

Planet Youth Lanark County

Co-ordinator/Manager Recruitment Candidate Brief

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Opportunity

Youth problematic substance use and poor mental health are growing and pervasive problems in most communities. Planet Youth Lanark County (PYLC) is leading the first Canadian implementation of the Icelandic Prevention Model (IPM) to help address these problems.

As PYLC co-ordinator/manager, you will nurture a Lanark County-wide coalition currently defining and implementing upstream interventions. You will lead this effort to identify and address factors that delay or prevent youth substance use and promote improved mental wellness. Additionally, you will provide leadership in developing plans to attract and implement other initiatives that complement the IPM implementation.

You will have a unique opportunity to shape how upstream prevention is implemented in Lanark County. In fulfilling the PYLC co-ordinator/manager role, you will learn from and contribute to local, provincial, national and international networks of communities that are also developing and executing data-driven strategies that positively impact youth health and development.

About Planet Youth

Icelandic Prevention Model / Planet Youth

The Icelandic Prevention Model (IPM) is an evidence-based, upstream prevention approach developed in Iceland in the mid-1990s by [Planet Youth](#), a not-for-profit corporation that now helps implement its model in other countries. Applicants are encouraged to learn about [how the model works](#).

[Planet Youth Lanark County](#) is the first Canadian organization to sign a service agreement with Planet Youth. In 2023, the Public Health Agency of Canada (PHAC) announced a 5-year program to support Canadian communities in implementing and evaluating the IPM. PHAC's map showing currently active Canadian IPM communities is included in Appendix A.

Planet Youth Lanark County

PYLC was formed in 2018 to bring the IPM to Lanark County. In late 2019 it announced plans to conduct a March 2020 survey of Lanark County's Grade 10 students. The COVID-19 pandemic delayed the survey until 2022. The second survey is being conducted in 2024. More information is available on our website, including [the results of the 2022 survey](#) and presentations made at public meetings in which areas of focus for action plans were identified.

PYLC is a community-led committee. Governance and financial oversight are provided by [Open Doors for Lanark Children & Youth](#) (ODLCY). The PYLC steering committee membership includes representation from youth centers, the Lanark, Leeds and Grenville District Health Unit and community volunteers with expertise in education, family medicine, restorative justice and not-for-profit governance. The committee is currently chaired by community member David Somppi. Kevin Clouthier (Executive Director of ODLCY) is the committee's vice chair.

PYLC is responsible for its own fundraising. ODLCY provides financial oversight but does not fund PYLC. To date, proceeds from individual donations, fundraisers, a one-time grant from Lanark County and participation in provincial "Community Safety and Well Being" grant have funded expenses that include the cost of a 5-year service agreement with Planet Youth. More recently, participation in a "Proceeds of Crime" grant and one-time grants from three private foundations will support hiring PYLC's first co-ordinator/manager.

At the time of writing, PYLC has received an invitation to apply for Stream 2 PHAC funding. The deadline for submitting a proposal is late July 2024. The ongoing Proceeds of Crime grant and anticipated revenue from Stream 2 PHAC will fund upstream prevention administrative expenses, interventions and evaluation from 2024 to 2027.

Priorities

Short Term

In collaboration with PYLC steering committee volunteers, define and implement a plan to grow the coalition that will develop and implement a Stream 2 PHAC-funded plan.

Project manage implementation of Stream 2 PHAC funding.

Assume leadership for IPM steps 4 to 10 based upon data gathered from the 2024 Planet Youth Lanark County survey.

Long Term

Support Open Doors for Lanark Children and Youth Board of Directors in understanding the challenges and opportunities associated with implementing Integrated Youth Services in Lanark County.

PYLC Co-ordinator/Manager Role

The successful candidate will report to the Executive Director Open Doors for Lanark Children & Youth. The Project Co-ordinator/Manager will support the development and implementation of the Planet Youth project in Lanark County. The Planet Youth project is based on the Icelandic Prevention Model; an evidence-informed approach to reducing youth substance use (e.g., alcohol, tobacco, cannabis, vaping products, and other drugs) that emphasizes a data-driven, solution-focused, community-led process.

The Project Co-ordinator/Manager will be responsible for supporting adaptation of the Icelandic Prevention Model to the local context, and implementation across Lanark County. This will include leading the development, coordination, and progress of local community coalitions who will inform this community development approach.

The co-ordinator/manager will be a non-voting, ex-officio member of the Planet Youth Lanark County steering committee which provides oversight of the Planet Youth project in Lanark County.

