

Icelandic Prevention Model

for Youth Substance Use Prevention

Grade 7-12 Student Substance Use in North Bay Parry Sound District Health Unit Region and Ontario

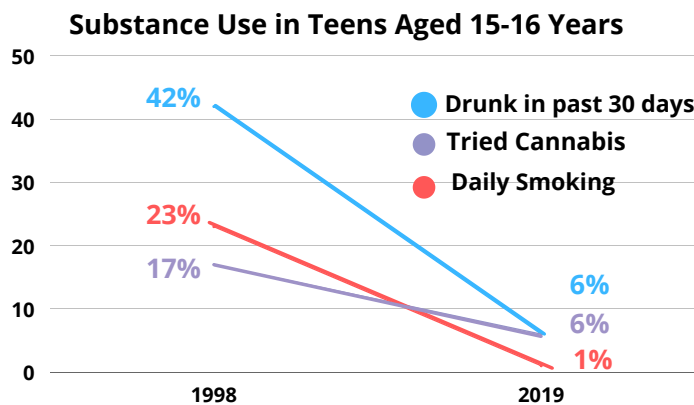
WHAT IS THE ICELANDIC MODEL?

The Icelandic Prevention Model (IPM) is a **collaborative and upstream approach** for youth substance use prevention. It is a **primary prevention** approach that was developed in Iceland, designed to influence risk and protective factors related to substance use within the community, school, peer, and family context. The IPM promotes **evidence-based interventions** grounded in regularly-collected local data. It focuses on diverting youth from substance use by enhancing the social environment they are growing up in.

GOAL

Prevent or delay substance use among youth in order to **improve life outcomes.**

OUTCOMES IN ICELAND



Reference
Gallway, Mayo & Roscommon. (2020). Strategy and Implementation Framework. Planet Youth.

GLOBAL PARTNERSHIPS

Due to its **success in preventing youth substance use**, the IPM has been adopted in countries around the world. To date (in 2021), at least **34 other countries** are using this approach.

Reference
Planet Youth. (n.d.). Communities. Retrieved March 23, 2021, from <https://planetyouth.org/get-involved/communities/>

Engages the community by helping everyone see their role in improving the social environment

Enables stakeholders to tailor actions based on current trends and issues

Significance of Local and Current Data

Ensures that decisions and interventions are evidence-informed

Builds understanding of which risk and protective factors are linked to youth substance use within our community

Allows stakeholders to monitor if interventions are working and respond quickly

Tobacco Cigarette Use in Past 12 months

NBPSDHU —● 12.6%
Ontario —● 8.6%

Alcohol Use in Past 12 months

NBPSDHU —● 55.4%
Ontario —● 45.8%

Cannabis Use in Past 12 months

NBPSDHU —● 29.7%
Ontario —● 21.3%

Illicit Drug Use During Lifetime

NBPSDHU —● 26.5%
Ontario —● 22.8%

statistics from 2014/2015 OSDUHS

LGBTQ+ Youth

2x as likely to use substances due to victimization.

Boys who identify as LGBTQ+ are more likely overall to use alcohol and drugs

Reference
Human Rights Campaign Information, & Partnership for Drug-Free Kids. (n.d.). PREVENTING SUBSTANCE ABUSE AMONG LGBTQ TEENS. Retrieved March 23, 2021, from <https://drugfree.org/wp-content/uploads/2017/02/HRC-LGBTQ-Youth-Substance-Abuse-Issue-Brief.pdf>

Nipissing Parry Sound Overdose and Deaths

In 2020

372 overdoses reported for Nipissing Parry Sound Area (all ages)

24 resulted in death

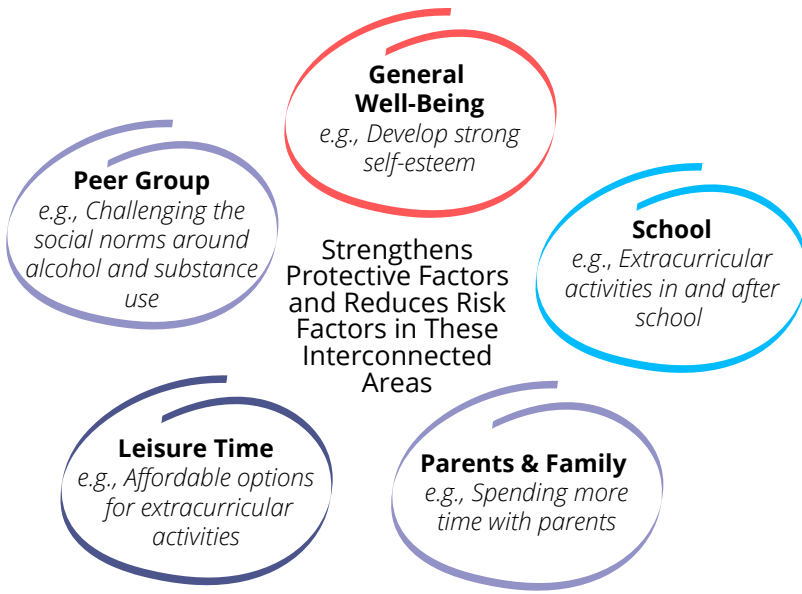
Costs of Substance Use in Canada

In 2017

The costs of substance use in Canada was **\$46 Billion**
This represents about **\$1,260/person** in Canada

