



NoKo-konferens 16. – 17.9. 2022

"There is no magic - What is the
Islandic Model all about? "

Margrét Lilja Guðmundsdóttir
Chief Knowledge officer Planet
Youth

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

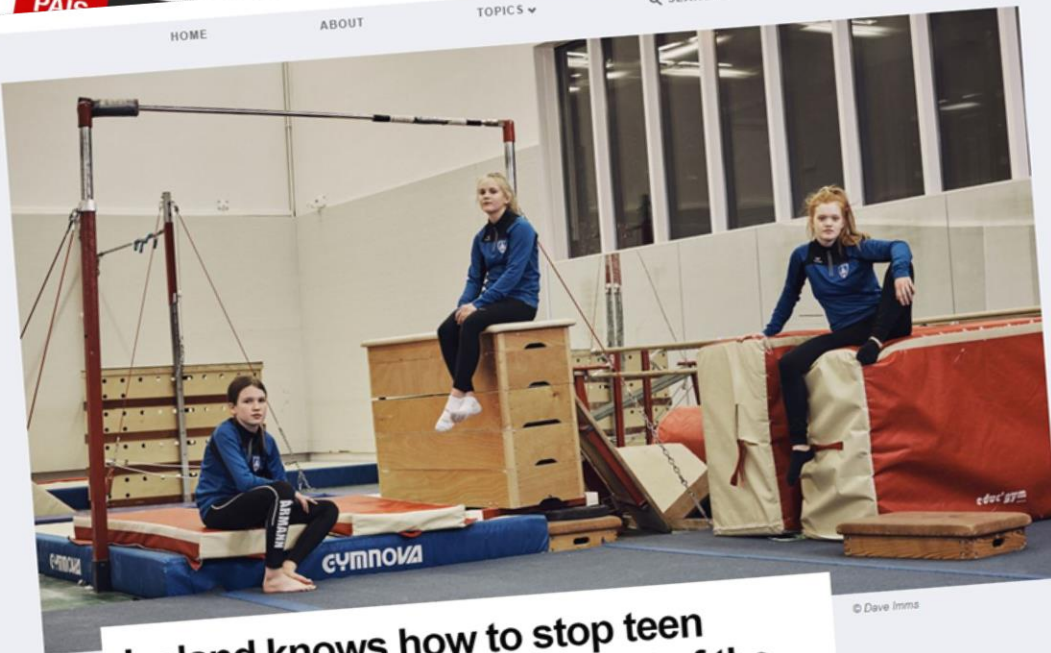




Reykjavik in the
summer of 1997

Iceland knows how to stop teen substance abuse

But the rest of the world isn't listening



© Dave Imms

Iceland knows how to stop teen substance abuse but the rest of the world isn't listening

By Emma Young
17 JAN 2017

16 min

Health

Public health

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.

It's a little before three on a sunny Friday afternoon and Laugardalur Park, near central Reykjavik, looks practically deserted. There's an occasional adult with a pushchair, but the park's surrounded by apartment blocks and houses, and school's out – so where are all the kids?

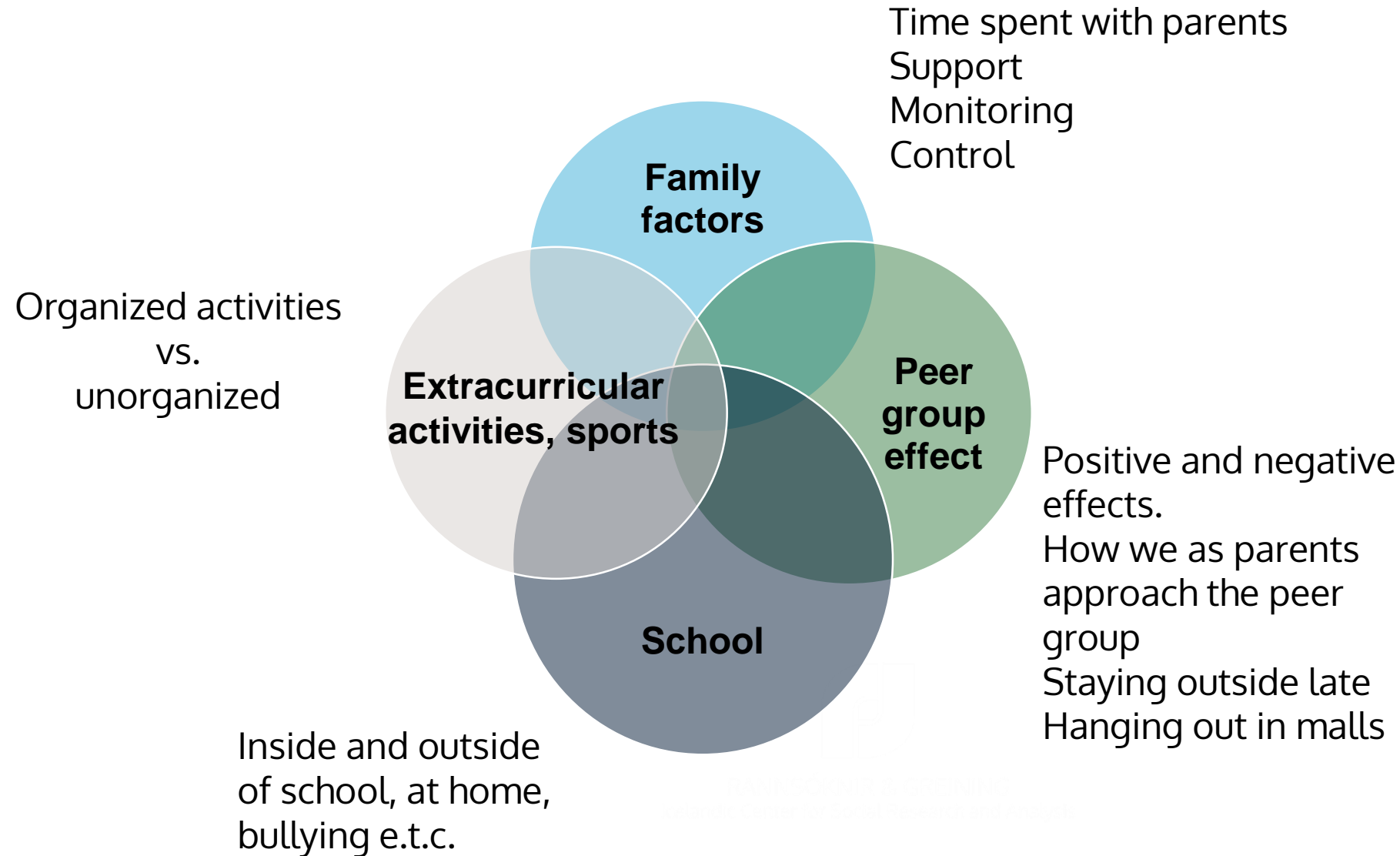
Walking with me are Gudberg Jónsson, a local psychologist, and Harvey Milkman, an American psychology professor who teaches for part of the year at Reykjavik University. Twenty years ago, says Gudberg, Icelandic teens were among the heaviest-drinking youths in Europe. "You couldn't walk the streets in downtown

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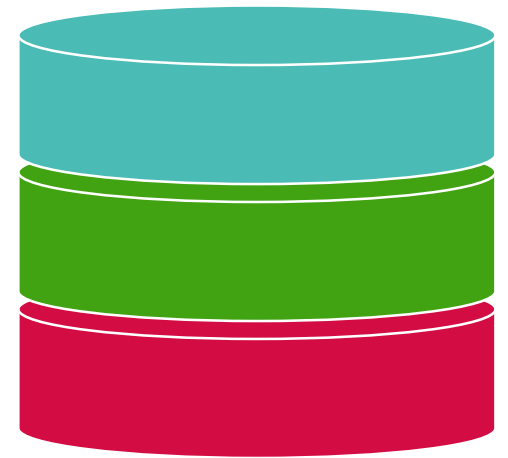
We know what is important



ICSRA Youth in Iceland database 1992 - 2022

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



Indicators

anxiety

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 ...

local community networks

parents and family

They were never asked about...

- Wellbeing
- Substance use
- Family circumstances
- Leisure activities
- Risk behavior
- ...



Understanding risk and protective factors is 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