Specific responsibilities include, but are not limited to, the following:

- Leading partnership development, coordination, and progress of community coalitions, including youth representatives, within participating communities.
- Applying community development and mobilization expertise to organize and lead coalitions within participating communities to meet and achieve project milestones and objectives.
- Providing health promotion and community-development expertise to inform and strengthen all aspects of the project.
- Collaborating with community partners and coalitions in participating communities to identify evidence-informed solutions, and to progress actions, focused on health promotion through youth substance use prevention.
- Acting as the main point of contact between communities and the project steering committee(s).
- Participating in informing the adaptation of the project to the Lanark context, including supporting alignment with broader Public Health work focused on upstream prevention and health promotion.
- Travelling throughout Lanark and other areas is necessary.

- Completing other relevant tasks and deliverables including reporting, attending steering committee meetings, providing presentations, and supporting evaluation.
- Other tasks or duties as required.

This position requires a strong organizational and results oriented individual who must be able to work independently and as part of a team.

ESSENTIAL QUALIFICATIONS:

Bachelor's degree in a relevant discipline such as health promotion, social sciences, sociology, education or a related field and a minimum of five (5) years of progressively responsible work experience OR Master's degree in a relevant discipline such as health promotion, public health, social sciences, or a related field and a minimum of three (3) years of progressively responsible work experience including knowledge of health promotion (Ottawa Charter), community development, substance use prevention, and population health. An equivalent combination of education, training and experience may be considered.

Applicants must clearly demonstrate the essential qualifications to be given further consideration.

ASSET QUALIFICATIONS: Preference may be given to candidates that possess one or more of the following asset qualifications:

- Experience working with and supporting community groups to achieve health promotion goals and objectives.
- Experience with youth engagement.
- Experience in facilitation and presentation.

Subject to the response to this competition, candidates may be required to demonstrate on their application one or more of the asset qualifications in addition to the essential qualifications in order to be given further consideration.

BEHAVIOURAL COMPETENCIES:

The successful candidate will possess the following behavioural competencies:

- Effective interactive communication.
- Relationship/network building.
- Results orientation.

TECHNICAL COMPETENCIES:

The successful candidate will possess the following technical competencies:

- Knowledge of group facilitation techniques.
- Ability to use office technology, software and applications.
- Planning and organizing skills.
- Specialized subject matter expertise and knowledge in health promotion principles.

REPORTS TO:

Executive Director

HOURS OF WORK:

17.5 hours/week salaried (0.5 FTE) – with possibility of expansion

SALARY:

\$78,197.08 (prorated to 0.5 FTE)

START DATE:

August 2024

LOCATION:

Carleton Place

Resumes should be in chronological order specifying education and employment in months and years including part-time and full-time employment.

To be considered, please ensure your complete application is received by July 5, 2024.

Recruitment Process

Open Doors for Lanark Children and Youth values inclusivity and diversity in the workplace. We encourage applicants from diverse backgrounds and are committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with

Disabilities Act (“AODA”). Please advise the hiring manager of the accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner.

In recognition of the importance of effective stakeholder and broader community engagement to the success of both the IPM and YWHO frameworks, a multi-stage process is supporting PYLC co-ordinator/manager recruitment. The process includes:

An initial review of written applications by a selection committee. This will identify candidates who will be invited to further participate in the process. These candidates will be provided an opportunity to ask clarifying questions by phone call and then asked to confirm their continued interest in the role.

Candidates will meet with a stakeholder representative committee. The committee will include youth and management leadership from youth serving organizations. This is an opportunity for the candidate to explore the role’s challenges and opportunities. Candidates are encouraged to share their initial thoughts with the stakeholder committee. The committee will provide its feedback to the selection committee.

Candidates will also be interviewed by the selection committee. This committee’s members are selected from the PYLC steering committee. As part of the interview, candidates will be asked to present, based on information gathered to date, their initial thoughts on how they propose to coordinate the work of PYLC.