References
Canadian Substance Use Costs and Harms Scientific Working Group. (2020). Canadian substance use costs and harms 2015–2017. (Prepared by the Canadian Institute for Substance Use Research and the Canadian Centre on Substance Use and Addiction.) Ottawa, Ont.: Canadian Centre on Substance Use and Addiction.
North Bay Parry Sound District Health Unit. (2020). Nipissing Parry Sound Online Over Dose Reporting System. Retrieved March 10, 2021, from <https://app.powerbi.com/view?r=eyJjoInMlZNDjIMzUtODQ3NS00MmWY5LTkzY2YtMzdmOGE2OTYyNGU3liwidC16jgzZTQ0ZDk4LTcwNTgtNDRFNs1iODBLWFRYWE4yZi0NdTdlNjY9&wmode=transparent>
North Bay Parry Sound District Health Unit. (2018, September 5). Substance use. Retrieved March 10, 2021, from <https://www.myhealthunit.ca/en/community-data-reports/substance-use.asp>

THE IPM AIMS TO ADDRESS FACTORS WITHIN THESE DOMAINS



References

Somppi, D. & MacDonald-Rowe, B. (2019). Planet Youth Lanark County: Evidence based drug prevention. Public Health Ontario. Retrieved from: publichealthontario.ca/-/media/event-presentations/grand-rounds-june-25-2019.pdf?la=en

Western Region Drug and Alcohol Task Force (2020). Planet Youth strategy and implementation framework: Galway, Mayo & Roscommon. Planet Youth Partner Ireland. Retrieved from: <https://www.drugsandalcohol.ie/31961/1/Planet-Youth-Strategy-Implementation-Framework-Brochure.pdf>

CALLS TO ACTION FOR COMMUNITY STAKEHOLDERS

In addressing substance use, primary prevention shows the best return on investment, making it a cost-effective strategy. In North Bay and area, there is currently a lack of publicly available data on local risk and protective factors and how they link to youth substance use. As well, there is the potential to better organize our approach as a community to respond to the data and address these factors in evidence-based ways. By using the IPM we can collect in-depth data on substance use in the area and address risk and protective factors as a community. To support the IPM, stakeholders can:

- Become informed
- Help raise awareness about the IPM within your organization and community
- Provide increased positive social opportunities and supports for youth regardless of socioeconomic status
- Increase funding for projects that strengthen protective factors for youth
- Be a mentor for youth within your community
- Contact us to learn more or to get involved

ROLE OF LEISURE TIME AND RECREATIONAL ACTIVITIES

As part of the IPM, funding was increased for organized sport, music, art, dance and other clubs.

- Organized activities give youth a sense of belonging and a way to feel good instead of through using alcohol and drugs
- Risk-taking is part of brain development, and organized activities provide a healthy outlet for youth to take risks
- Through organized activities, youth can strengthen their self-esteem and become leaders among their peers
- Youth should be able to choose the activity they would like to engage in
- Youth activities should be economically achievable for all

References

Partnership to End Addiction. (2021, February 08). Brain development, Teen behavior and preventing drug use. Retrieved from <https://drugfree.org/article/brain-development-teen-behavior/>

Halsall, T., Lachance, L., & Kristjansson, A. (2020, August). Examining the implementation of the Icelandic model for primary prevention of substance use in a rural Canadian community: A study protocol. Retrieved from <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-020-09288-y>

HOW CAN THE ICELANDIC MODEL BENEFIT OUR COMMUNITY?

Youth in North Bay and area have the potential to avoid or delay substance use with the help of community leaders. As a result, the whole community will benefit.

- Reduced healthcare costs
- Increased school attendance
- Drop in local crime rates
- Well-rounded and successful youth
- Enhanced community safety and well-being
- Youth pursuing careers that will build the community

FOR MORE INFORMATION

Email:
preventionpillarcdsnb@outlook.com
Or Visit:
<https://planetyouth.org/the-method/qa/>

COMMUNITY DRUG STRATEGY

Created By: Alanah Bonvie, Alyse Farrow, Emily Kalbe, Megan Haley
Year 3 BScN students