

PREVENTION IS POSSIBLE

January 2020

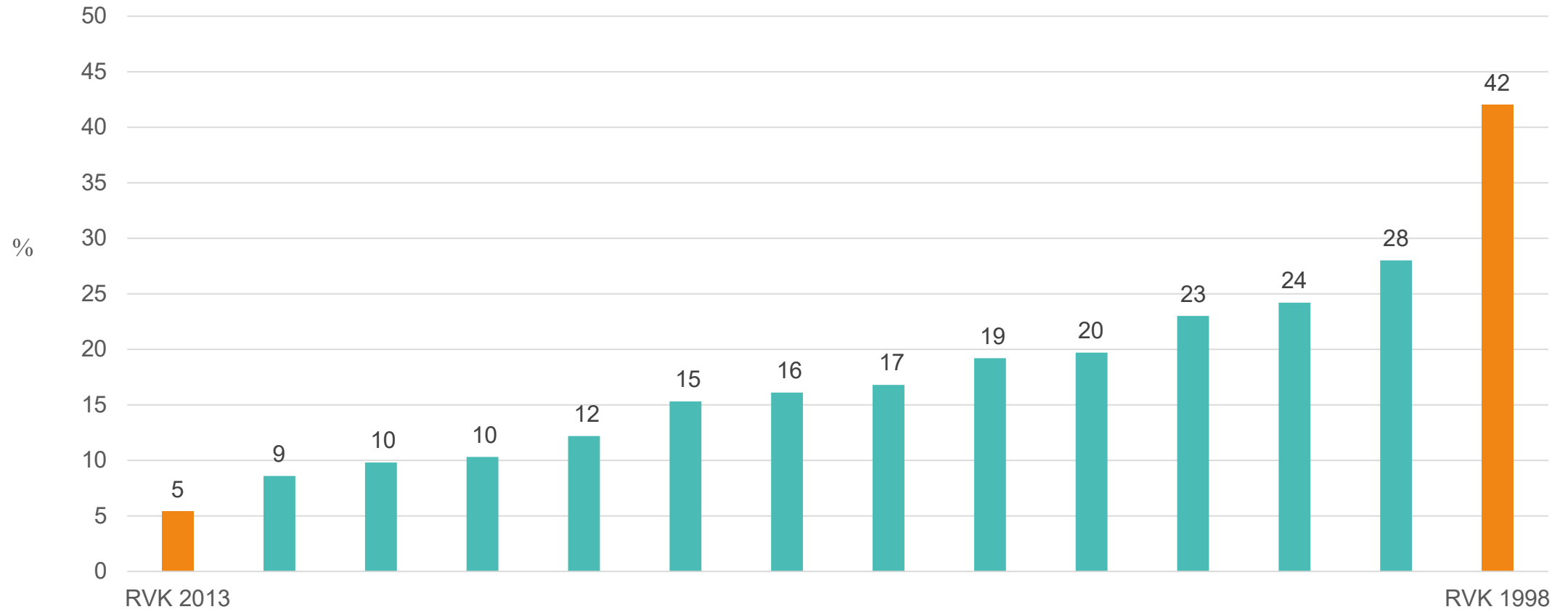
Evidence Based Primary Prevention

The Icelandic Model

JonSigfusson
ICSRA

Introduction

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

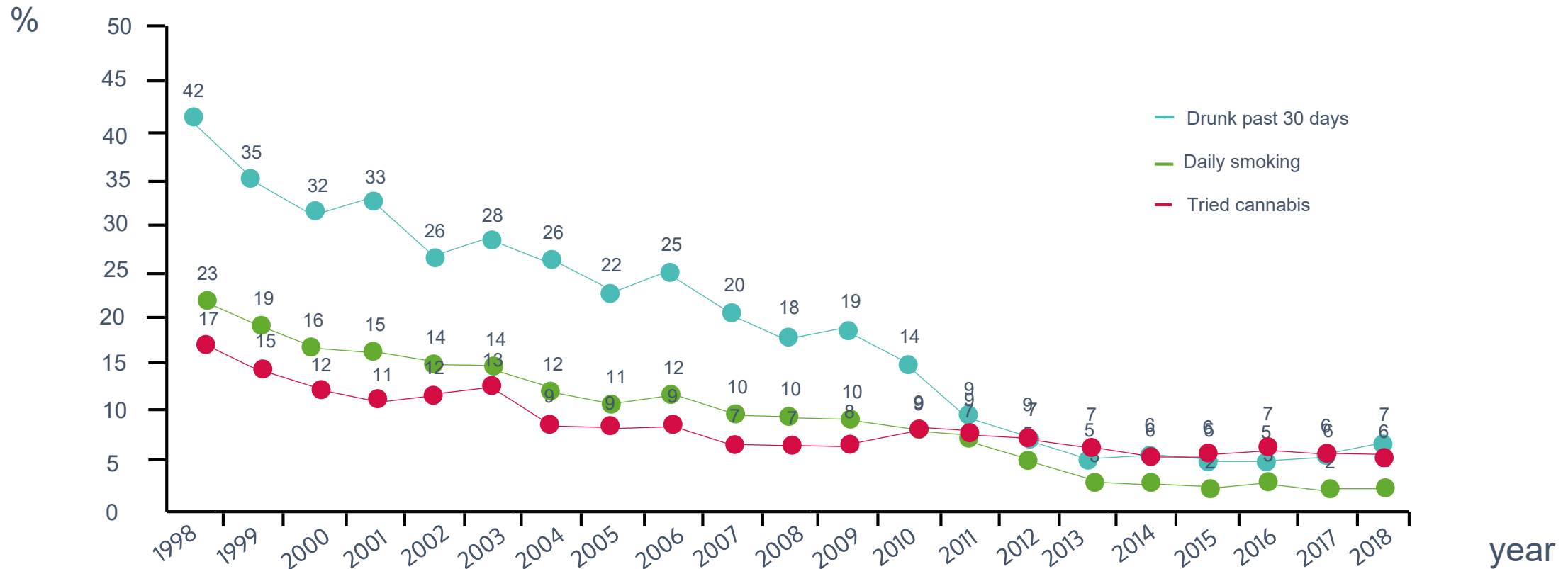


Iceland knows how to stop teen substance abuse

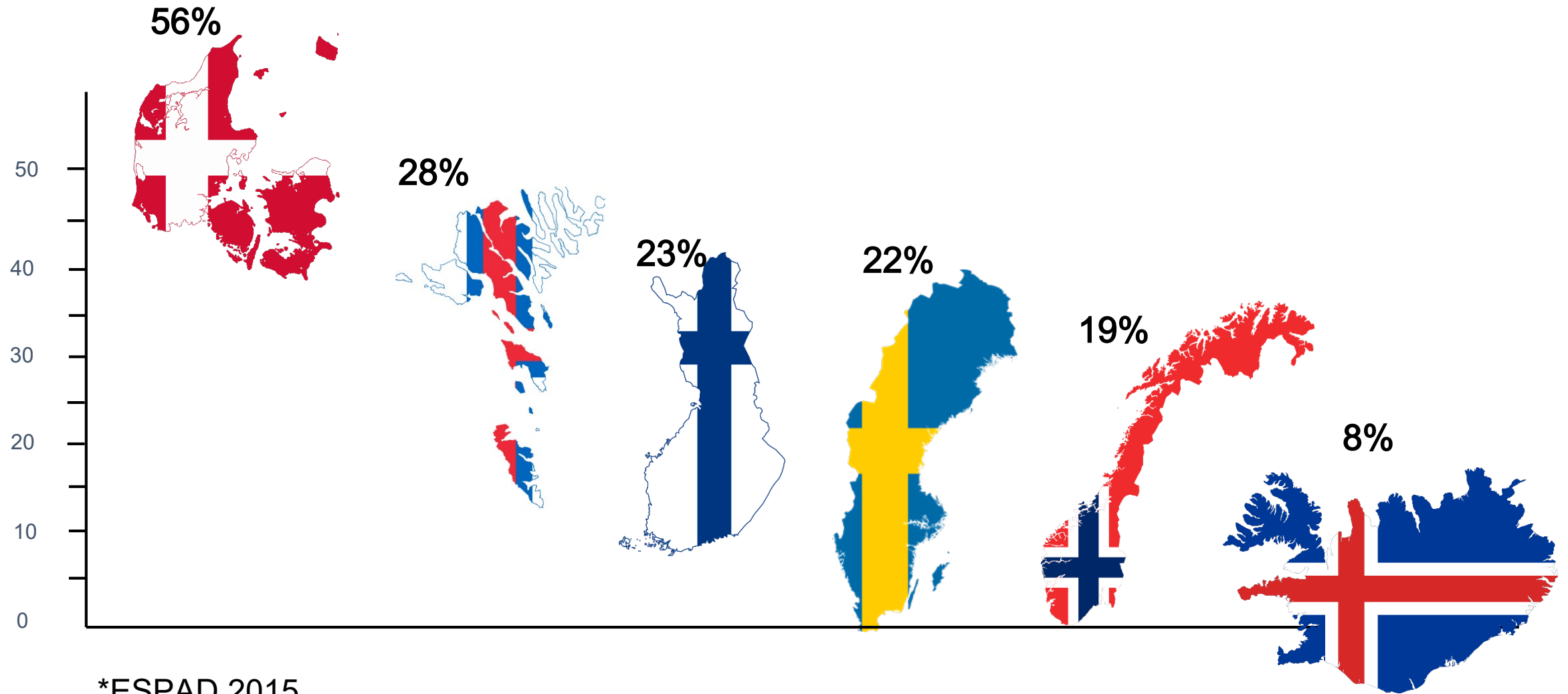
But the rest of the world isn't listening

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

Based on the Icelandic Prevention Model



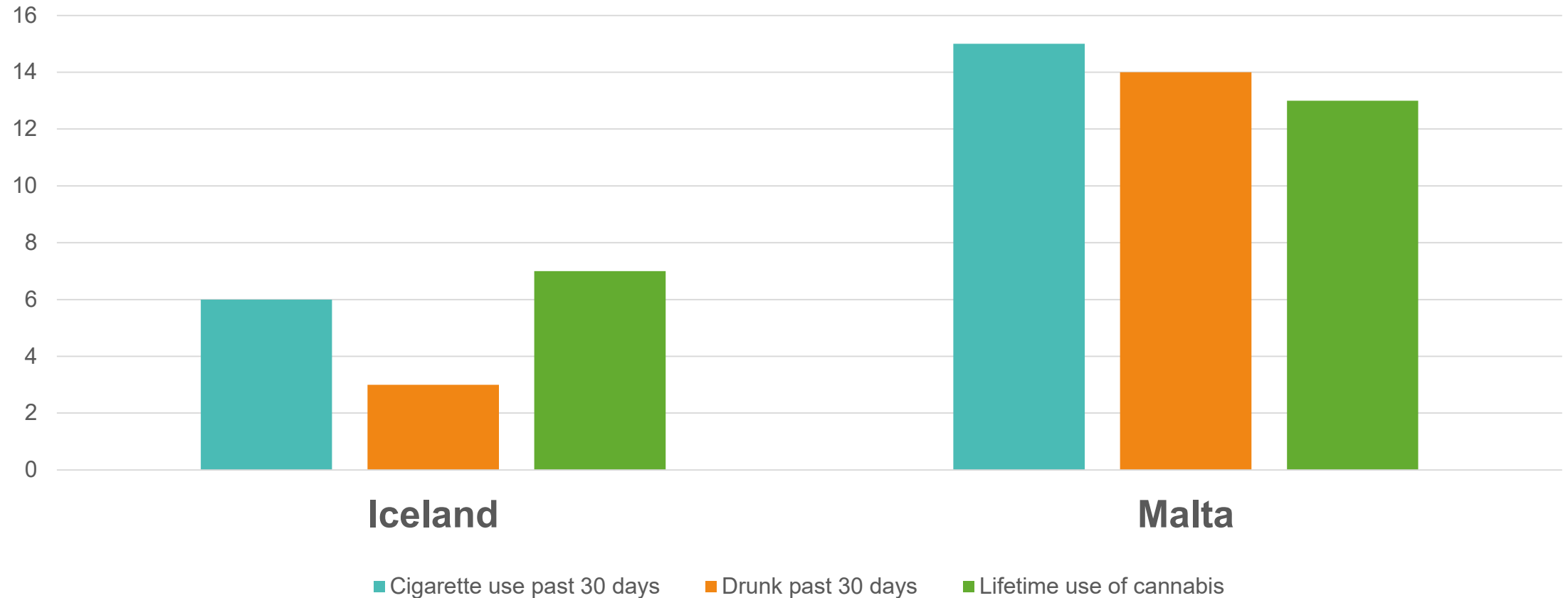
Heavy episodic drinking in the last 30 days*



