



# Planet Youth

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CEO

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Select Standing Committee on Health



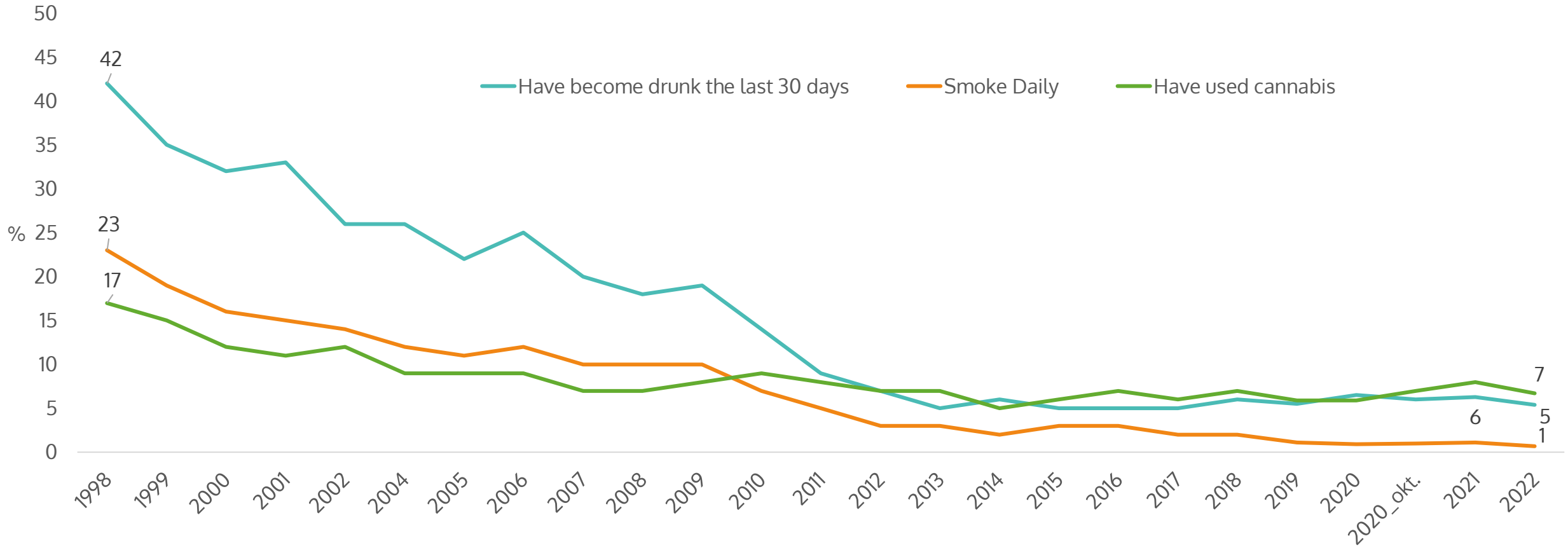
# Dr. Pall Rikhardsson

- Dr. Pall Rikhardsson is the Chief Executive Officer of Planet Youth. He holds a BSc degree from the University of Iceland and a MSc and a PhD degrees from the Aarhus School of Business, Denmark. In his career he has worked as professor and dean at Reykjavik University as well as the Aarhus School of Business, a senior manager with PwC in Denmark, and a business advisor at the SAS Institute in Denmark. Pall is also a visiting professors at the Copenhagen Business School in Denmark.



