

Planet Youth

Introduction to Planet Youth



- Planet Youth (PY) is a population-wide primary prevention process designed to have a long-term impact in communities by reducing youth substance use.
- Instead of discussing the facts and faults of alcohol, tobacco, and other drug use with adolescents, Planet Youth treats society as “the patient.”

WHAT IS PLANET YOUTH



The core elements of the Icelandic prevention model

Evidence base

To know where we are going, we have to know where we stand! Based on solid research.

Community approach

With a focus on changing the social circumstances of young people and through that influencing their behavior.

Research – policy – practice

To create and maintain a dialogue between research, policy and practice



Community approach



- PY believes that building a community that delays the onset of substance use as long as possible is an effective approach to reducing the long-term health problems related to youth substance use.
- Planet Youth has been working with municipalities, schools, community and youth-serving organizations, and sports clubs to change our children's environment so they will be at lesser risk of substance use.

Planet Youth is **not** about creating a quick fix, but about creating sustainable process

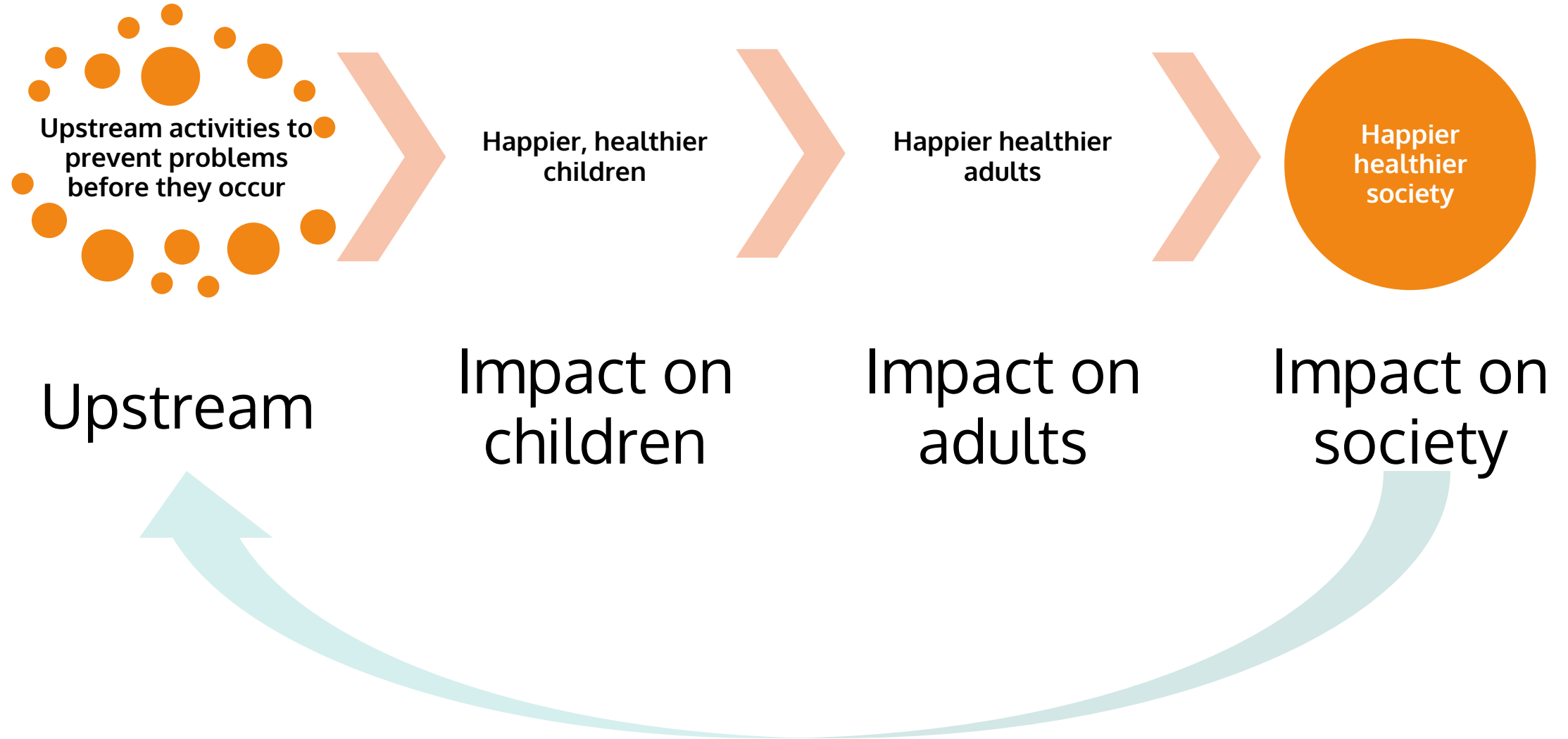
- ✓ Building action on data
Using knowledge to build a better future for children
- ✓ It's about changing the way we think and then act in a different way
- ✓ Time - We don't change things overnight