*ESPAD 2015

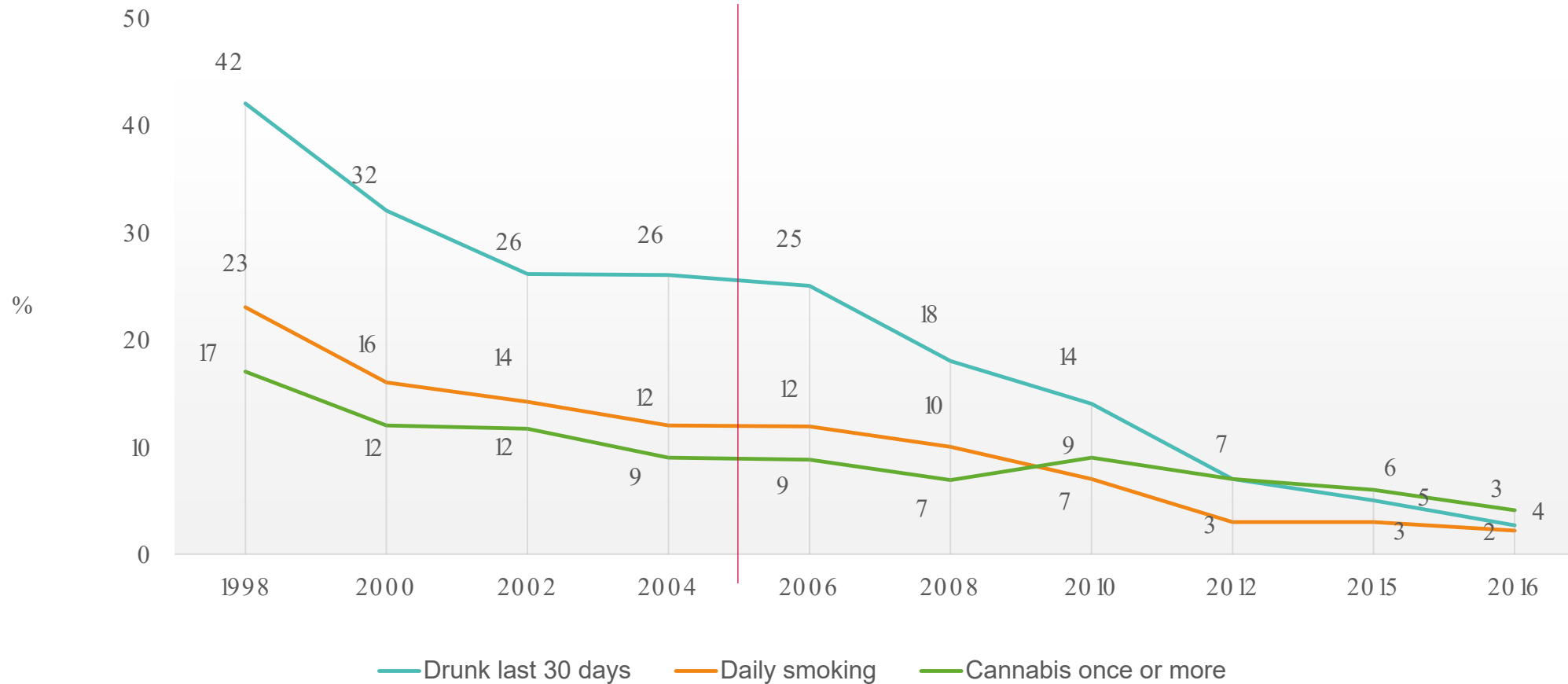
Substance Use Amongst European Youth

(ESPAD, 2015)



International Development

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?



YOUTH
in EUROPE
A DRUG PREVENTION PROGRAMME

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Global reach

As of 2019 we have partnered with a total of 120 communities in Chile, Portugal, Spain, France, Malta, Italy, Greece, Turkey, Slovakia, Romania, Moldova, Bulgaria, Lithuania, Latvia, Estonia, Russia, Finland, Sweden, Norway, Faeroe Islands, Netherlands, Ireland, Australia, Ukraine, South-Korea, Kenya, Guinea-Bissau, Mexico, Colombia, USA and Iceland

Building blocks

The three pillars of success

The Icelandic model is predicated upon three pillars:

- 1) Evidencebased 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
EVIDENCE

COMMUNITY
COMMUNITY

DIALOGUE
DIALOGUE



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) Highschool

1992



Indicators

anxiety

peer group economic and psychological issues

negative life events and strain

physical health status

internet gambling

values and attitudes

depressive symptoms

lifestyle and leisure time activities

Health status indicators

substance use

studies and school

violence and delinquency ,
and more ...

local community networks

parents and family

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

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

In a nutshell, to speed-up and integrate



Fact:

Substance use prevention:

There are no quick fixes or simple solutions

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



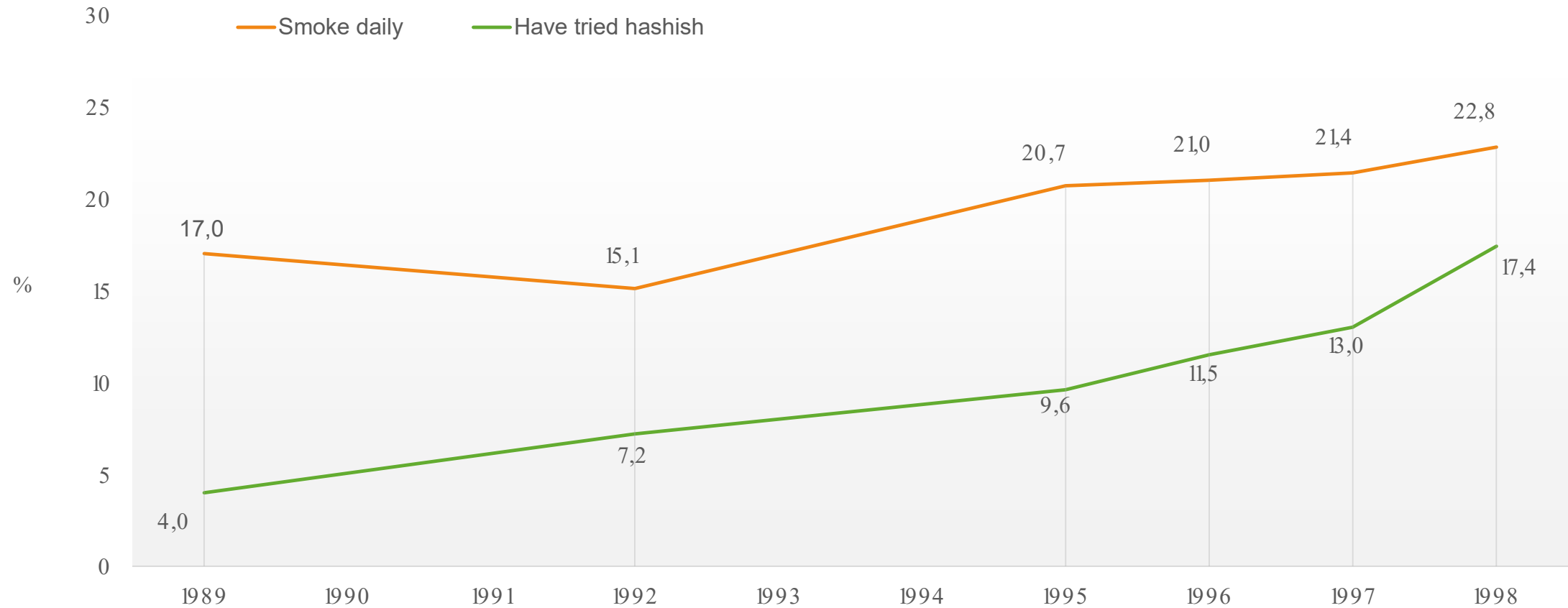
What did we learn?

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

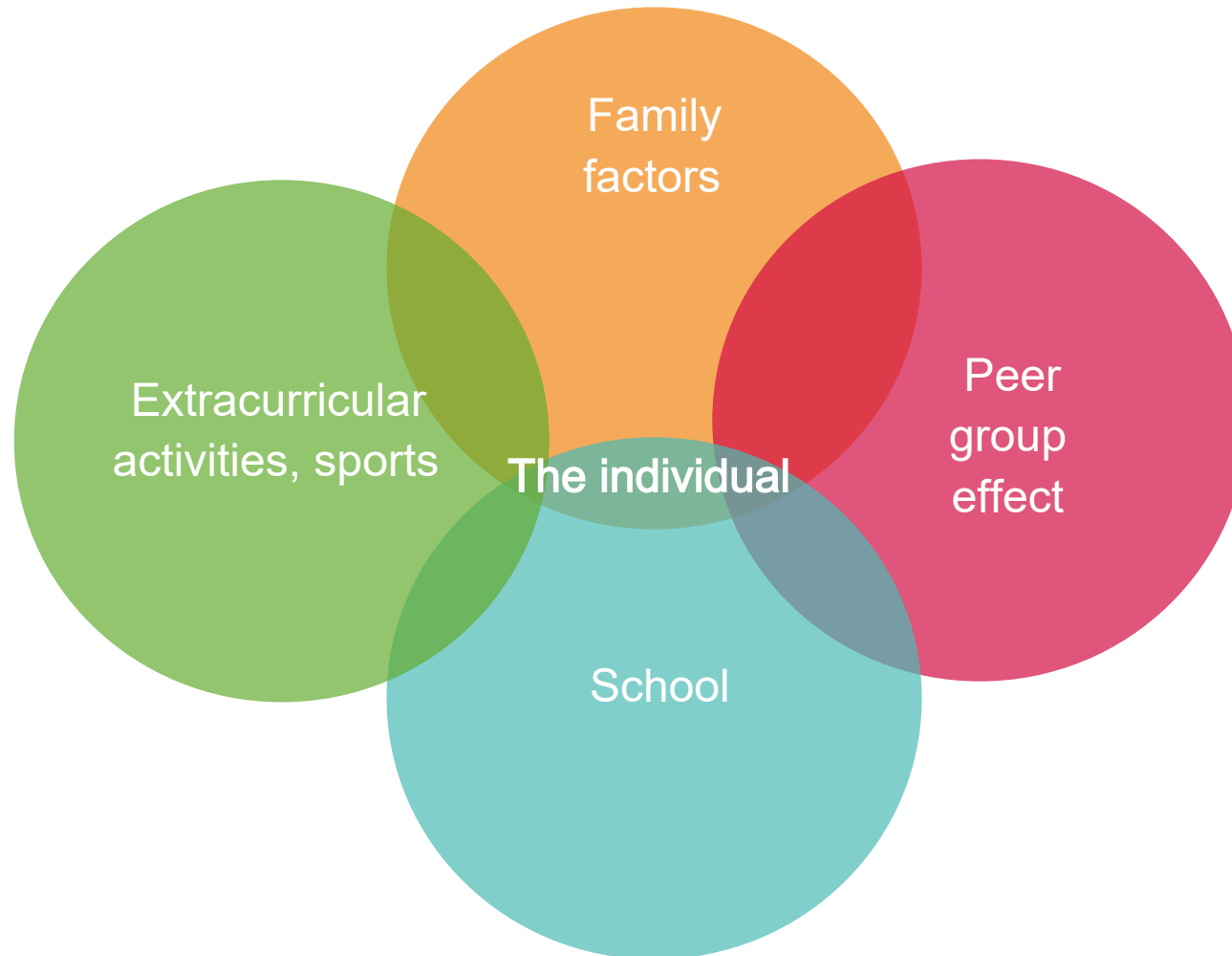


The year is 1998

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

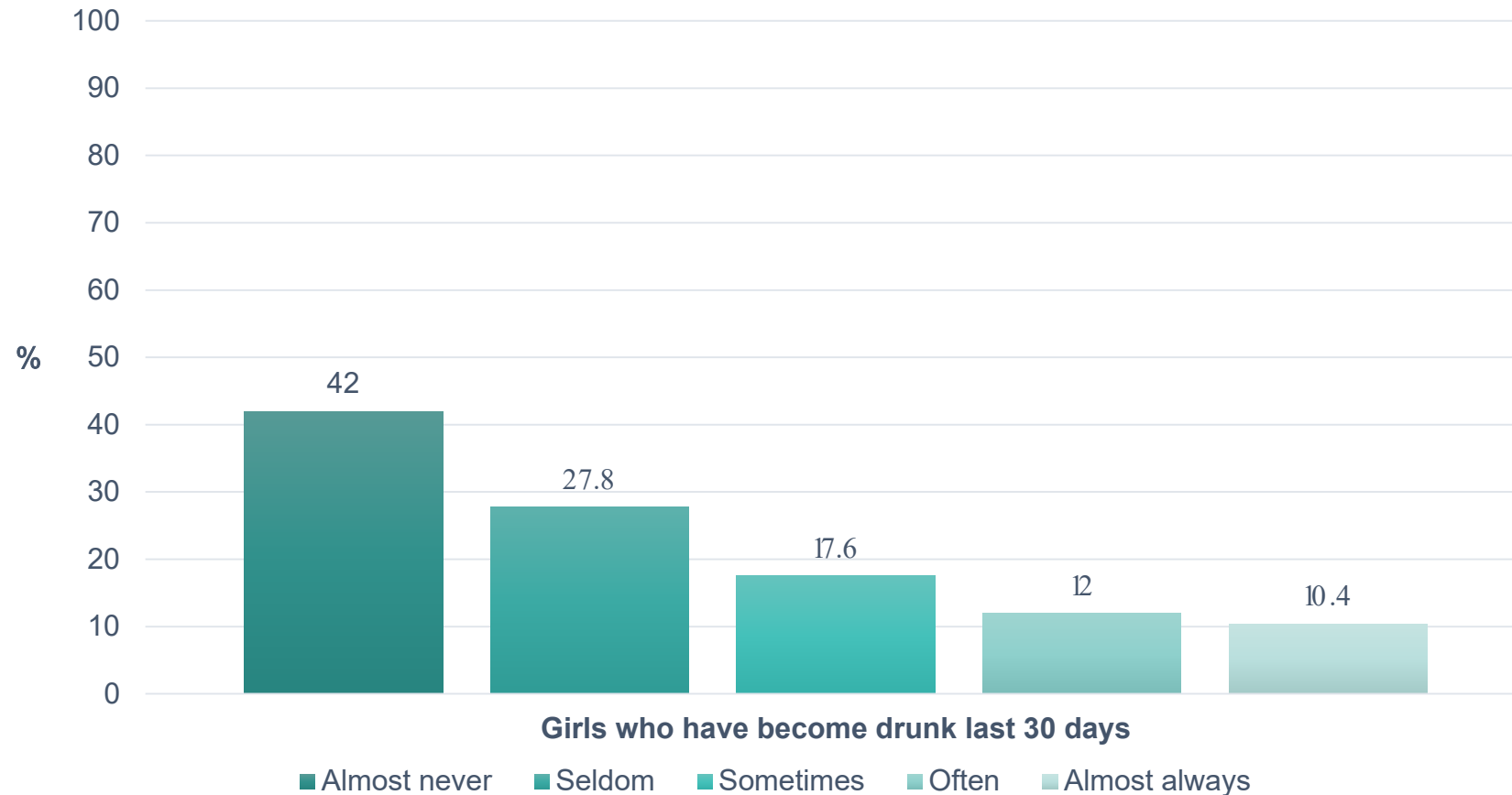
We tried to **establish the risk and protective factors**