Our focus is *primary* prevention

Primary prevention, preventing the development of substance use before it starts

Secondary prevention, that refers to measures that detect substance use

Tertiary prevention efforts that focus on people already abusing substances

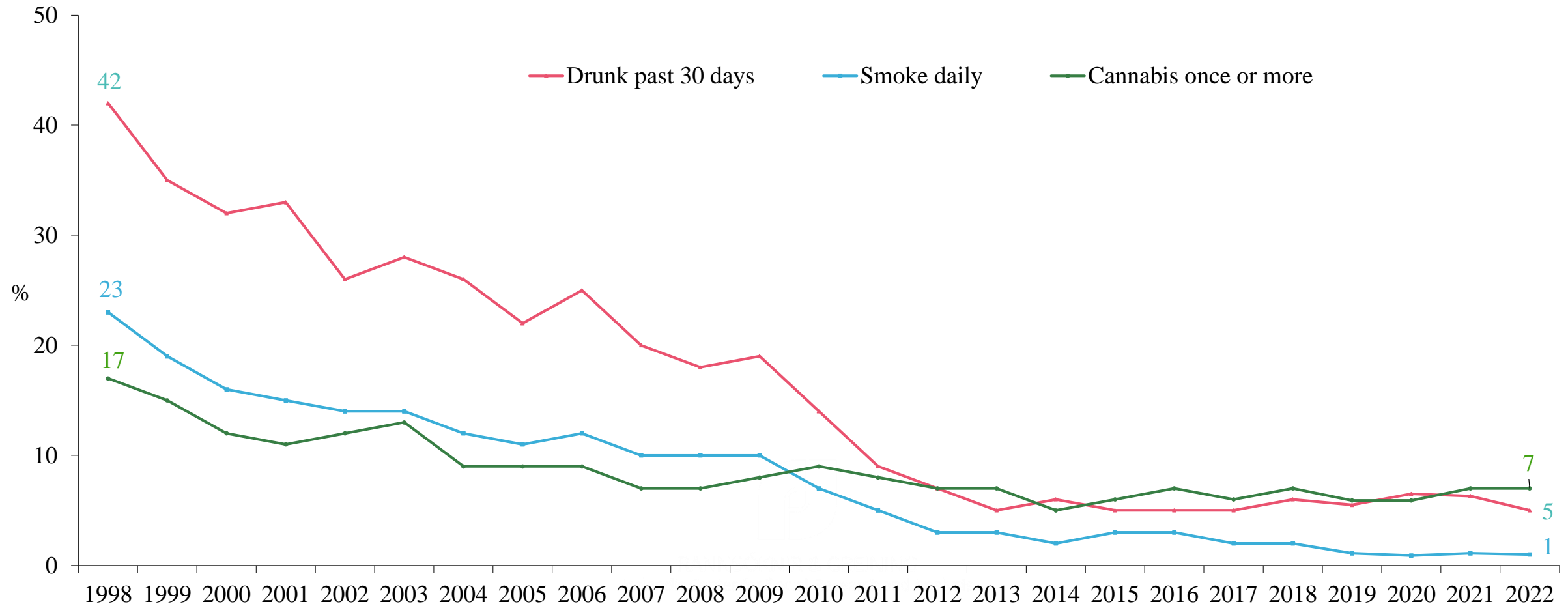
Youth in Iceland core elements

- Evidence-based practice
- Using a community-based approach
- Creating and maintaining a dialogue among research, policy and practice



Based on the Icelandic Prevention Model

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



Examples of actions

- Neighborhood level: Parental watch
- Community level: A pre-paid leisure time card to participate in formal, structured youth activities
- National level: Media campaigns aimed at discouraging adolescent alcohol use and cigarette smoking



Annual "Prevention Day" launched in 2007

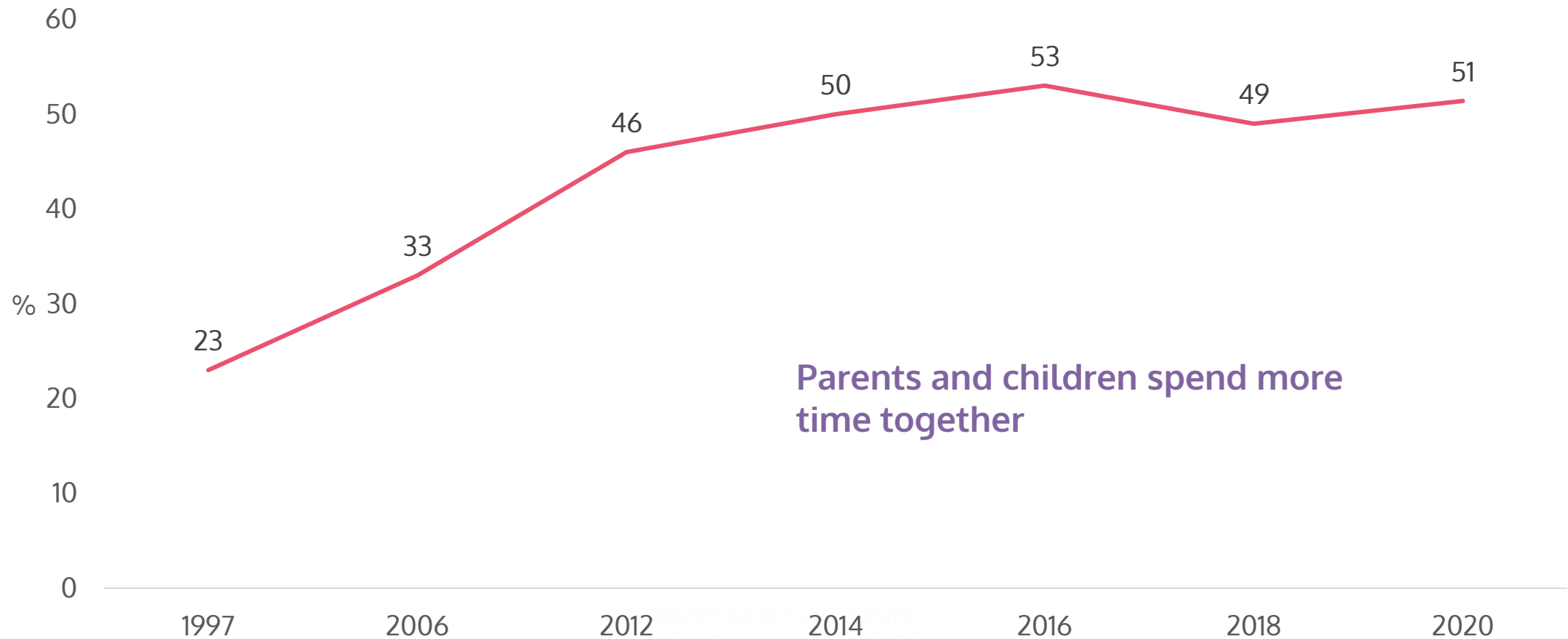
A highly-publicized, annual "Prevention Day" was launched in 2007 by the President of Iceland, the goals of which were to:

- One hour a day with family
- Some organized sports and youth activities
- Wait to drink alcohol until 18 or later

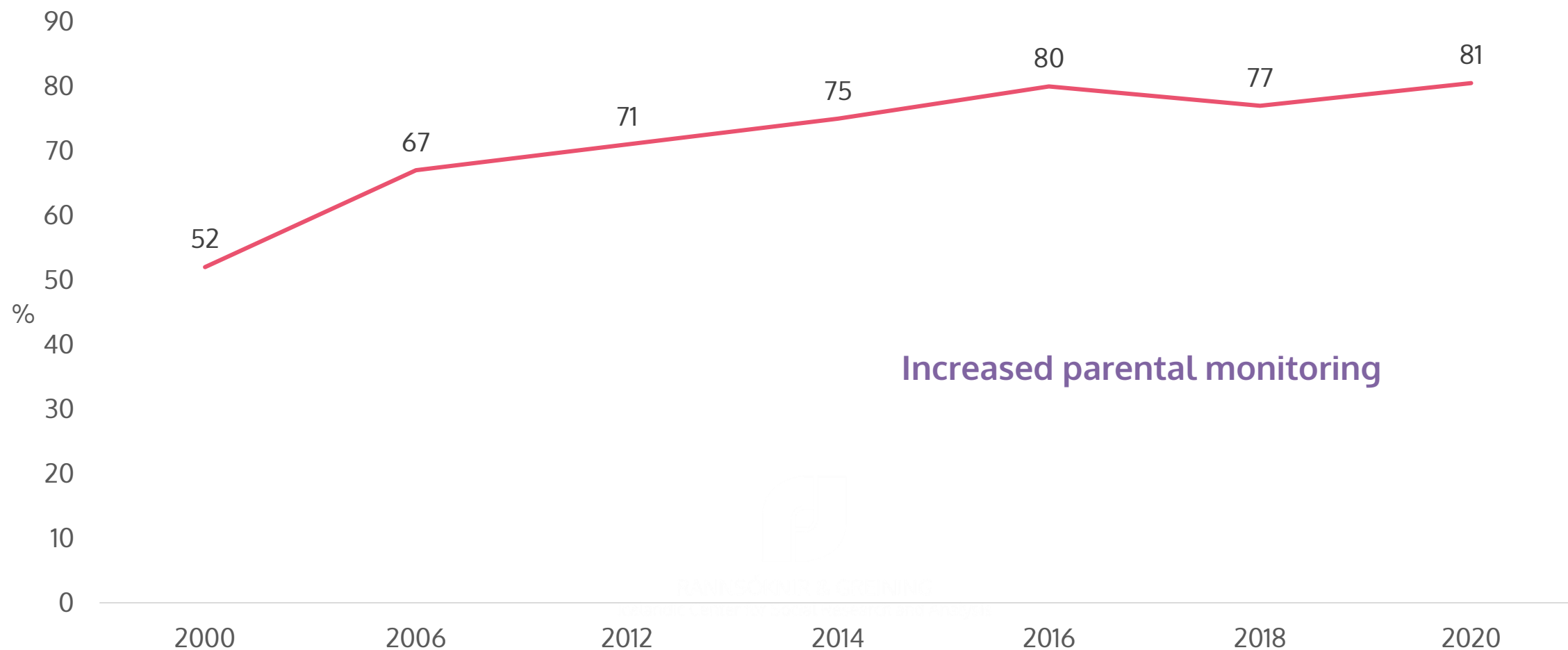


What does the data tell us?

