



Evidence based primary prevention The Icelandic Model

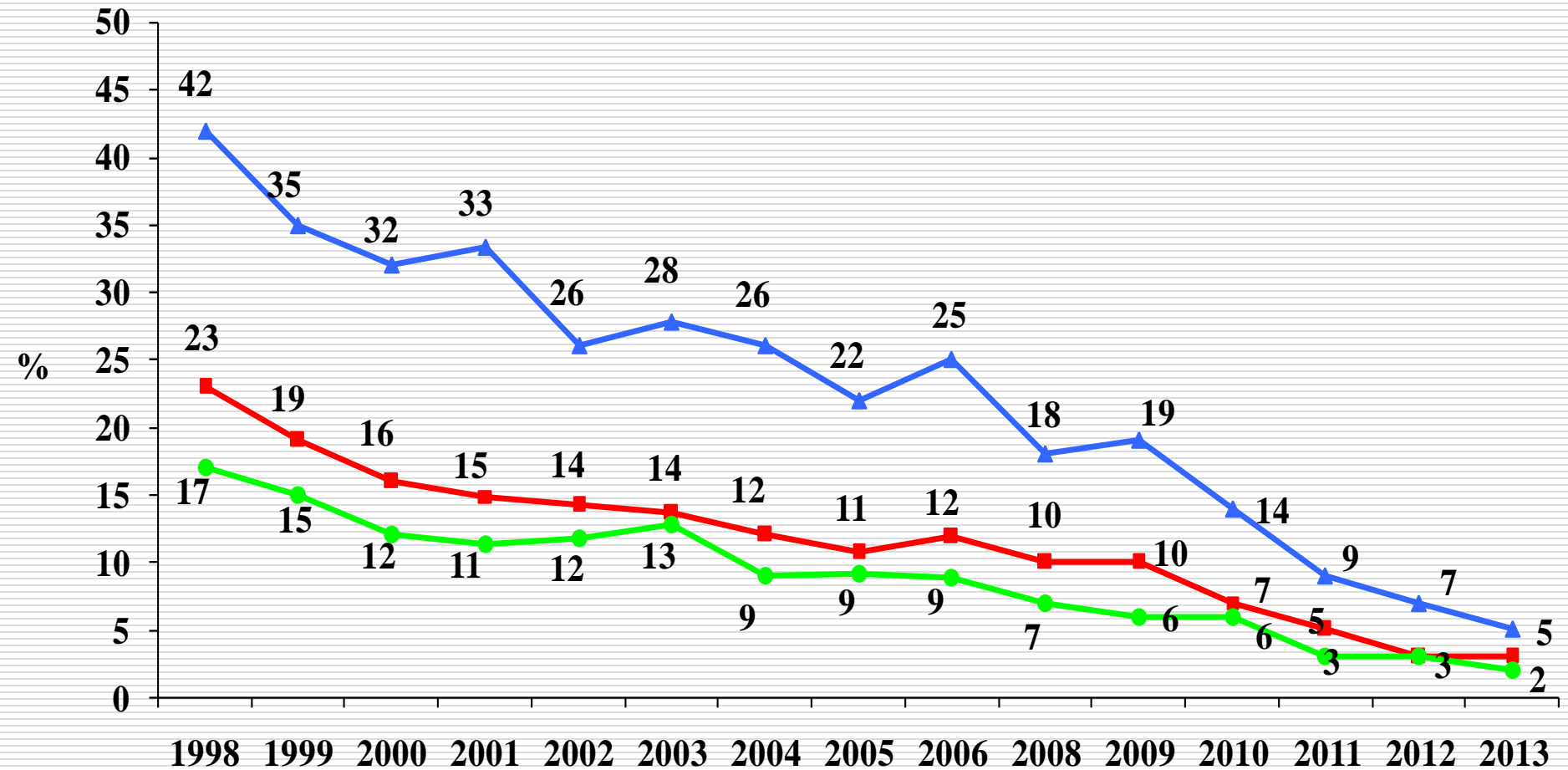
Gothenburg | Förebygg.nu
November 2013



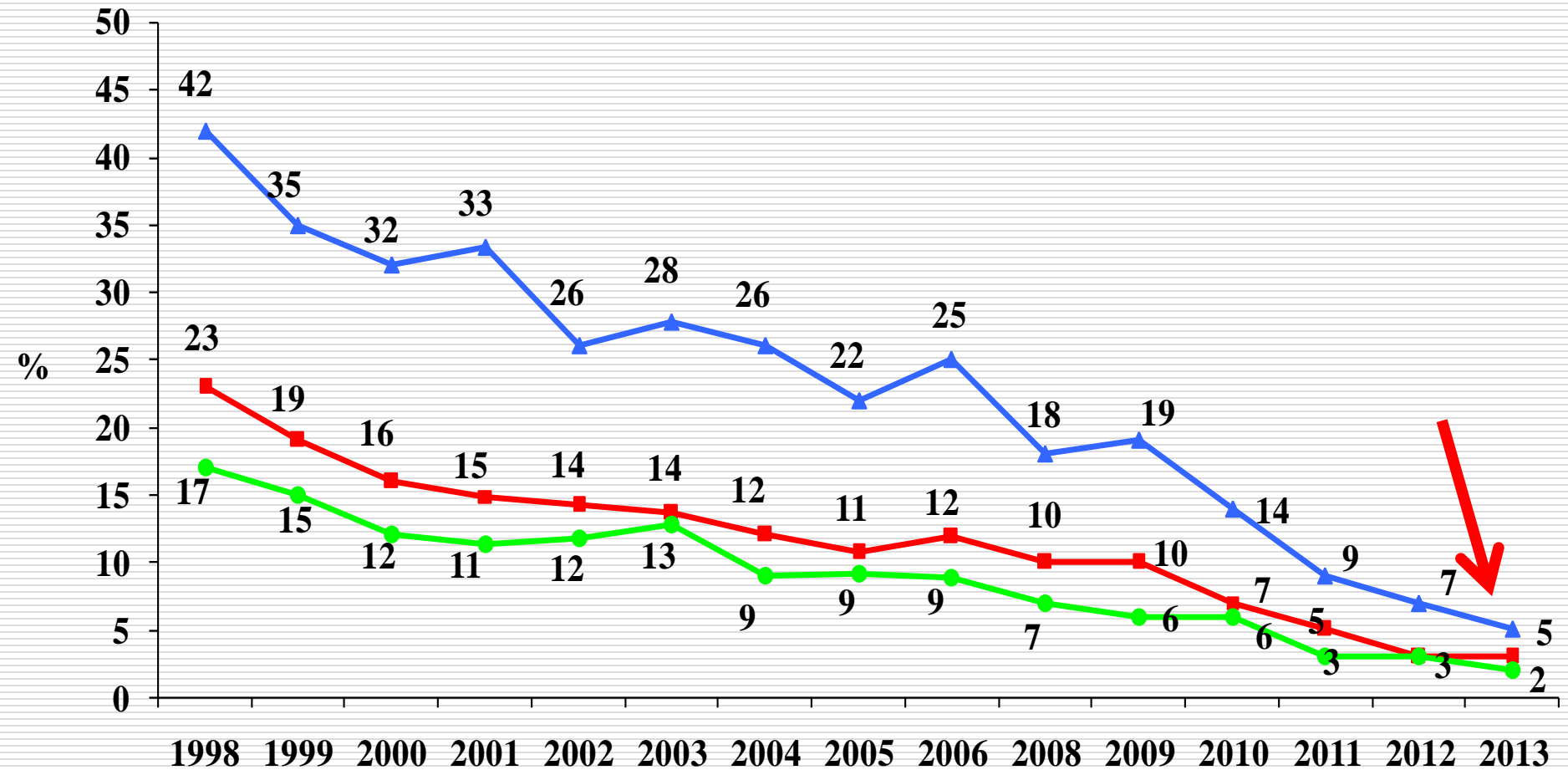