Domains of interventions

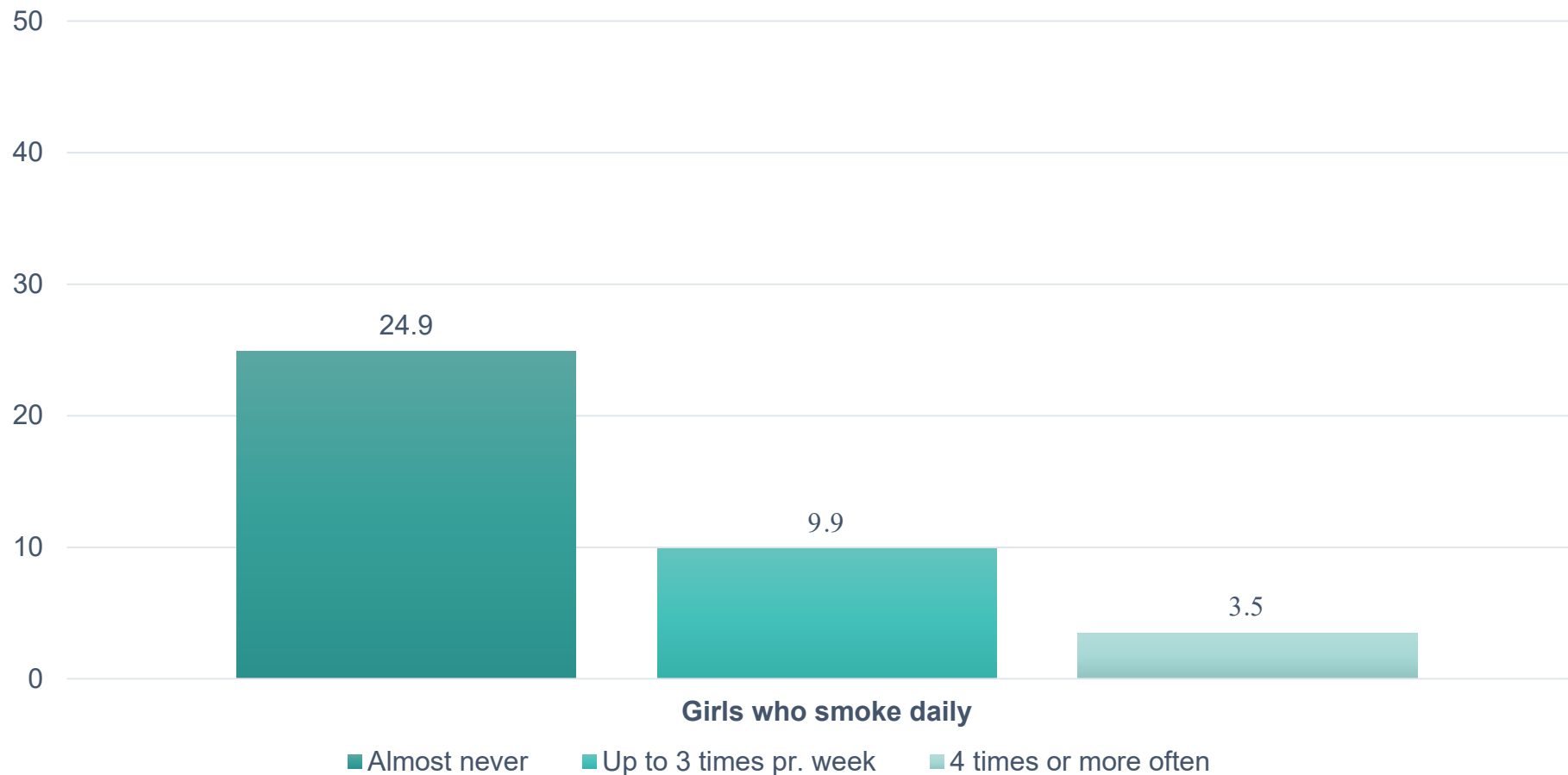


Risk and
protective factors

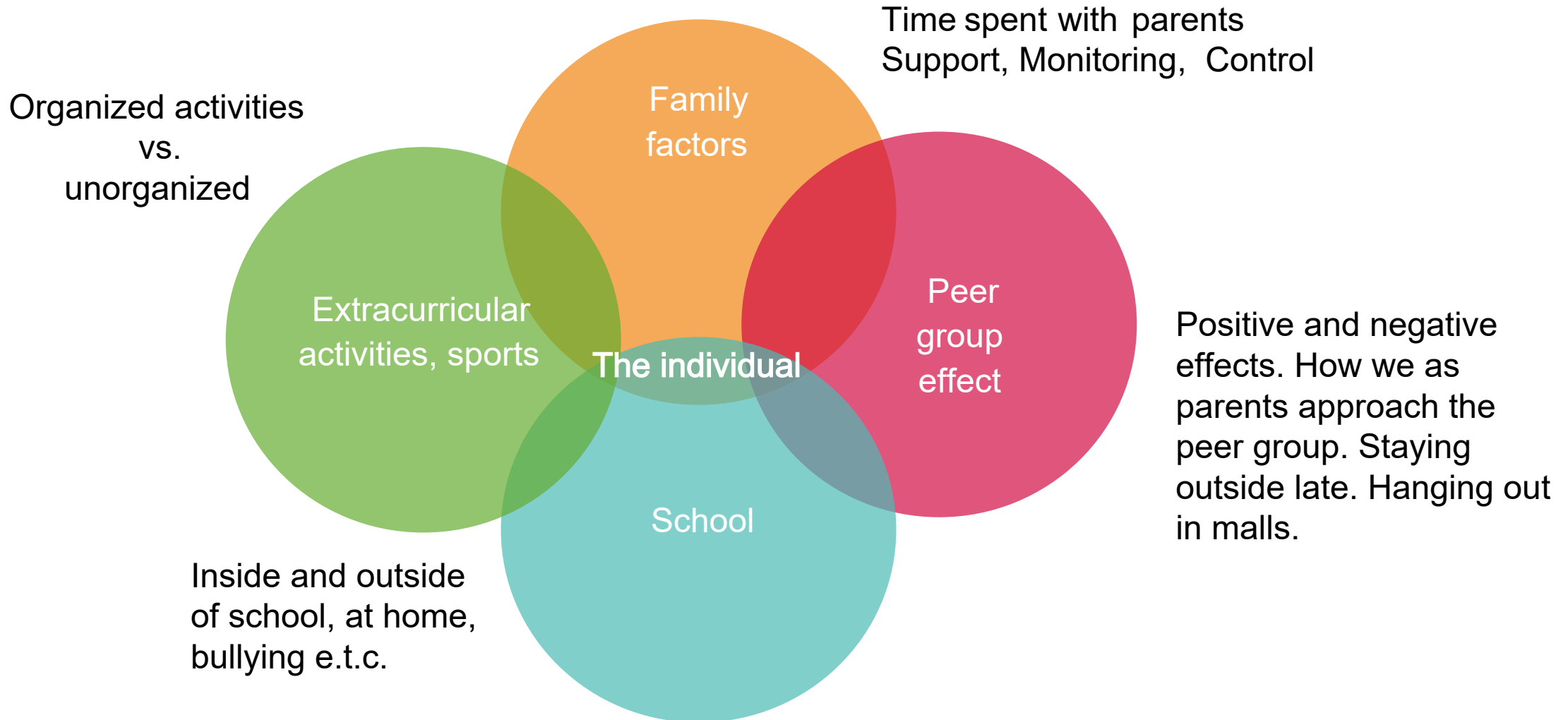
Strong connection between drinking alcohol and time spent with parents



Strong connection between smoking and participation in sports

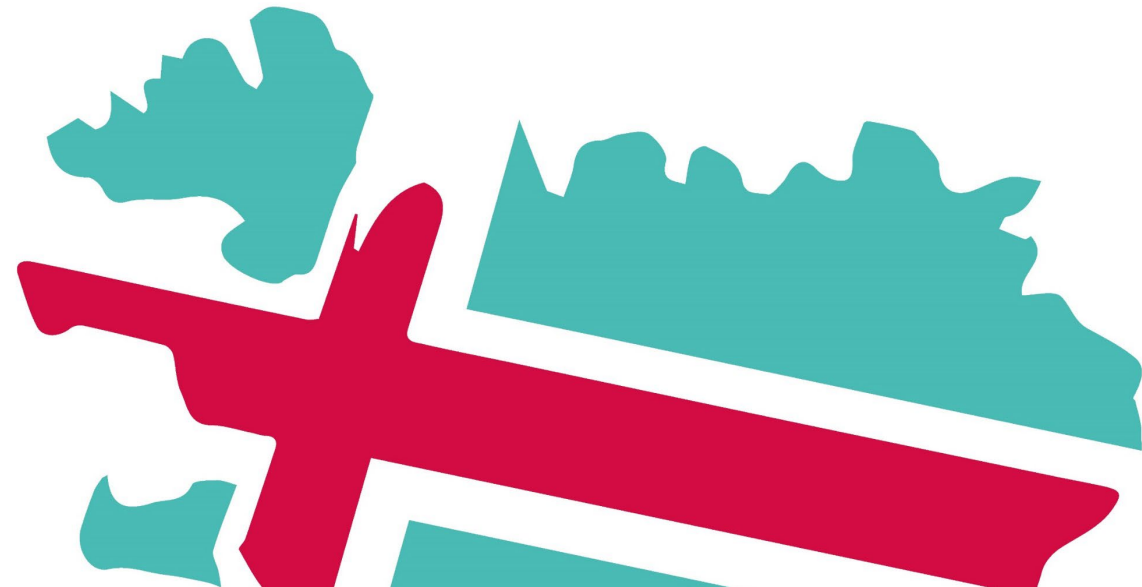


And analysing deeper



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



Aim of Drug free Iceland

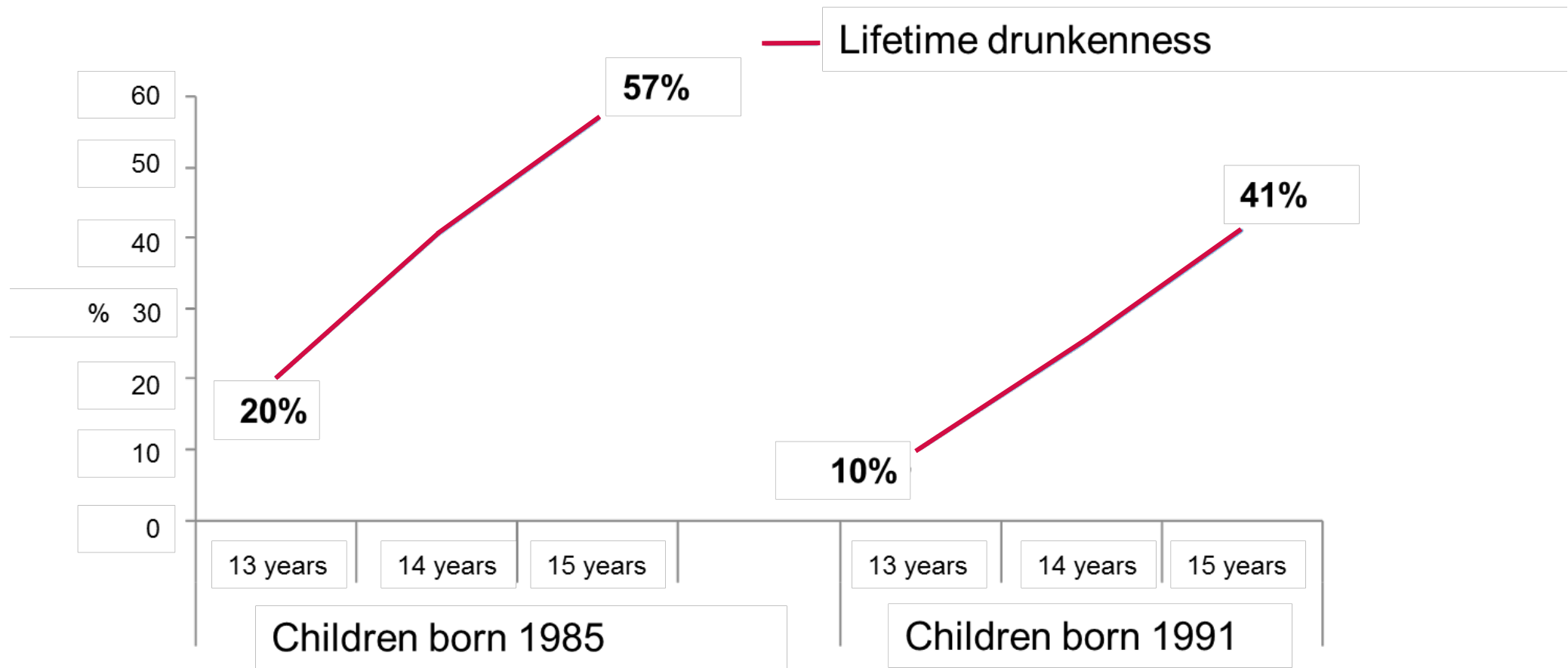
- To change the **actual behavior** of youth and not only their attitudes
- To change the **life -style environment** of our children so that they would be in lesser risk of substance use