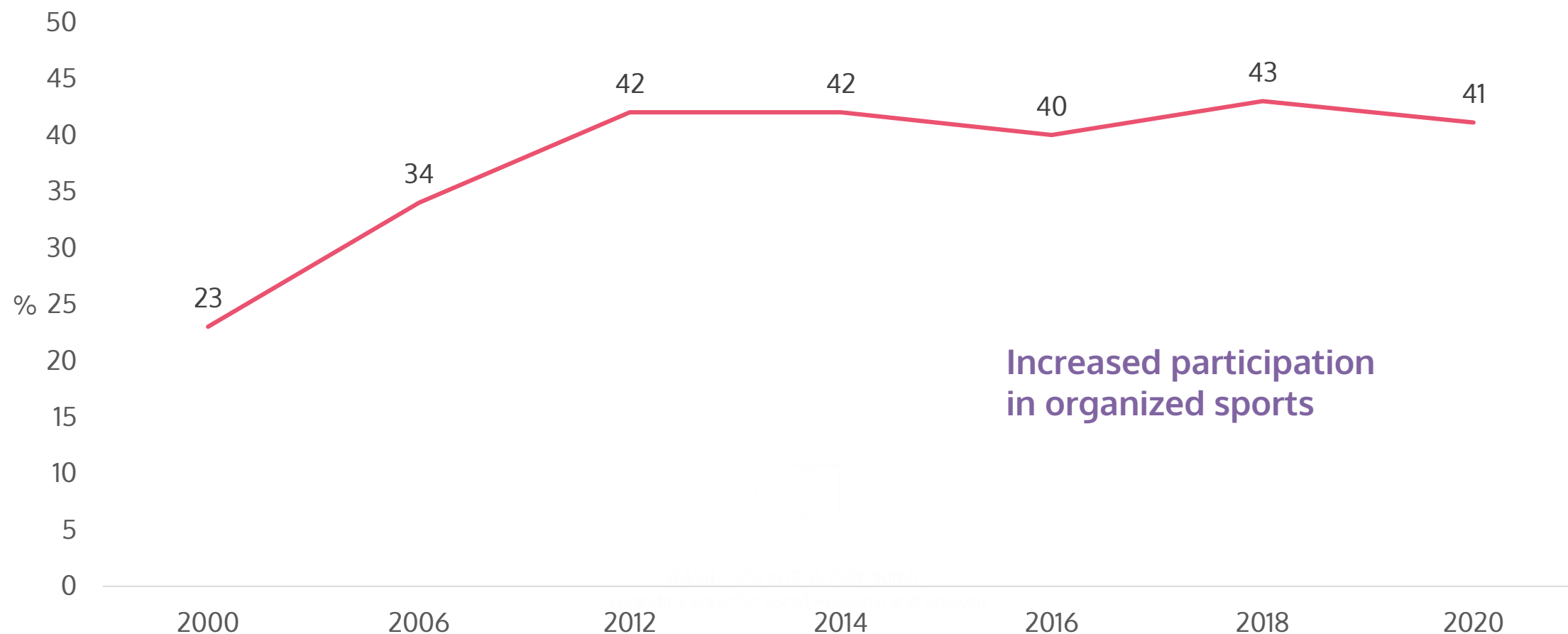
Rates of students in 9th and 10th grade who spend time (often/almost always) with their parents during weekdays



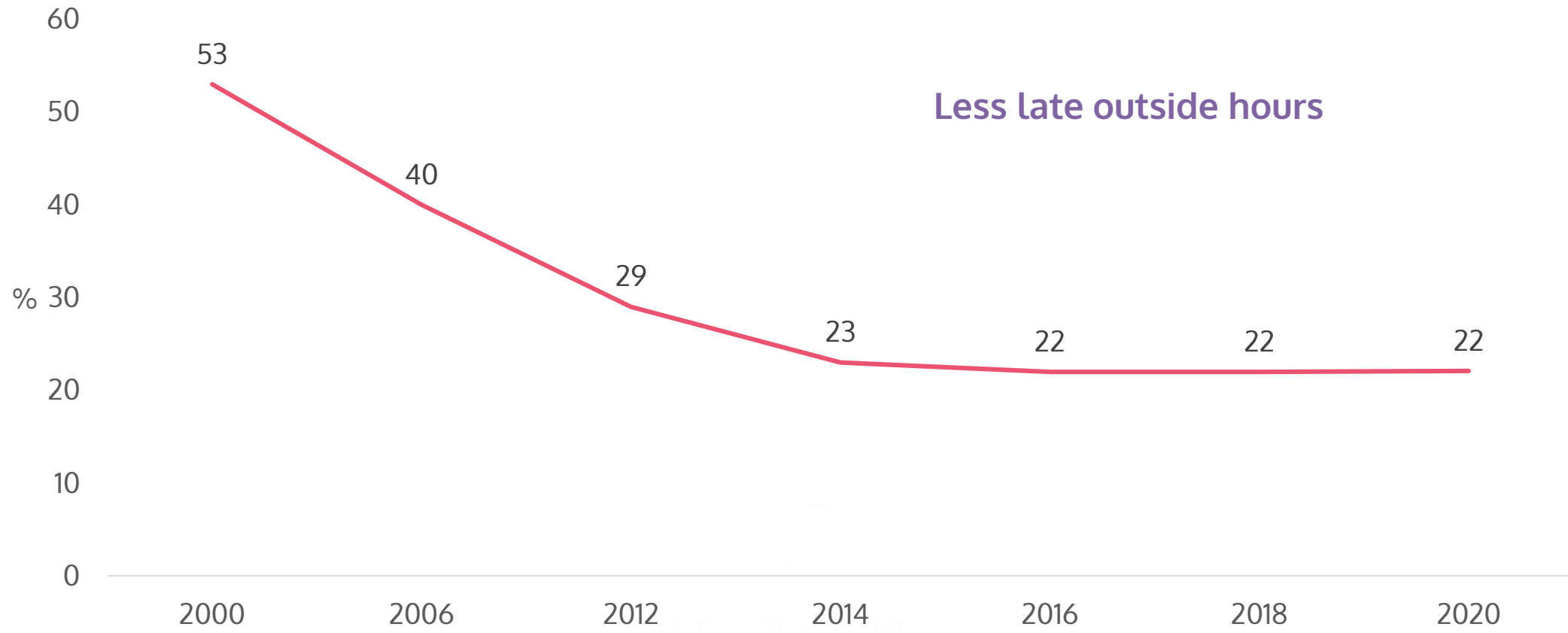
“My parents know where I am in the evenings” (applies very or rather well to me) 9th and 10th grade



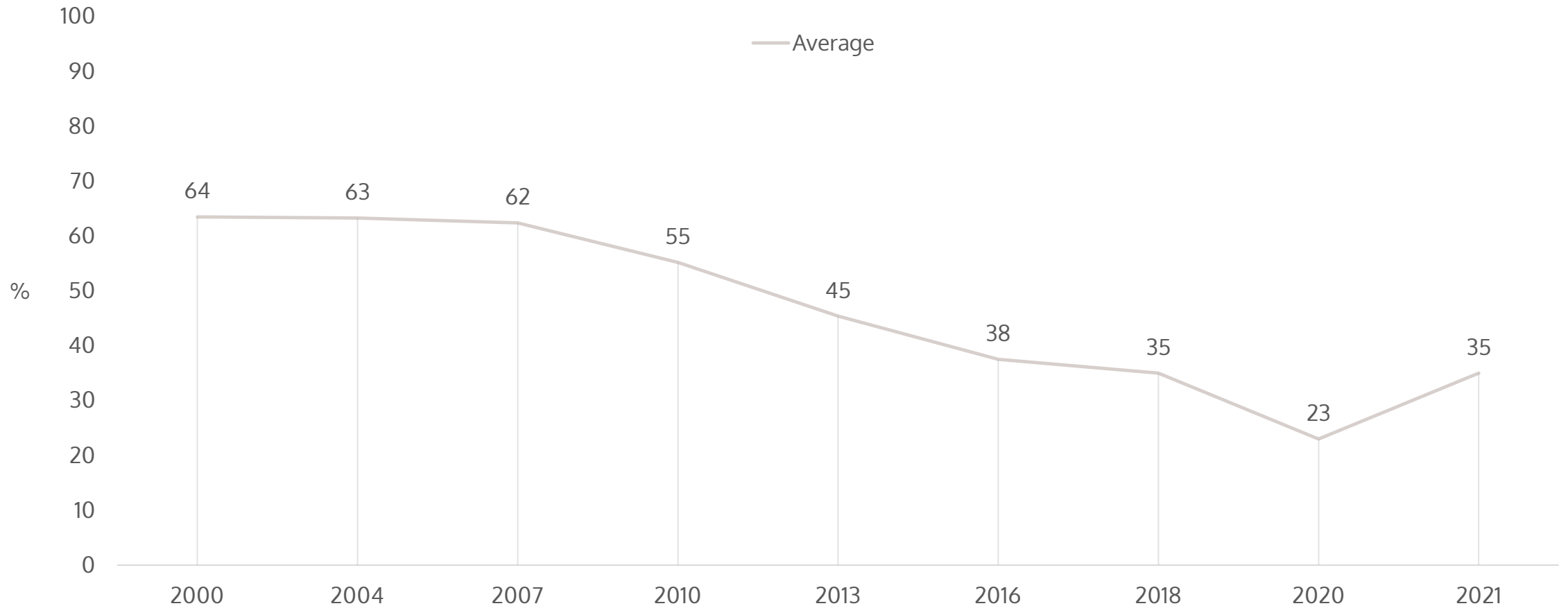
Rates of students in 9th and 10th grade that participate in sports with a team or club four times per week or more often