# The Icelandic Prevention Model impact in Iceland

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

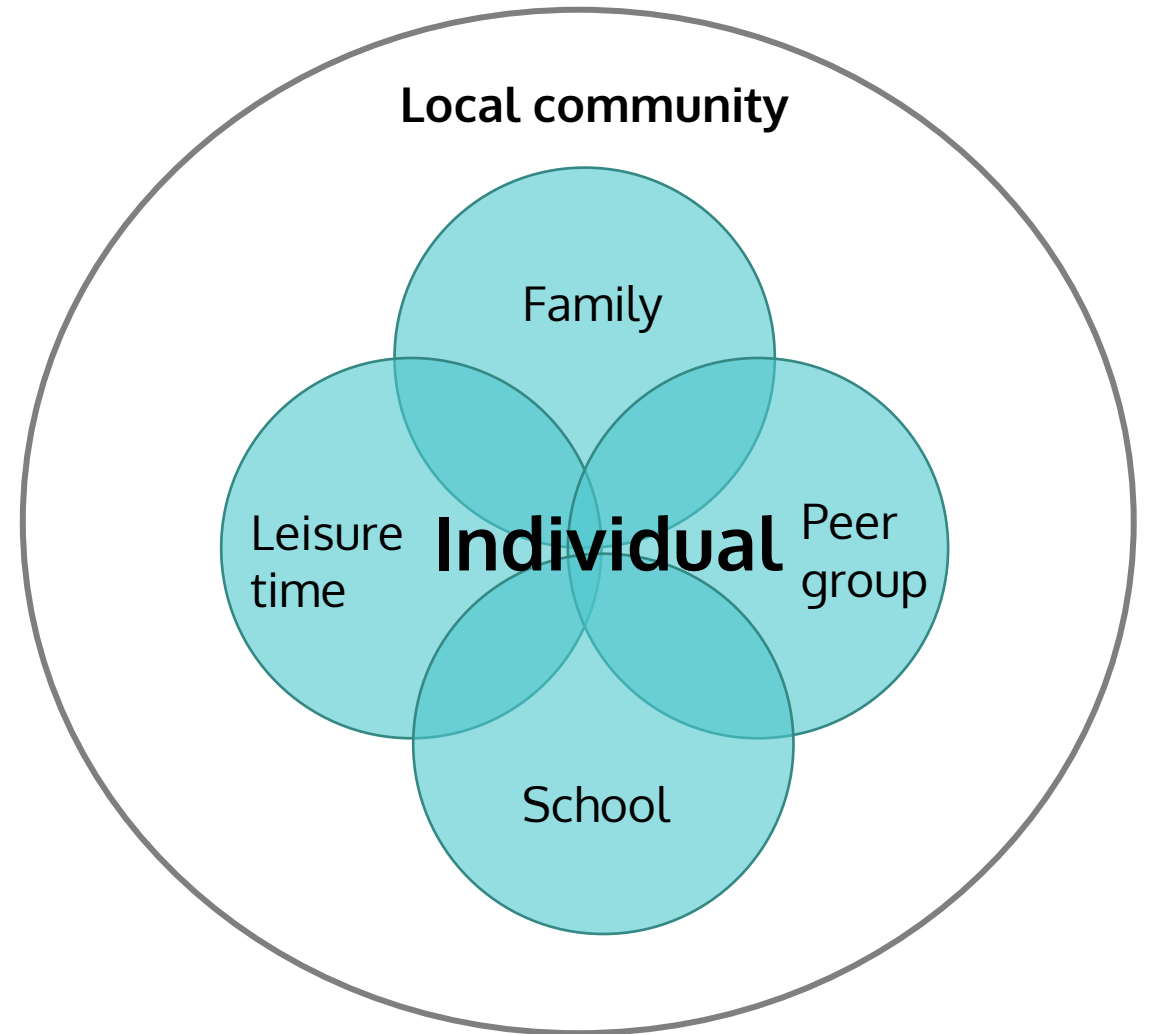


# Domains of intervention

Preventing child and adolescent substance use are critical to promote healthy development.

A successful approach to such prevention is to work towards strengthening key protective factors and reducing risk factors that operate in the local community environment of young people.

Evidence in child and adolescent health research suggests that four major risk and protective factors play a key role.





**Planet Youth** is an organization that offers a guidance program in adolescents substance use prevention with communities, towns and cities throughout the world. The **Planet Youth Guidance Program** is based on a collaborative substance use prevention approach titled the "The Icelandic Prevention Model".