The Reykjavik campaign

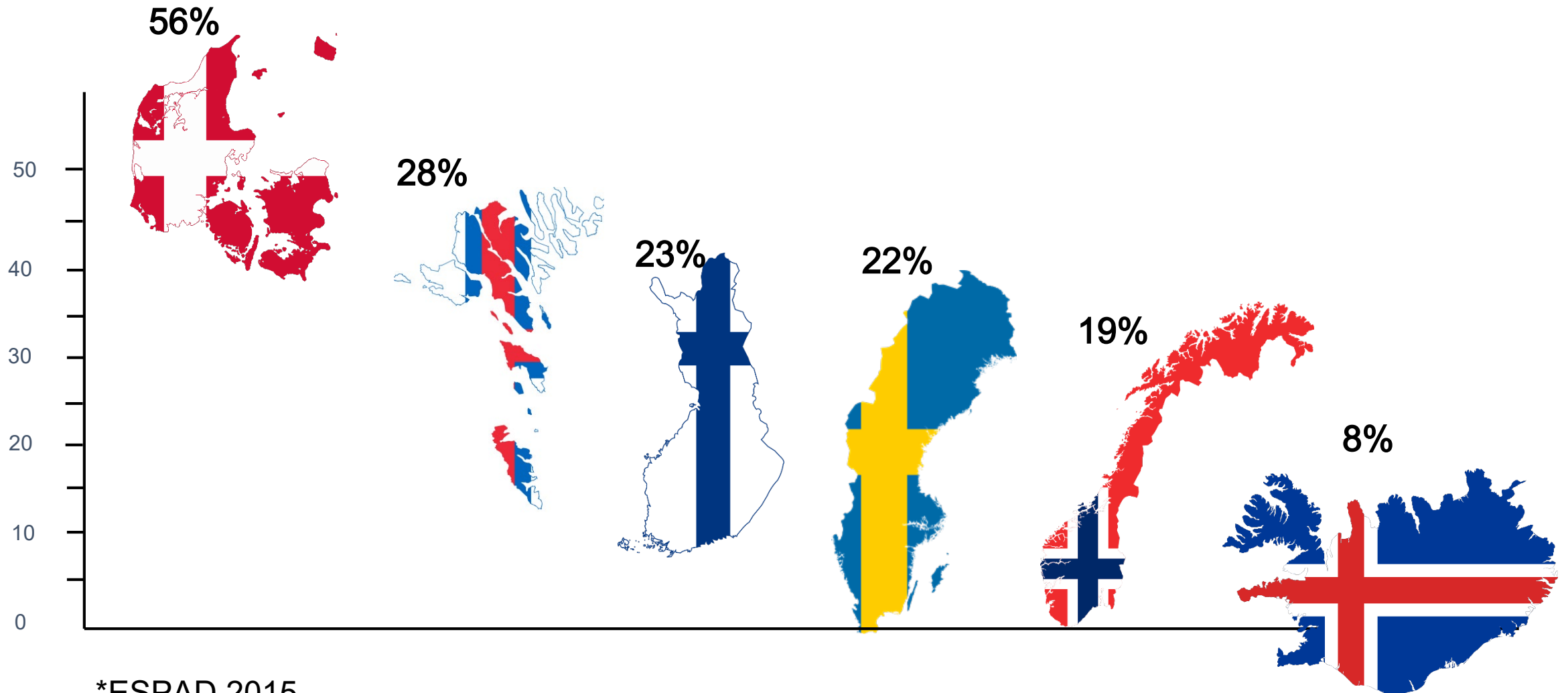
- A clear message to society about risk and protective factors
- From Research and Evidence to Action
- Information and research was absolutely essential then and still is today

Digging deeper

Substance use follows cohorts

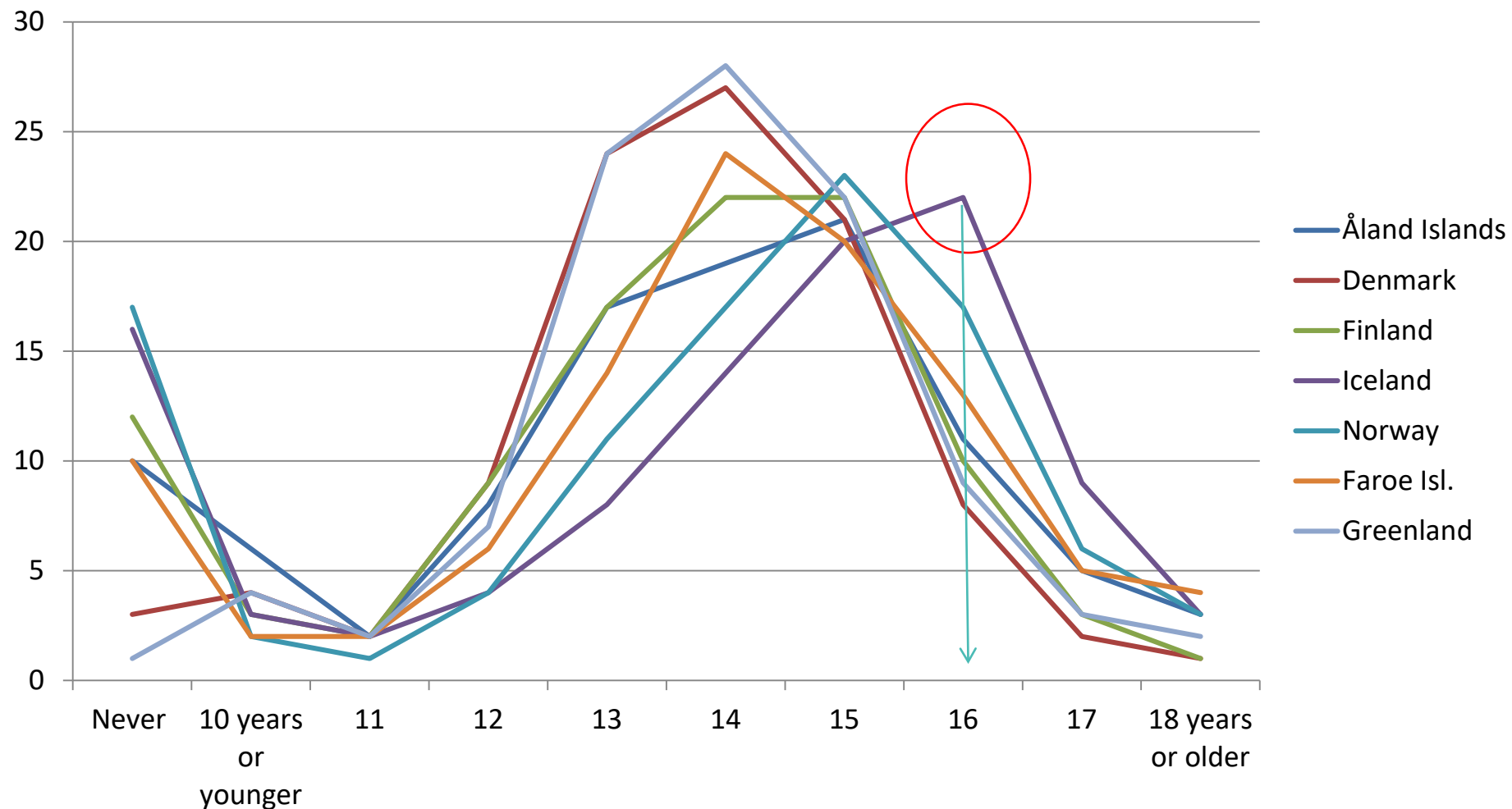


Heavy episodic drinking in the last 30 days*

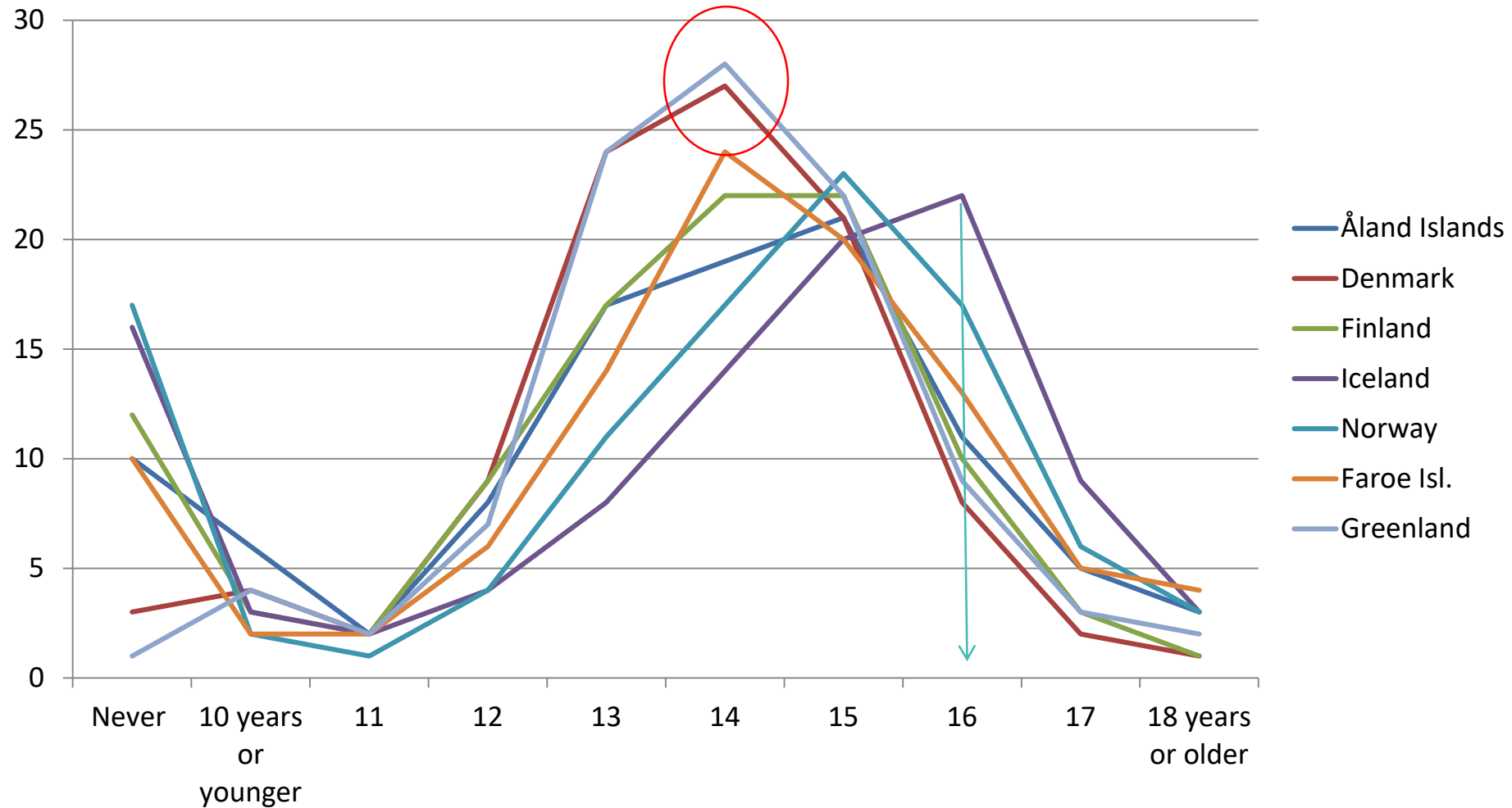


*ESPAD 2015

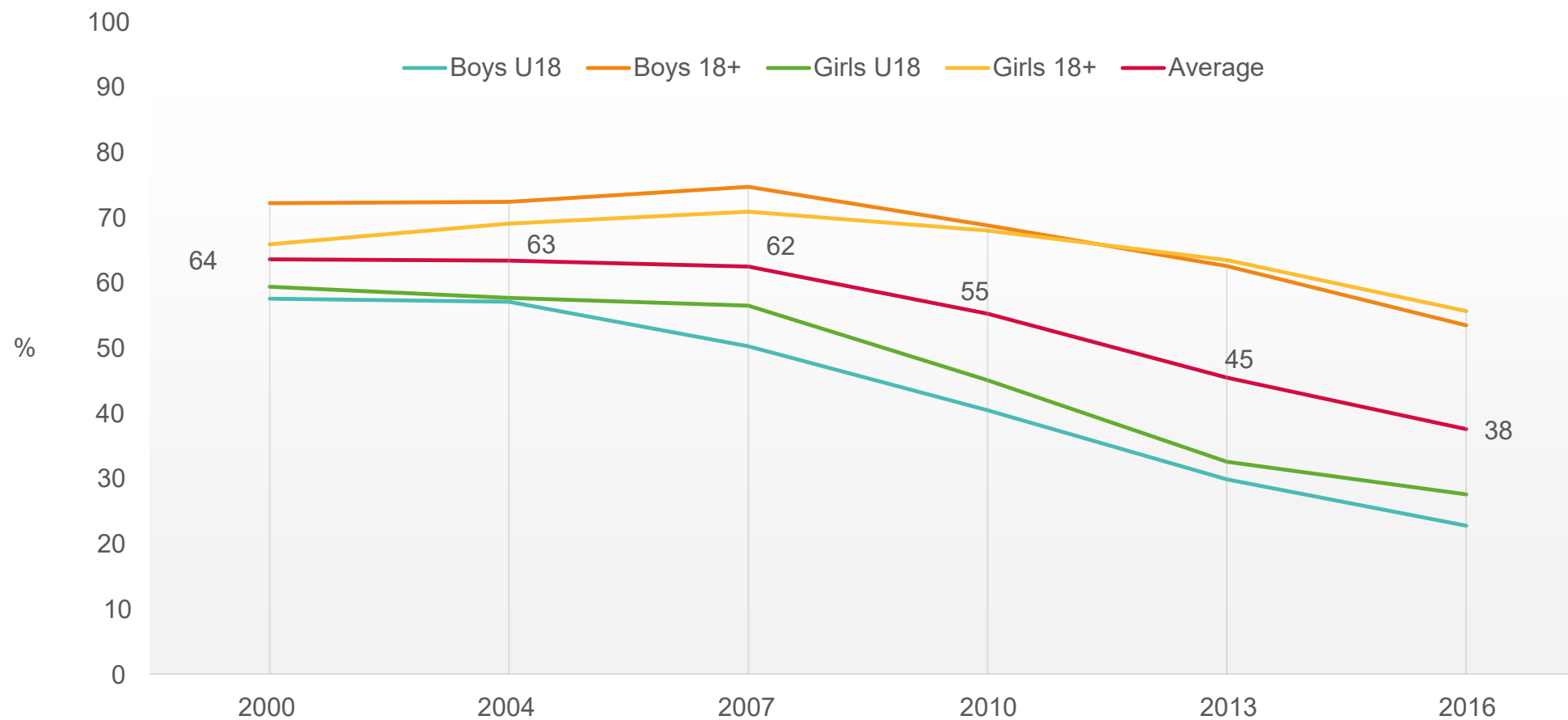
Alcohol onset – From the 2009 Nordic Youth Study



