

PLANET  
*Youth*  
by ICSRA

# *ADF Conference Melbourne*

June 2019





# Evidence Based Primary Prevention

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## The Icelandic Model

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ICSRA

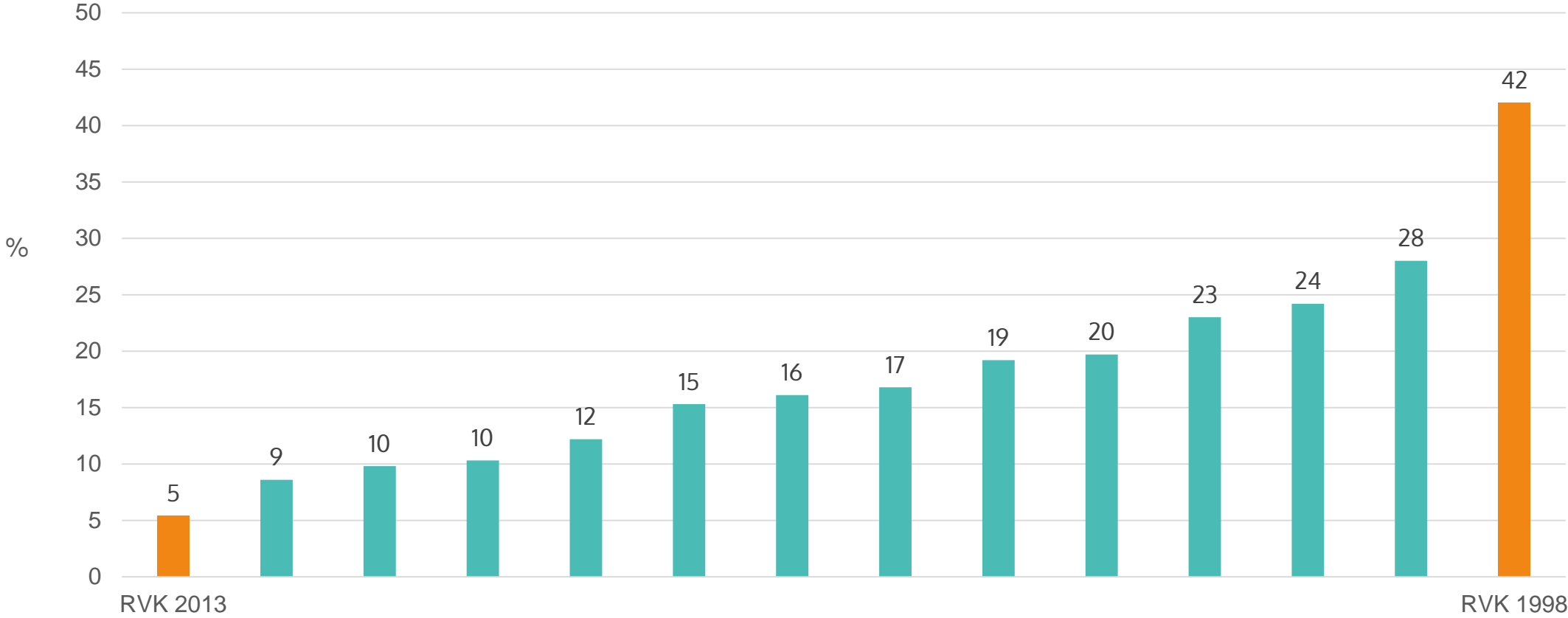
# Introduction

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Reykjavik in the  
summer of 1997

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



# Iceland knows how to stop teen substance abuse

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But the rest of the world isn't listening



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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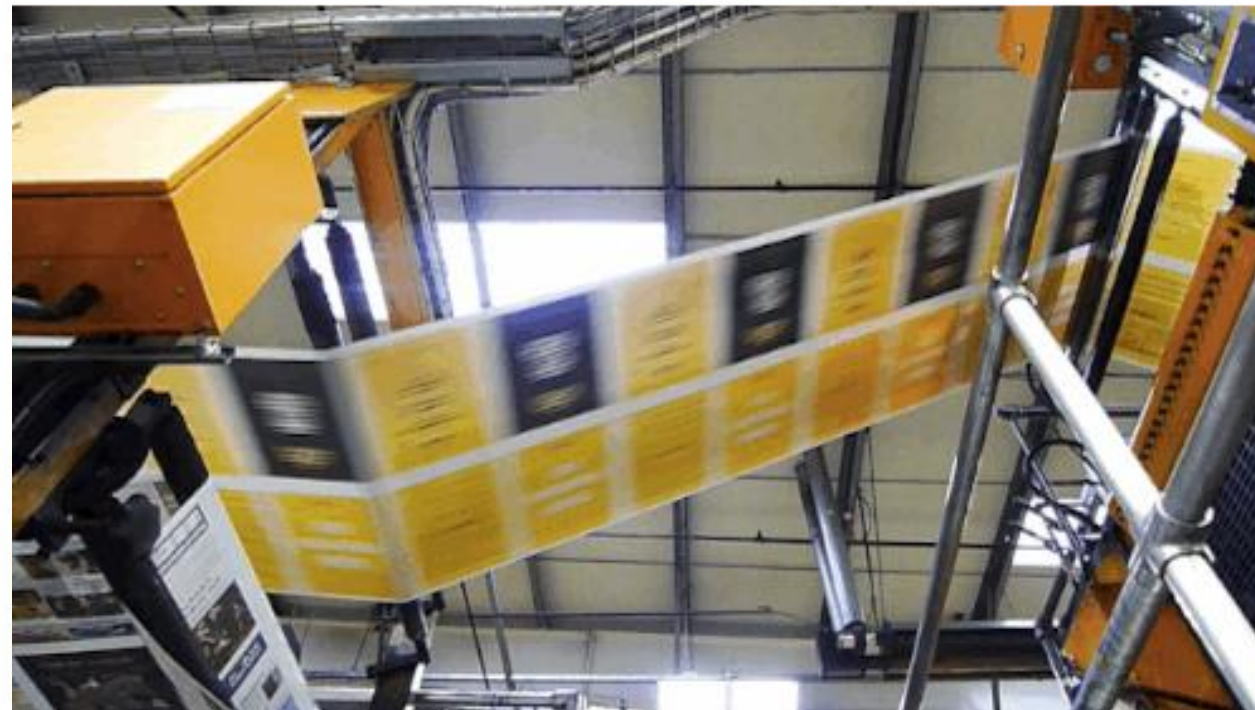
AFP

Guardian

BBC

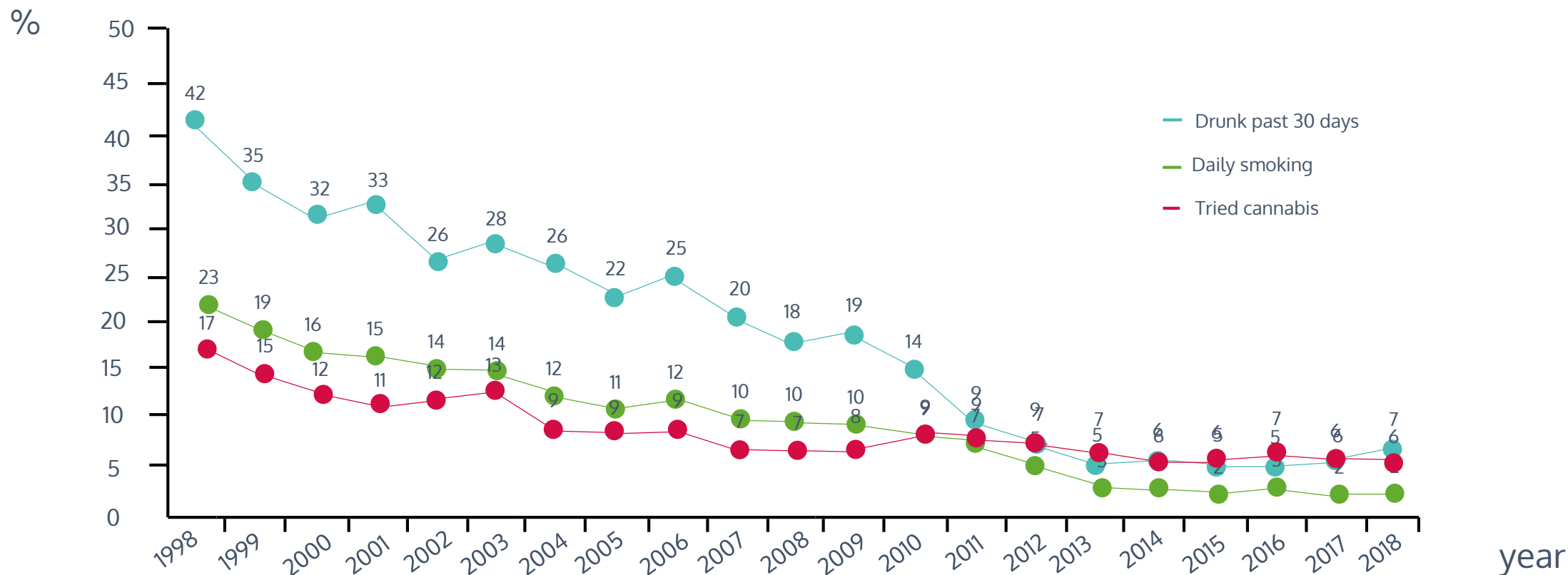
Mosaic

Huffingtonpost



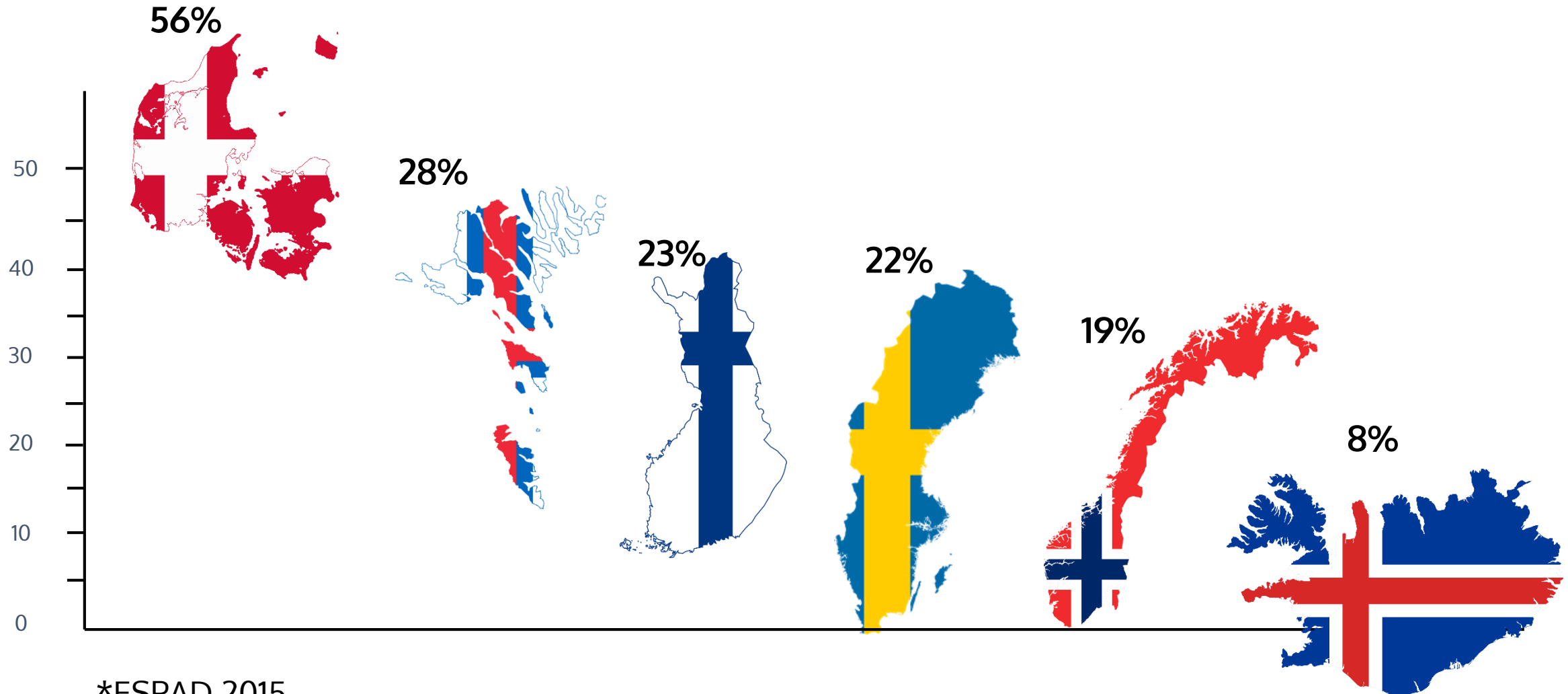
From highest to lowest in substance use – 15/16 year old students