Jón Sigfússon
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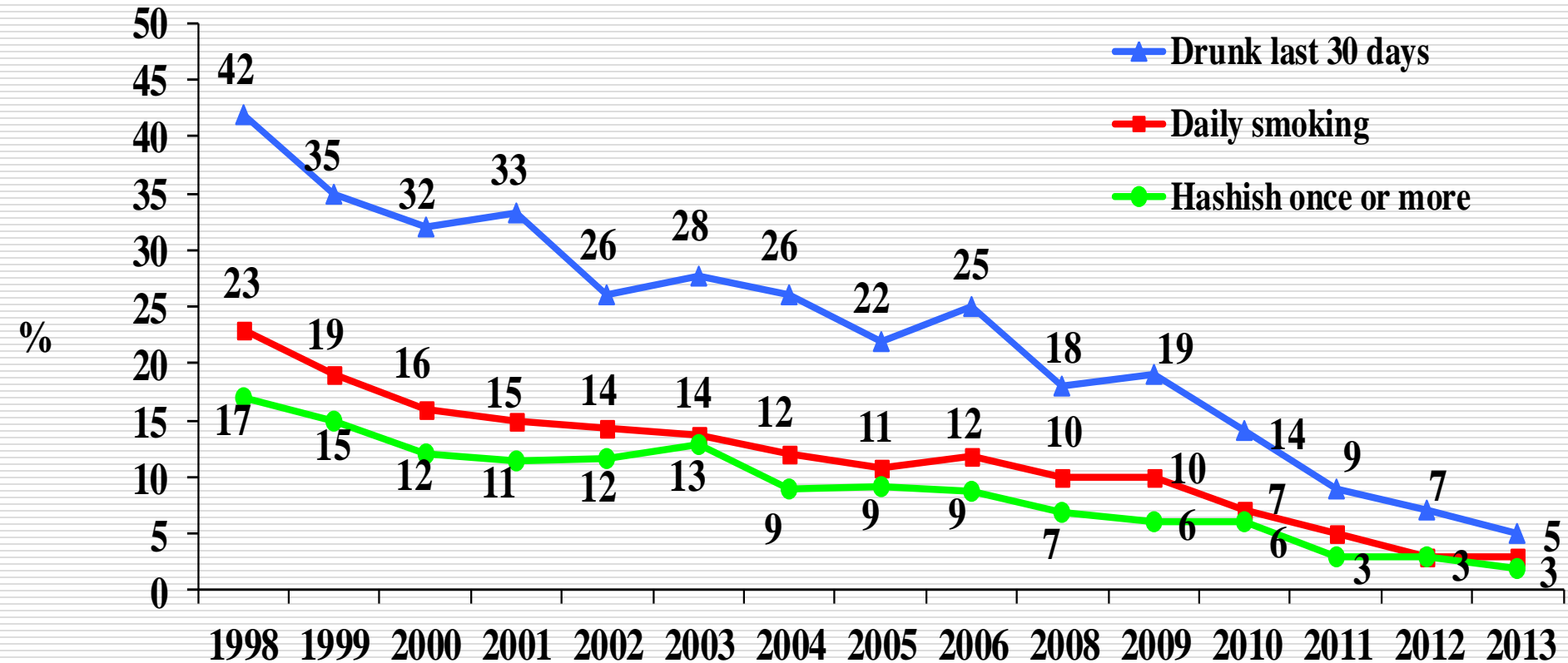
What if these were corporate results?



