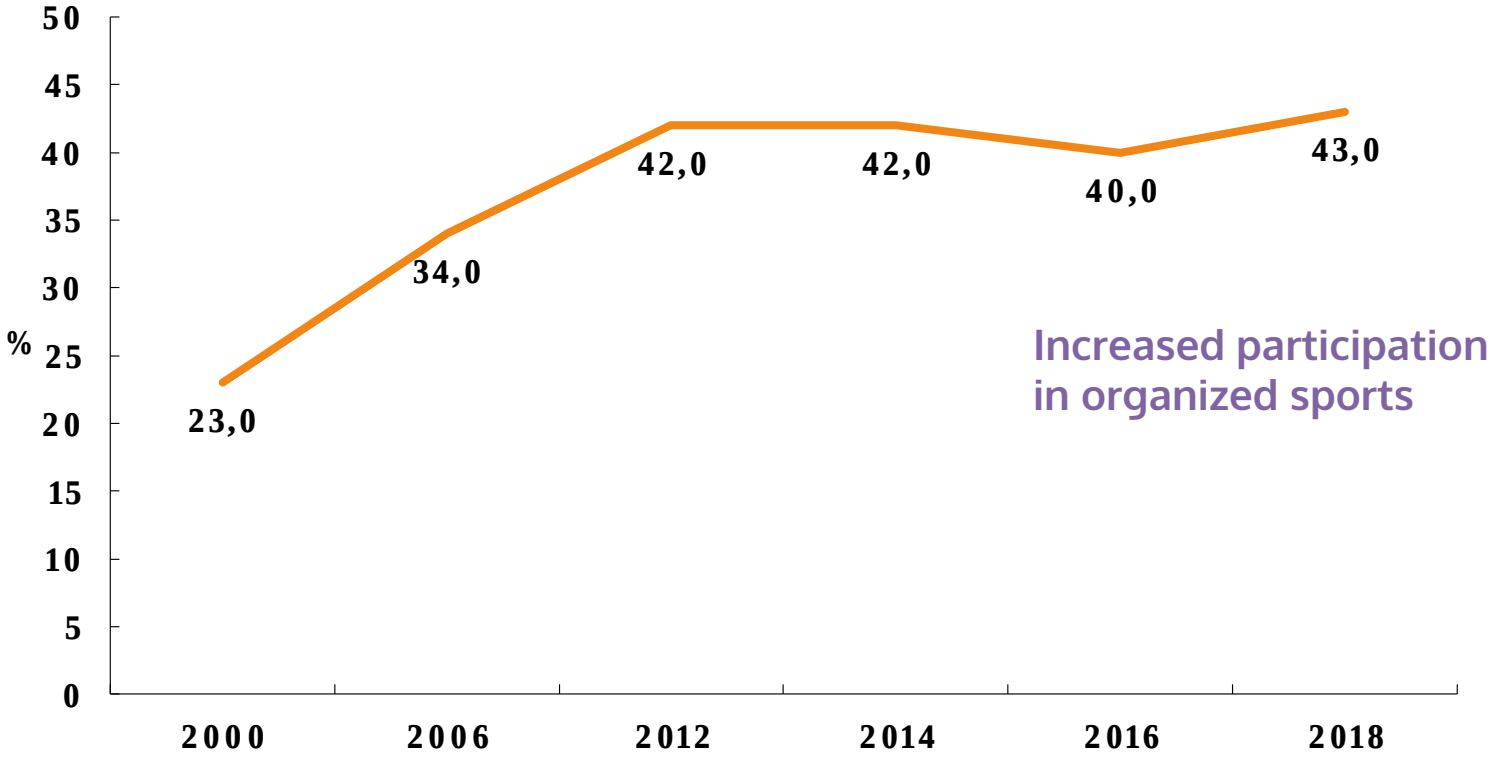
Rates of students in 9th and 10th grade who spend time (often/almost always) with their parents during weekdays