# Based on the Icelandic Prevention Model





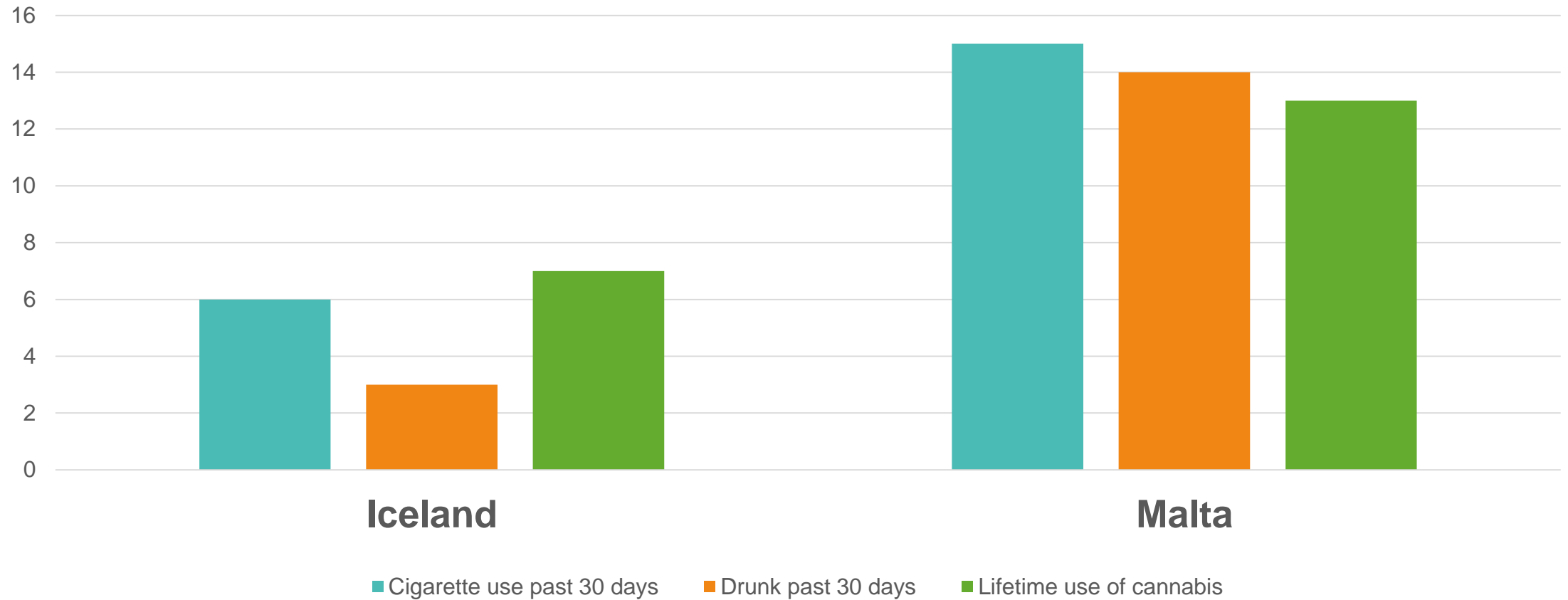
# Heavy episodic drinking in the last 30 days\*



\*ESPAD 2015

# Substance Use Amongst European Youth

(ESPAD, 2015)

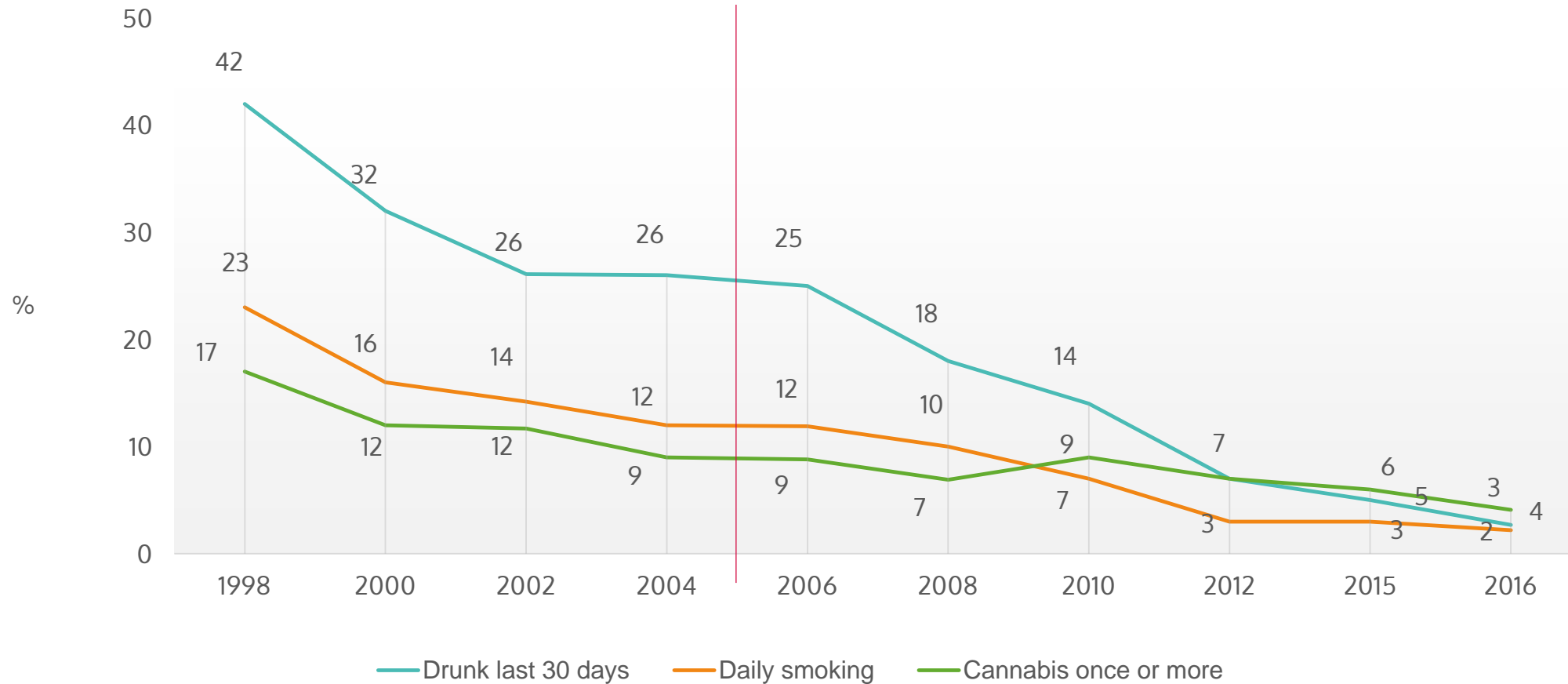


# International Development

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# 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?

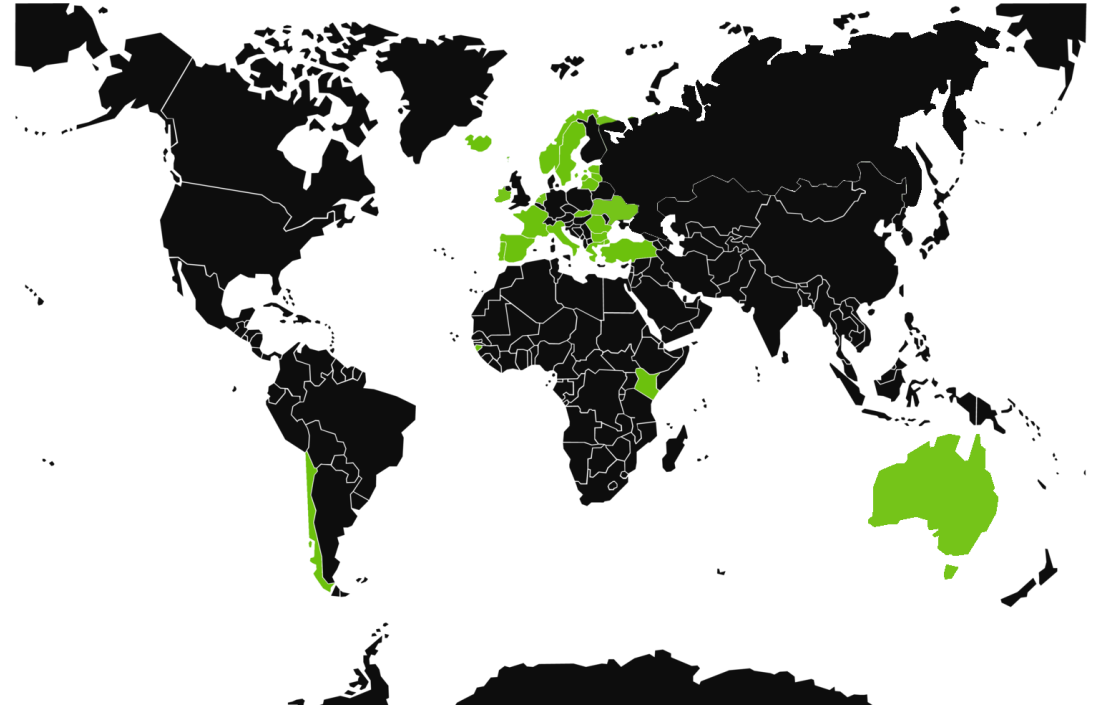






# Global reach

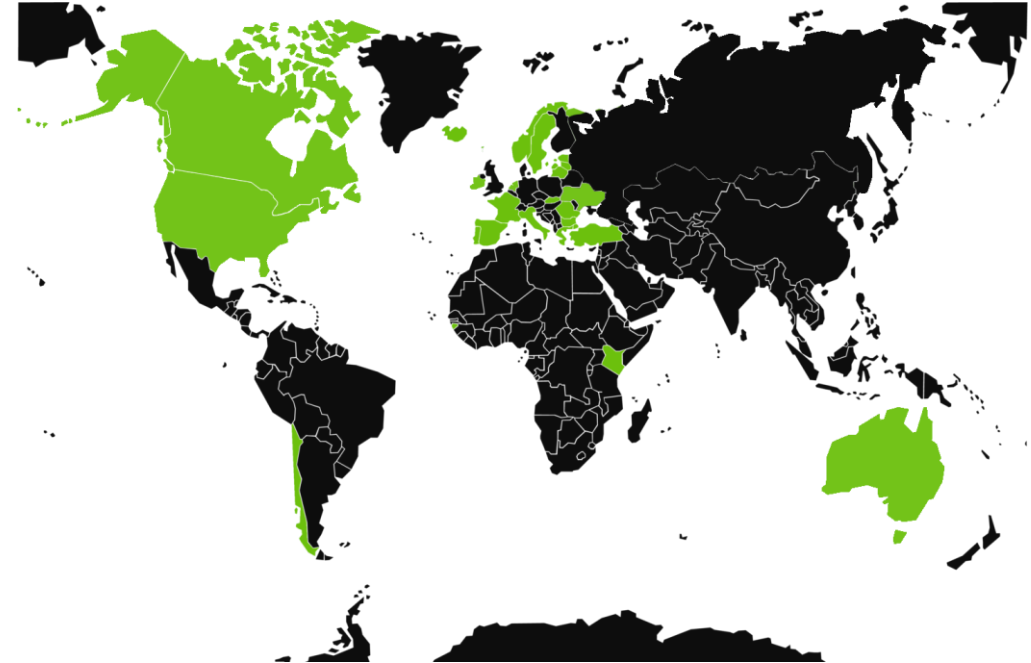
As of 2019 we have partnered with over 100 communities in Australia, Chile, Portugal, Spain, France, Malta, Italy, Greece, Turkey, Slovakia, Romania, Moldova, Bulgaria, Lithuania, Latvia, Estonia, Sweden, Norway, Faeroe Islands, Netherlands, Ireland, Ukraine, Kenya and Guinea-Bissau.



# Global reach

As of 2020 – almost 200

Australia, Canada, USA, Chile, 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.



# Building blocks

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# 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



Evidence

Community-based

Dialogue

# Upon reflection

evidence

community

dialogue

# Why research based?

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





# Youth in Iceland database 1992 - 2018

## 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



# 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

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



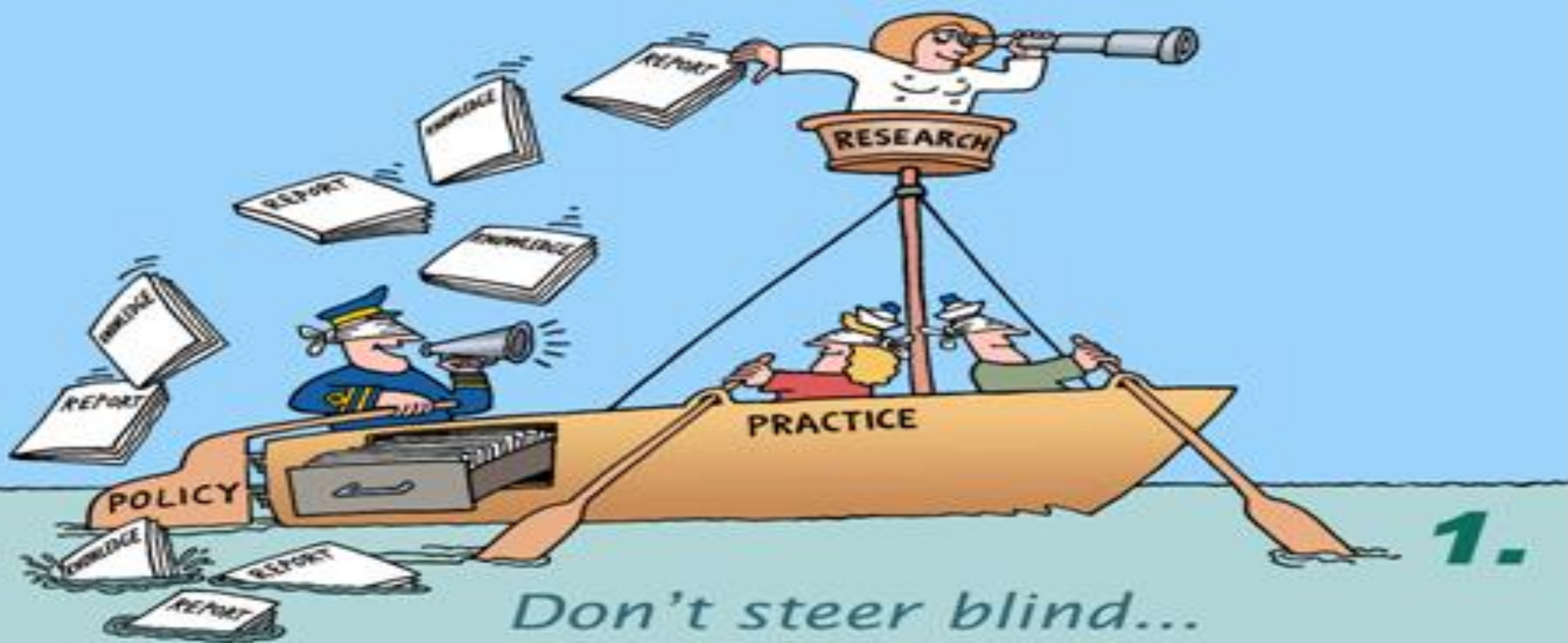
# Measure often

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



# Sophisticated data systems

- Guarantee immediate feedback to municipalities, schools and practitioners about the local situation amongst youth.
- Speed and accuracy