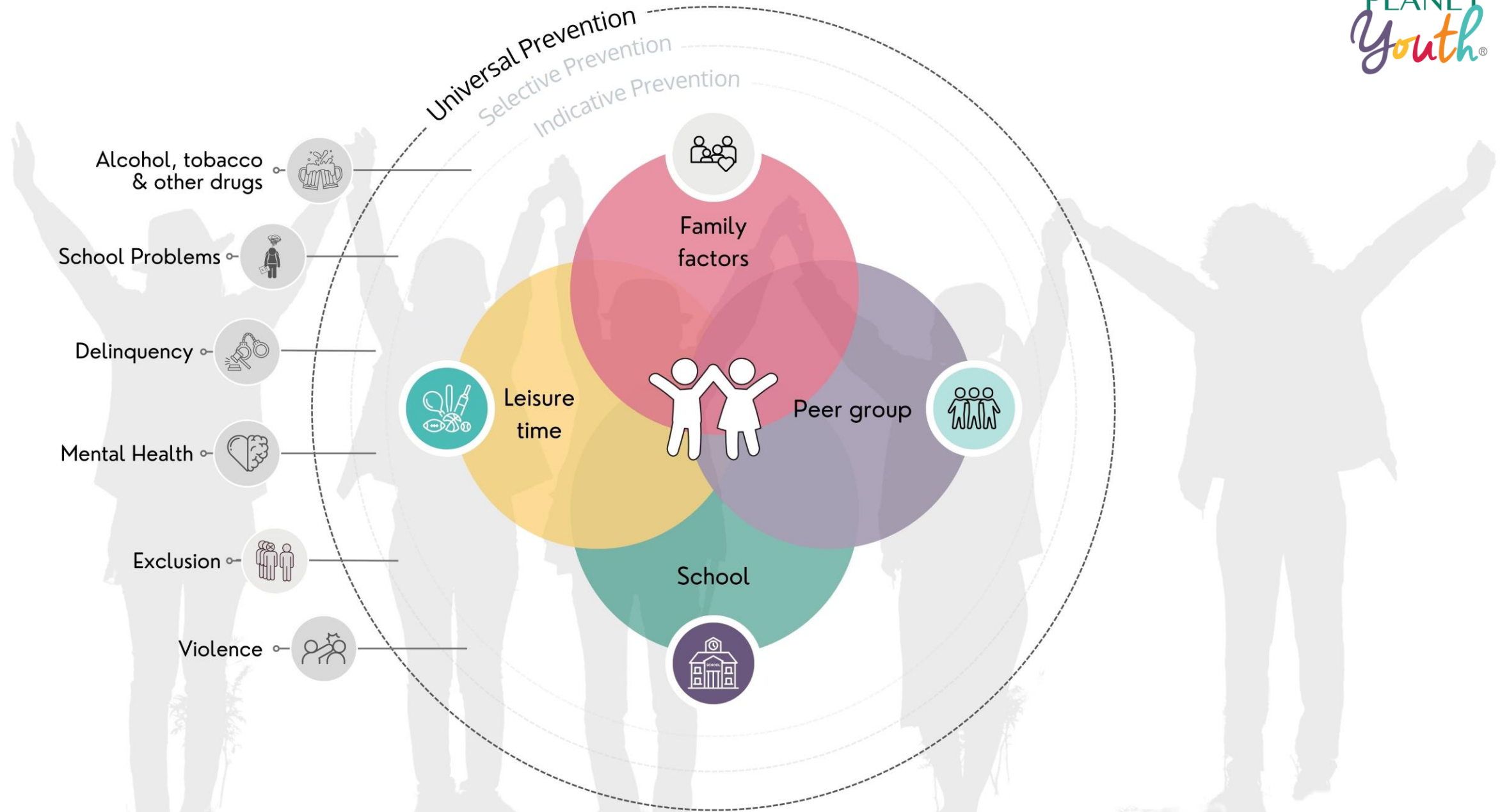


Upstream thinking

... as a social innovation

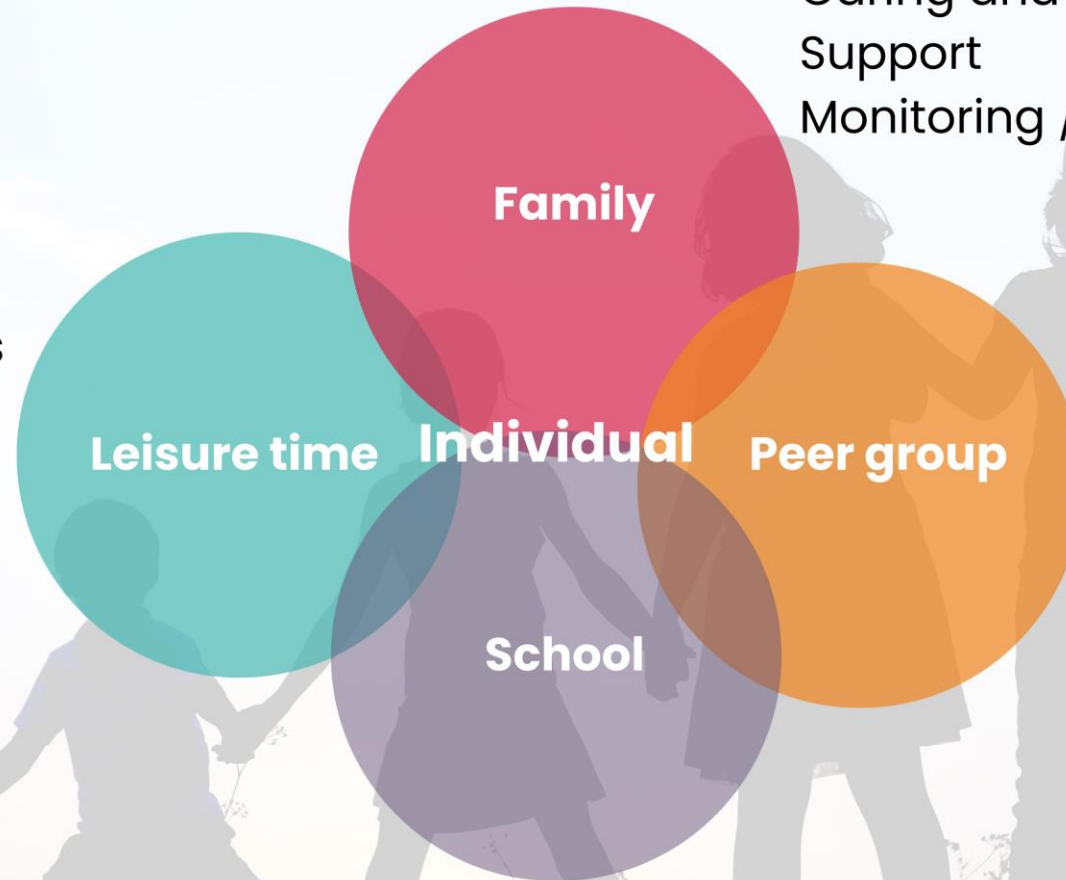






Icelandic prevention model

Organized activities
vs.
unorganized



Time spent with parents
Caring and warmth
Support
Monitoring / Control

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.