Appendix A: From the Public Health Agency of Canada

Youth Substance Use Prevention Program (YSUPP)

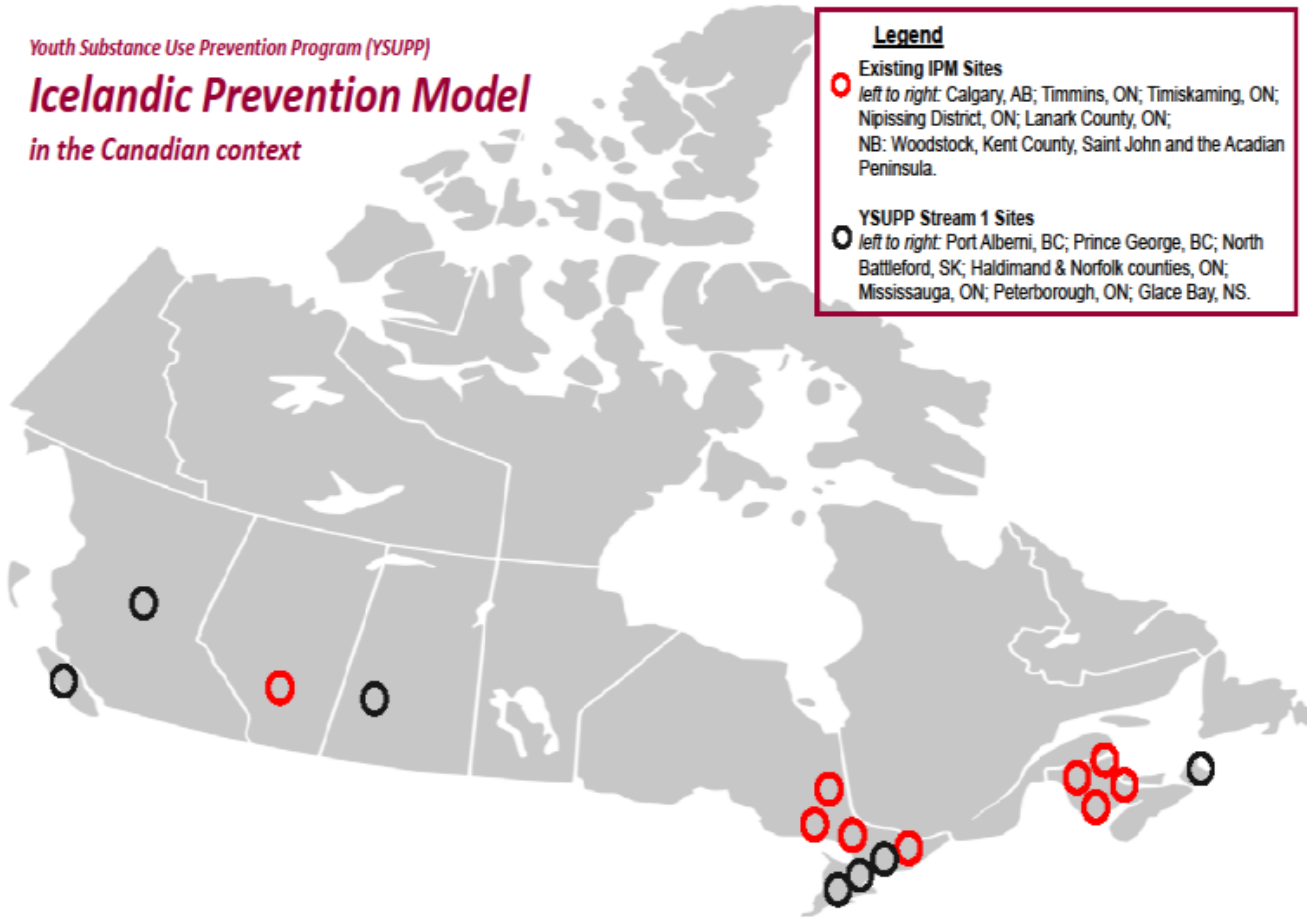
Icelandic Prevention Model

in the Canadian context

Legend

Existing IPM Sites
left to right: Calgary, AB; Timmins, ON; Timiskaming, ON;
Nipissing District, ON; Lanark County, ON;
NB: Woodstock, Kent County, Saint John and the Acadian
Peninsula.