The researchers "guru" approach





The way we work now

# Fact:

Substance use prevention:  
There are no quick fixes or simple solutions

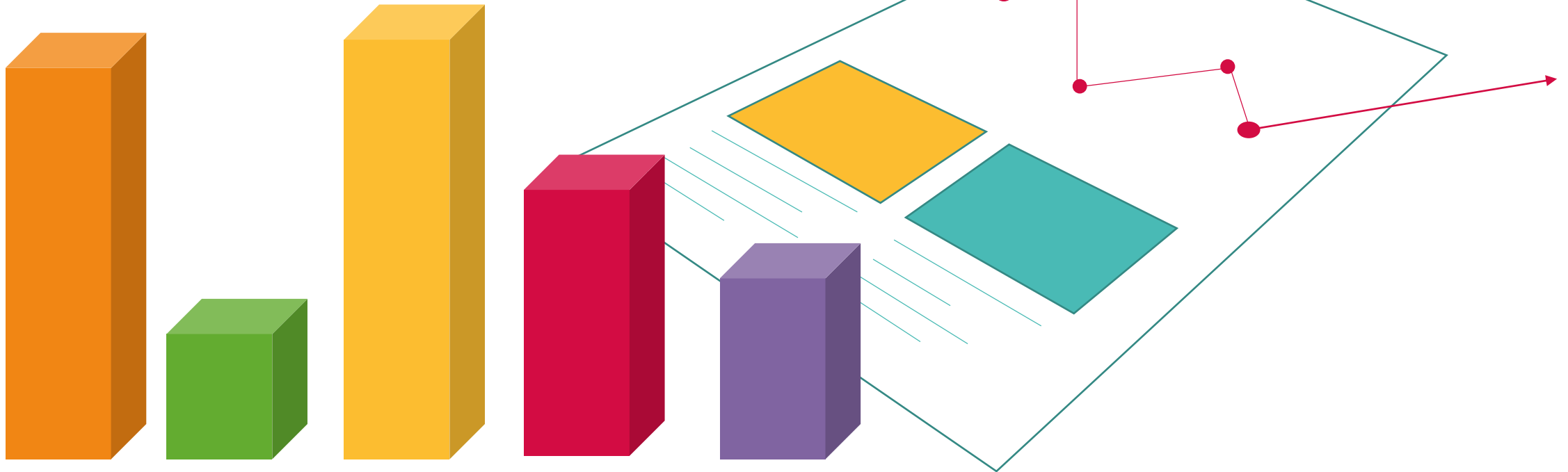
Long term population changes will require long-term,  
population level, interventions

# What did we learn?

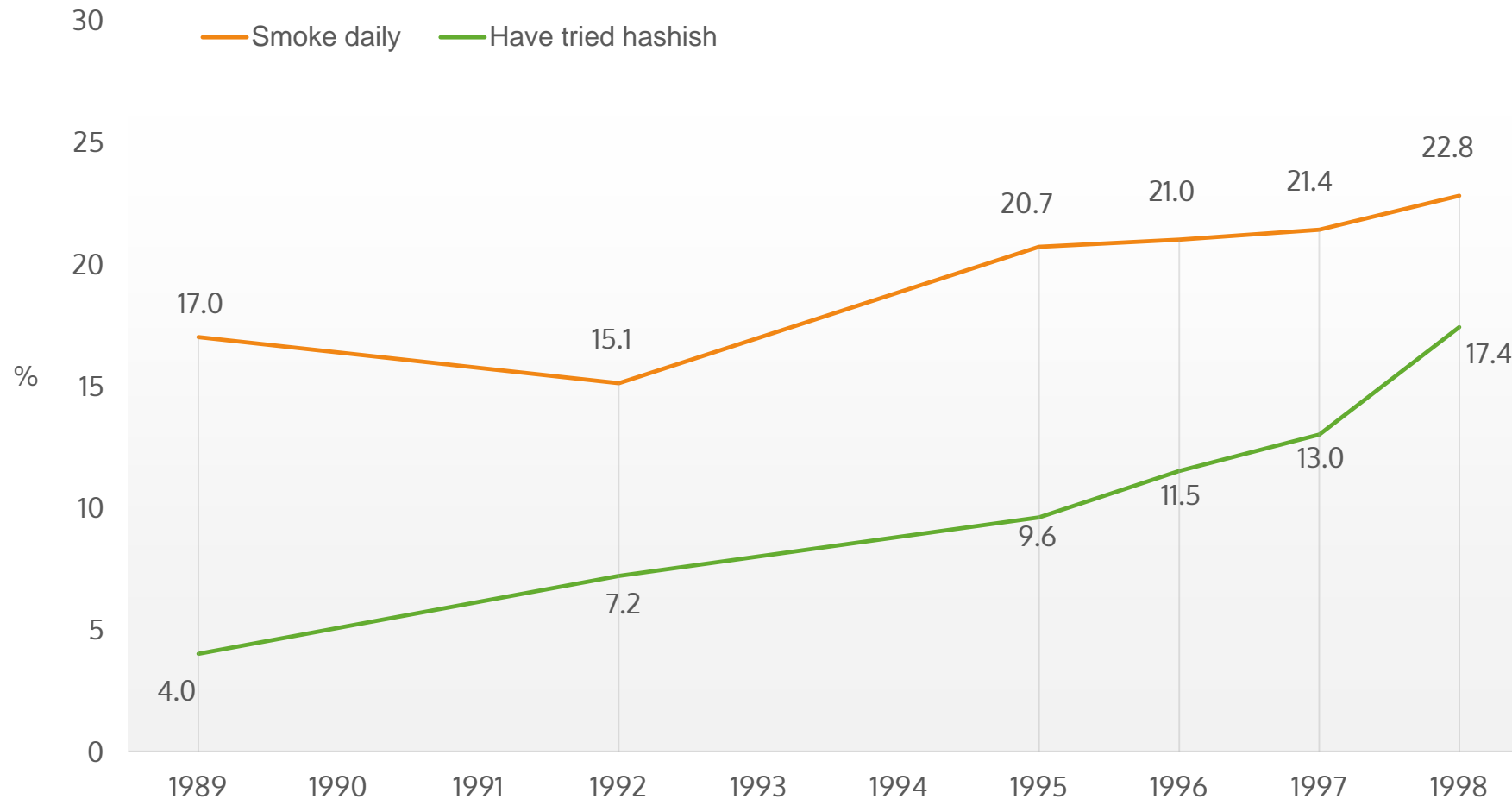
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# Analysis

- We learnt several things
- Use of substances on an upward trend



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



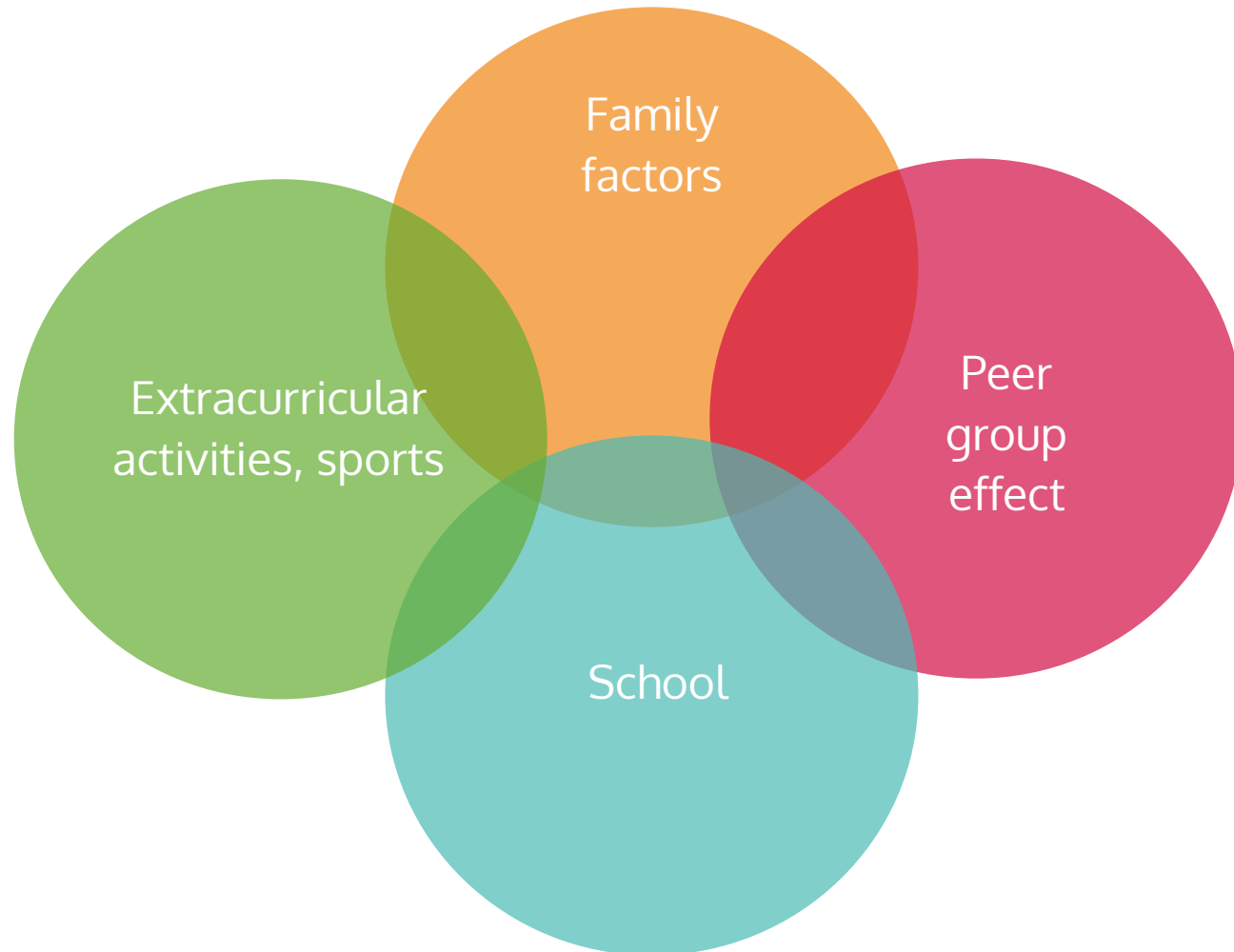


# The year is 1998

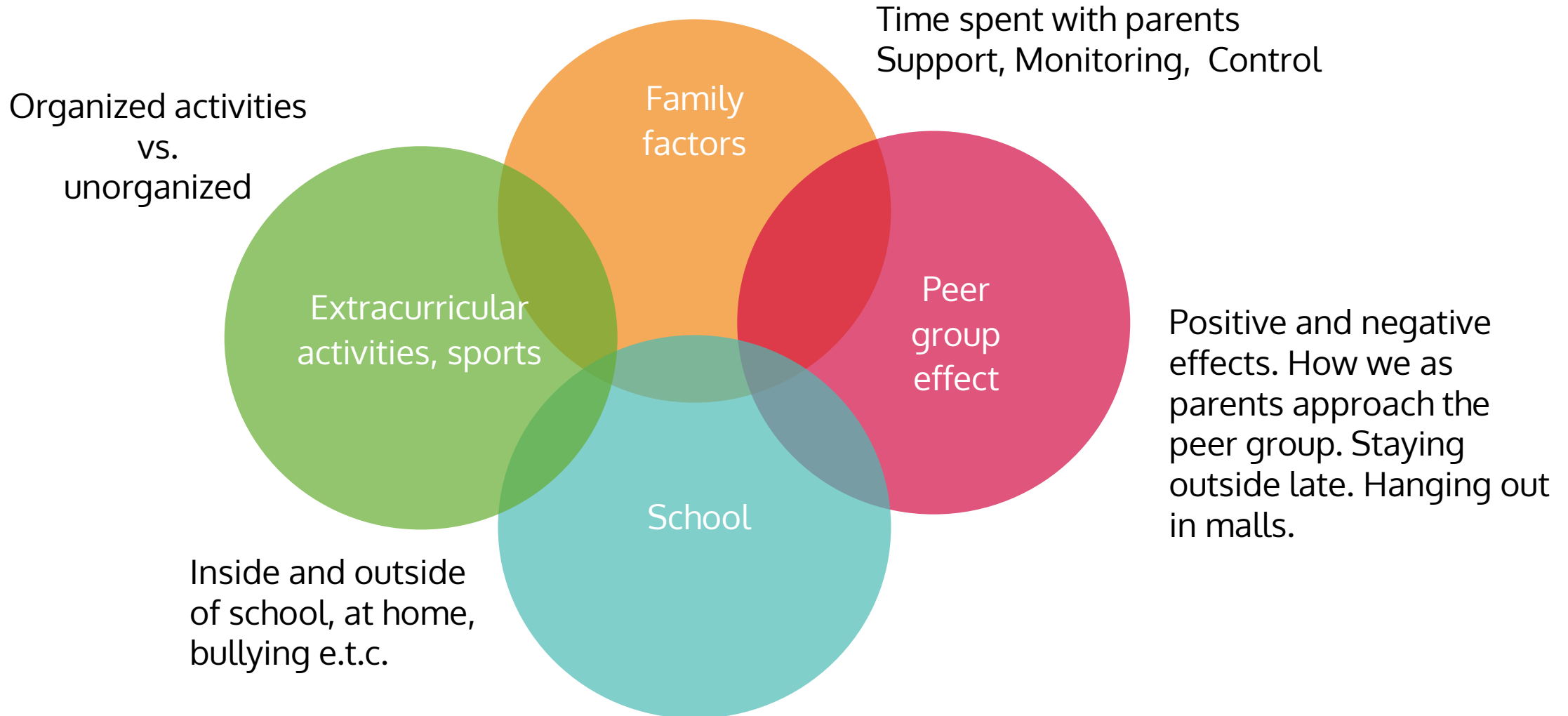
At this point in time research had already showed us that **certain circumstances and behaviour** in the lives of adolescents were strongly connected with substance use