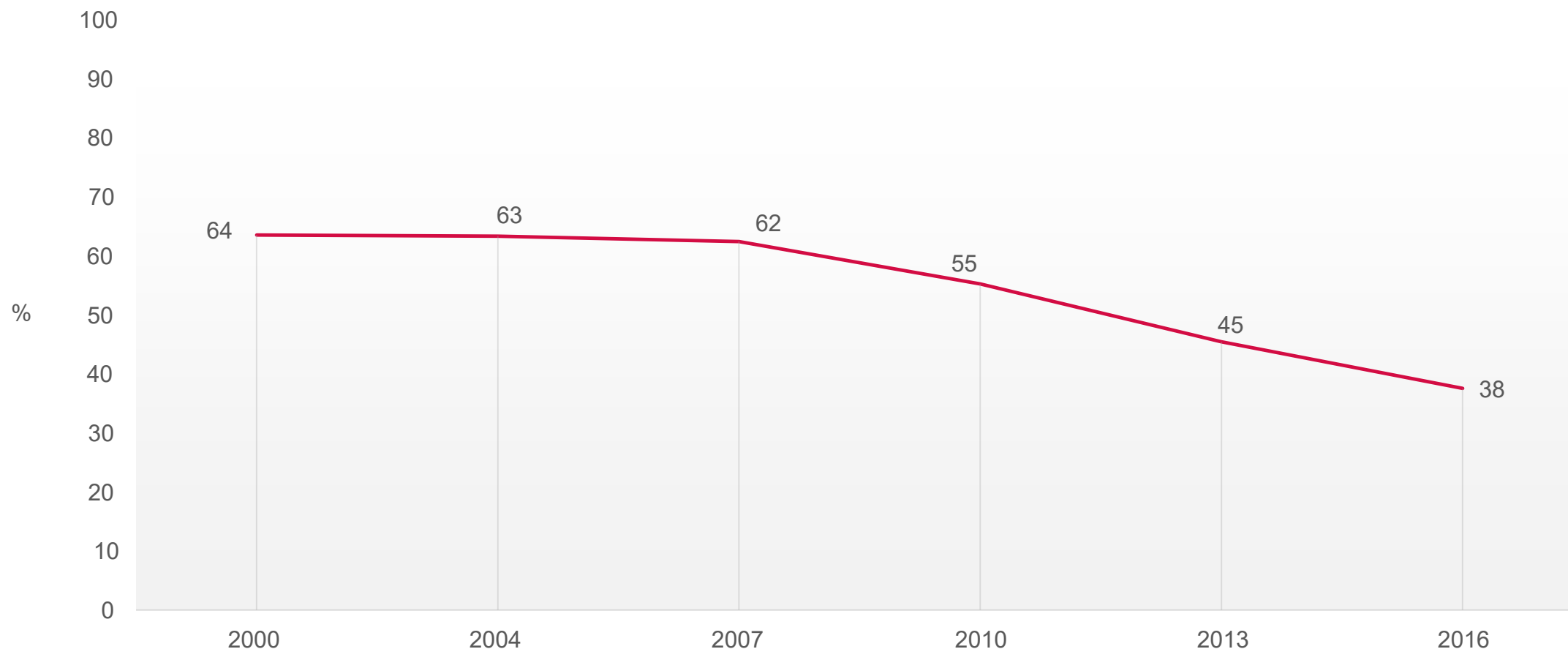
Alcohol onset – From the 2009 Nordic Youth Study



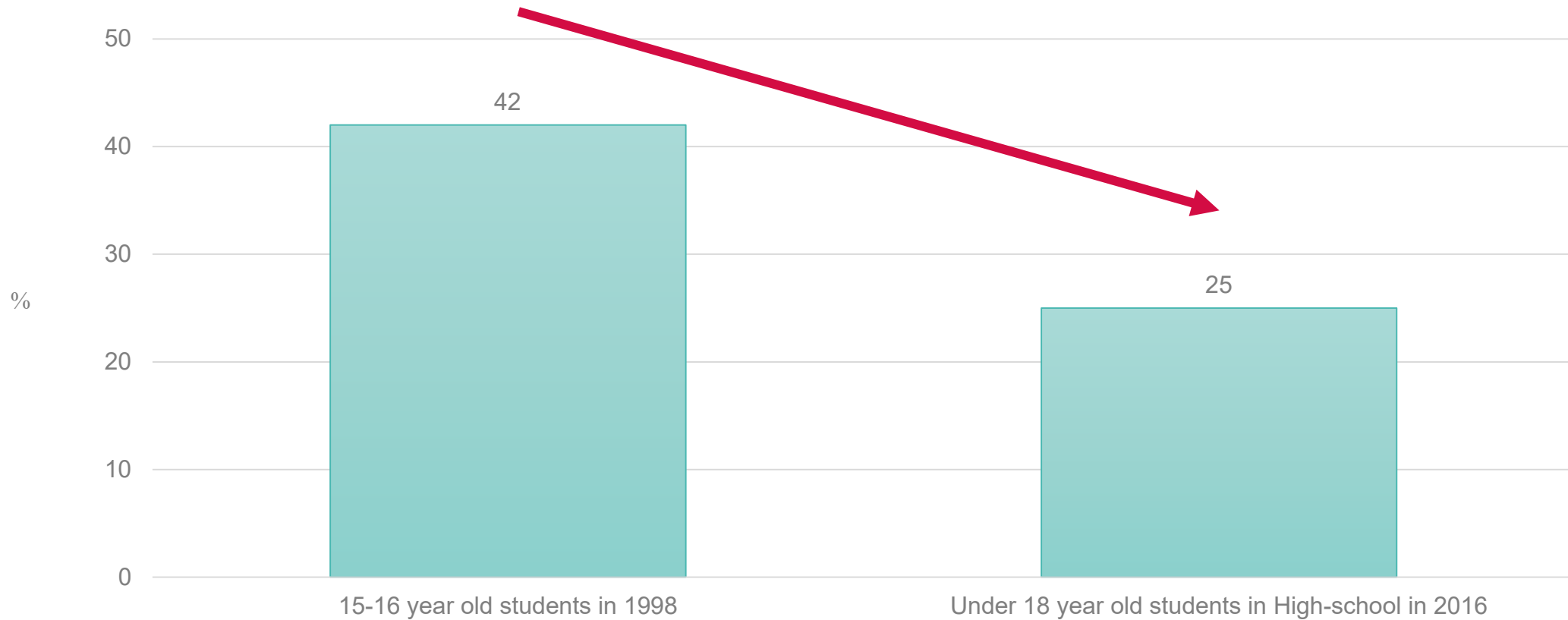
Alcohol use trend in Icelandic High-Schools 16 - 20 year old students



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

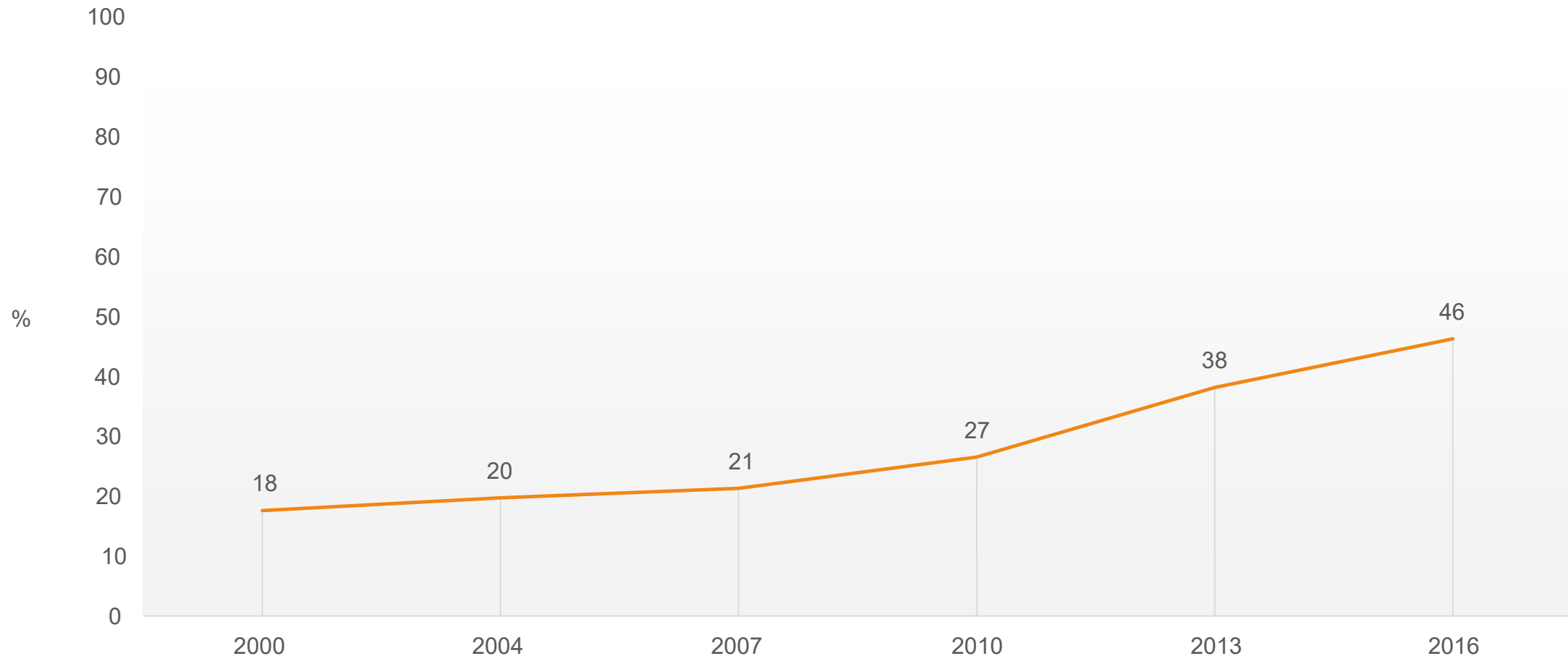


Drunk past 30 days – once or more often



Never got drunk in lifetime

High-Schools 16 - 20 year old students



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



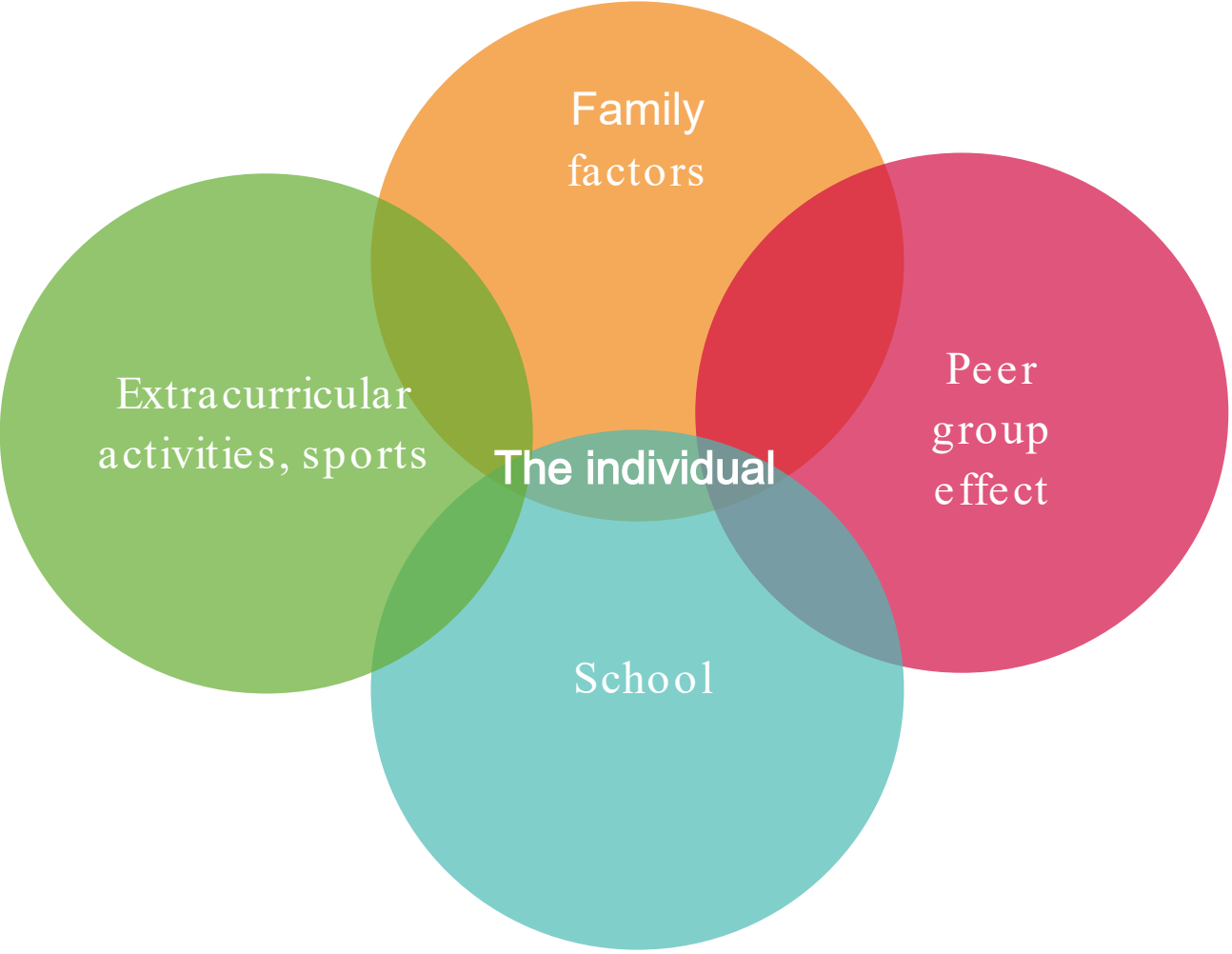
Our focus is primary prevention

- 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?