# The Five Guiding Principles of the The Planet Youth Guidance Program

1

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

3

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

2

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

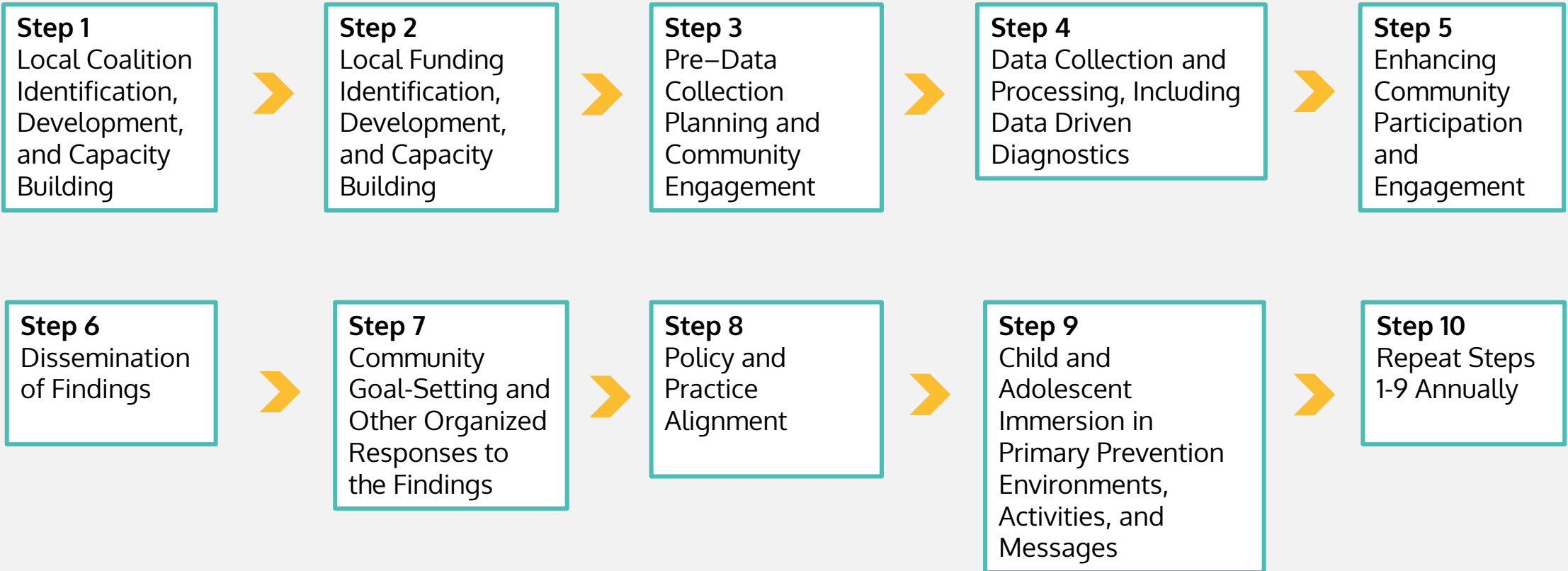
4

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

5

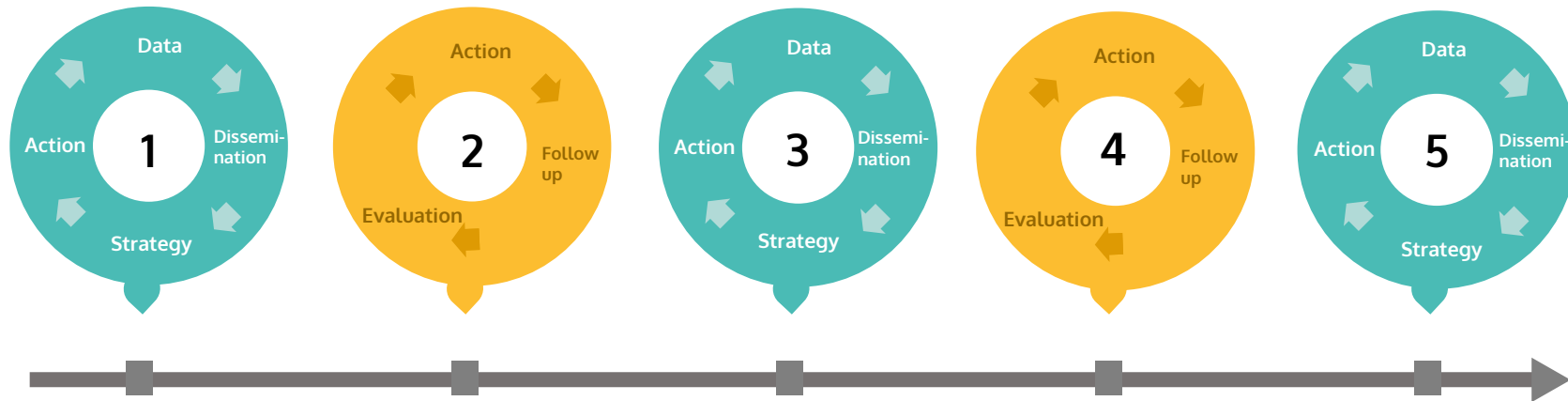
**Match the scope of the solution to the scope of the problem**, including emphasizing long-term intervention and efforts to marshal adequate community resources.