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

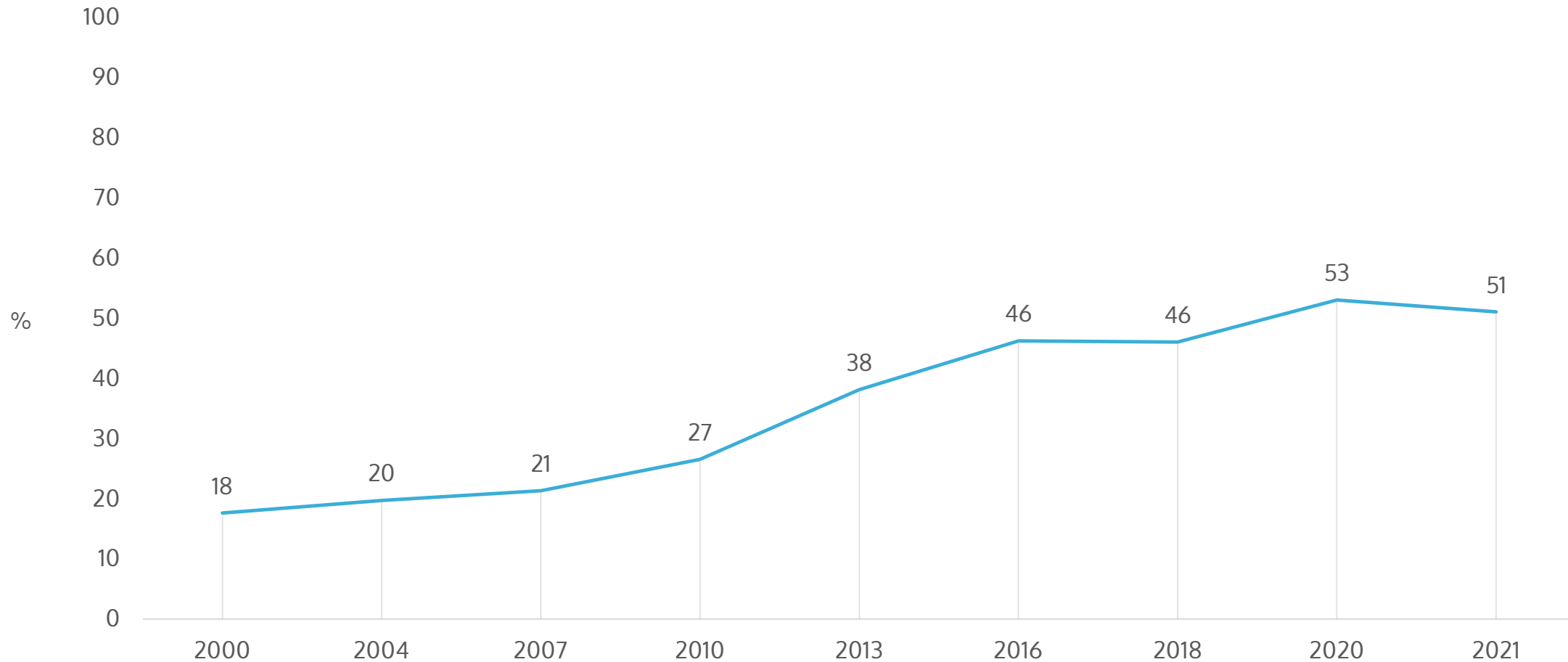


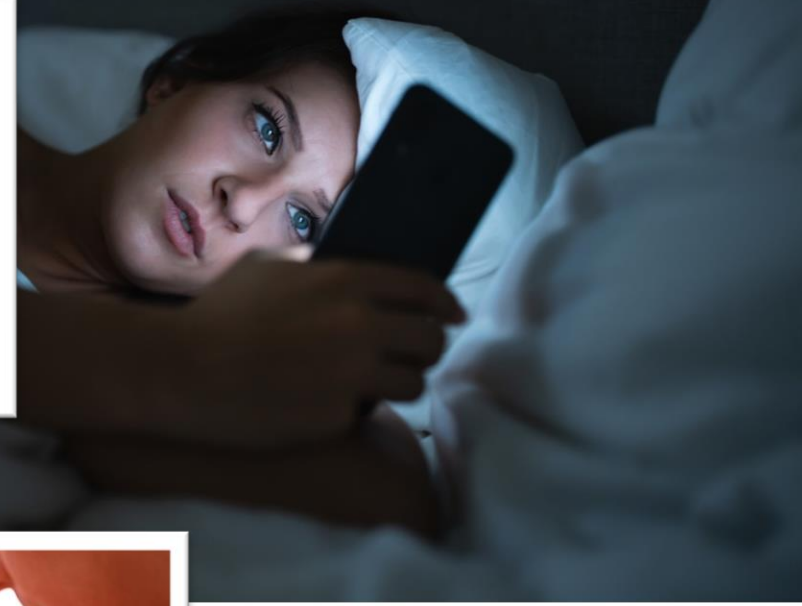
Alcohol use trend in Icelandic High-Schools 16 - 20 year old students