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

Leisure time of adolescents



?

Leisure time of adolescents

+ 70% of awake time

“Time spent in a year”



Reykjavik City grants to organizations NGO's in the year 2015

Total grants around 7% of the overall budget of the City

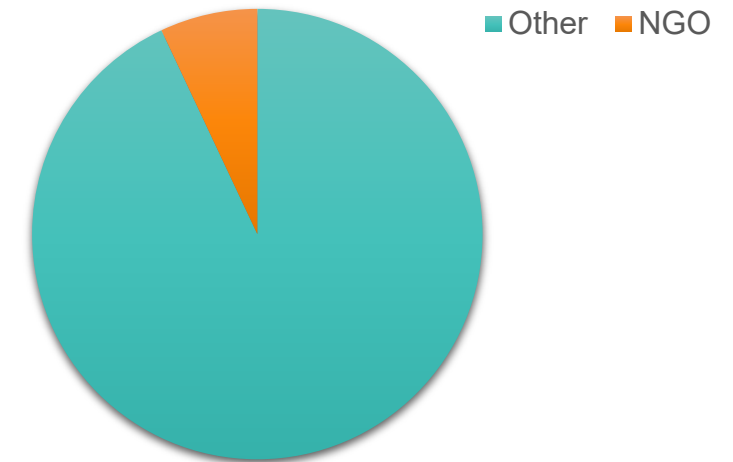
Youth- and Sports Organizations Euro 48 m.

Youth clubs/centres, after school activities Euro 24 m.

Cultural organizations Euro 14 m.

Music schools and schoolbands Euro 8 millj.

The Leisure Card – Euro 6 millj.



Reykjavik City Budget

The Leisure Card

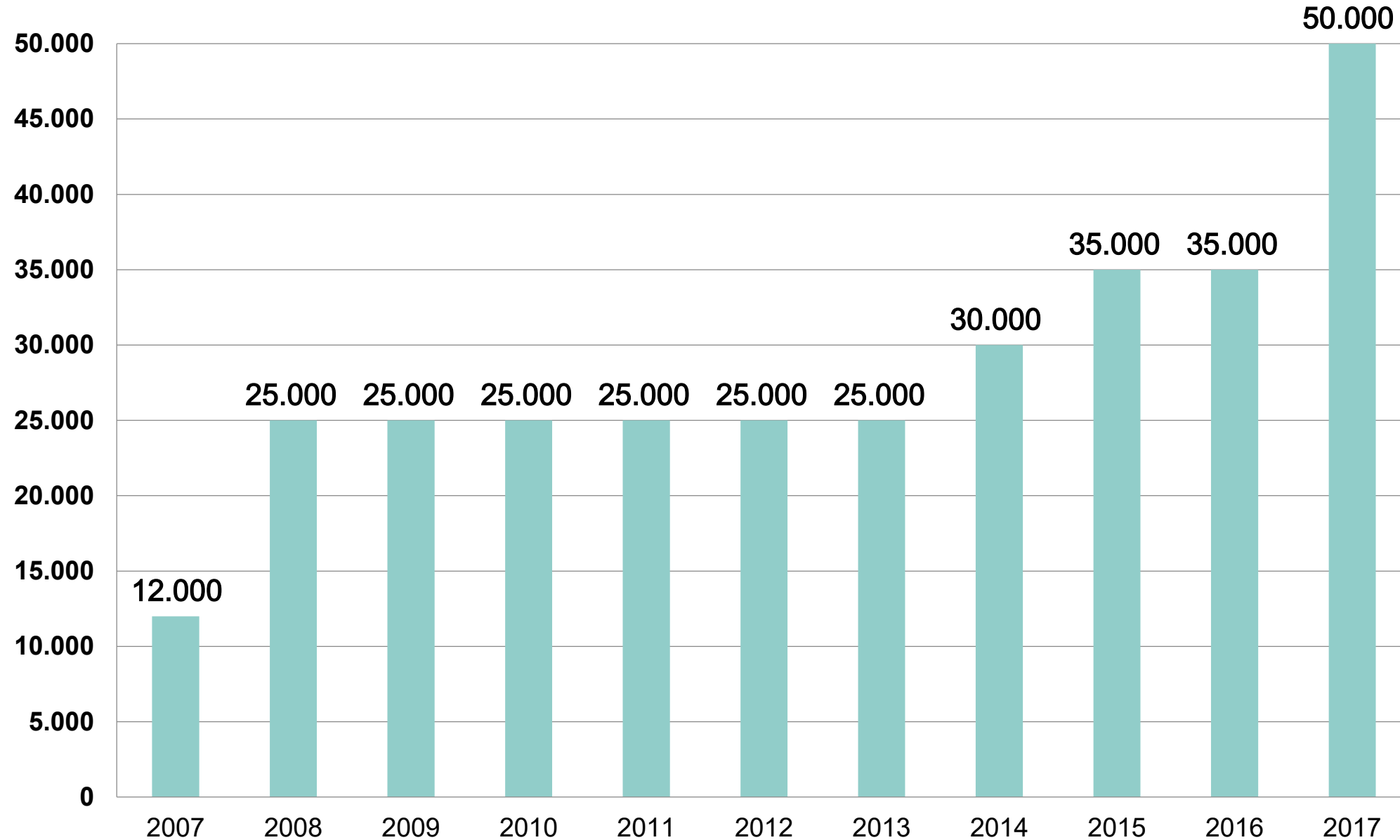
- The grant is **400 Euro pr. child** for children 6 -18 years old
- Parents have the right to allocate / transfer a certain amount in the name of their child, to refund the registration fees
- The purpose of the Leisure Card is that all children and adolescents in Reykjavik 6-18 years old can participate in constructive leisure activities regardless of economic or social circumstances

Totally vital

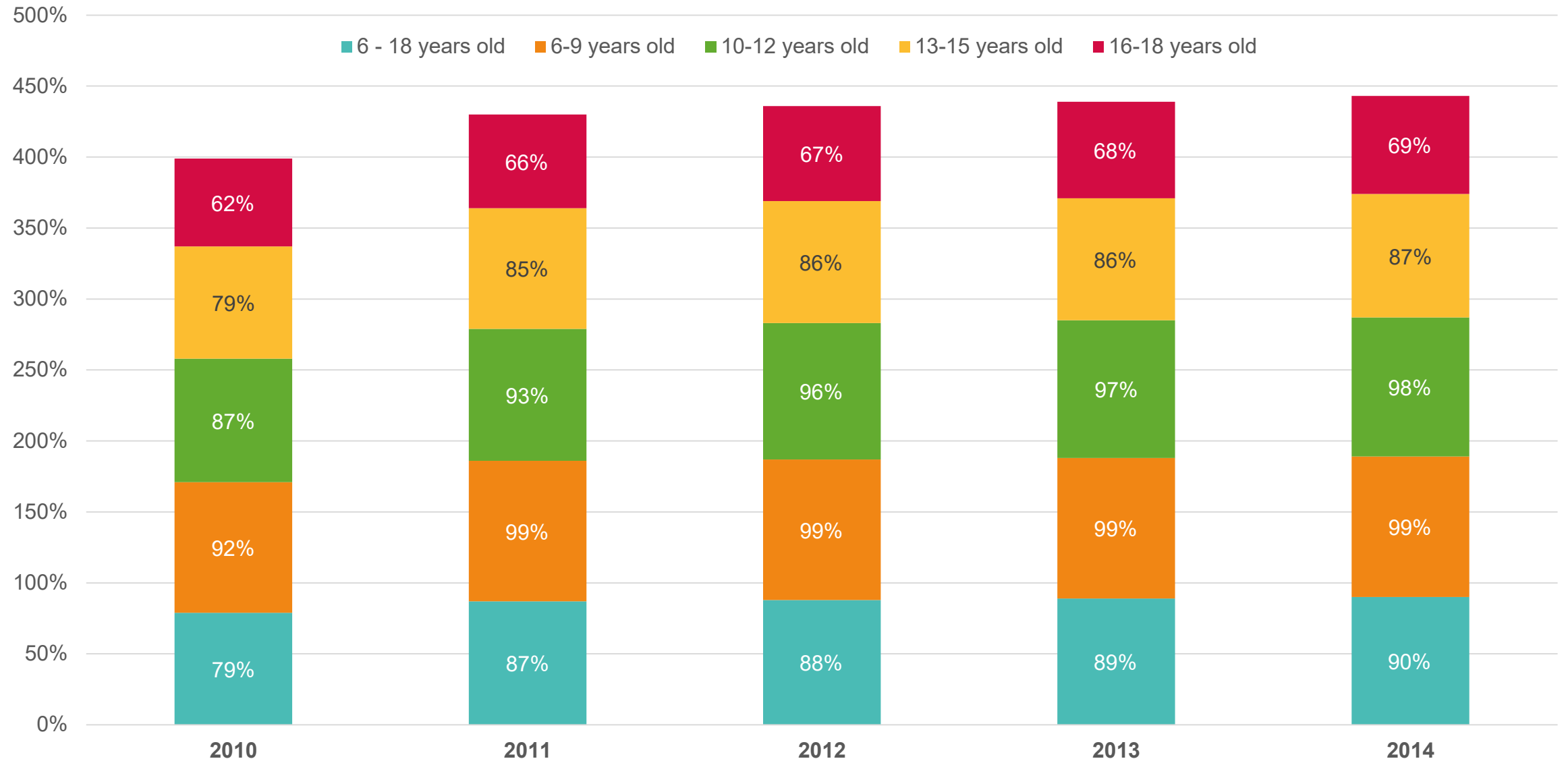
Quality criteria and quality control

- The City of Reykjavík makes an agreement with **all** NGO's working with children and adolescents
- Special agreements are made for the Leisure card
- The agreements set out special quality criteria
- That is, "We'll give you support and money - you agree to ensure quality in your business"
- (Fyrirmyndarfélög) (Role) model sports club - ideal – exemplary sports organization
- A system within the sports movement where a club is recognized as a "best practice club"

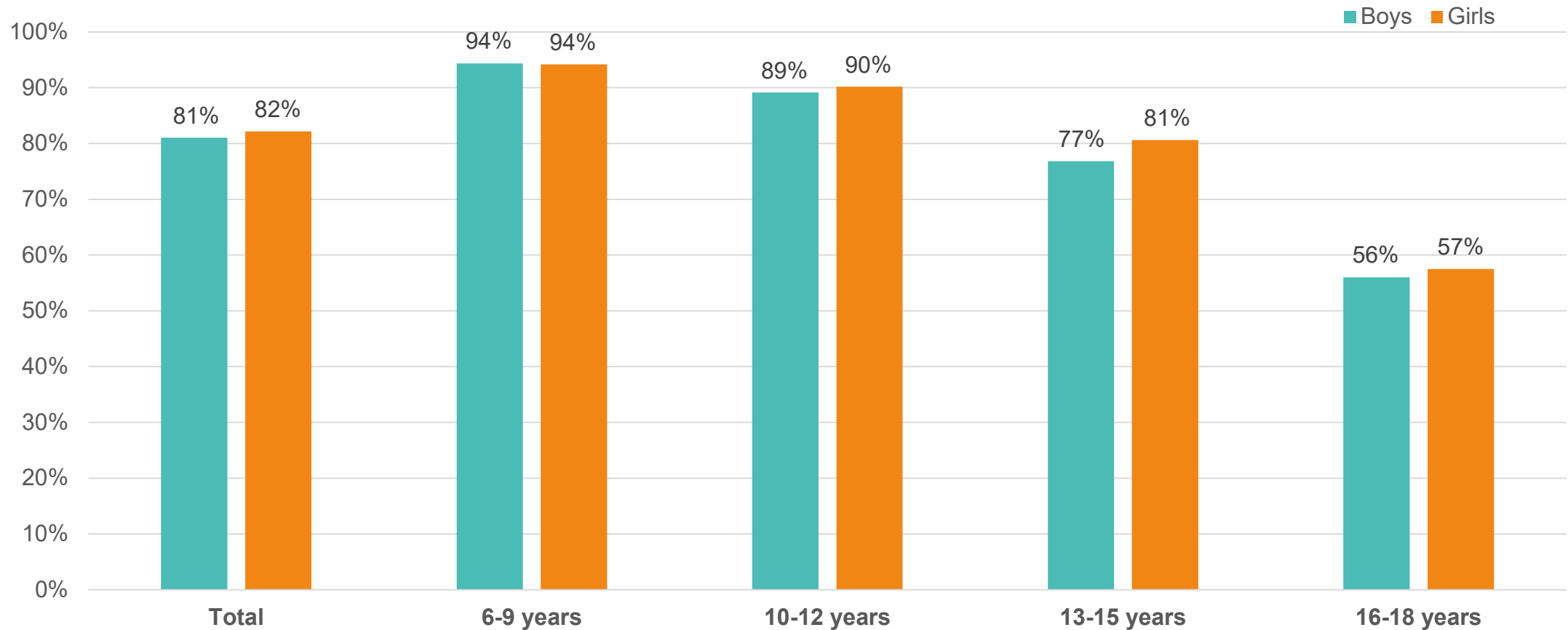
Growth of the Leisure card - ISK



Registration for activities - development



Percentage of children and adolescent involved in organized leisure activities by age groups (2017)



Knowing is not enough
How you act
is most important

Doing nothing is the
most expensive method

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

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!