We tried to establish the risk and protective factors

# The main risk and protective factors

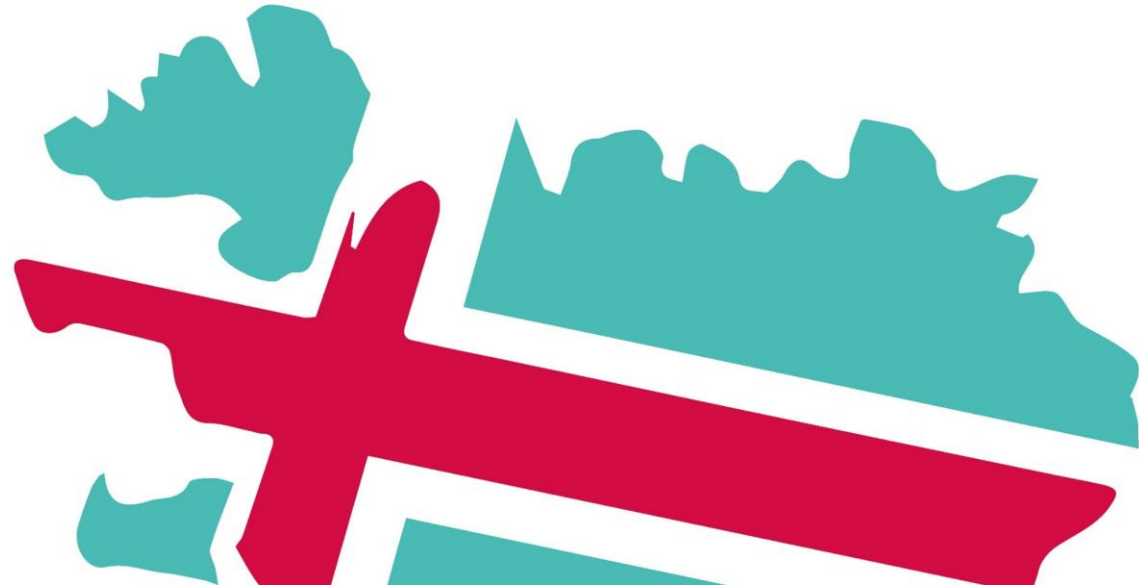


# And analysing deeper



# 1998 Drug-free Iceland

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

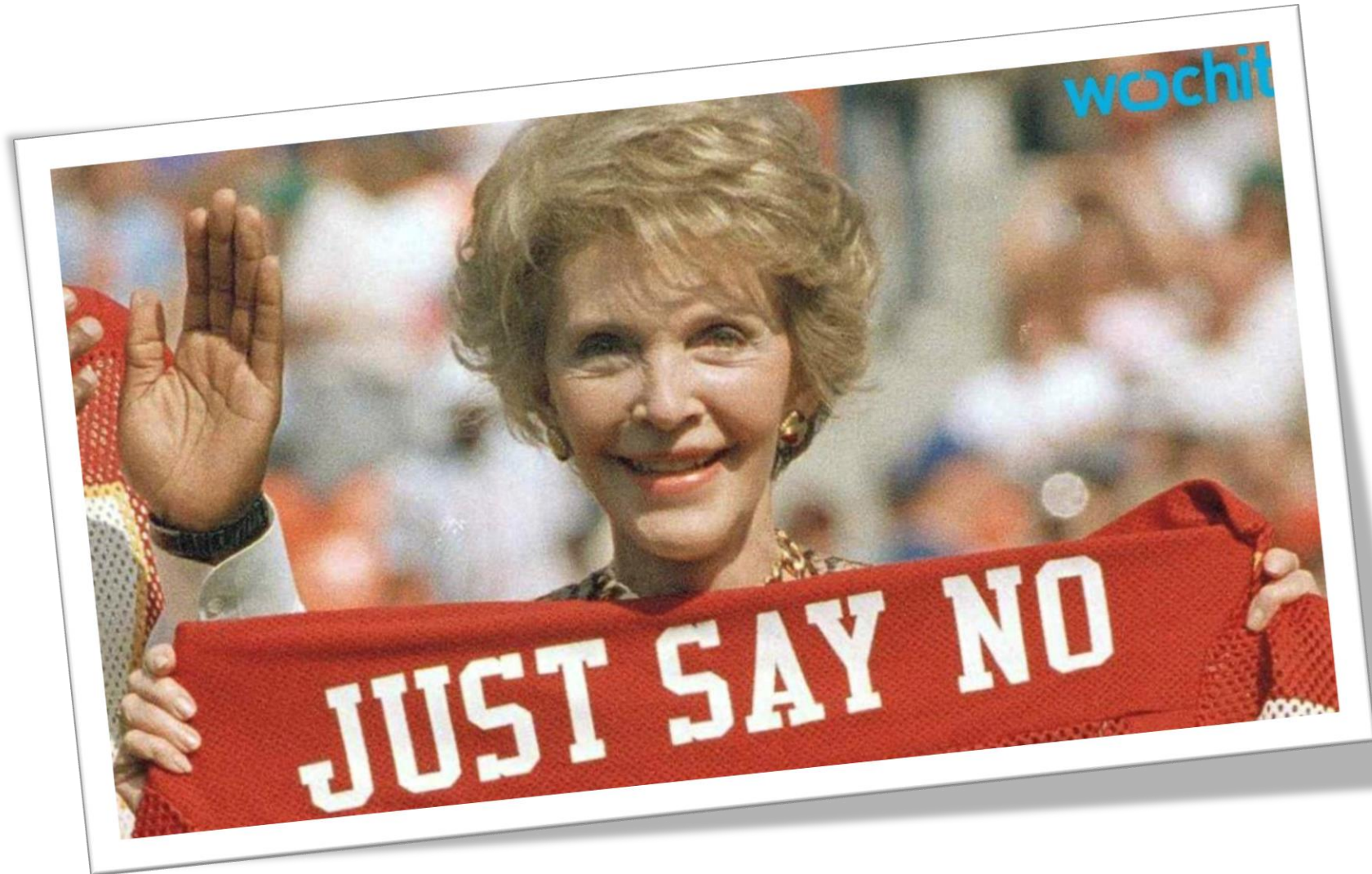




# We had been doing this



# Remember this?



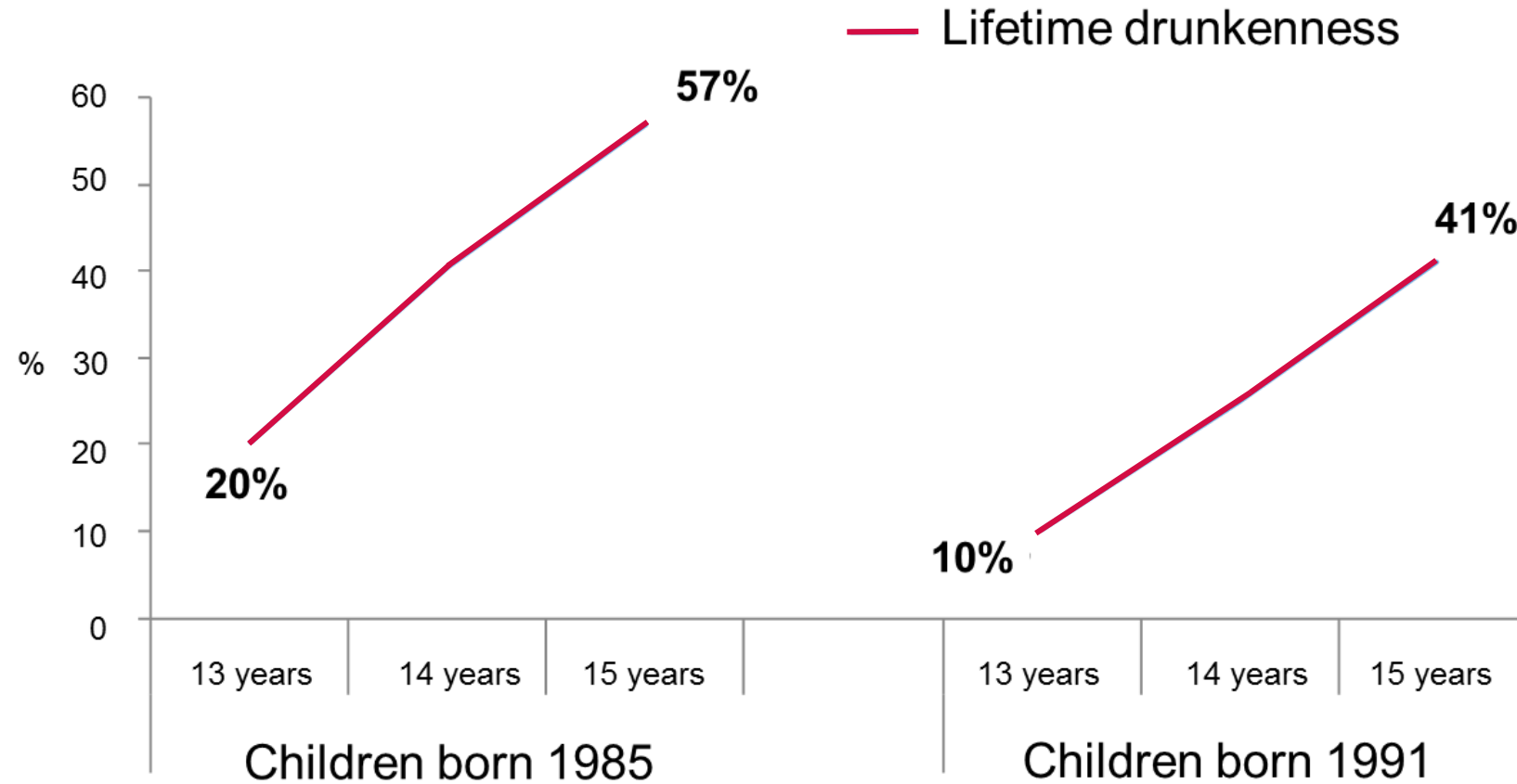
# Aim of Drug-free Iceland

- 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

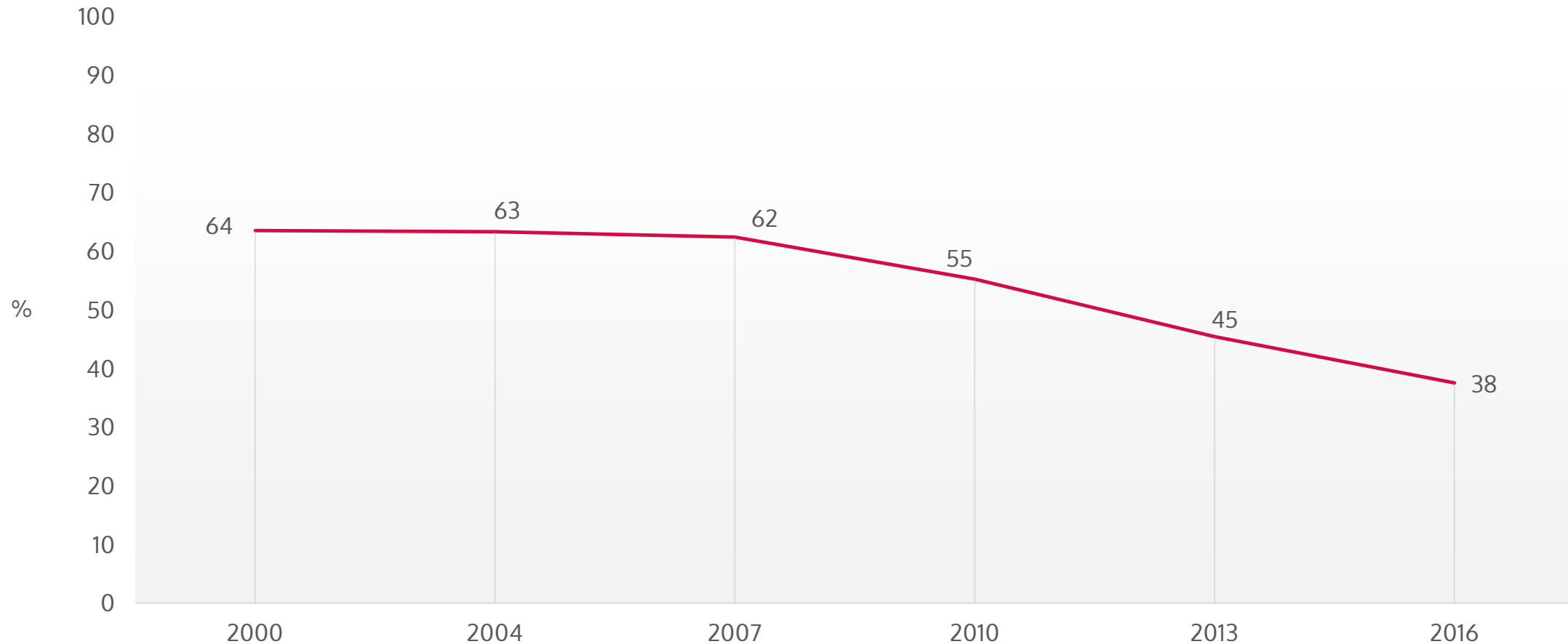
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# Substance use follows cohorts