National

Municipal

Local school
community

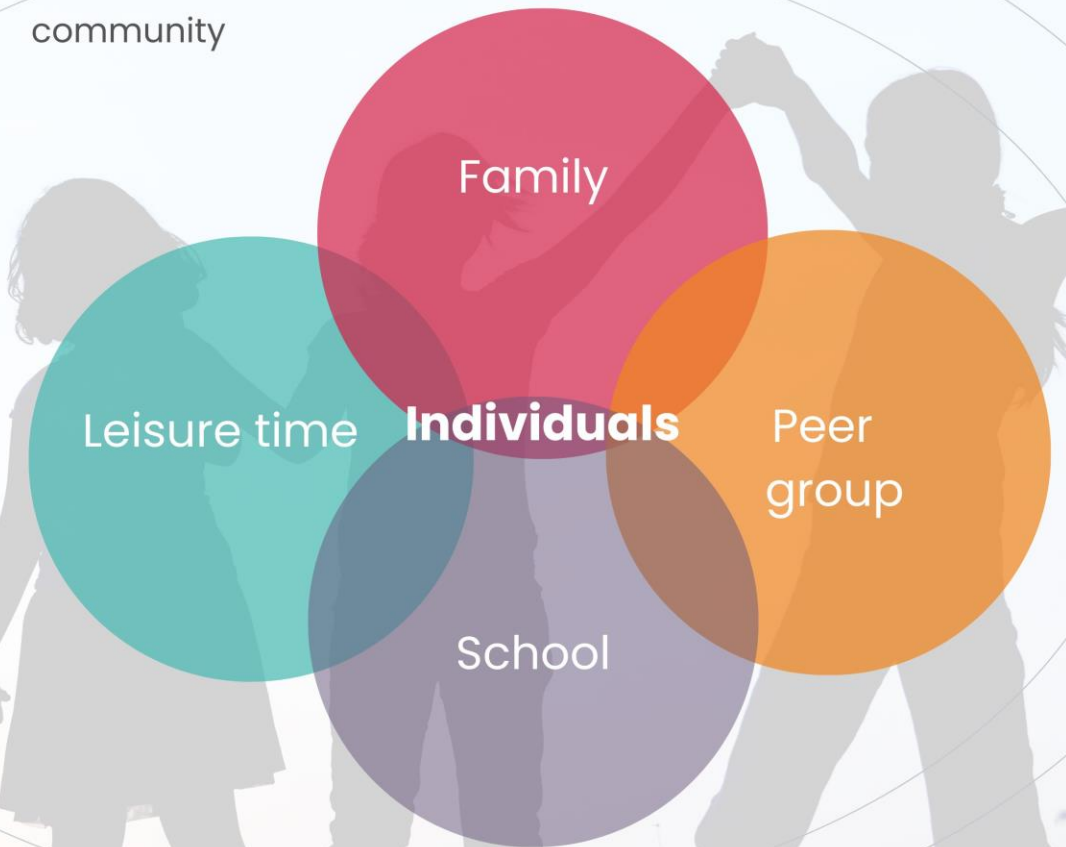
Understanding risk and protective factors is the key

Risk:

Factors in the life of young children and adolescents that increase the likelihood of substance use.