**close
community**



Denmark

- Århus
- Esbjerg

Focus on the close community

- Pontevedra
- Bilbao



Focus on
the close
community

Sao Paulo

Montes Claros



Local information fuels dialogue

Dialogue between key stakeholders

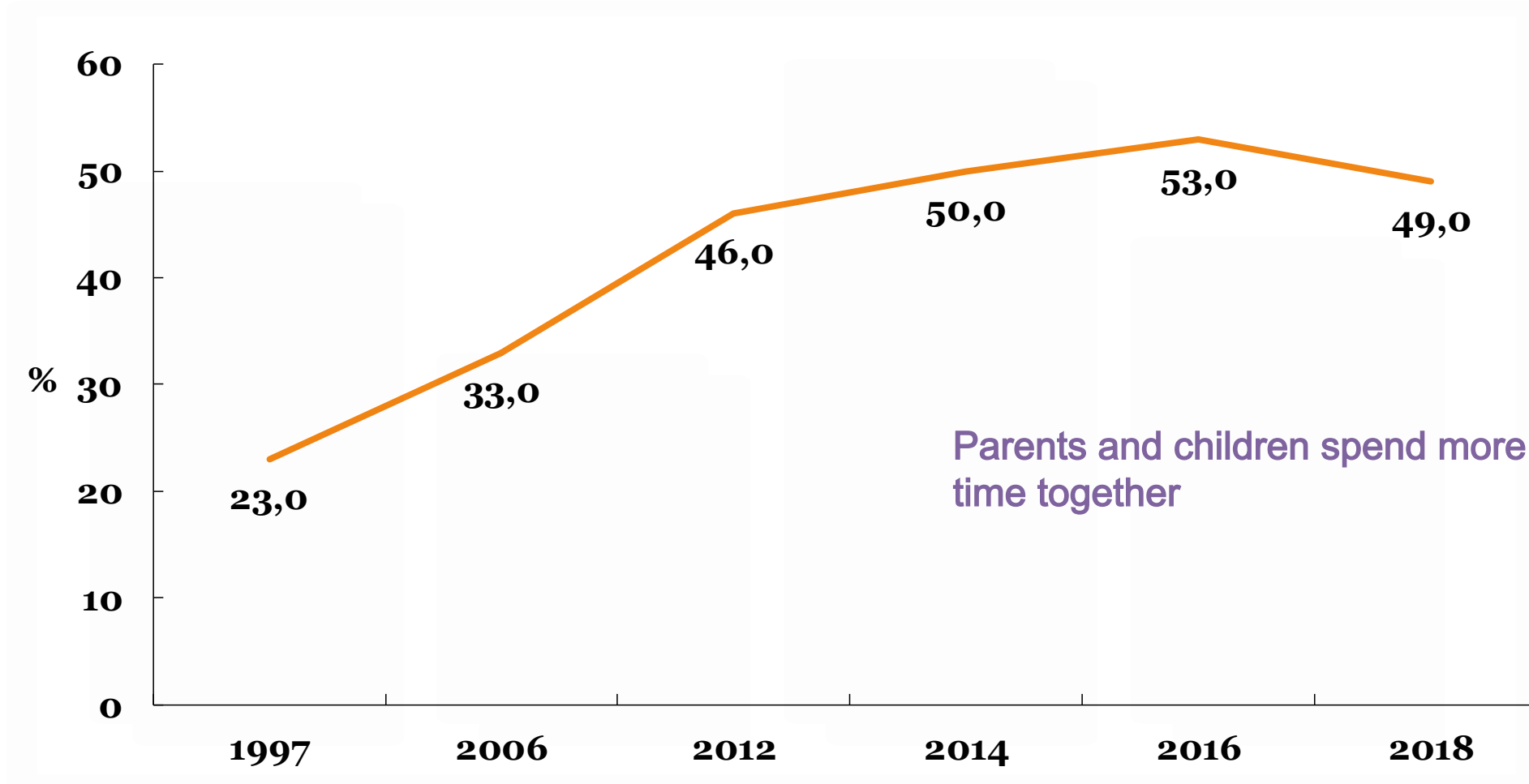
- Politicians, municipalities and local authorities
- Parental groups and family planners
- School authorities and school workers
- Health educators, health and social services
- Leisure time workers, prevention workers
- Sports and youth institutions – NGO's



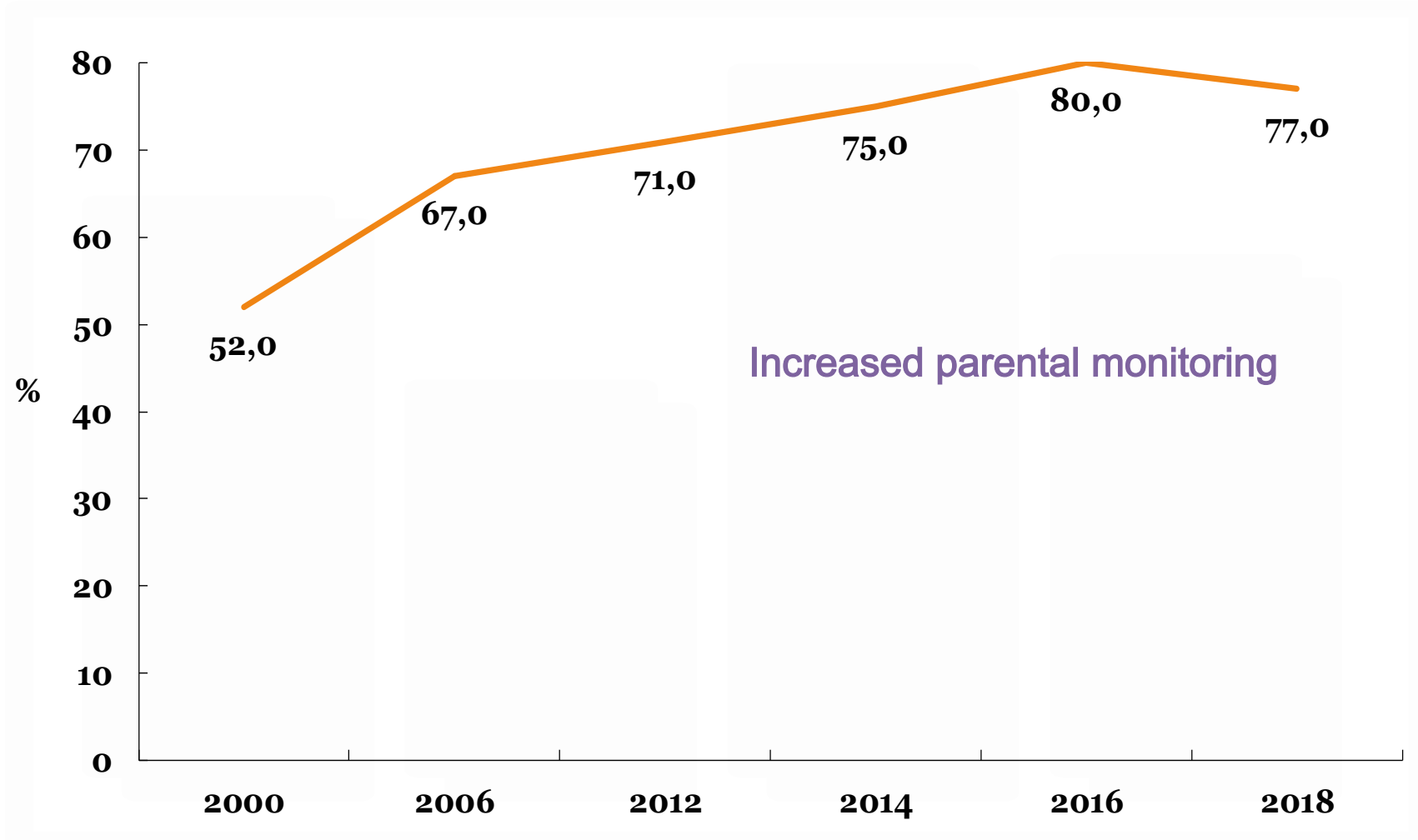
Dialogue

Impact

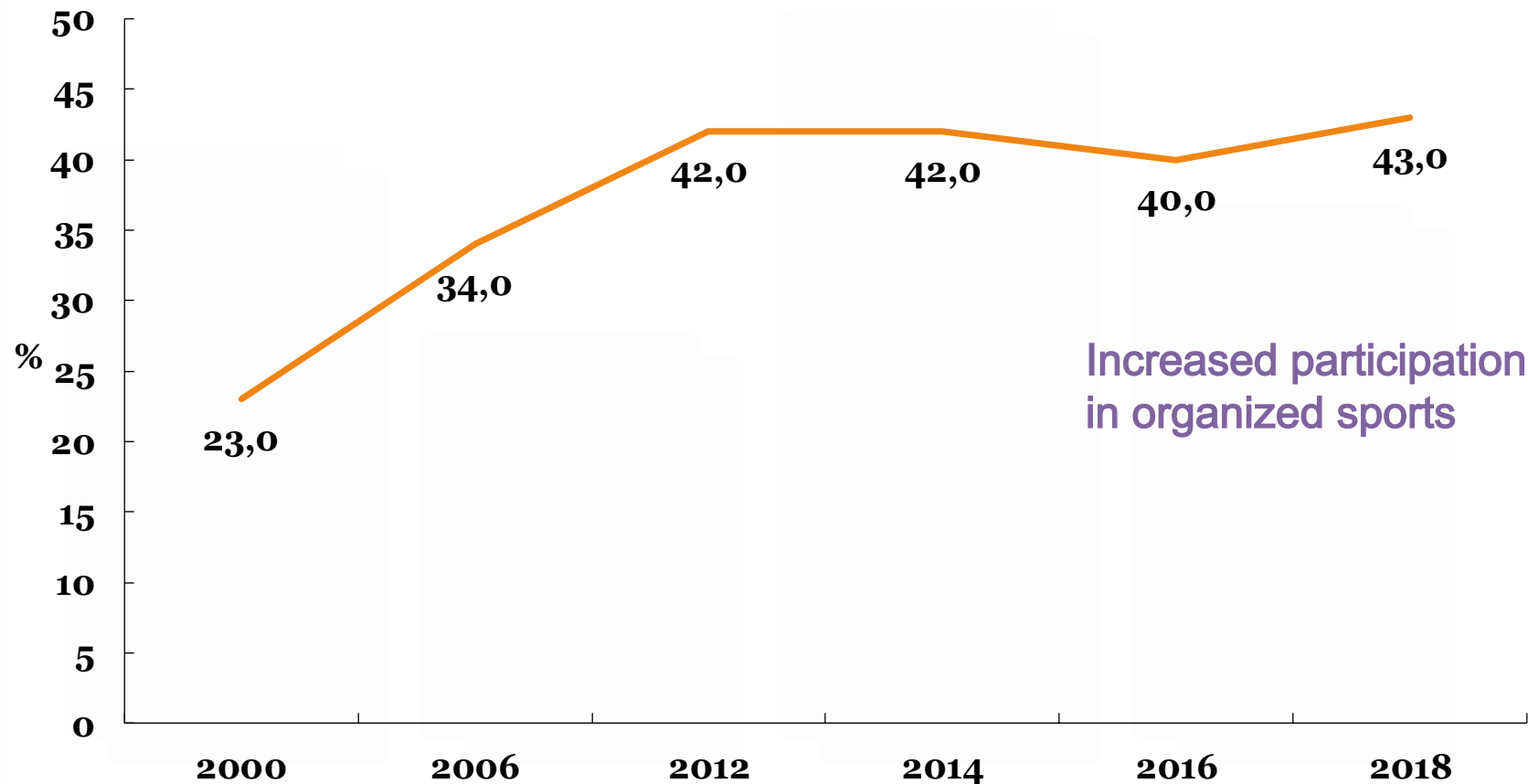
Rates of students in 9th and 10th grade who spend time (often/almost always) with their parents during weekdays



