

Iceland Prevention Model

Pilot: Glace Bay & New Waterford

PLANET
Youth®

PARTNER *Undercurrent*



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WHO IS PLANET YOUTH?

- PY is a group of scientists in the field of social science and business specialists with various and comprehensive backgrounds.
- Established in 1999 in efforts to address Iceland's high rates of youth alcohol and drug use.
- Iceland has achieved significant reductions in teen substance use, positioning itself among the countries with the lowest rates in the world.

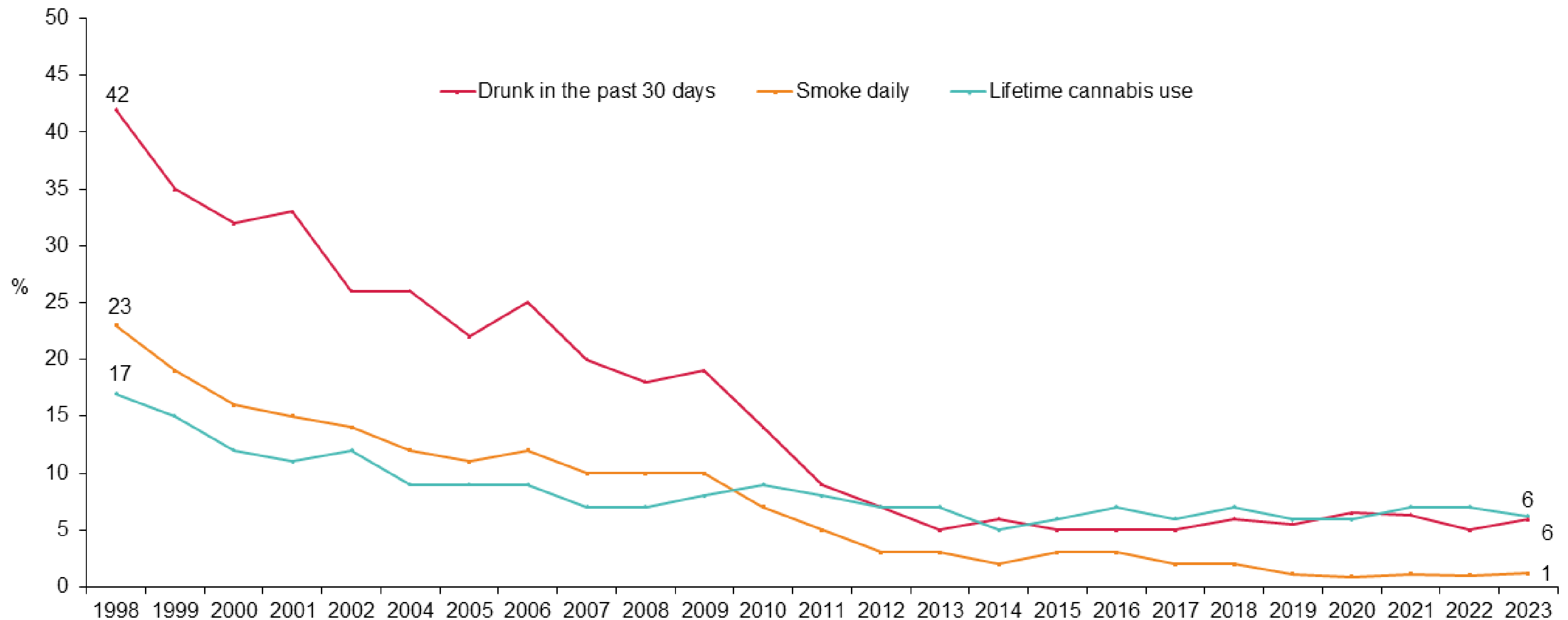


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About the Iceland Prevention Model

- Data-driven
- Evidence-based
- Adaptable
- Society as the patient
- Meaningful connection & sustained attention as treatment
- Scope of solution matches scope of the problem

Development of substance use among 10th grade students in Iceland, years 1998-2023



Data: The Icelandic Centre for Social Research and Analysis, ICSRA/ 2023



ICELAND Then

VS

ICELAND Now

PLANET
Youth®



42%

Drunk in the past 30 days

6%



23%

Smoke daily

1%



17%

Lifetime cannabis use

6%



37%

Time spent with parents
during weekends

72%



25%

Sport participation 4x a
week or more

41%



Then = 1997-2000

Now = 2023



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LOCAL ADAPTATION

How is this working in our own communities?

Community Risk & Protective Factors

National

Municipal

Local school
community

Family

Leisure
Time

INDIVIDUALS

Peer
Group

School



Advisory Groups

- **Community Advisory Group**
 - Open to diverse community members from all walks of life: caregivers, policymakers, medical professionals, elders, and more.
- **Youth Advisory Group**
 - Receiving feedback from the actual youth that we aim to help by implementing this method.
- **Educational Advisory Group**
 - Group of educational professionals able to provide accurate insight into the local school communities.

