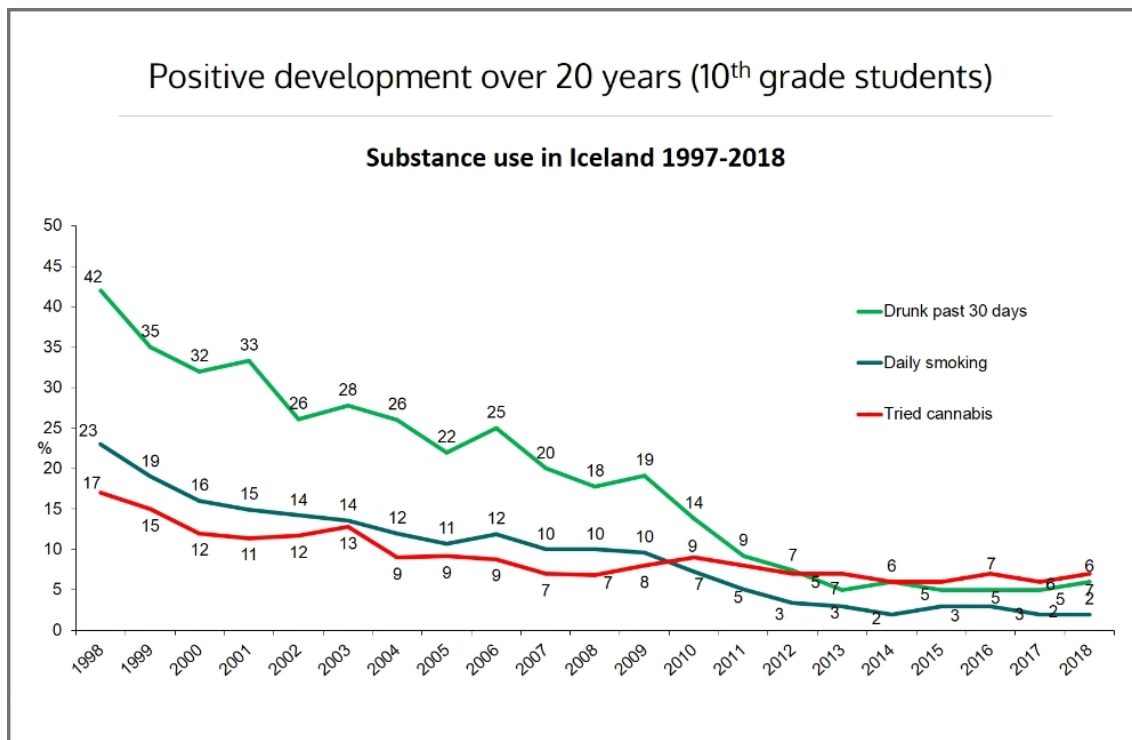


Planet Youth Approach to Substance Use Prevention

In Iceland, teenage smoking, drinking, and drug use have been radically reduced in the past 20 years. The percentage of 15- and 16-year-olds who had been drunk in the previous month plummeted from 42% in 1998 to 5% in 2016. The percentage of teens who were daily smokers dropped from 23% down to 2%. The percentage who had ever used cannabis is down from 17% to 7%. Today, kids all across the nation are involved in sports, arts, music, and other activities every afternoon. Family relationships are stronger, and youth voice and engagement are on the rise. The way the country has achieved this turnaround has been evidence-based, with a community-based, bottom-up approach designed to deter adolescent substance use and to promote healthy, happy, and engaged young people. Starting as an Icelandic prevention program and now heading into a new phase as Planet Youth, 28 countries across the globe are using this positive youth development model in their own communities.



Focus and Aims (taken directly from Planet Youth slides)

- Primary substance use prevention
- Main focus on the adolescent social environment (substance use is perceived to be socially produced)
- Focus on environmental change over time in relevant age-groups (for example, 8th-10th grade), not behavior changes within cohorts
- Work with well-established risk and protective factors within the four domains
- Not time-limited, but an ongoing effort to alter society on behalf of young people
- Quick and consistent dissemination and translation of annually updated results as a diagnostic and monitoring tool for policy makers, administrative leaders, and practitioners (including parents)
- Aims to create a collaborative dialogue between researchers, policy makers and practitioners to empower communities and practitioners to take ownership of the issue at the local level
- Consistent, annual, repetitive cycle

**Risk and protective factors:
Parents and family examples**

1. Time spent with parents
2. Parental support
3. Parental monitoring (know where are and with whom)
4. Parental co-communication and collaboration

**Risk and protective factors:
Peer group examples**

1. Decrease engagement with substance using friends
2. Parents knowing friends and parents of friends (social capital)

**Risk and protective factors:
School environment**

1. School engagement and commitment to studies
2. School well-being (positive school climate)
3. School safety (e.g., bullying and other violence)

**Risk and protective factors:
Leisure time**

1. Late outside hours
2. Participation in organized recreational and extracurricular activities (e.g., sports, youth clubs, scouts, drama club, etc)
3. Prevent unsupervised gatherings such as parties