Never got drunk in lifetime

High-Schools 16 - 20 year old students

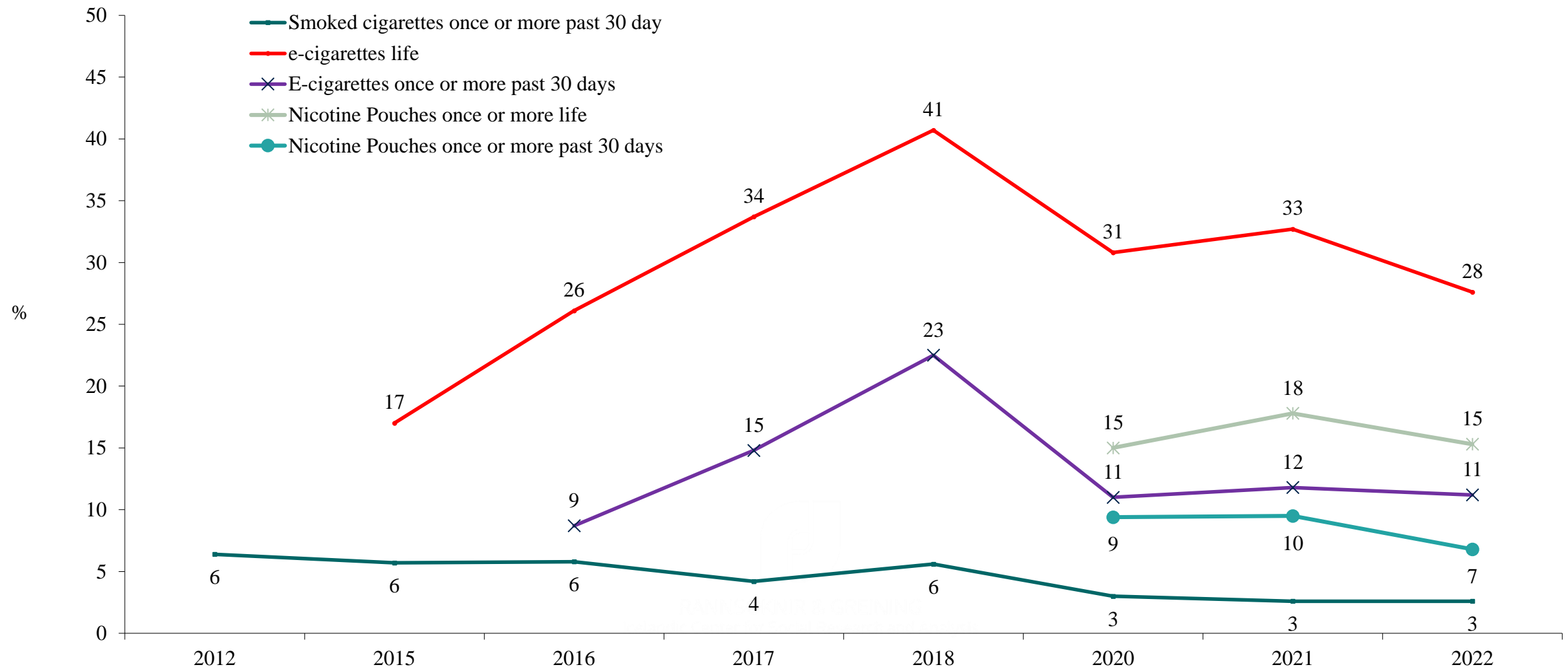




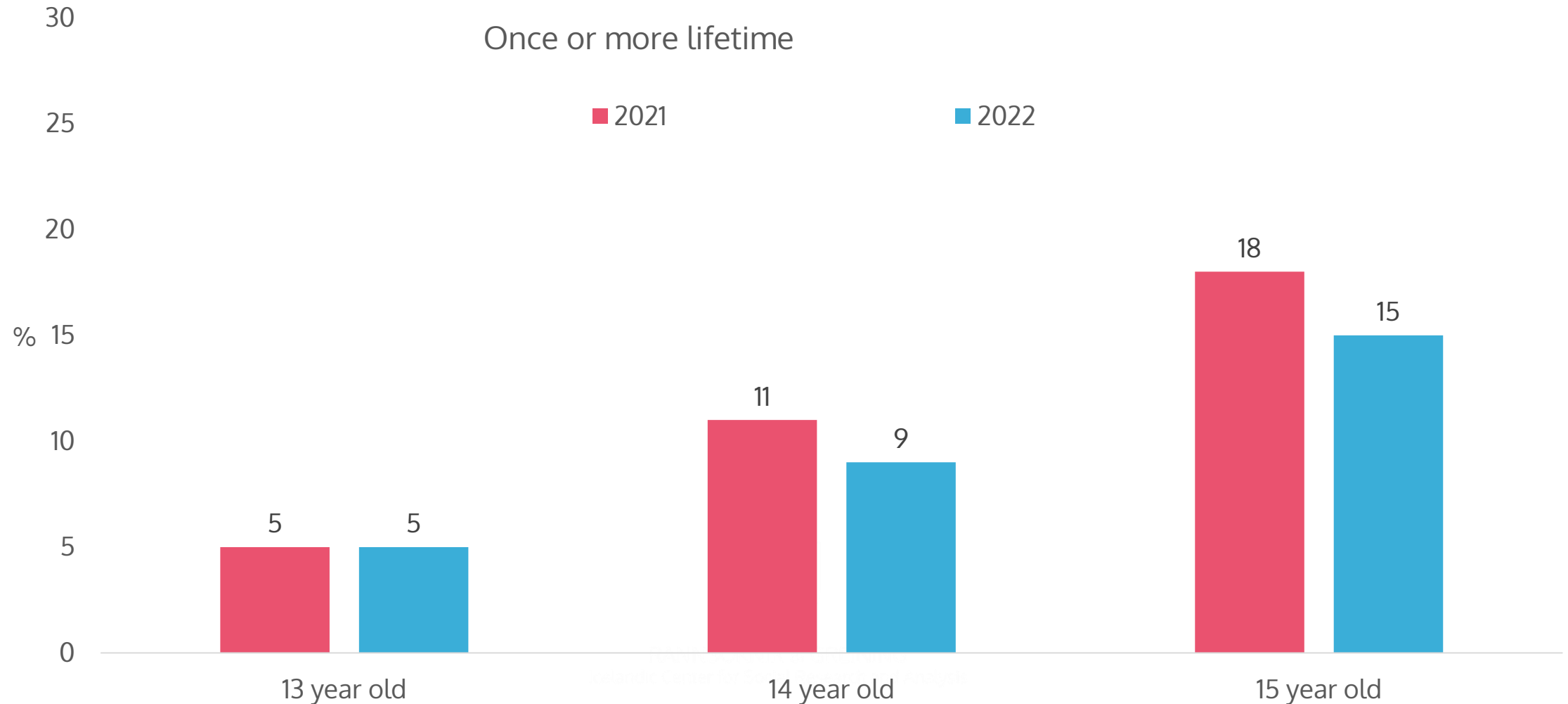
New challenges



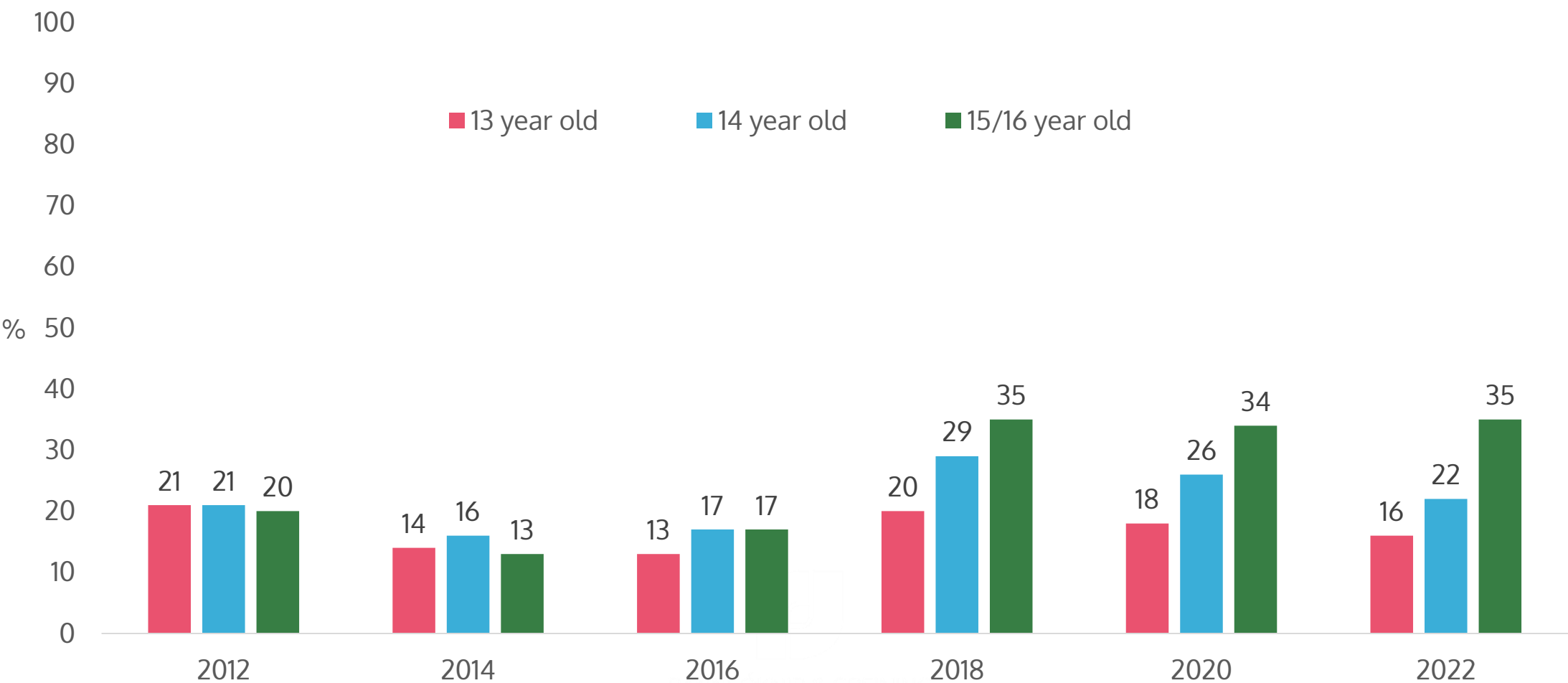
Cigarettes, e-cigarettes and nicotine patches Percentage of students in 10th grade in the years 2012-2022.



Nicotine Pouches - once or more lifetime (8th , 9th and 10th grade)



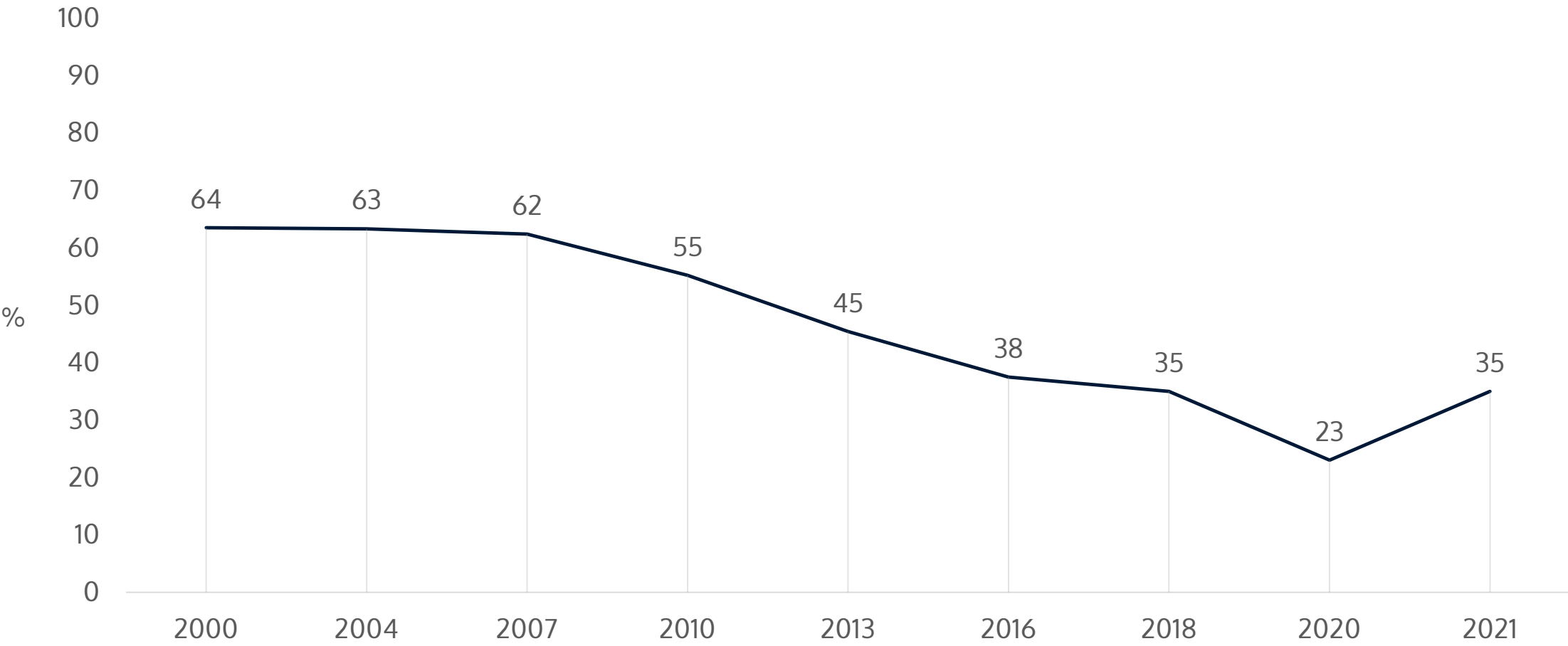
Energy drinks (Caffeine). One drink or more daily 2012-2022



High school students

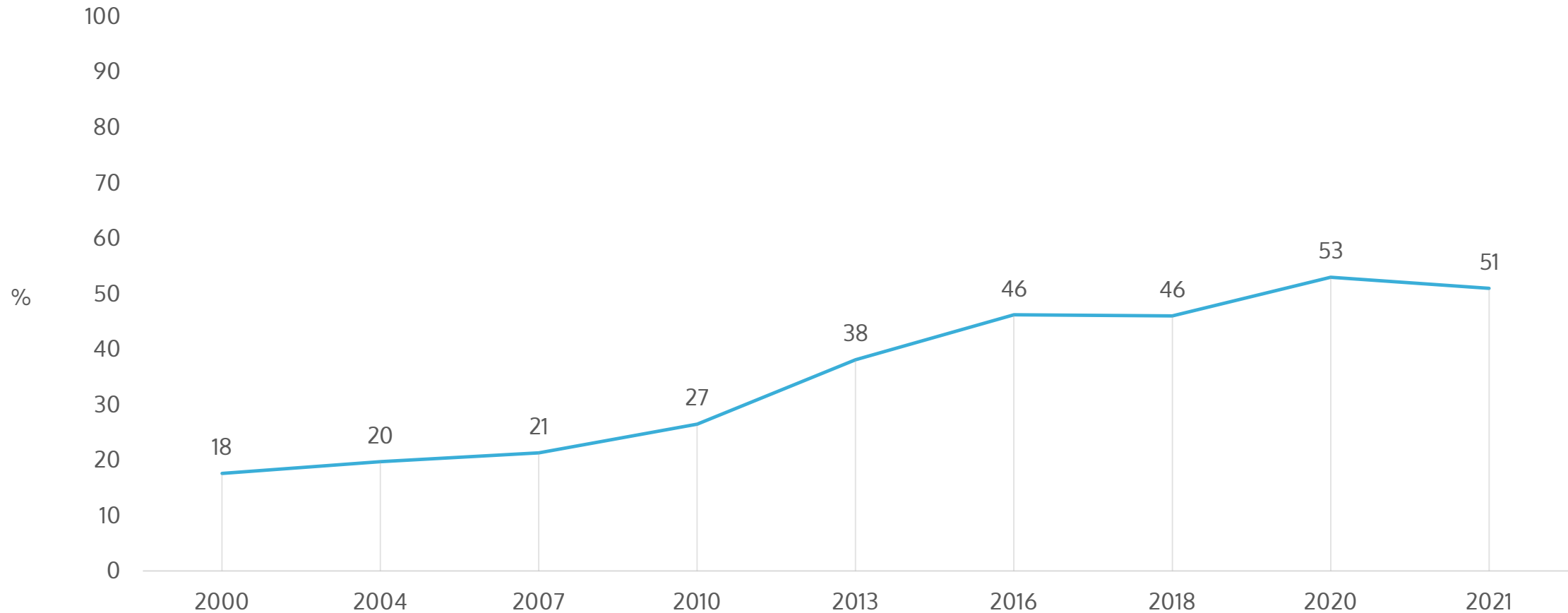


Alcohol use trend in Icelandic High-Schools 16 - 20 year old students. Drunk once or more often past 30 days