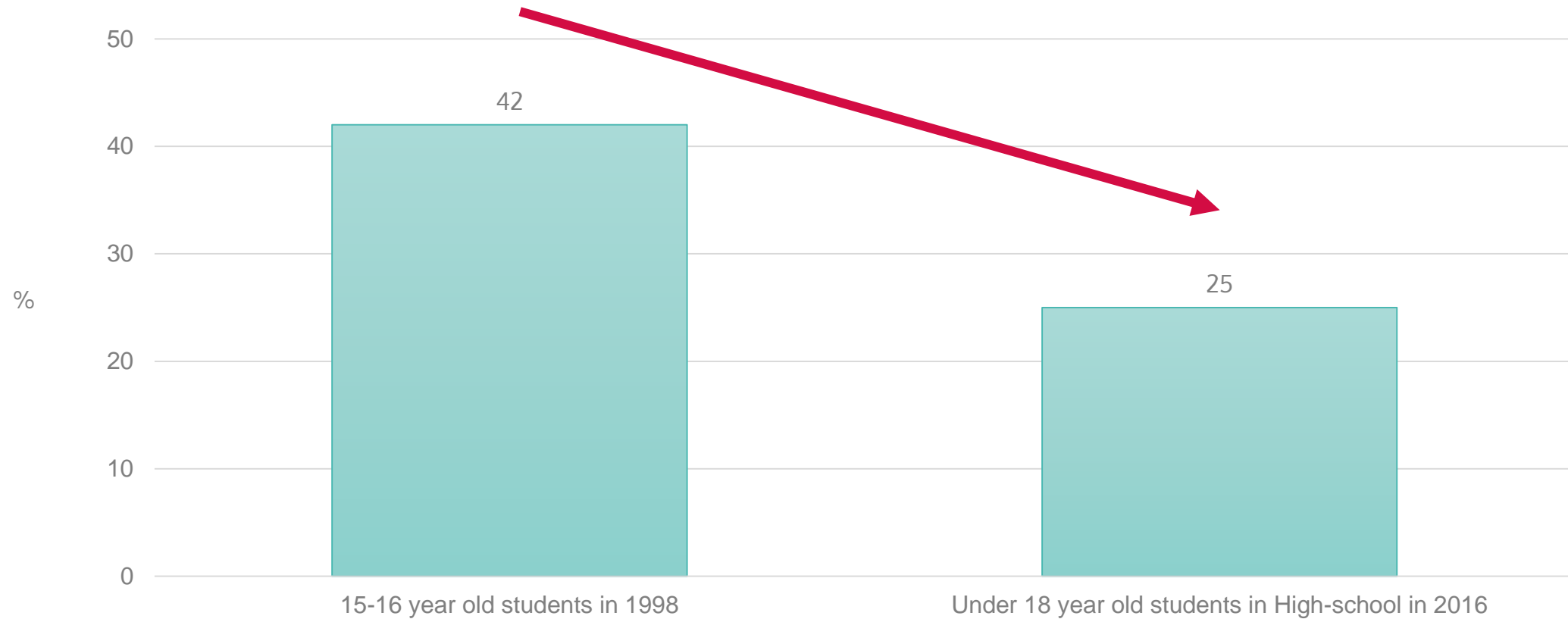




# Alcohol use trend in Icelandic High-Schools 16 - 20 year old students

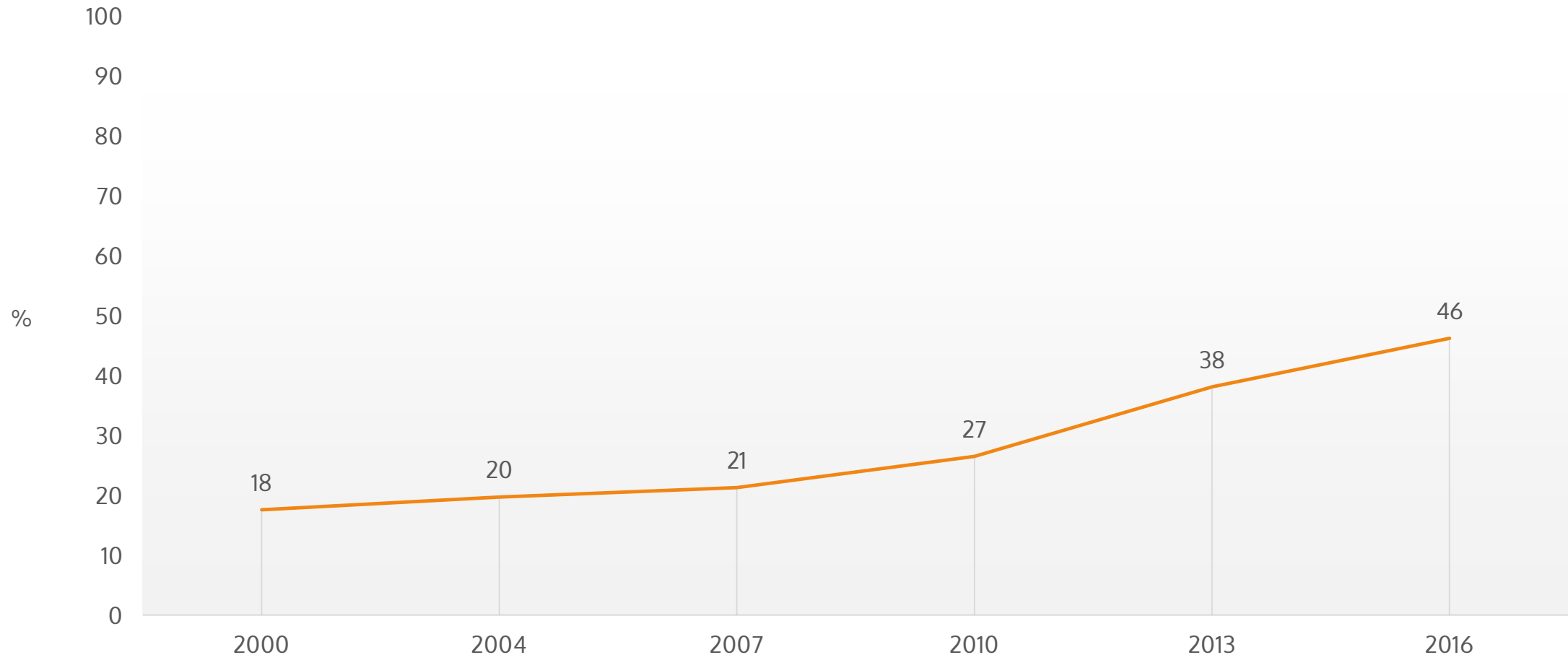


# Drunk past 30 days – once or more often



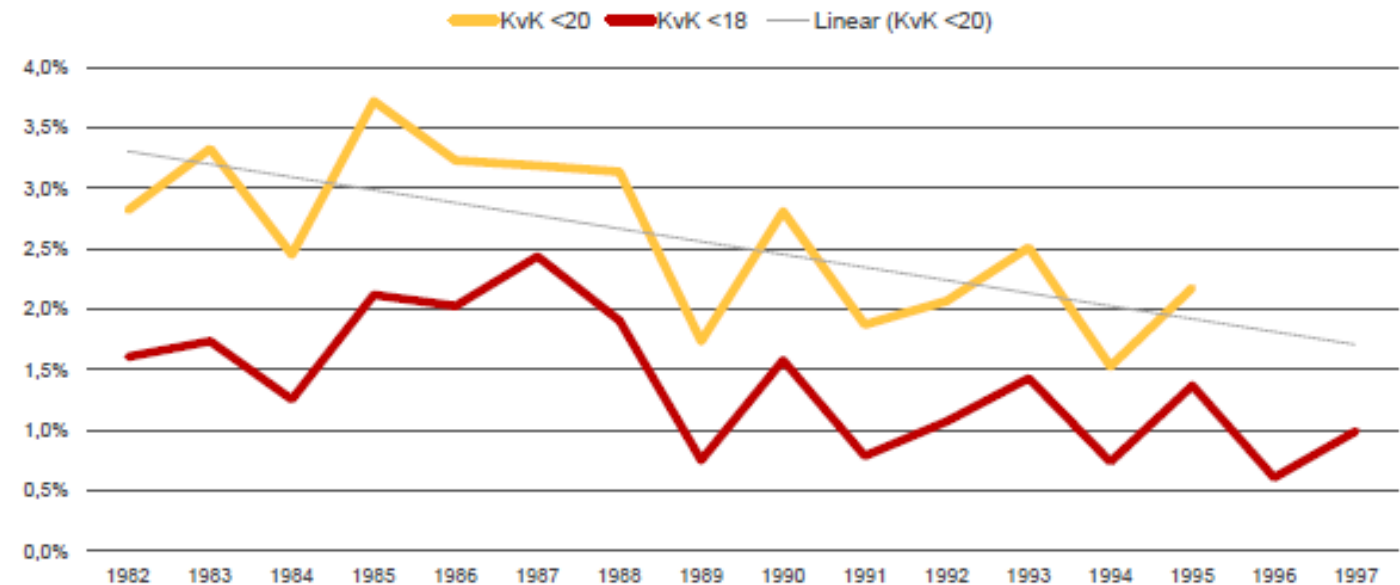
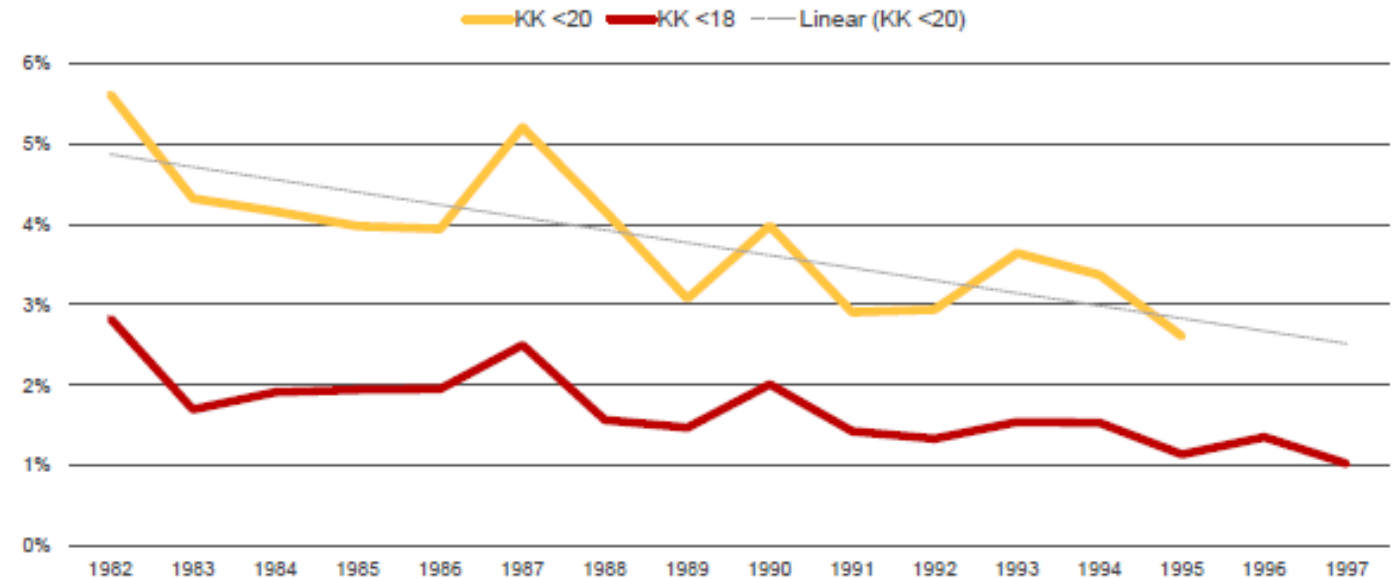
# Never got drunk in lifetime

## High-Schools 16 - 20 year old students



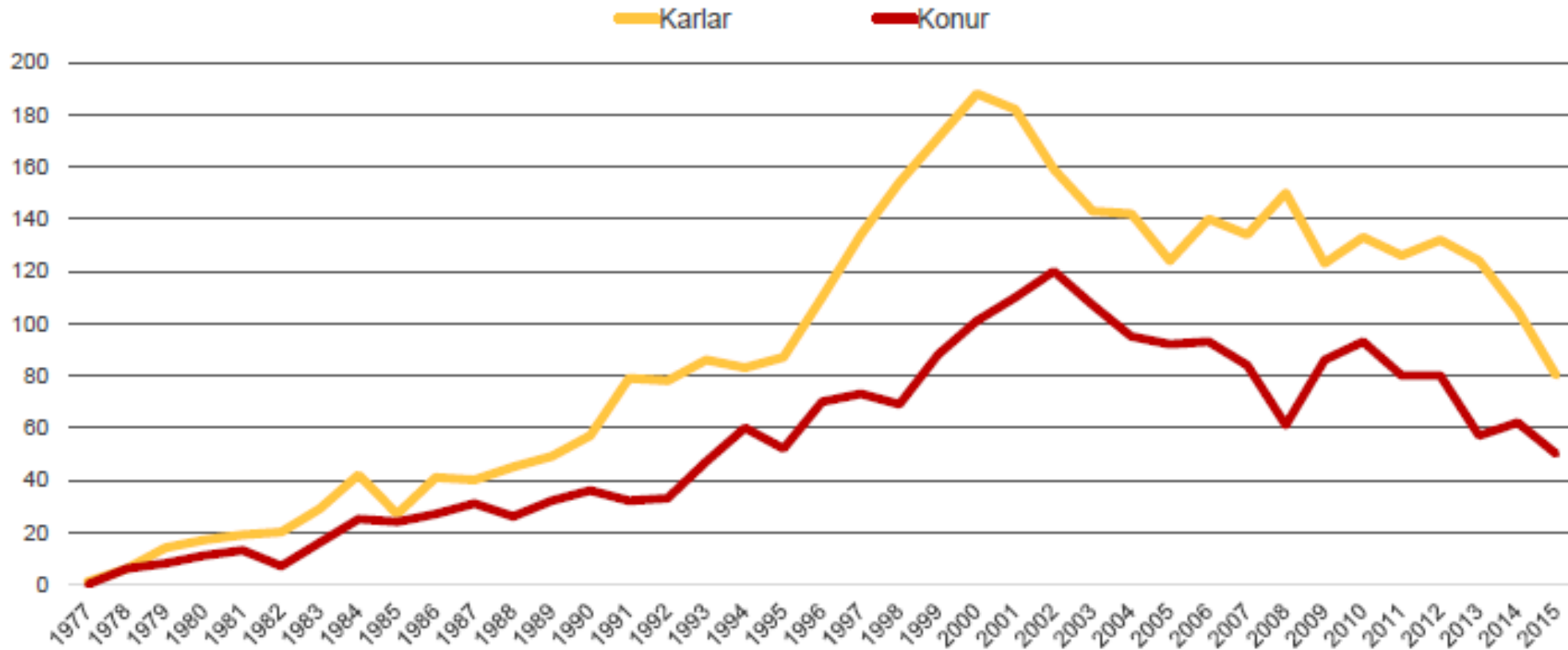
# Population cohort proportion enrolled into drug use treatment in Iceland over time

Source: SÁÁ Annual Report 2016



# Number of individuals, 19 and younger, enrolled into treatment, 1977 - 2015

Source: SÁÁ Annual Report 2016





# Quote from NIH\*

“Underage drinking is a leading public health problem.