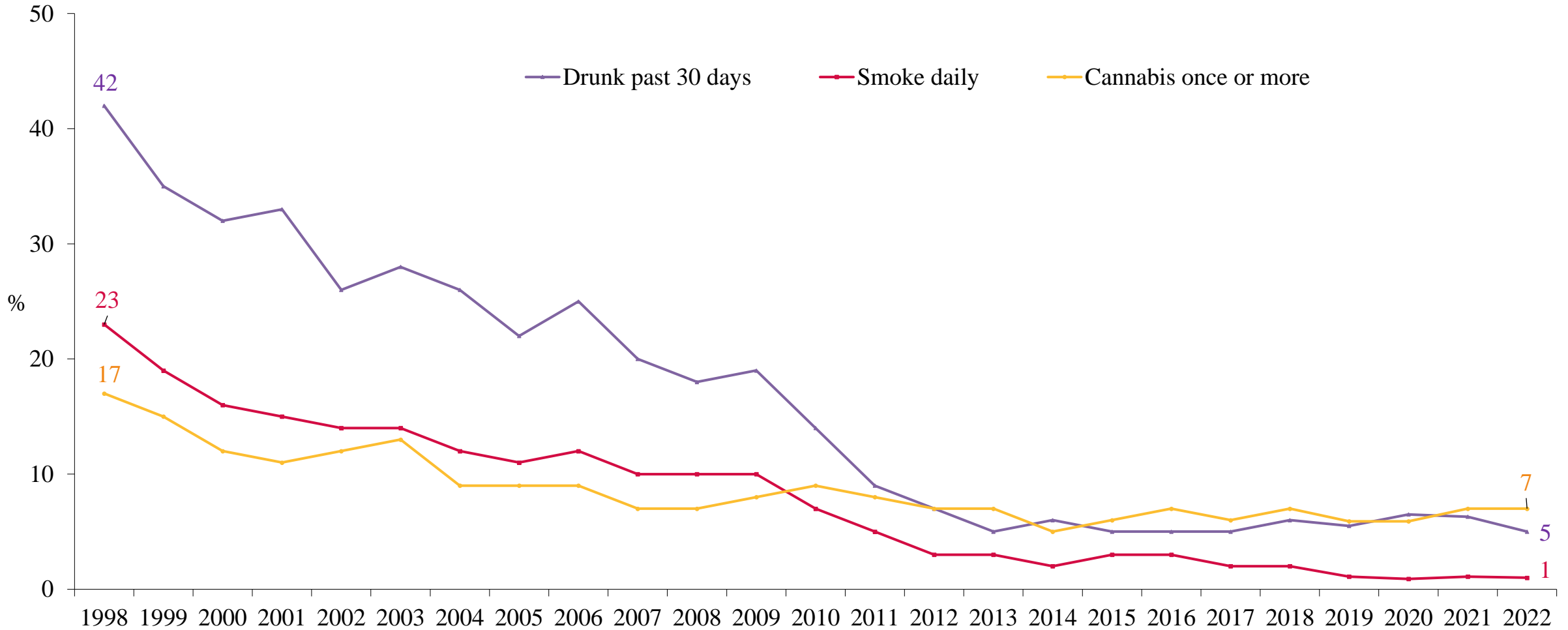
Protective:

Factors in the life of young children and adolescents that decrease the likelihood of substance use



Based on the Icelandic Prevention Model

From high to low in substance use – 15/16 year-old students



Then

VS

Now



42%

Drunk in the past 30 days

5%



23%

Smoke daily

1%



17%

Lifetime cannabis use

7%



37%

Time spent with parents during weekends

74%



25%

Sport participation 4x a week or more

41%



Indicators

local community networks

parents and family

anxiety

Sleep

peer group economic and psychological issues

negative **life events** and strain

physical **health** status

values and attitudes

internet gambling

depressive symptoms

lifestyle and leisure time activities

Health status indicators

substance **USE**

studies and school

violence and delinquency,
and more ...

A light gray world map is centered in the background. Numerous teal location pins are scattered across the map, with a high concentration in North America and a few in South America and Europe. The text is overlaid on the map.

31 partners
17 countries
Over 500 communities
Hundreds of thousands of kids
....all since 2018

Partner examples

- 
- A world map with a teal and gold color scheme, serving as a background for the text.
- Alcohol and Drug Foundation, **Australia** (federal agency)
 - San Fernando, **Argentina** (local government)
 - Gobierno del Estado de Guanajuato, **Guanajuato, Mexico** (state government)
 - Secretaría General de Gobierno, **Yucatan, Mexico** (state government)
 - SENDA, **Chile** (national government)
 - Winning Scotland, **Scotland** (NGO)
 - City of Vilnius, **Lithuania** (local government)
 - United Way Calgary and area, **Calgary, Canada** (NGO)
 - Government of New Brunswick, **Canada** (state government)
 - Touch New Zealand, **Papakura, New Zealand** (Incorporated society)
 - Franklin County Health Department, **Kentucky USA** (local government)
 - Politzone, Blankenberge, **Belgium** (local government)
 - Cavan and Monaghan Education and Training Board, **Ireland** (local government)
 - City of Lleida, **Spain** (local government)
 - UCT and The Health Authority of George, **South Africa** (health authority and a university)
 - Ashland County Human Services, **Wisconsin, USA** (local government)
 - Open Doors, **Lanark County, Canada** (NGO)
 - Idaho West Central Mountains Youth Advocacy Coalition, **Idaho, USA** (NGO)
 - North Dublin Regional Drug and Alcohol Task Force, **Dublin, Ireland** (local government)
 - West Ireland Regional Drug and Alcohol Task Force, **Galway, Ireland** (local government)
 - Seward Prevention Coalition, **Alaska, USA** (NGO)
 - City of Tallin, **Tallin, Estonia** (local government)
 - Sipoo Municipality, **Finland** (local government)