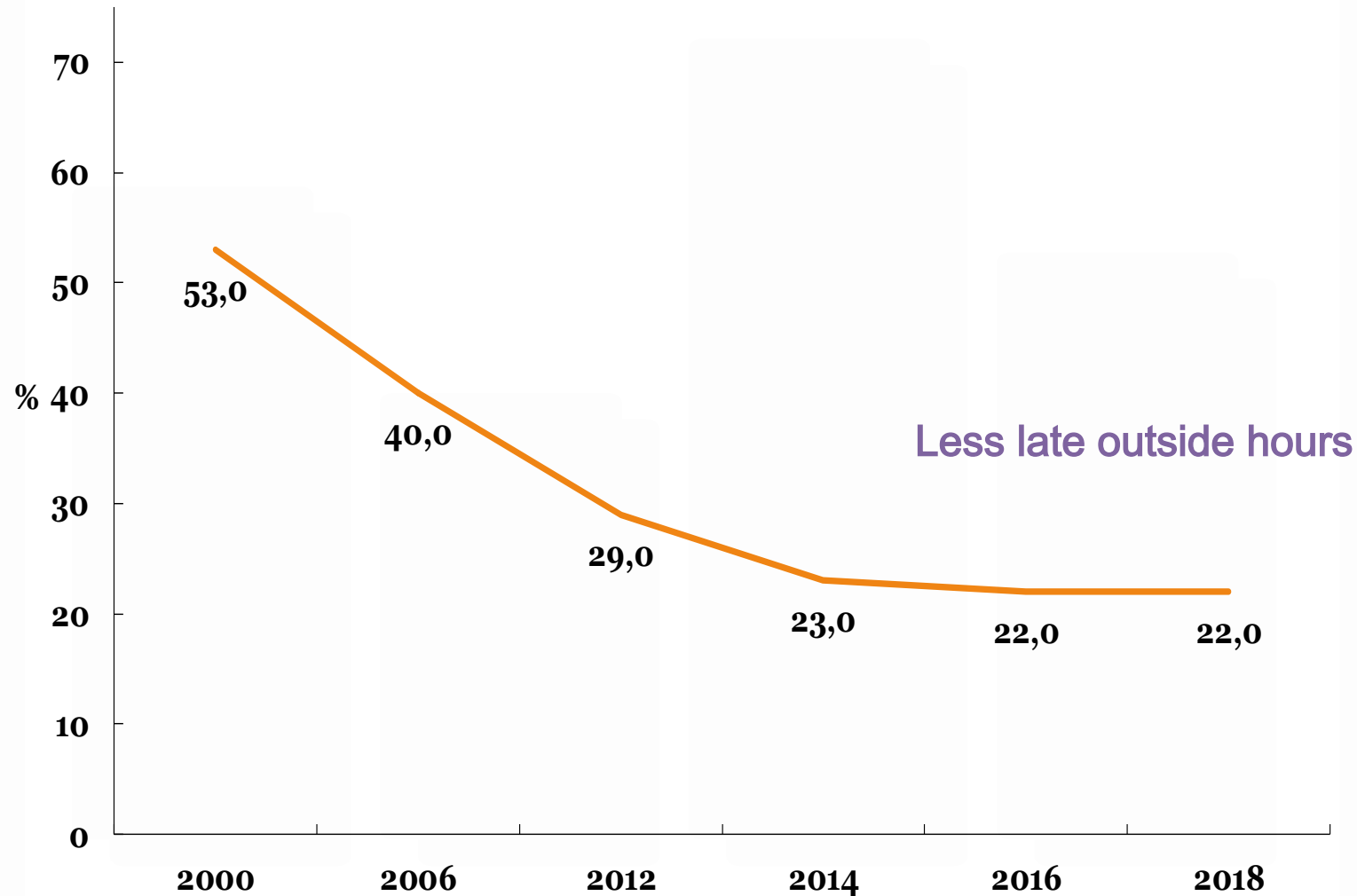
“My parents know where I am in the evenings” (applies very or rather well to me) 9th and 10th grade



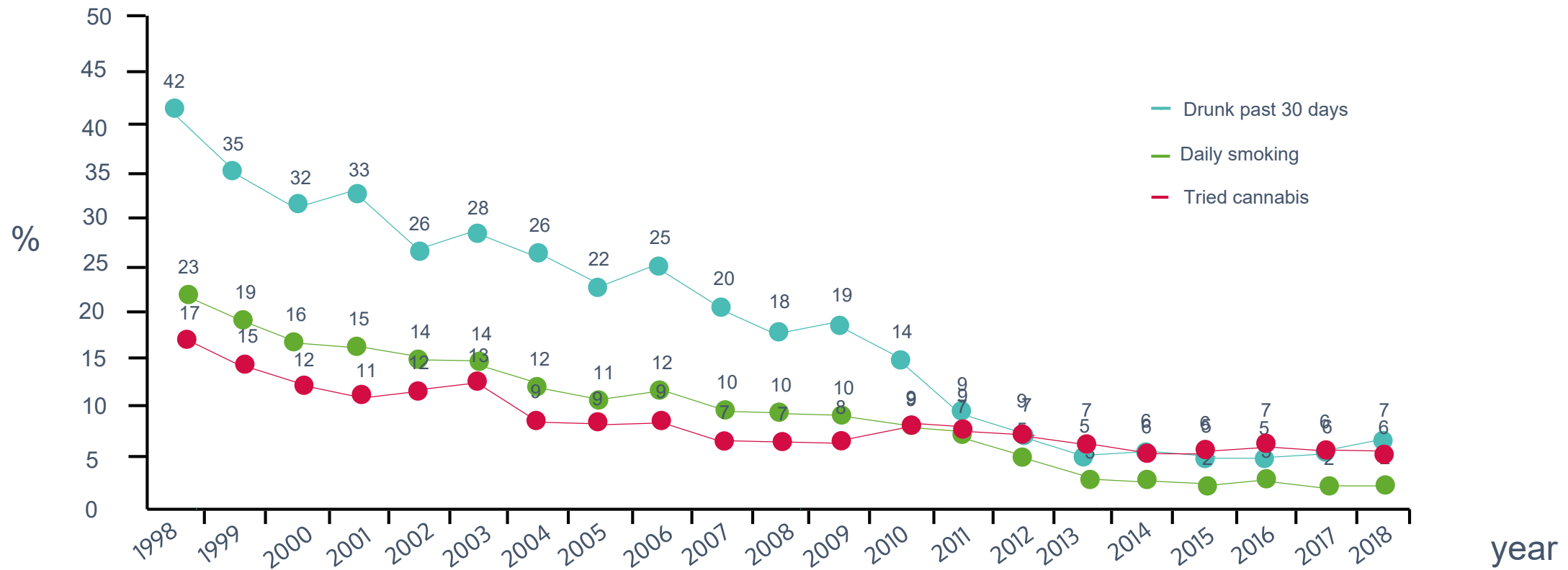
Rates of students in 9th and 10th grade that participate in sports with a team or club four times per week or more often



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

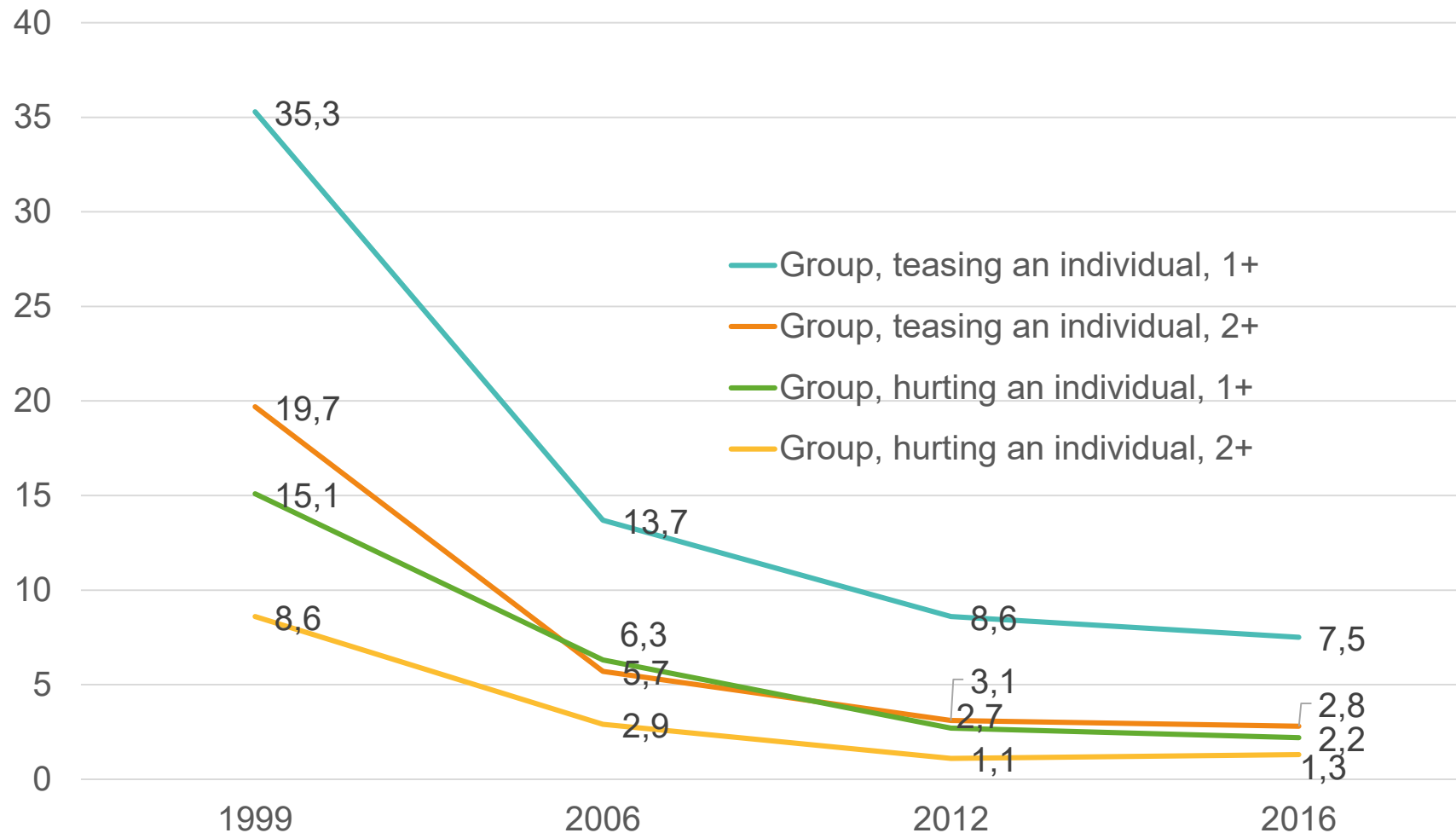


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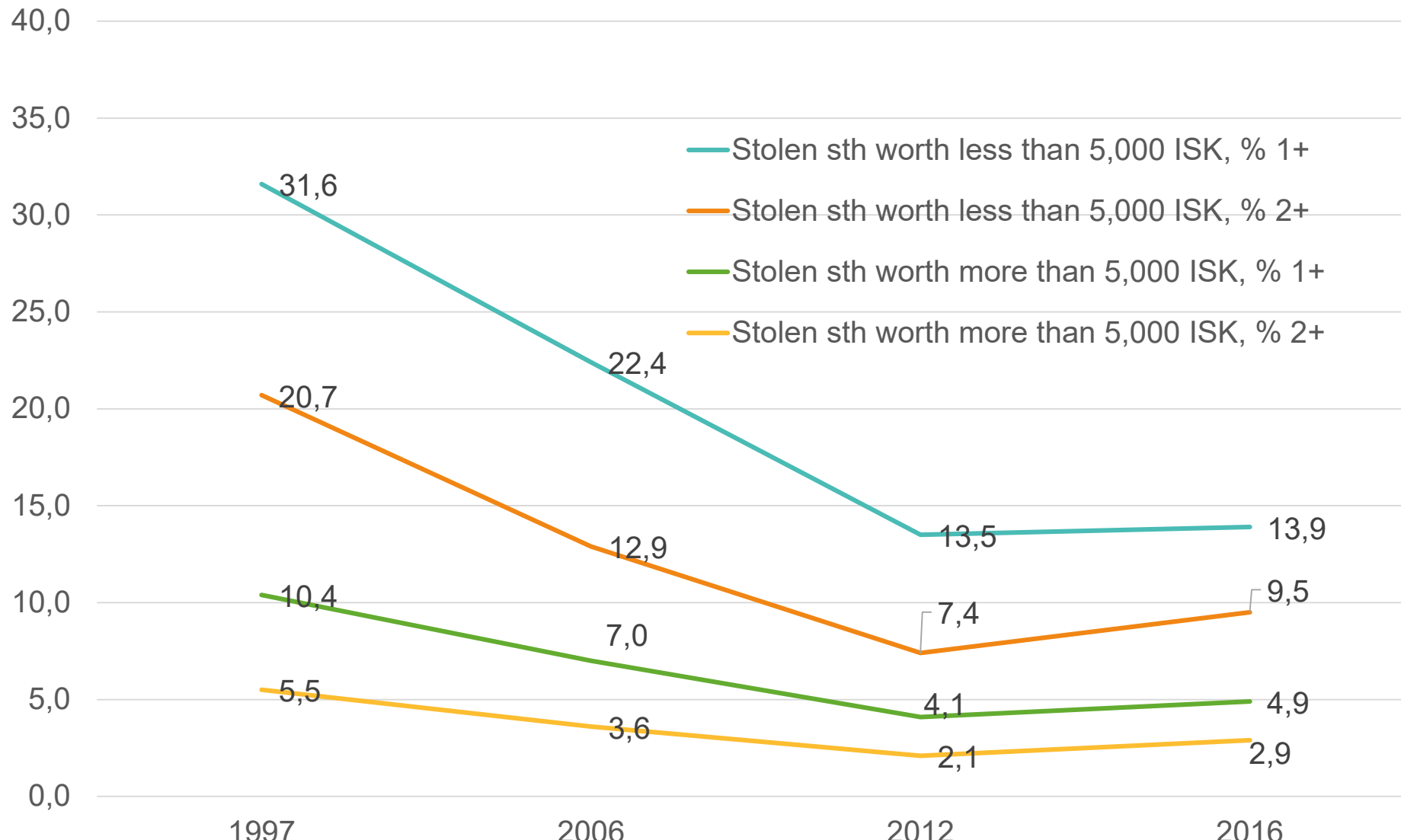
Substance use prevention:
There are no quick fixes or simple solutions

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

Measures on bullying (10th graders)



Measures on theft (10th graders)



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

Next Planet Youth Conference



PREVENTION IS POSSIBLE

Reykjavik, ICELAND

4th – 6th March 2020

VENUE: GRAND HOTEL

Thank you !



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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, 646-652.
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.