People who reported starting to drink before the age of 15 were four times more likely to report meeting the criteria for alcohol dependence at some point in their lives”

\* National Institute of Health

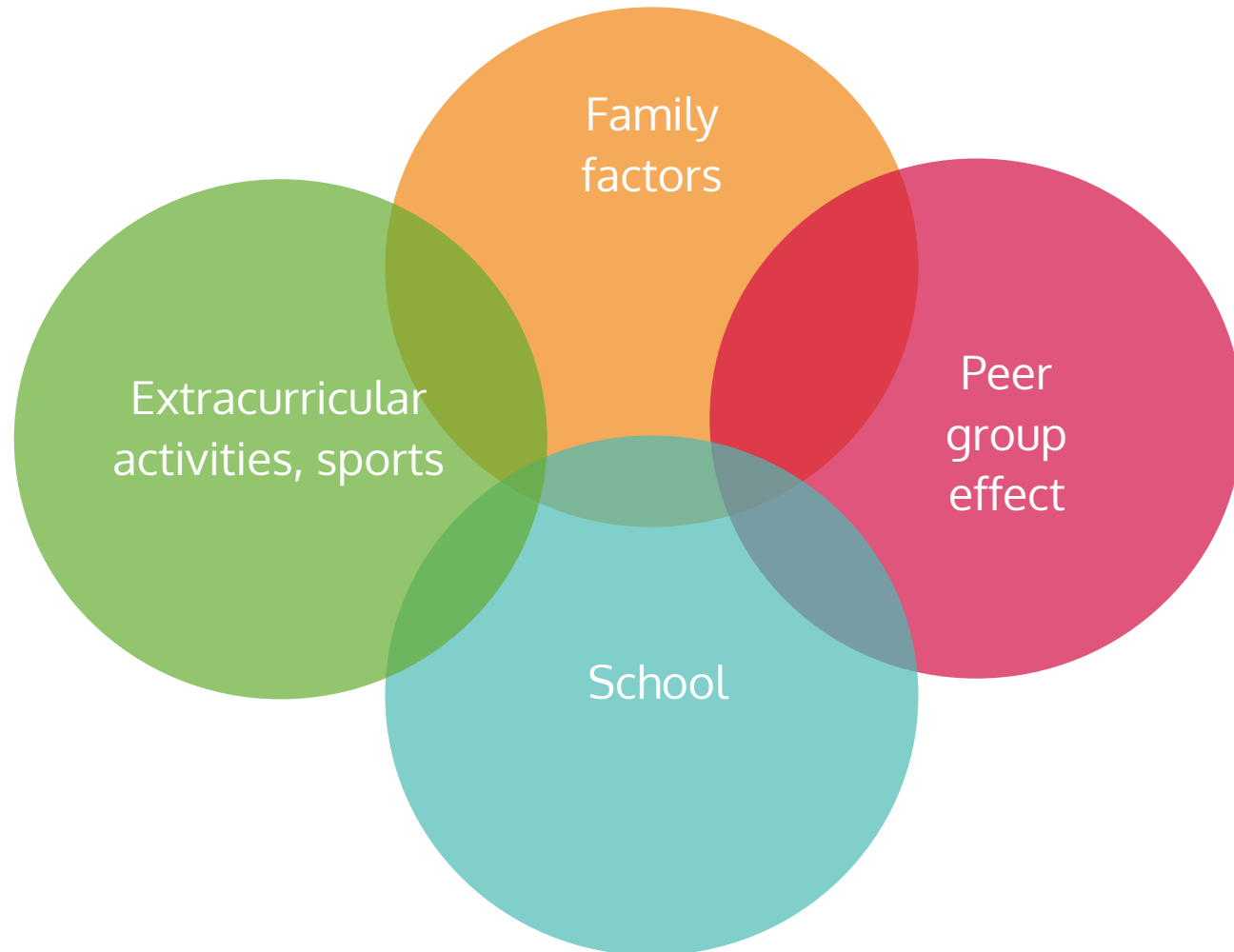
# Our focus is primary prevention

- 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?

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# 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





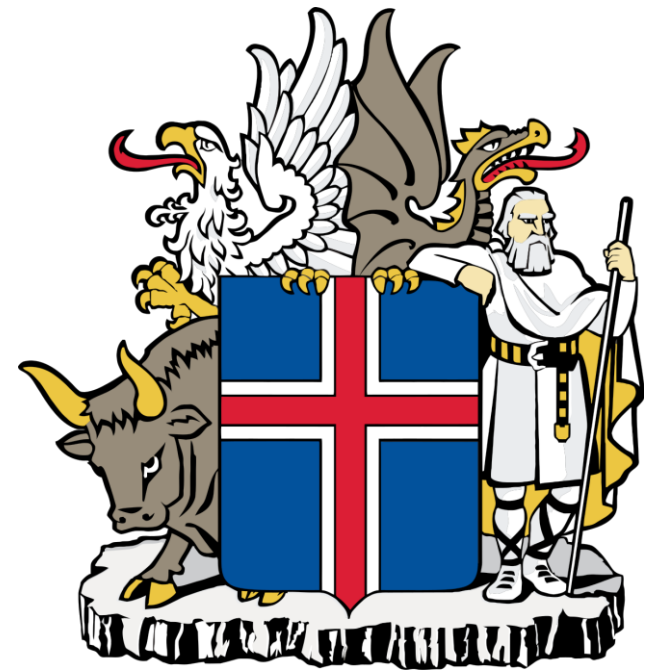
# The Leisure Card

- The grant is **400 Euro pr. child** since the beginning of 2017.
- 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



# 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
- Visibility ban of tobacco and alcohol

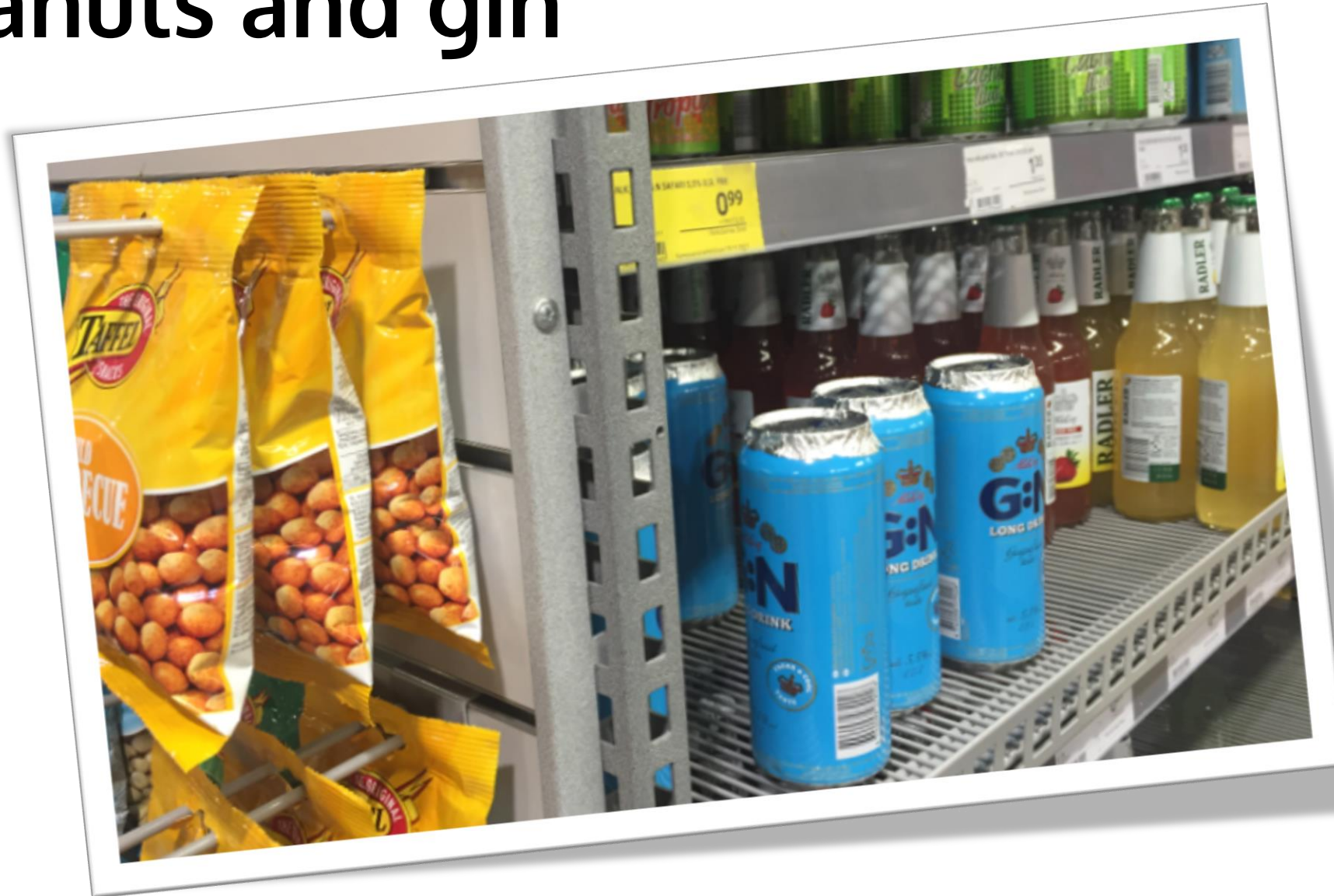


# Tobacco and chewing gum





# Peanuts and gin



# Community focus

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# 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!



**close  
community**

Focus on the  
close  
community

Brisbane

Melbourne



# 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

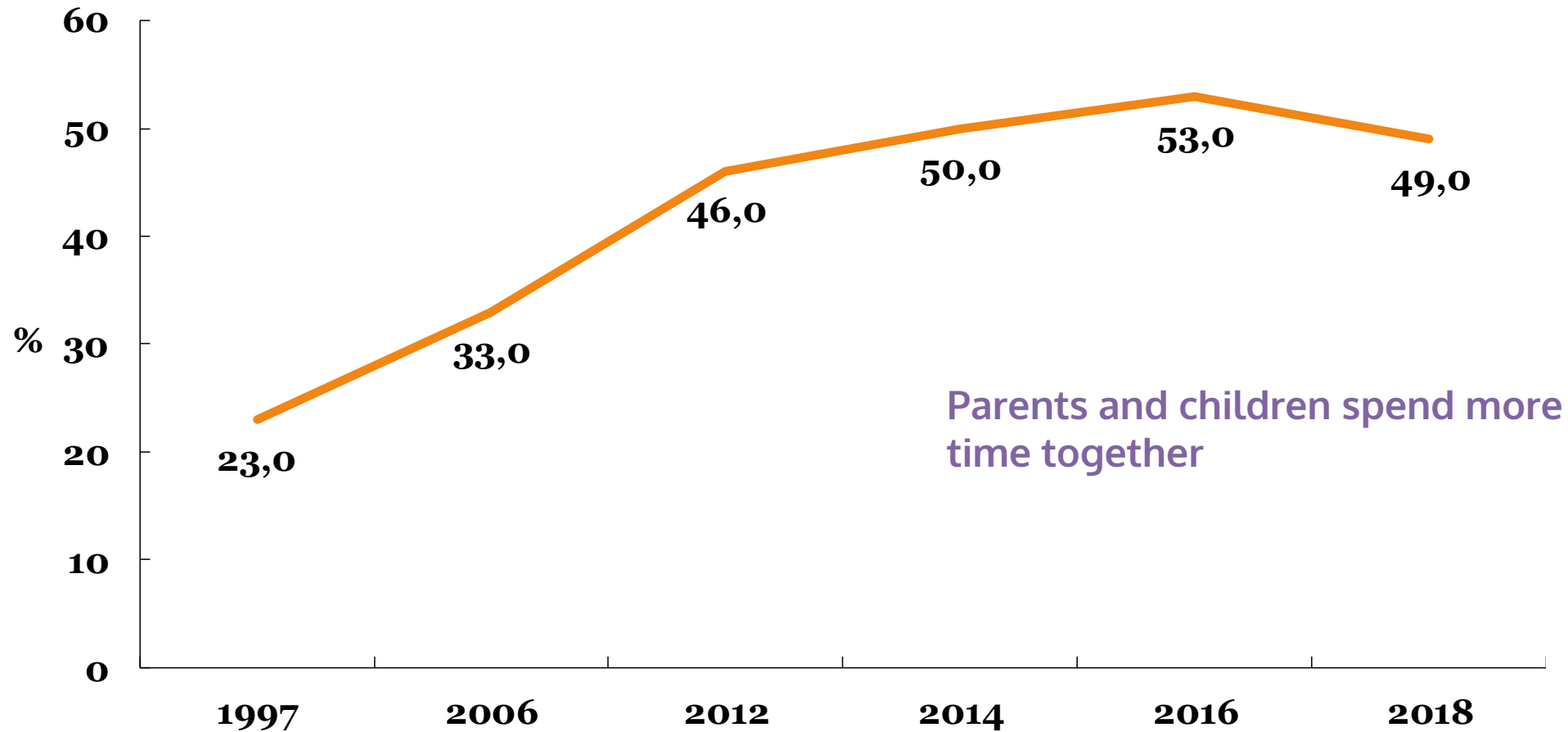
Sports and youth institutions

Stakeholders  
Politicians  
Municipalities  
Local authorities  
Parental groups  
Family planners  
School authorities  
School workers  
Health educators  
Health services  
Social services  
Leisure time workers  
Prevention workers  
Sports institutions  
Youth institutions