Building action on data
Using knowledge to build a
better future for children

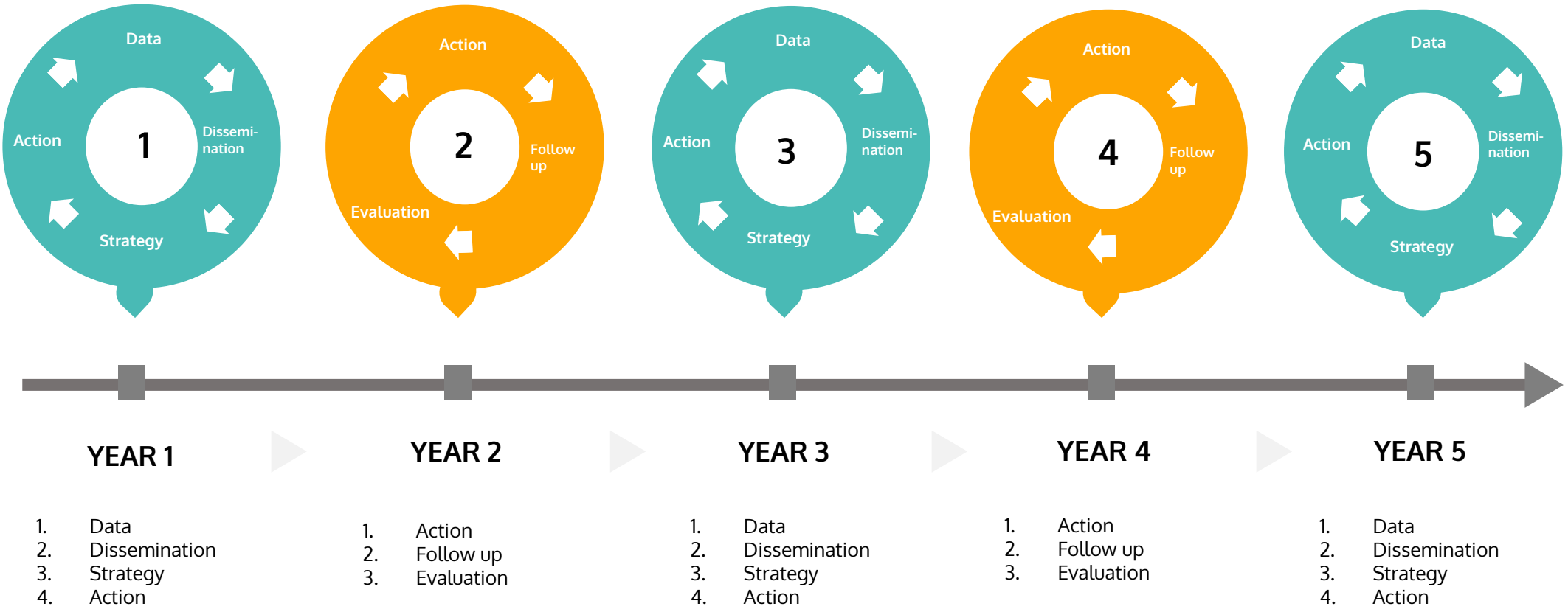


WHY IS THIS DATA IMPORTANT?

- Data allows community partners to understand the situation in the community.
- To take informed actions to increase protective factors, decrease risk factors, and ultimately change the environment of children and youth.



The Planet Youth 5-year guidance program overview



The Five Guiding Principles of Planet Youth Guidance Program

1

Apply a primary prevention approach that is designed to enhance the social environment.

2

Emphasize community action and embrace public schools as the natural hub of the neighborhood/ efforts to support child and adolescent health, learning, and life success.

3

Engage and empower community members to make practical decisions using local, high quality, accessible data and diagnostics.