Overall Goals



Three Advisory Groups

Include varying perspectives and ensure group consensus; youth, teachers, community

Teamwork



Work together with community members, youth, professionals, and policy-makers



Local Decision-Making

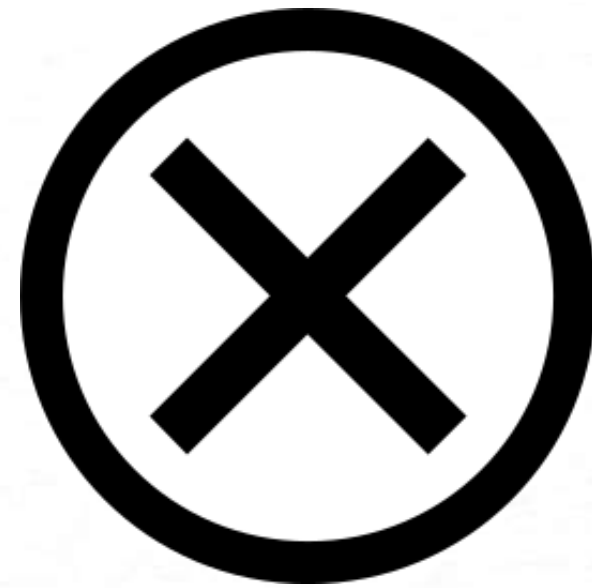
Champion a pilot program that is adaptable across communities globally, on a local scale that benefits community members

Long-Term



Create long-term impact and see the results of the communities' opinions, input, and hard work over the course of several years

RISK & PROTECTIVE FACTORS



What specific risk factors can you identify that affect our youth?

- Things like: generational trauma, poverty & food access, cultural acceptance of substances, etc.



Are there any protective factors that are particularly impactful?

- Things like: safe adult role models, accessible recreation spaces, attentive guardians, etc.



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FUTURE IMPLICATIONS

What kind of outcomes can we expect with successful implementation of the IPM?

Projected Timeline



POTENTIAL MEASURES

Environmental Transformations

Using quality local data, implement social identity interventions to change environment

School & Community Environments

Addressing schools as the hub of community, providing supports for gr. P-12

Policy Change

With prior groundwork laid, influence policies like: leisure card for youth, mentoring youth leadership, etc.

Parent Contracts & Supports

Increase time youth spend with families, offer caregiving supports such as a contract promoting positive youth health

Youth Leadership

Involve youth directly in every step of the process, prioritizing a Youth Council approach

POTENTIAL MEASURES

The Leisure Card

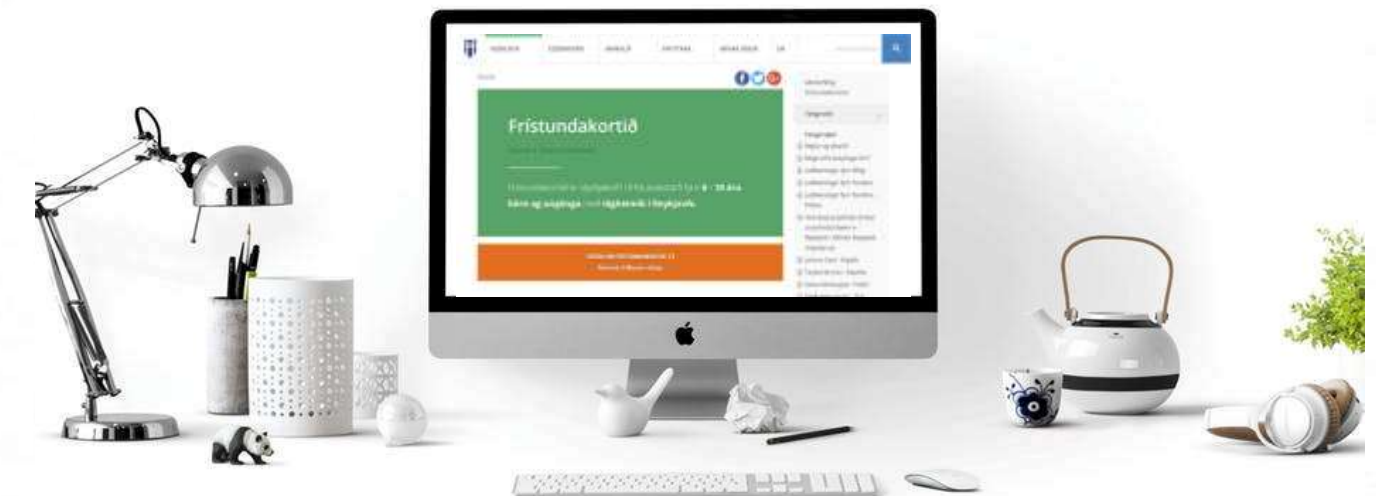
- Launched in 2007 - Based on an agreement between the two political parties that formed the majority in the city council
- The grant is 540 usd pr. Child since the beginning of 2024.
- Parents have the right to allocate/transfer a certain amount in the name of their child to refund the registration fees
- The purpose of the Leisure Card is that all children and adolescents in Reykjavik 6-18 years old can participate in constructive leisure activities regardless of economic or social circumstances
- The Leisure Card is a part of and response to major social changes that have occurred in Reykjavik and Iceland in recent years