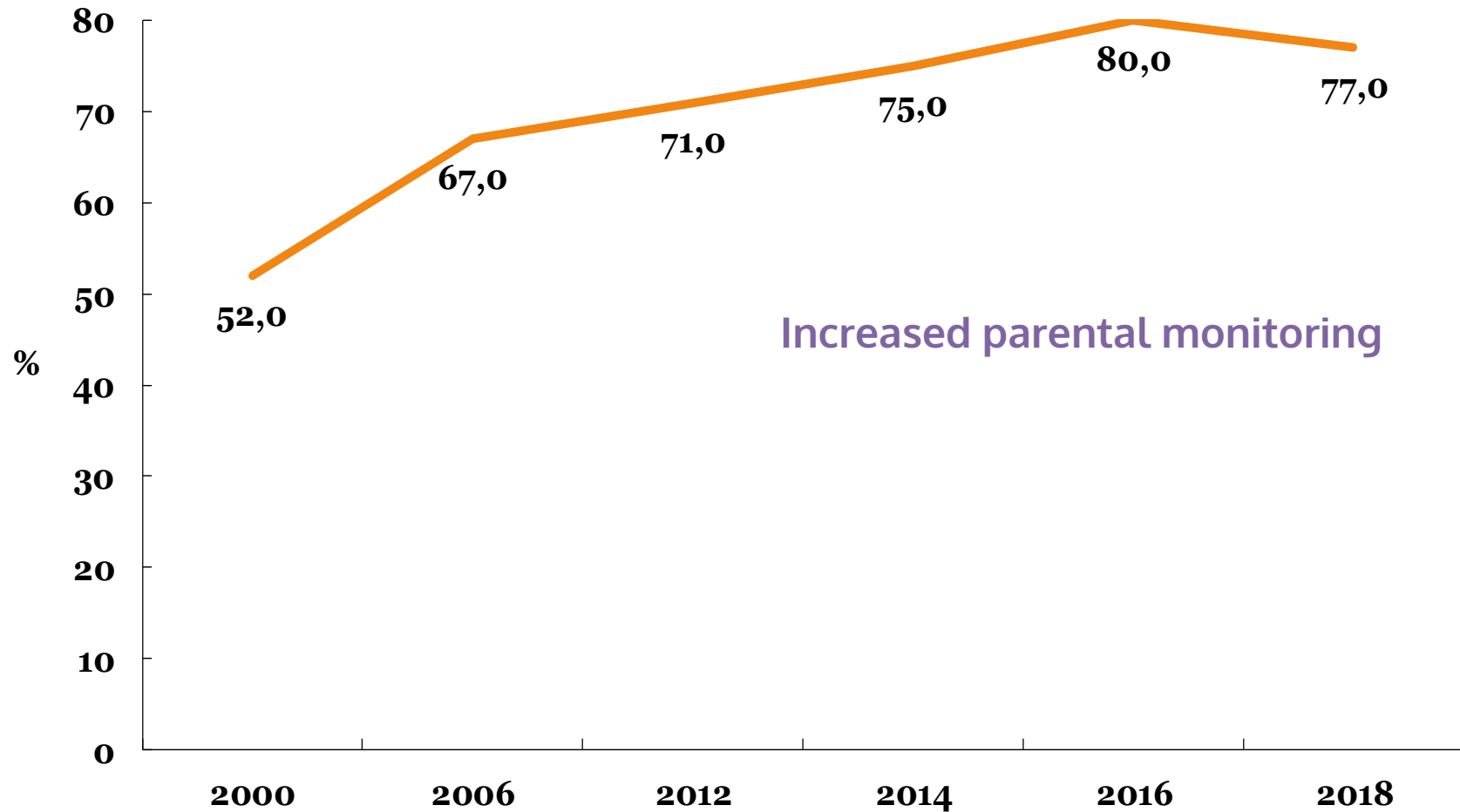
# Impact

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

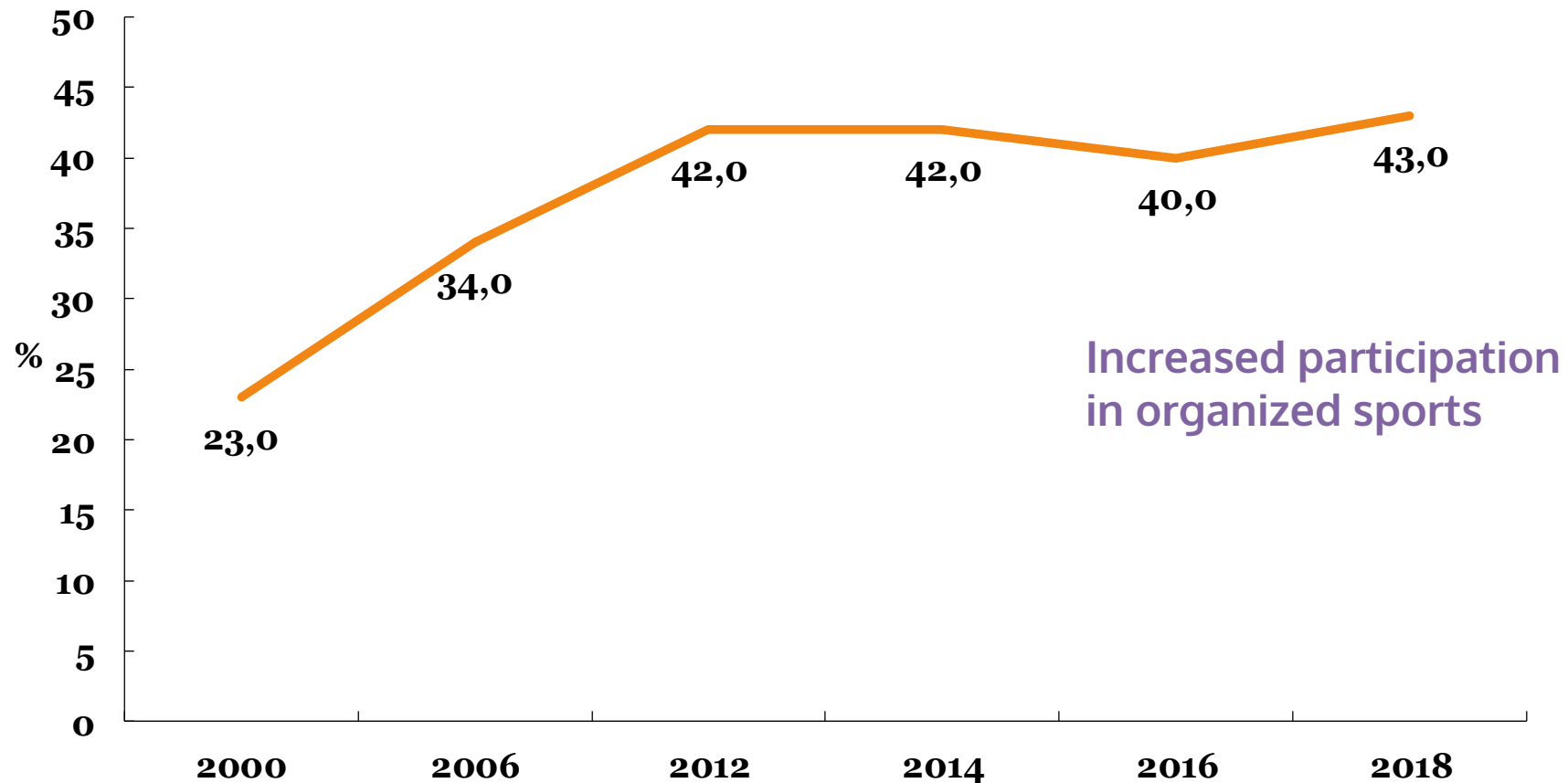


# “My parents know where I am in the evenings” (applies very or rather well to me) 9<sup>th</sup> and 10<sup>th</sup> grade

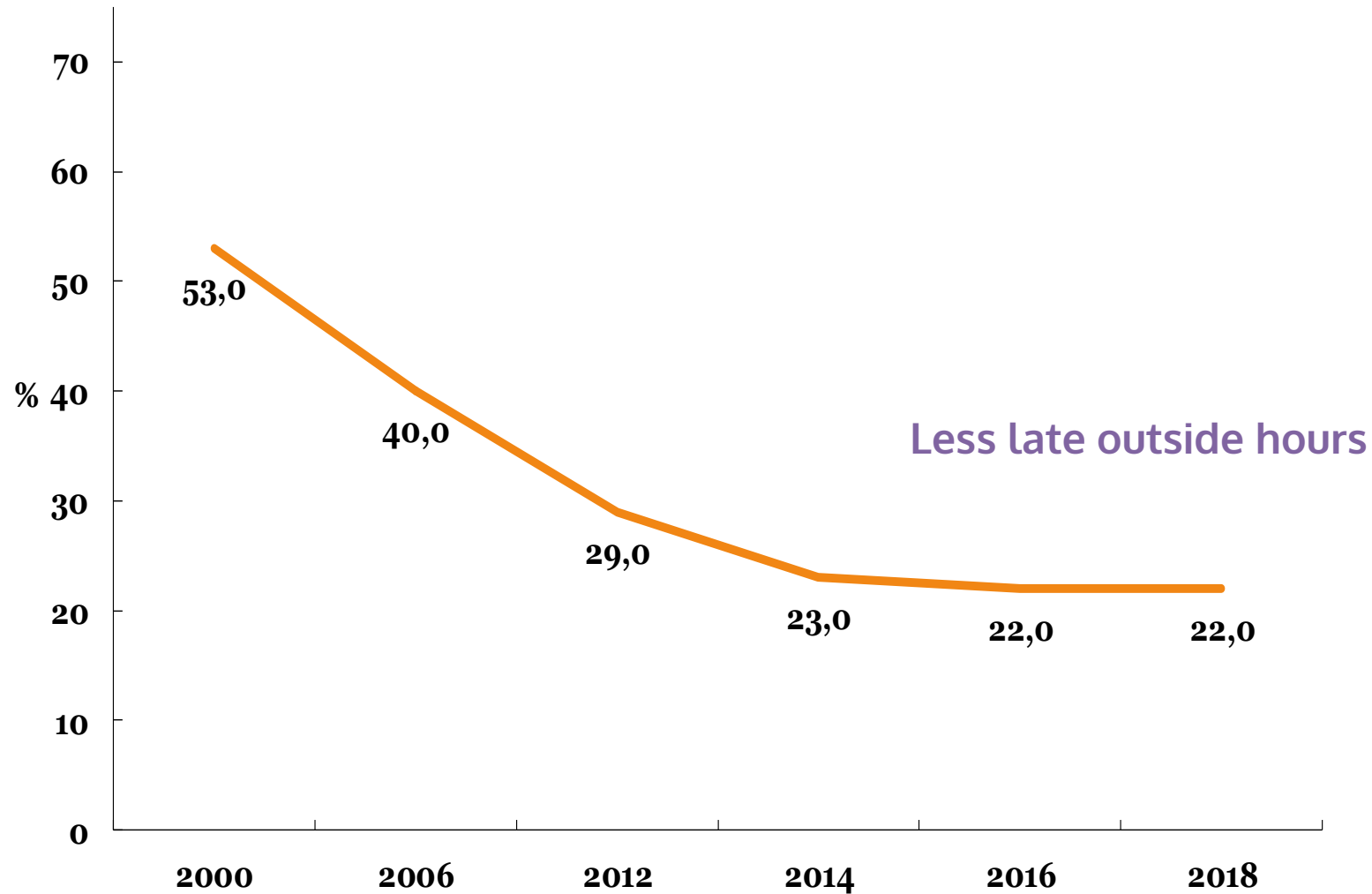




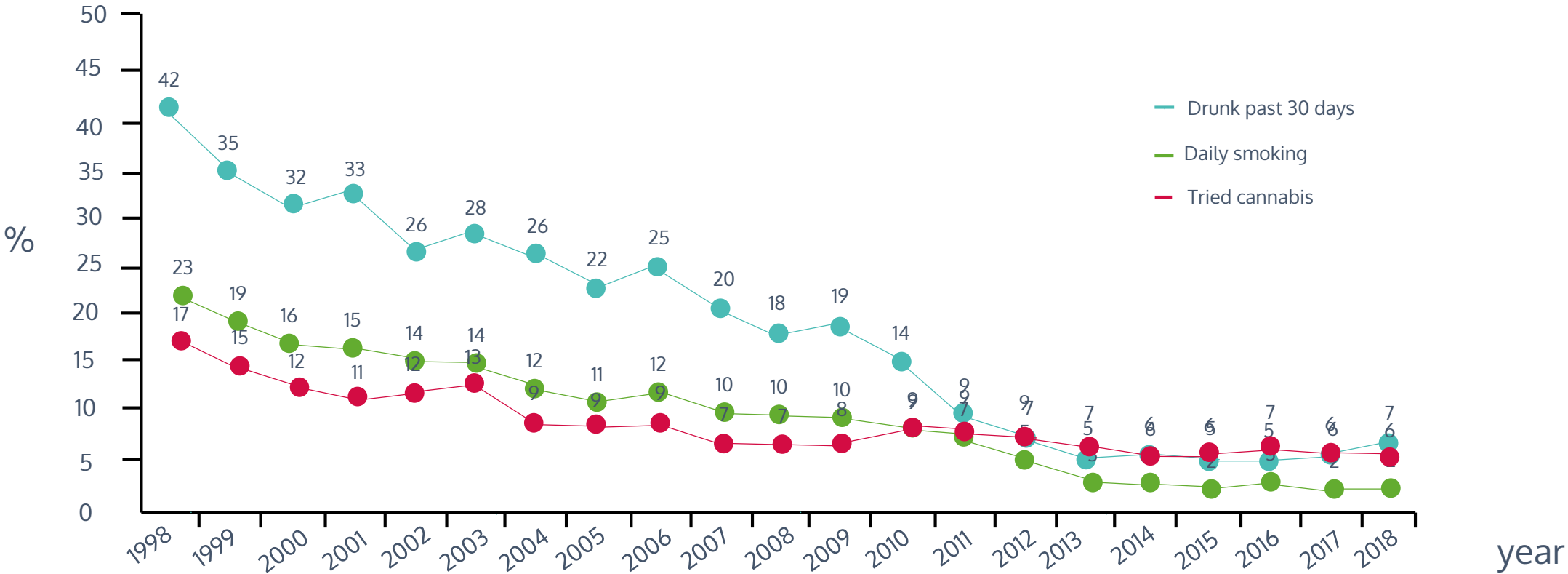
# Rates of students in 9<sup>th</sup> and 10<sup>th</sup> grade that participate in sports with a team or club four times per week or more often



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



# And substance use is going down



Thank you !