# The Planet Youth Guidance Program: The 10 core steps of the Icelandic Prevention Model





# The Planet Youth 5-year guidance program overview



**YEAR 1**

1. Data
2. Dissemi-nation
3. Strategy
4. Action

**YEAR 2**

1. Action
2. Follow up
3. Evaluation

**YEAR 3**

1. Data
2. Dissemi-nation
3. Strategy
4. Action

**YEAR 4**

1. Action
2. Follow up
3. Evaluation

**YEAR 5**

1. Data
2. Dissemi-nation
3. Strategy
4. Action

- Training in the Icelandic Prevention model
- Training in data collection
- Training in presenting and using the results
- Training in designing dissemination and action plans
- Population surveys of 14/15 year olds
- Data analysis and reporting
- Intervention and strategy advice
- Community development advice
- Project management support
- Process evaluation
- Use of brand

# Global reach: Examples of partners

1. Alcohol and Drug Foundation, Australia (federal agency)
2. San Fernando, Argentina (local government)
3. GTO, Guanajuato, Mexico (state government)
4. SENDA, Chile (national government)
5. Winning Scotland, Scotland (NGO)
6. City of Vilnius, Lithuania (local government)
7. United Way Calgary and area, Canada (NGO)
8. Government of New Brunswick, Canada (state government)
9. Touch New Zealand (Incorporated society)
10. Franklin County Health Department, Kentucky USA (local government)
11. Politizone, Blankenberge, Belgium (local government)
12. Cavan and Monaghan Education and Training Board, Ireland (local government)
13. City of Lleida, Spain (local government)



# New Brunswick and Calgary

- New Brunswick
  - Partner: **Government of New Brunswick – Department of Health**
  - Agreement signed April 2021
  - Delays in project start due to Covid-19
  - Project structure, coalition and project management group in place
  - Training workshops end 2022
  - Data collection scheduled in February 2023
  - Strategy workshops 6-8 weeks after data collection ends
- Calgary
  - Partner: **United Way of Calgary and Area**
  - Agreement signed February 2022
  - Project structure, coalition and project management group in place
  - Indigenous focus with participation of indigenous stakeholders in a pre analysis as well as project governance
  - Training workshops end 2022
  - Data collection beginning 2023
  - Strategy workshops 6-8 weeks after data collection ends

# Some literature

Kristjansson, AL., Mann, MJ., Sigfusson, J., Thorisdottir, IE., Allegrante, JP., Sigfusdottir, ID. (2020). **Development and Guiding Principles of the Icelandic Model for Preventing Adolescent Substance Use.** *Health Promotion Practice, 21(1), 62-69.*

Kristjansson, AL., Mann, MJ., Sigfusson, J., Thorisdottir, IE., Allegrante, JP., Sigfusdottir, ID. (2020). **Implementing the Icelandic Model for Preventing Adolescent Substance Use.** *Health Promotion Practice, 21(1), 70-79.*

Sigfusdottir, ID, Soriano, HE, Mann, MJ, Kristjansson, AL (2020). Prevention is Possible: **A Brief History of the Origin and Dissemination of the Icelandic Prevention Model.** *Health Promotion Practice, 21(1), 58-62.*

**The Planet Youth Implementation Guide** (supplied to the Planet Youth partner by Planet Youth). Short version available on [www.planetyouth.org](http://www.planetyouth.org)