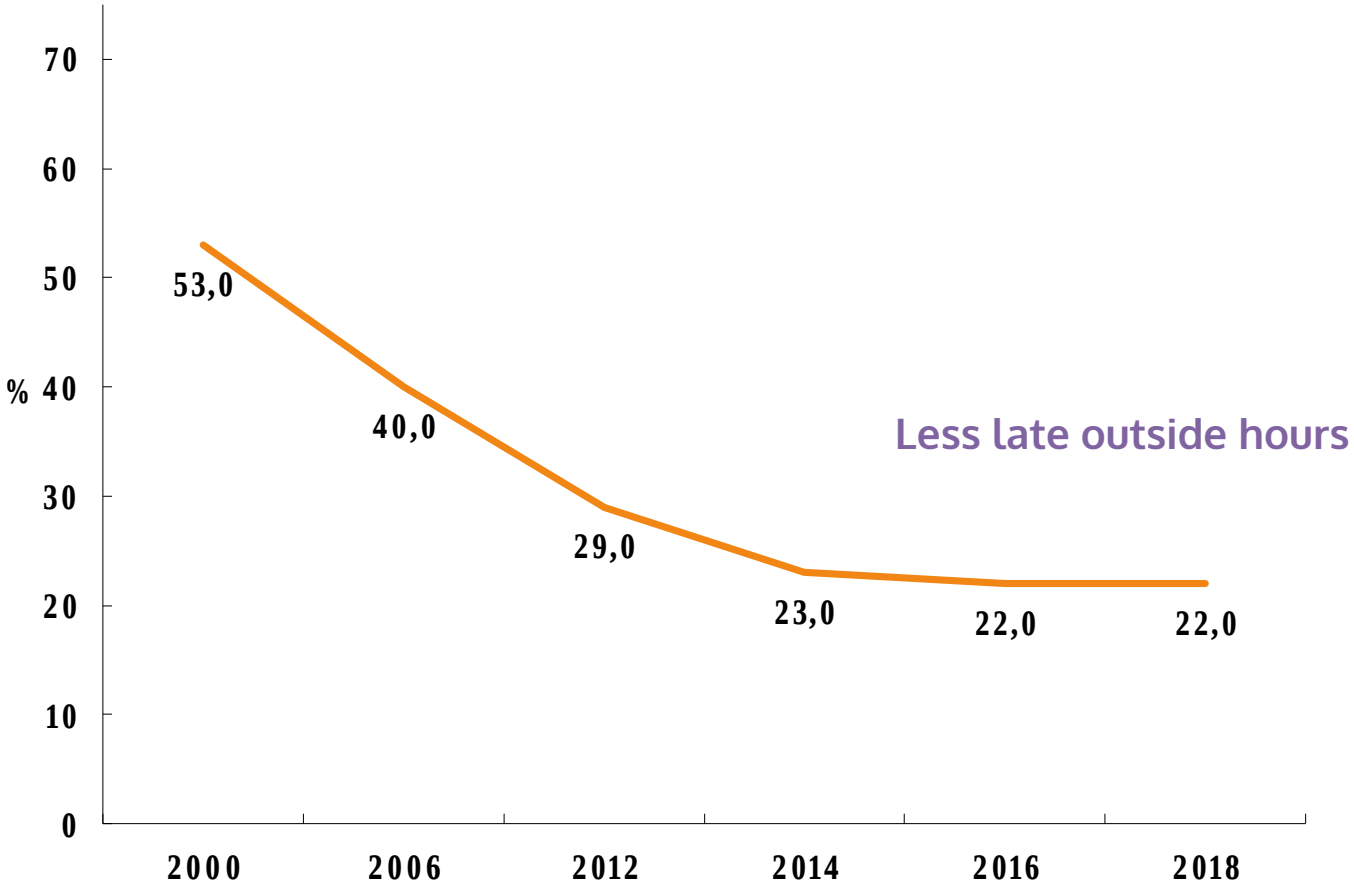
“My parents know where I am in the evenings” (applies very or rather well to me) 9th and 10th grade



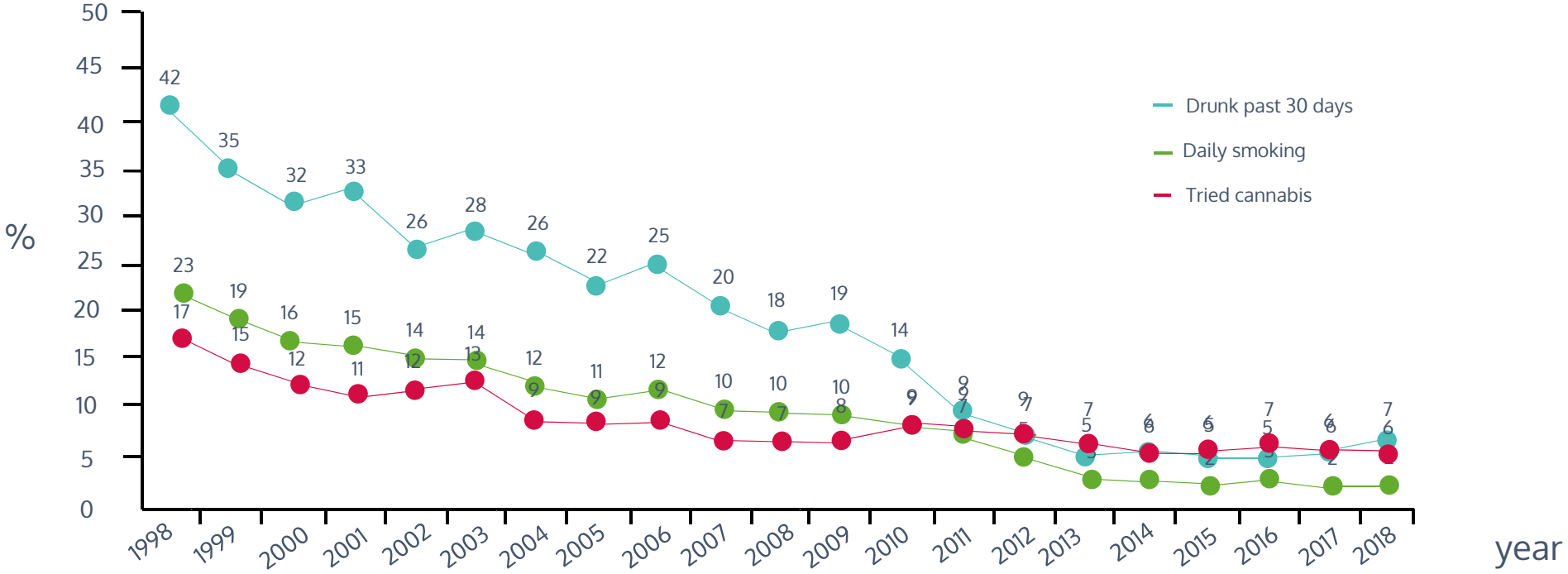
Rates of students in 9th and 10th grade that participate in sports with a team or club four times per week or more often



Rates of students in 9th and 10th grade who have been outside after 10 pm, 3 times+ in the past week



And substance use is going down



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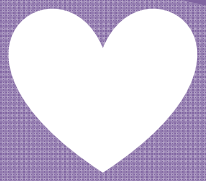
- Overview of publications
- Members area with more info on processes
- News
- Overview of the team
- Our history
- The method
- Examples from our data collection
- Applications and contact us forms

Thank you !



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