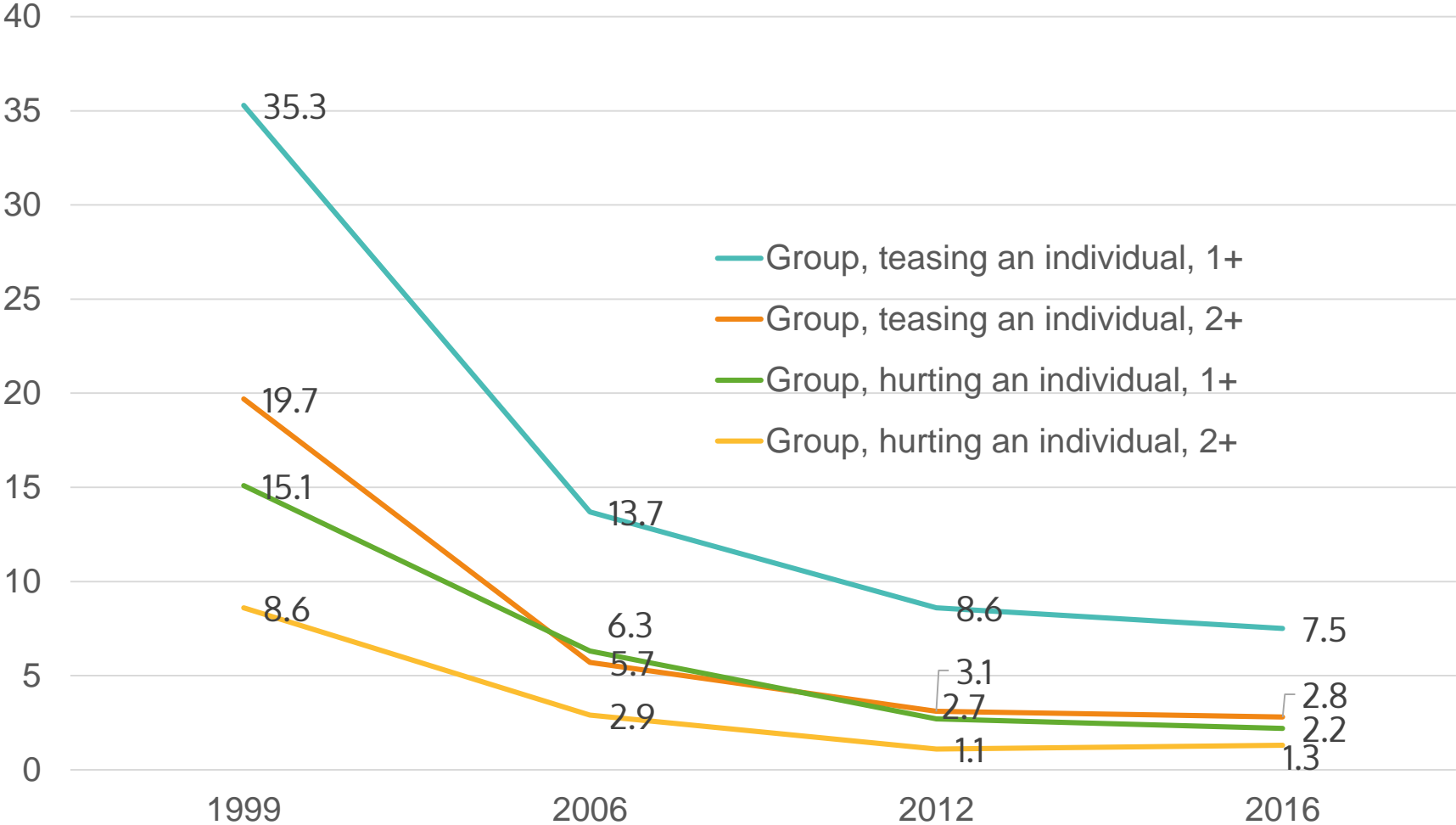


[www.planetyouth.org](http://www.planetyouth.org)

# Other associated factors...

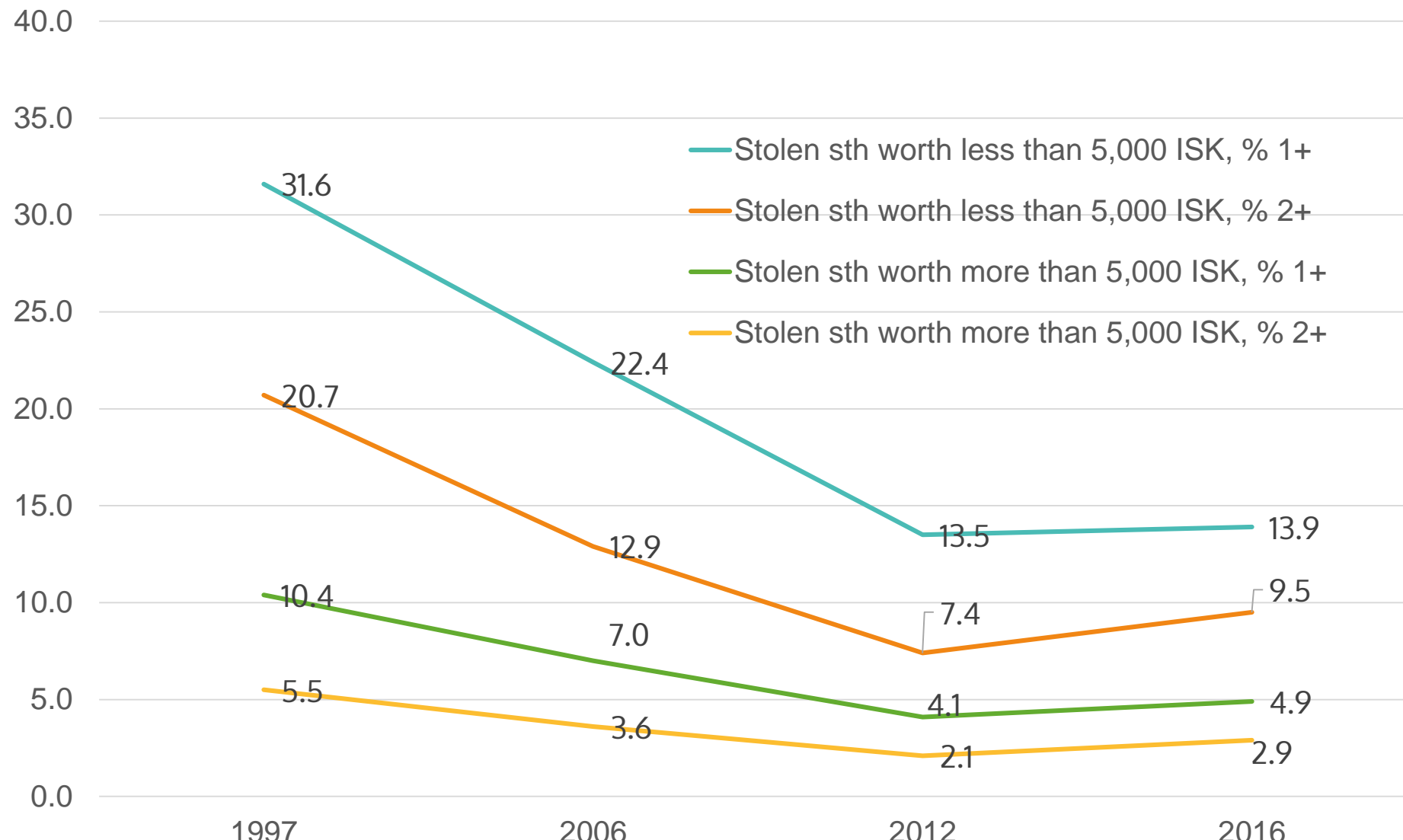


# Measures on bullying (10<sup>th</sup> graders)





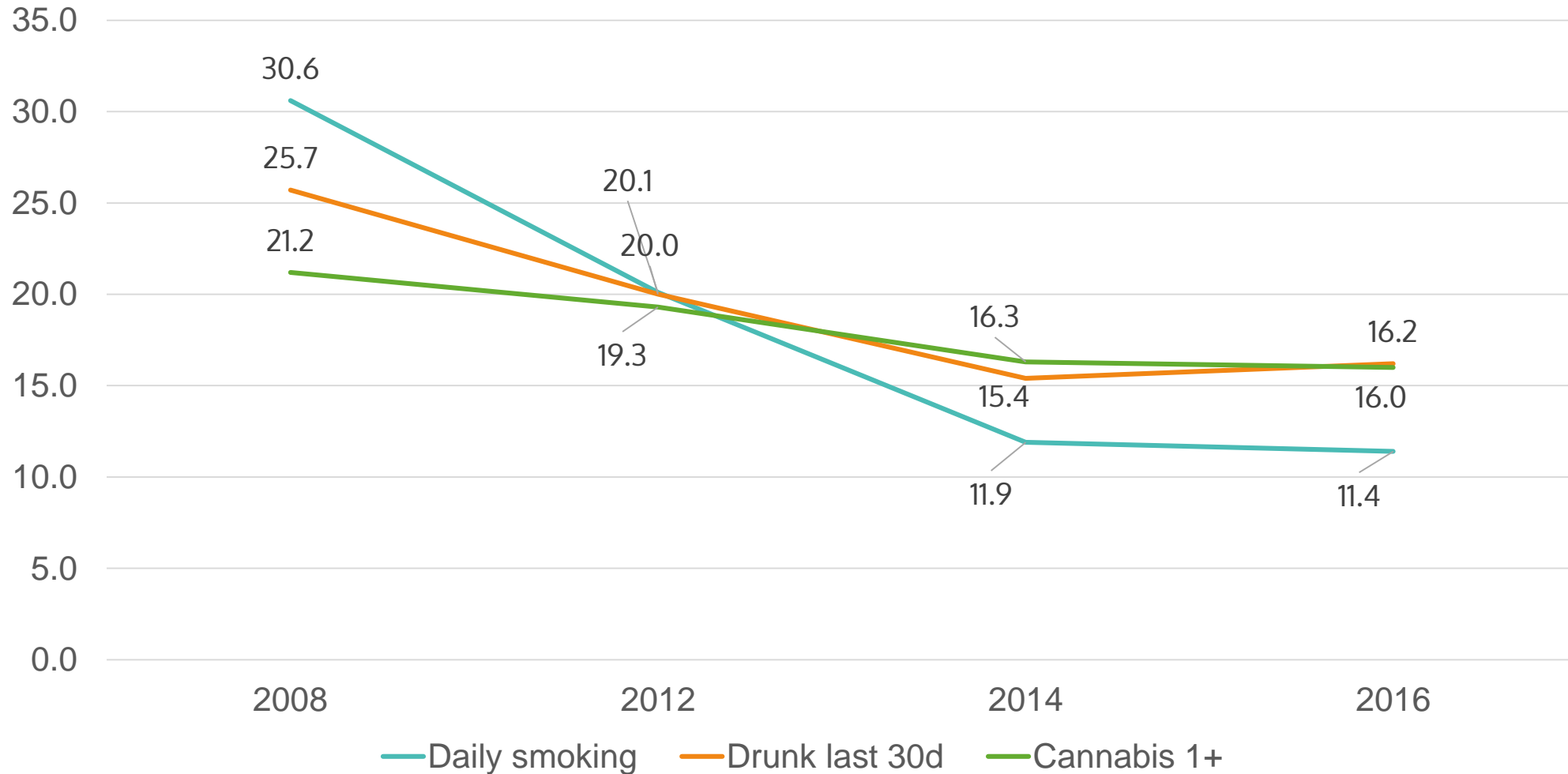
# Measures on theft (10<sup>th</sup> graders)



An aerial photograph of a city, likely Riga, Latvia, taken during the golden hour of sunset. The foreground is dominated by a large, dark, ribbed dome topped with a golden rooster weather vane. The city below is a dense collection of buildings with various roof colors, including red, grey, and blue. The sky is a soft, hazy orange and blue. The text "What about other places?" is overlaid in white, sans-serif font across the middle of the image.

What about other places?

# Core trend: Riga, Latvia (%)





# www.planetyouth.org

- 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 !



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

# Icelandic Model publications



1. Kristjansson, AL., Sigfusdottir, ID., Thorlindsson, T., Mann, MJ., Sigfusson, J., Alle (2016). Population trends in smoking, alcohol use, and primary prevention variables among adolescents in Iceland, 1997-2014. *Addiction*, 111, 645-652.
2. Kristjansson, A.L., Sigfusdottir, I.D., Allegrante, J.P. (2013). Adolescent substance use and peer use: A multilevel analysis of cross-sectional population data. *Substance Abuse Treatment, Prevention, and Policy*, 8:27.
3. Kristjansson AL, Sigfusson J, Sigfusdottir ID, Allegrante, JP (2013). Data collection procedures for school-based surveys among adolescents: the Youth in Europe Study. *Journal of School Health*, 83, 662-667.
4. Sigfusdottir, ID., Kristjansson, AL., Gudmundsdottir, ML., Allegrante, JP. (2011). Substance use prevention through school and community-based health promotion: A transdisciplinary approach from Iceland. *Global Health Promotion*, 18(3), 23-26.
5. Sigfusdottir, ID., Kristjansson, AL., Gudmundsdottir, ML., Allegrante, JP. (2010). A collaborative community approach to adolescent substance misuse in Iceland. *International Psychiatry*, 7(4), 86-88.
6. Kristjansson, AL., James, JE., Allegrante, JP., Sigfusdottir, ID., Helgason, AR. (2010). Adolescent substance use, parental monitoring, and leisure time activities: 12-year outcomes of primary prevention in Iceland. *Preventive Medicine*, 51, 168-171.
7. Sigfusdottir, ID., Thorlindsson, Th., Kristjansson, AL., Roe, KM., Allegrante, JP. (2009). Substance use prevention for adolescents: The Icelandic Model. *Health Promotion International*, 24(1), 16-25.