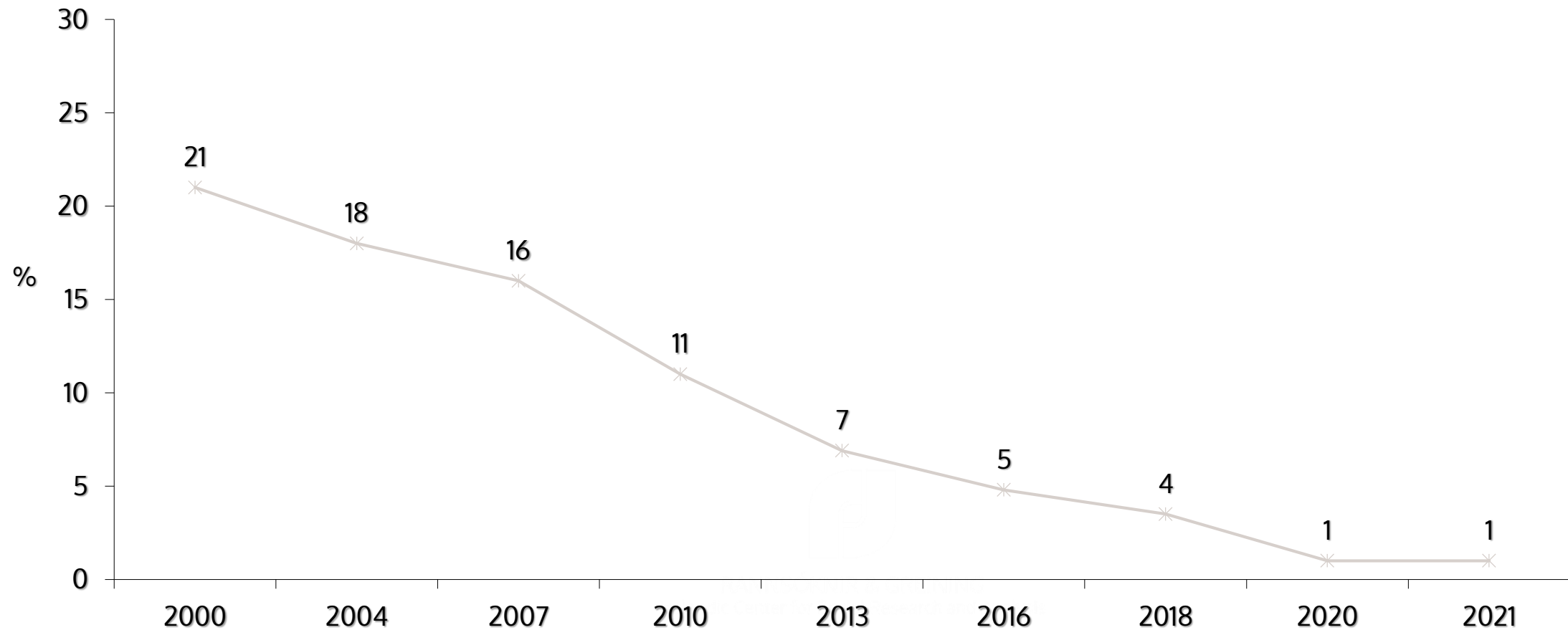


Never got drunk in lifetime

High-Schools 16 - 20 year old students

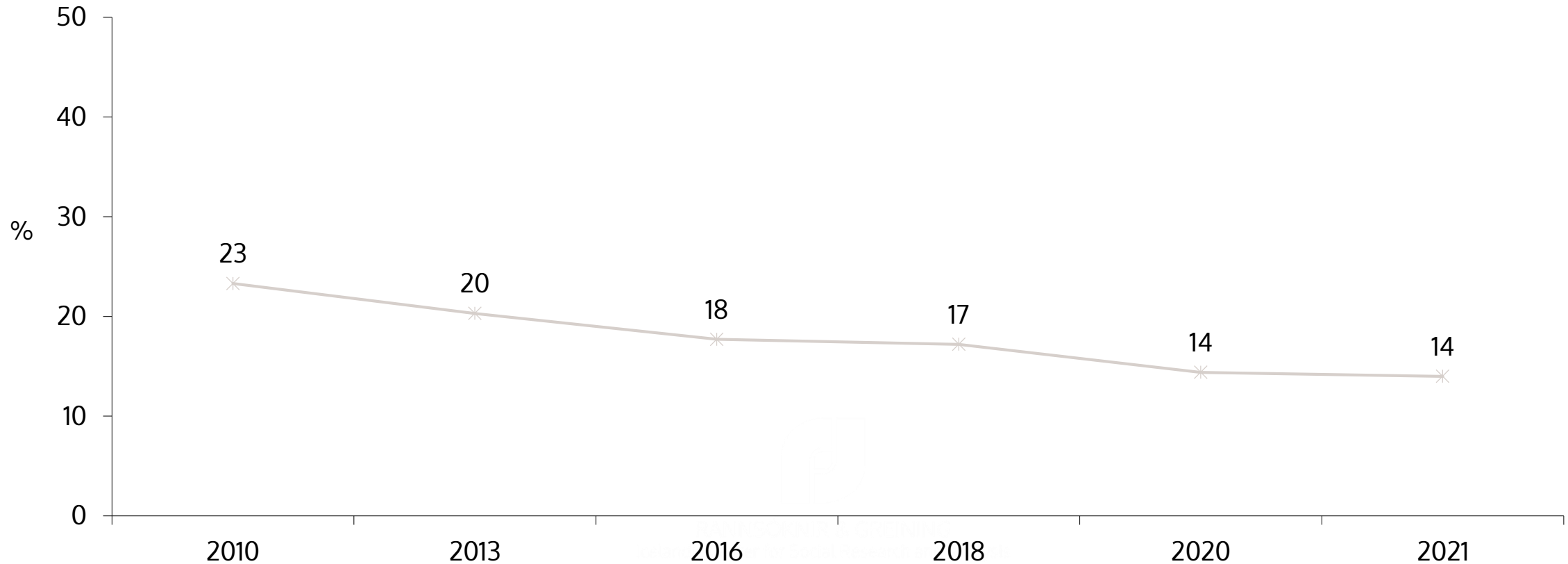


Smoke daily High-Schools 16 - 20 year old students



Cannabis use lifetime

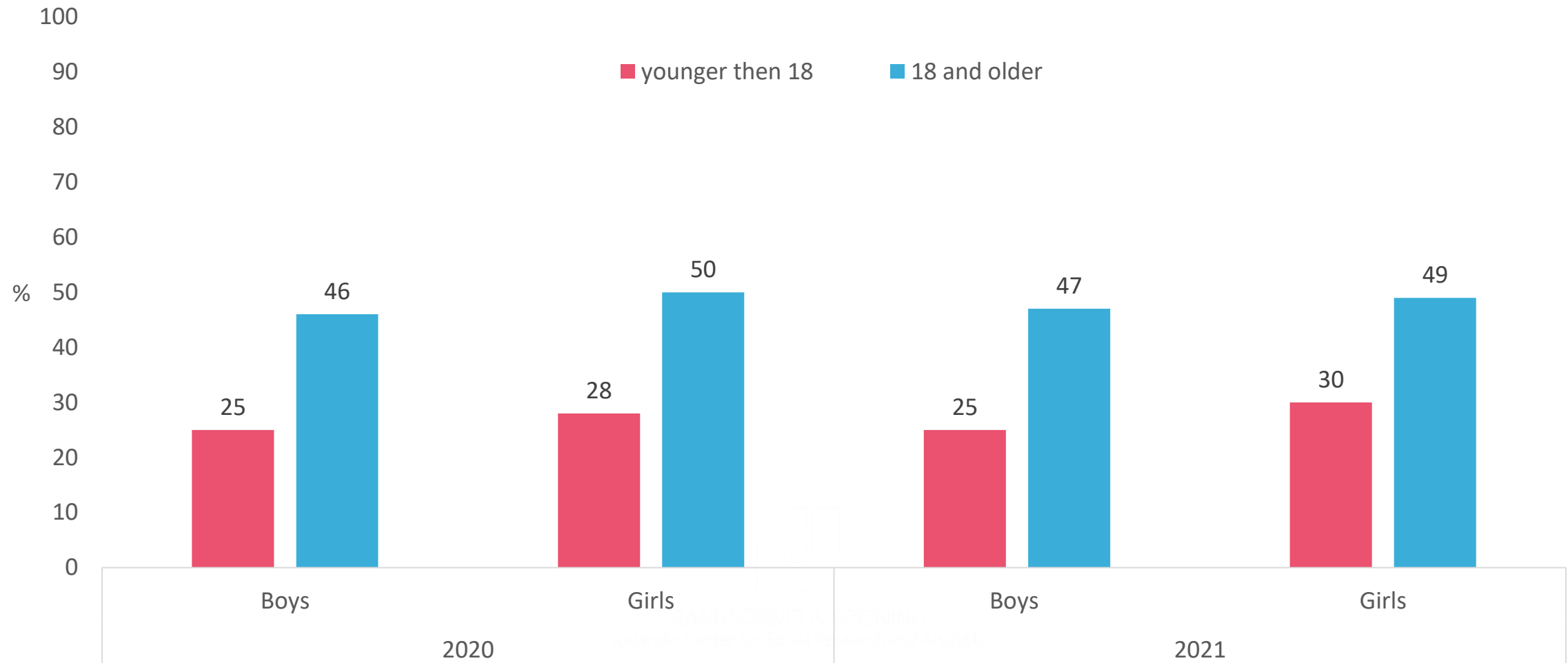
High-Schools 16 - 20 year old students



E-cigarettes 2016-2021.