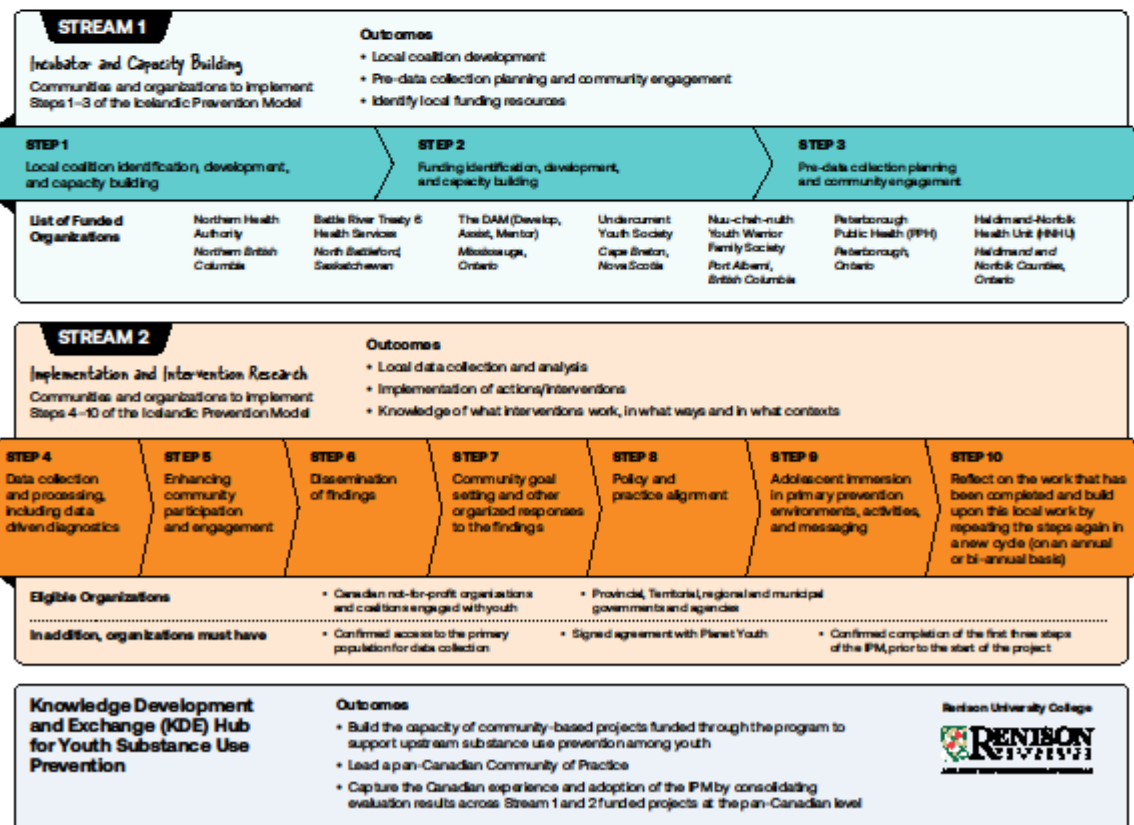
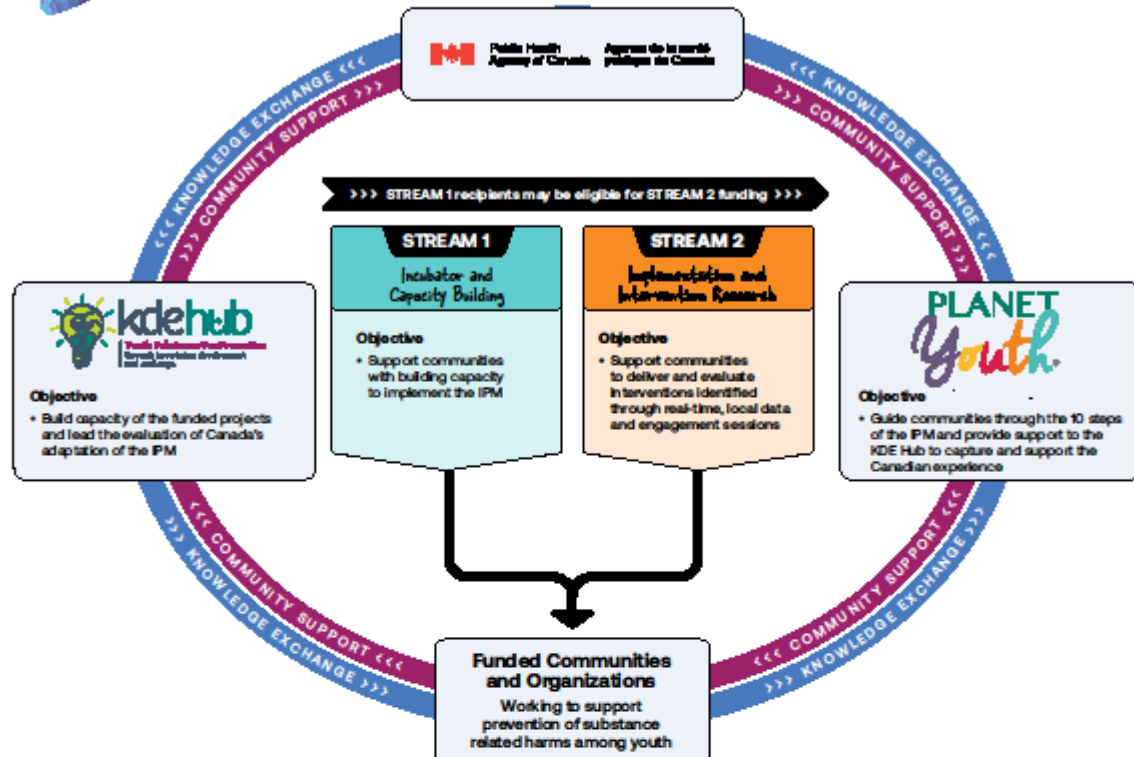
YSUPP Stream 1 Sites
left to right: Port Alberni, BC; Prince George, BC; North
Battleford, SK; Haldimand & Norfolk counties, ON;
Mississauga, ON; Peterborough, ON; Glace Bay, NS.