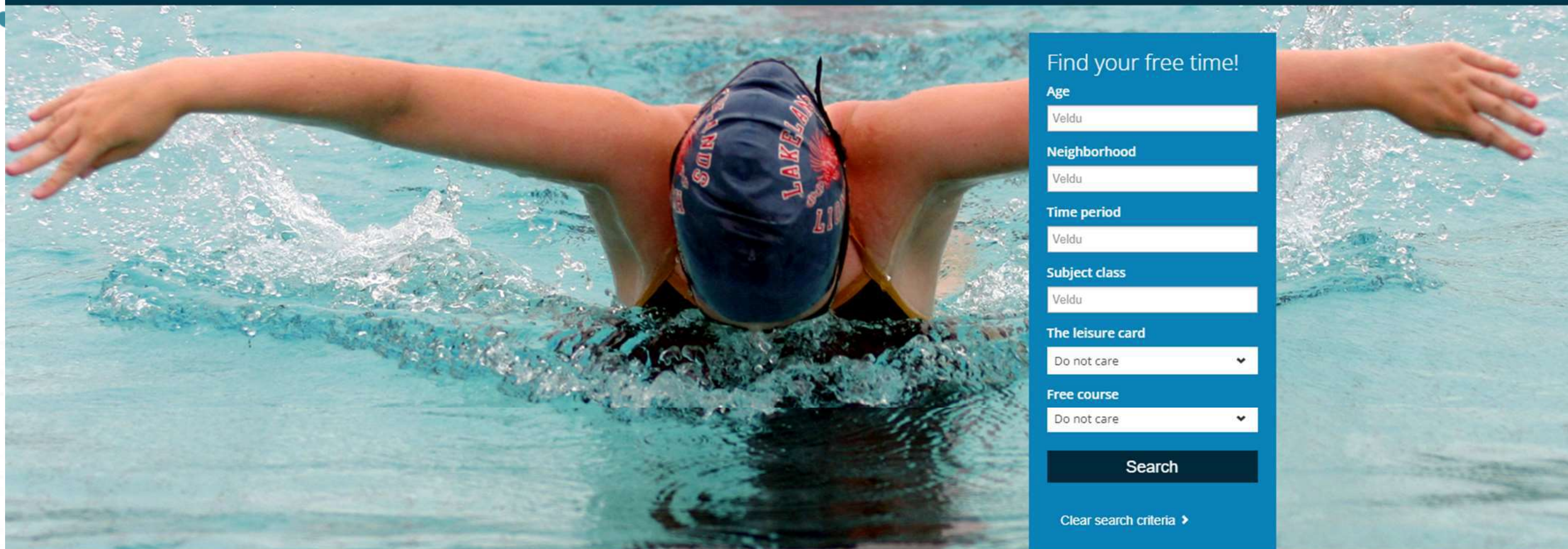


POTENTIAL MEASURES

Digital Reykjavik – registration and monitoring

- The Leisure Card is not an electronic card but a network access to allocate payment for participation in organized activities.
- All registration and management of the Leisure Card is done over the Internet in Digital Reykjavik.
- All children 6-18 years old, registered in the activities, go into the Leisure Card database, regardless of whether the contribution is used or not.
- The database provides comprehensive information of all participation in this age group.
- The system is an important tool for the municipality's strategic planning and development.





Find your free time!

Age

Veldu

Neighborhood

Veldu

Time period

Veldu

Subject class

Veldu

The leisure card

Do not care ▼

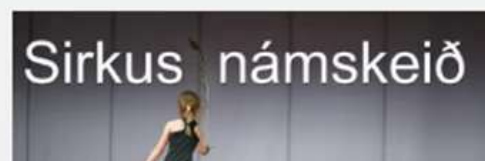
Free course

Do not care ▼

Search

Clear search criteria ►

Others are looking



Associations

RYMKA LÍFSGÁÐUR LEB
I
REYKJAVÍK

The Art School in
Reykjavík

551-1990



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CONCLUSION Q&A



Thank you!

Any questions?

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Further Reading:
planetyouth.org

undercurrentyc.com