	2016	2018	2020	2021
Tried once or more in a lifetime	49	62	49	50
Used once or more past 30 days	29	42	19	29
Daily users	10	23	11	14

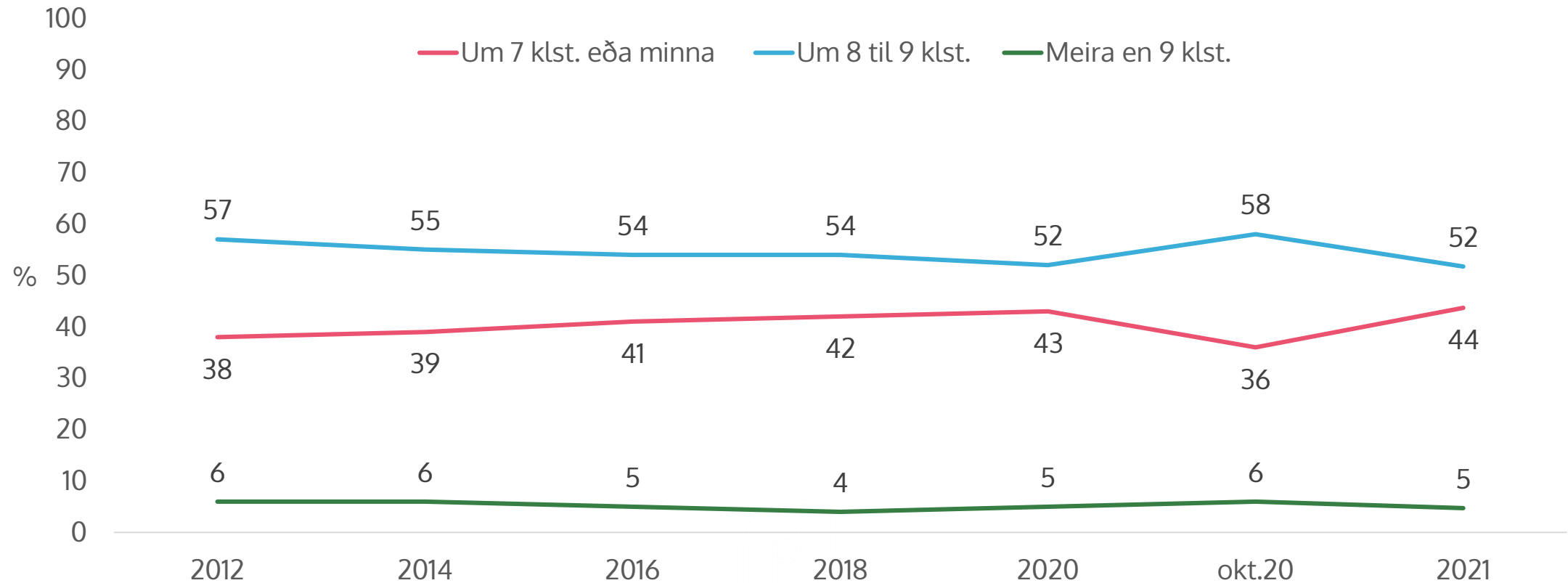
Nicotine Pouches – once or more lifetime (2021 and 2022)



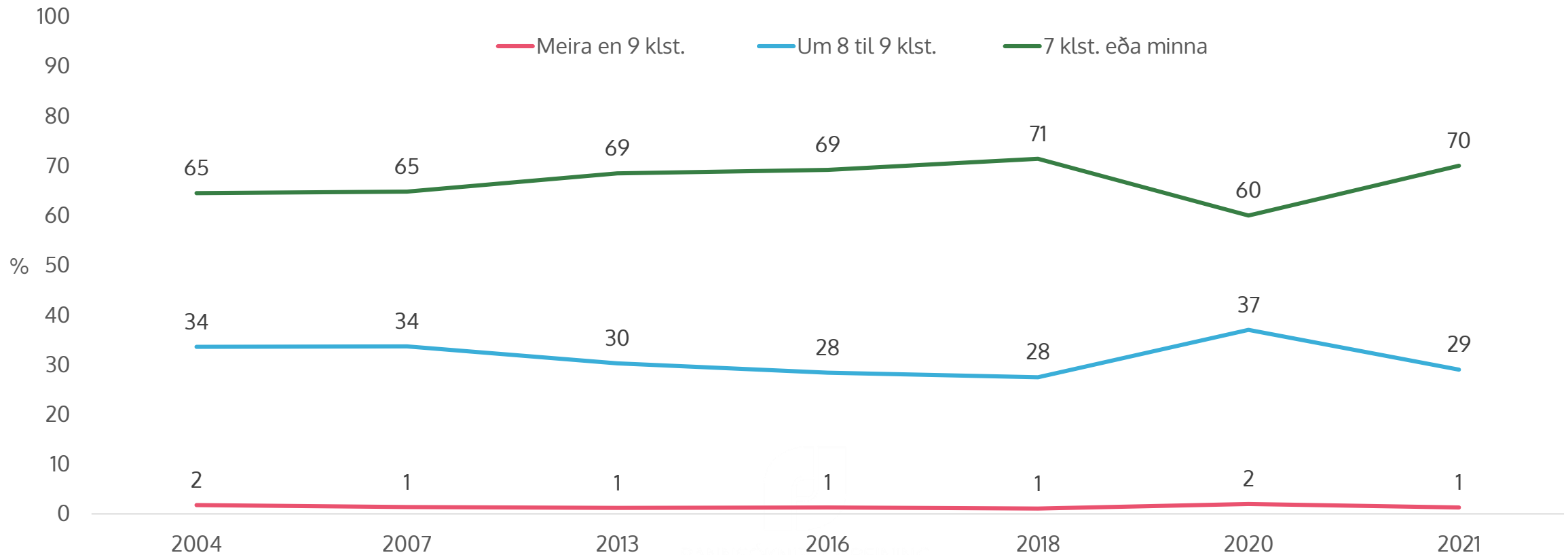
Health and well-being



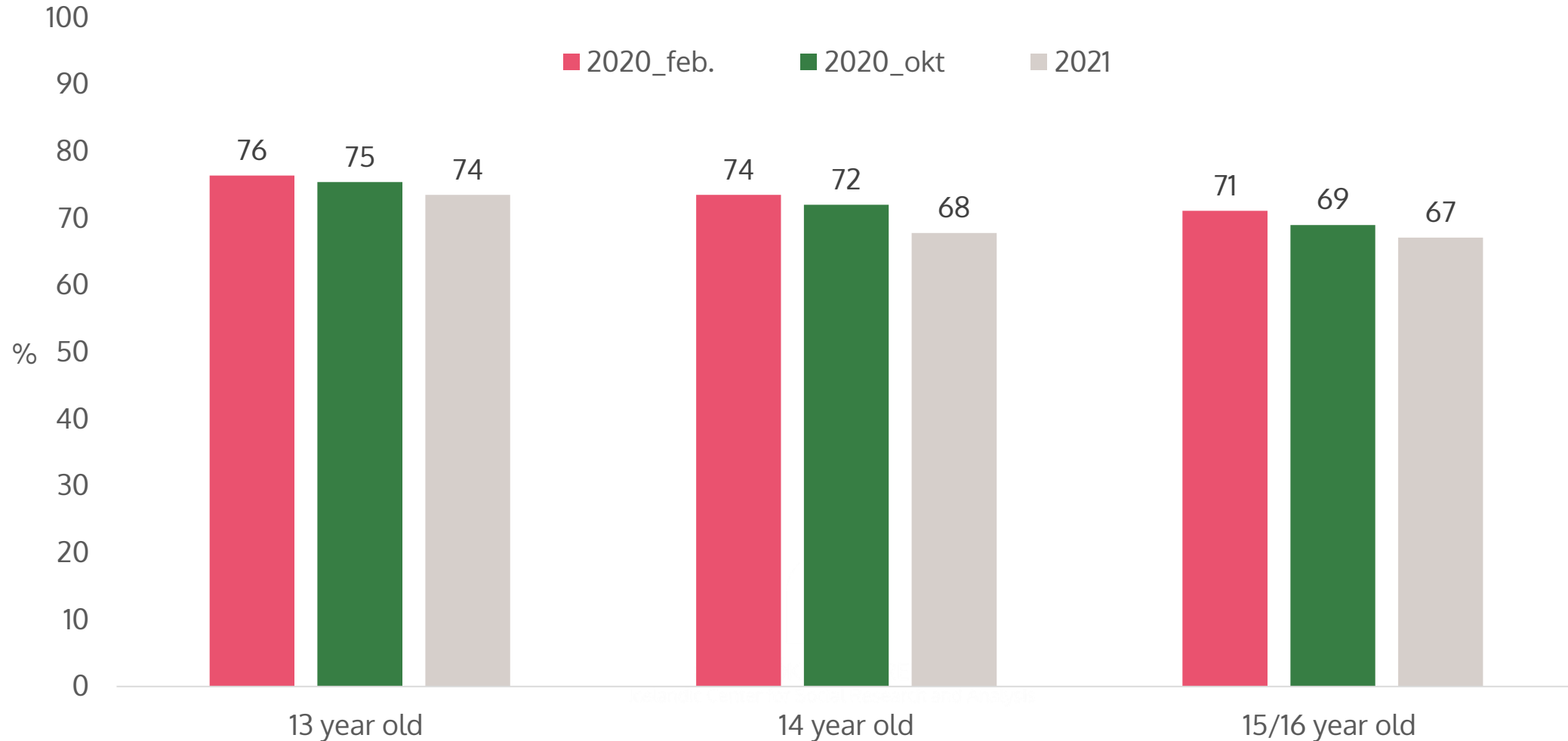
Percentage of 8th, 9th, and 10th-grade students according to how many hours they sleep per night. The years 2012-2022