Youth Substance Use Prevention Program (YSUPP)

Objectives

- Prevent and delay substance use in youth and lower experiences of substance use and associated harms into adulthood
- Generate knowledge on the implementation and adaptation of the 10-step Icelandic Prevention Model in Canada (IPM) including what interventions work, in what ways, and in what contexts



Appendix B – Summary of April 10, 2024 presentation to Lanark County Council

Open Doors for Lanark Children & Youth (ODLCY) and Planet Youth Lanark County (PYLC) presented a vision for improving the health and wellbeing of children and youth. The federal and provincial governments have announced funding that supports implementation of the vision. Lanark County is invited to join a coalition developing funding proposals and an implementation plan.

The 2023 federal budget allocates \$20.2 million to fund primary/upstream prevention. PYLC will be invited to apply for funding in May 2024 [Call for proposals: Youth Substance Use Prevention Program Stream 1: Incubator and Capacity Building - Canada.ca](#) A maximum of \$750,000 (over 3 years) “to deliver and evaluate interventions identified through real-time local data and engagement sessions” is available. PYLC’s 2022 and 2024 surveys of Grade 10 students provide the real-time data. A series of planned youth summits and community engagements sessions provide a foundation for building the proposal.

[2024 Ontario Budget | Chapter 1B](#) states 27 youth wellness hubs have been established/funded since 2020. Ontario “is investing \$8.3 million over three years to add another five hubs. This expansion aims to connect more communities to youth mental health services, close to home, increasing the total number of hubs to 32.” Other hub services can include, but are not limited to, primary health, education support, career planning, etc. The province is expected to issue an RFP. [Home | Youth Wellness Hubs Ontario \(youthhubs.ca\)](#) will assist Lanark County in understanding the detailed process.

Youth centres are key members of the coalition. They currently serve young children/youth who are the focus of many upstream interventions. In addition, Lanark County’s proposed youth wellness hub will offer services to youth (ages 12-25) from our youth centres. The federal and provincial funding flowing into Lanark County will support increasing breadth of services. These will include services accessed by old youth (to age 25). This is an opportunity to address significant challenges that youth face as they “age out” of the youth system and begin to navigate the “adult system”.

Planet Youth Lanark County’s existing work will enable the coalition to develop a strong proposal for federal, upstream prevention funding. A key missing component is active participation by municipal/county elected officials. Lanark County’s proposed contributions to the coalition will provide valuable perspective that is otherwise not available.

The vision of a combined implementation of upstream prevention and integrated youth services is viewed as a positive differentiator when applying for provincial, youth wellness hub funding. Lanark County’s existing relationships with the province and local stakeholders will be very valuable in defining and implementing a strategy that leverages this advantage and leads to a funded youth wellness hub in Lanark County.

It is worth noting that the upstream prevention (Planet Youth/Icelandic Prevention Model) and youth wellness hub (Youth Wellness Hubs Ontario) models share many attributes. These include using local data to inform community-based engagement and development of action plans, metrics-based accountability and transparency via regular public reporting and, direct participation of youth, families and care givers in setting priorities.

Lanark County's leadership in supporting initiatives like the Situation Table and the Community & Safety Wellbeing Plan provides a foundation for this health improvement proposal. We respectfully invite representatives of both Lanark County staff and County Council to actively participate in the coalition that will develop a proposal for federal funding and a separate proposal for provincial funding.