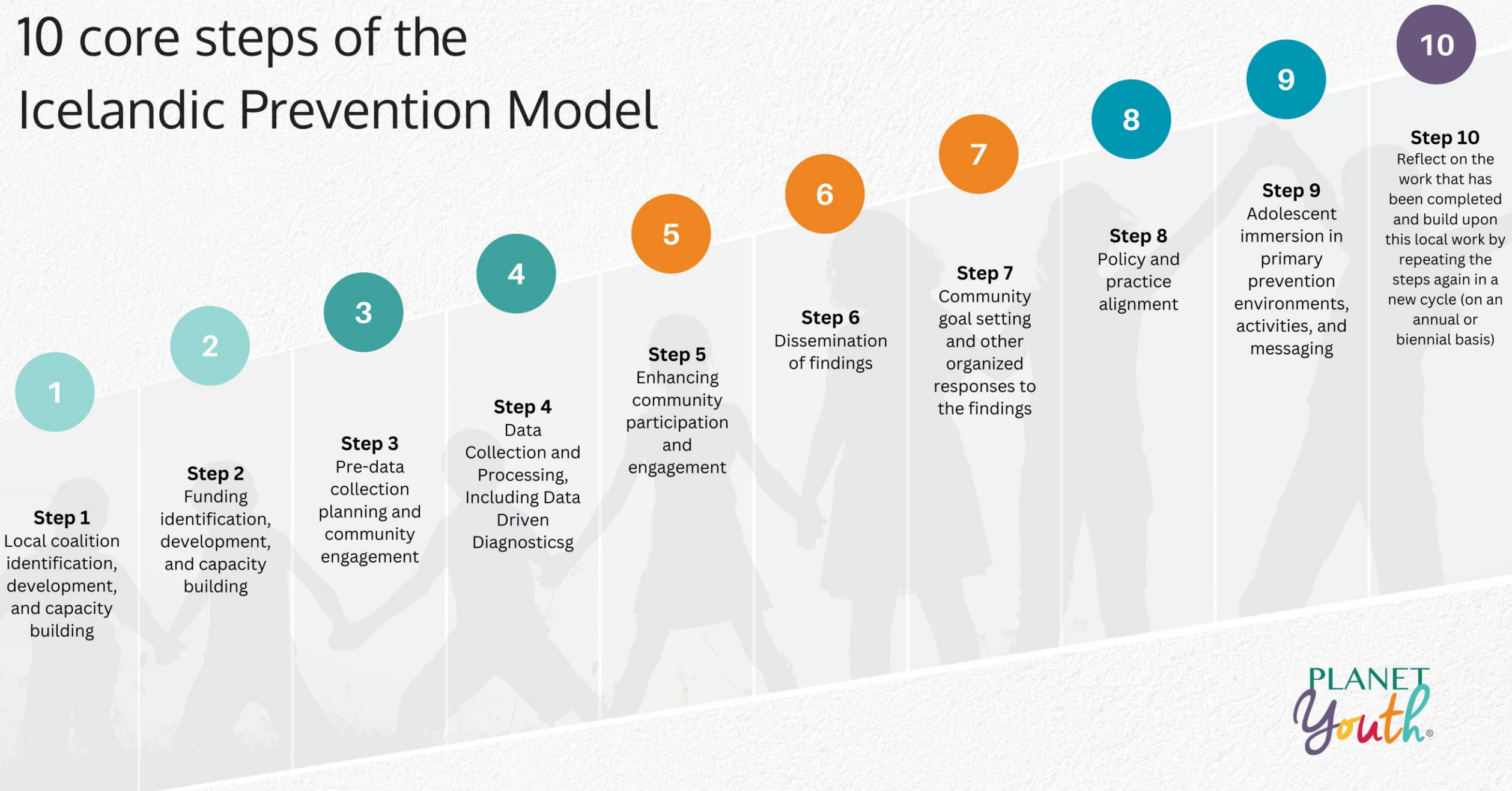
4

Integrate researchers, policy makers, practitioners, and community members into a unified team dedicated to solving complex, real-world problems.

5

Match the scope of the solution to the scope of the problem, including emphasizing longterm intervention and efforts to marshal adequate community resources.

10 core steps of the Icelandic Prevention Model



Planet Youth is not a project

- ✓ It's about changing the way we think and then act in a different way
- ✓ Time - We don't change things overnight





And we have
done it before!



Thank you