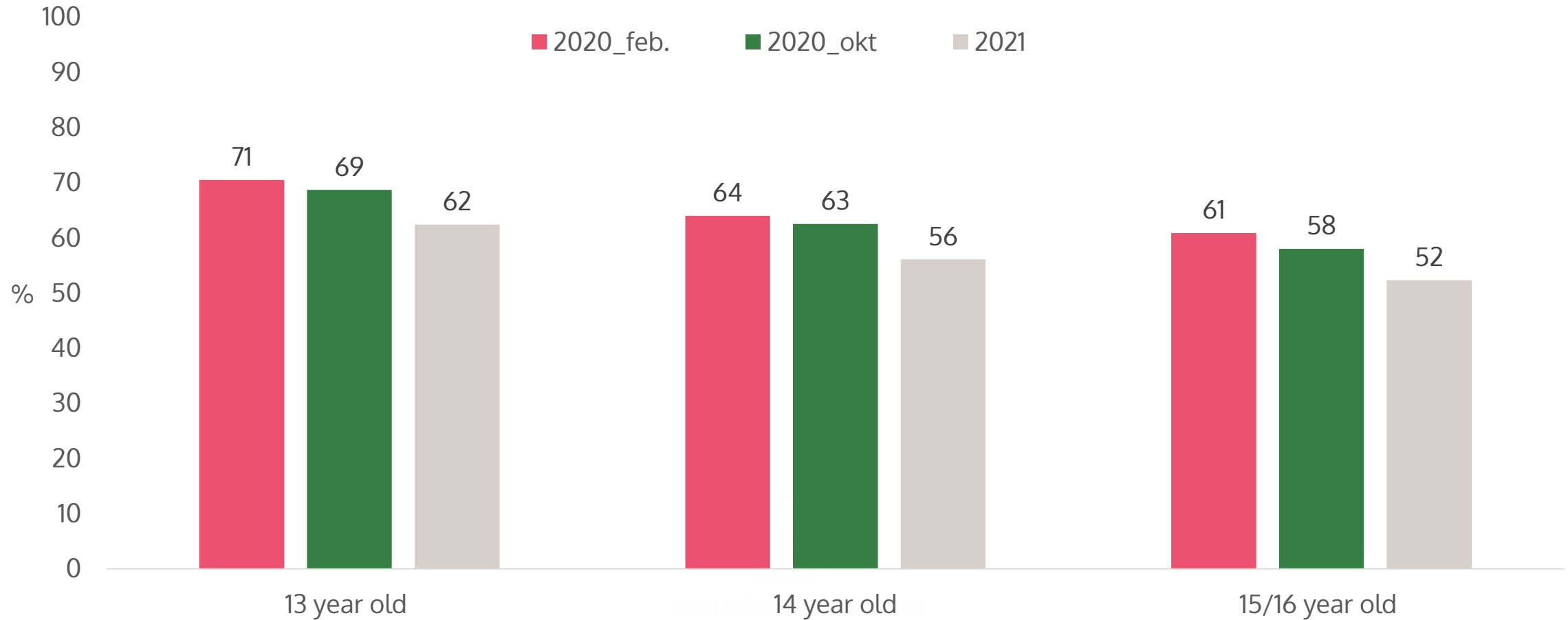
Percentage of high school students by number of hours they sleep each night on weekdays, 2004-2021



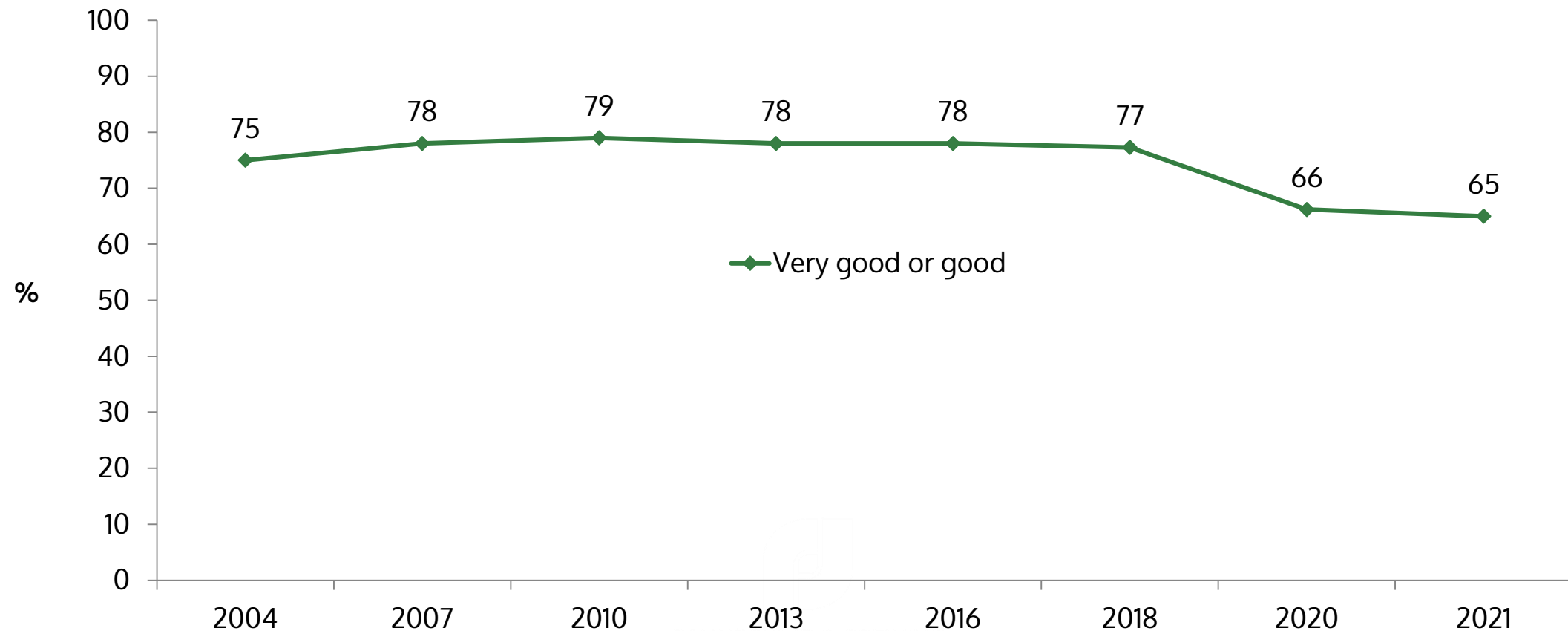
How good is your **physical health**? Proportion of students 13-16 years old who consider it very good or good



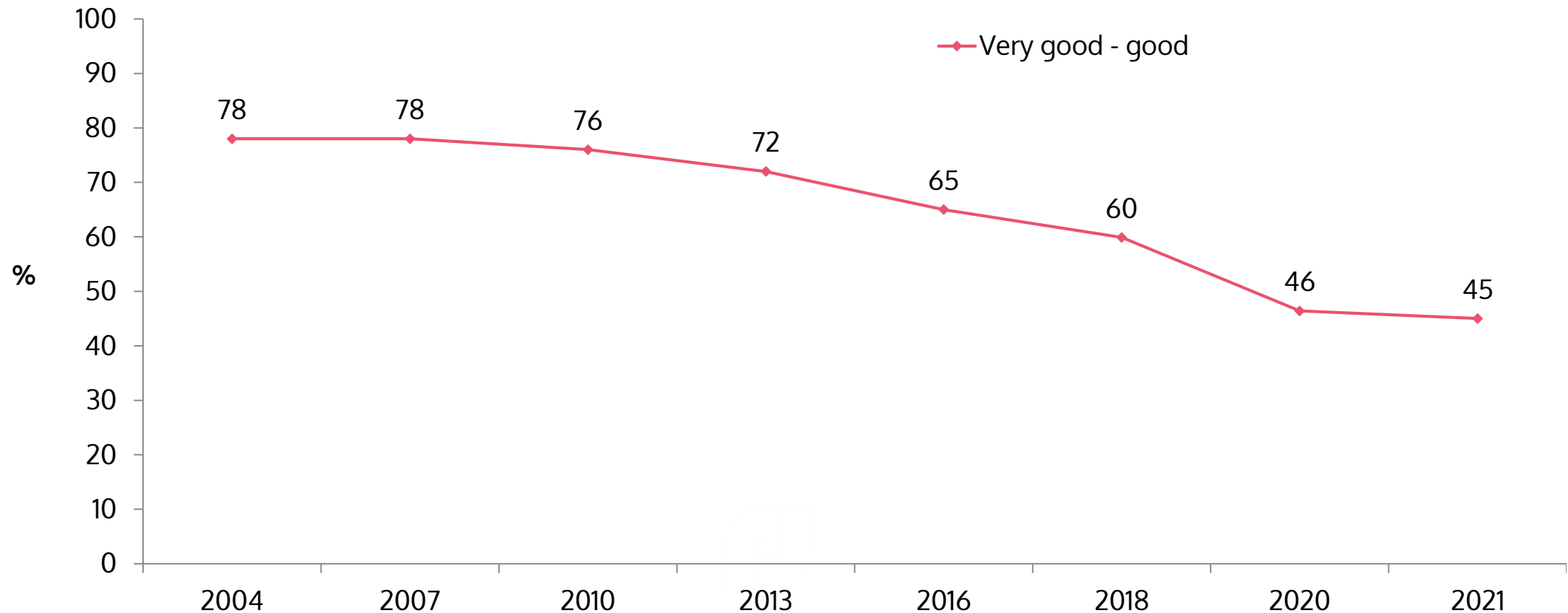
How good is your **mental health**? Proportion of students 13-16 years old who consider it very good or good



How good is your **physical health**? Proportion of High school students who consider it very good or good



How good is your **mental health**? Proportion of High school students who consider it very good or good



Screen-time
Mental illness
Loneliness
Social-media
Lack of sleep
Electronic "outside" hours rule
Reaching out to young parents
All on board post-Covid

....





And we are using the same method

Reaching out to preventive factors like parents, leisure activities and school.

Using data to inform the community

Creating and maintaining a dialogue between research, policy and practice



Thank you

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www.planetyouth.org