What if these were corporate results?



Substance use decrease amongst 15-16 year old adolescents



How has this been achieved?

- **Research as a basis** for policy and actions on the local and national level
- An evidence based **bottom up** approach – not top down
- Prevention work has been focused on **risk and protective factors** in the lives of youth
- Managed to keep a **constant dialogue** between all those who are responsible for prevention in the close community of the children

Structure of presentation

1. The role of research in prevention work
2. Background of the prevention model
3. Methodology, characteristics and emphasis
4. Actions in regard to primary prevention



The role of research

ICSRA background

- A governmental Youth Research Institution from 1992 focusing on education and upbringing of youth
- ICSRA established 1998 with a broad focus on all aspects of youth research
- Lead Youth Research Institution since 1998

ICSRA specialization

- 10 to 13 year old in Primary school:
 - 2000-2013 – Bi-annually (Prognostic factors)
- 14 to 16 year old in Primary school:
 - 1992-2013 – Annually (Status and development)
- 16 to 20 year old in High school/Junior college:
 - 1992-2013 – Every third year
- Dropout students

Indicators

Health status indicators, anxiety, depressive symptoms, physical health status, lifestyle and leisure time activities, local community networks, negative life events and strain, parents and family, peer group economic and psychological issues, studies and school, substance use, values and attitudes, violence and delinquency, and more...

The twofold use of research

1. Scientific

2. Practical

The scientific role of research

1. In depth analysis of the data
2. 50 peer reviewed papers past 5 years
3. Publications in journals in Europe and USA
4. Science forms the platform for practice

Collaborators

- Karolinska Institutet, Sweden
- Kings College, London
- University of Ireland, Galway
- Reykjavik University
- University of California, Irvine
- Columbia University, NY
- University of Iceland
- Penn State University

The practical role of research

1. Population data collection on substance use every year (no samples, always population).
2. Practical descriptive reports within 2-3 months of each data collection to the municipalities
3. School reports to the schools
4. Local information INTO all levels of prevention work is a key issue

Importance of frequent measuring

- Every school, every parent, every prevention worker can see the current situation in their close community and can act accordingly.
 - Not 2-3 years later but almost immediately

Childrens rights

- Children have the right to have a say about what they want, what they do and how they feel.
- We have the obligation to make good use of what they tell us, react and constantly try to make their lives better.
- People agree on this today

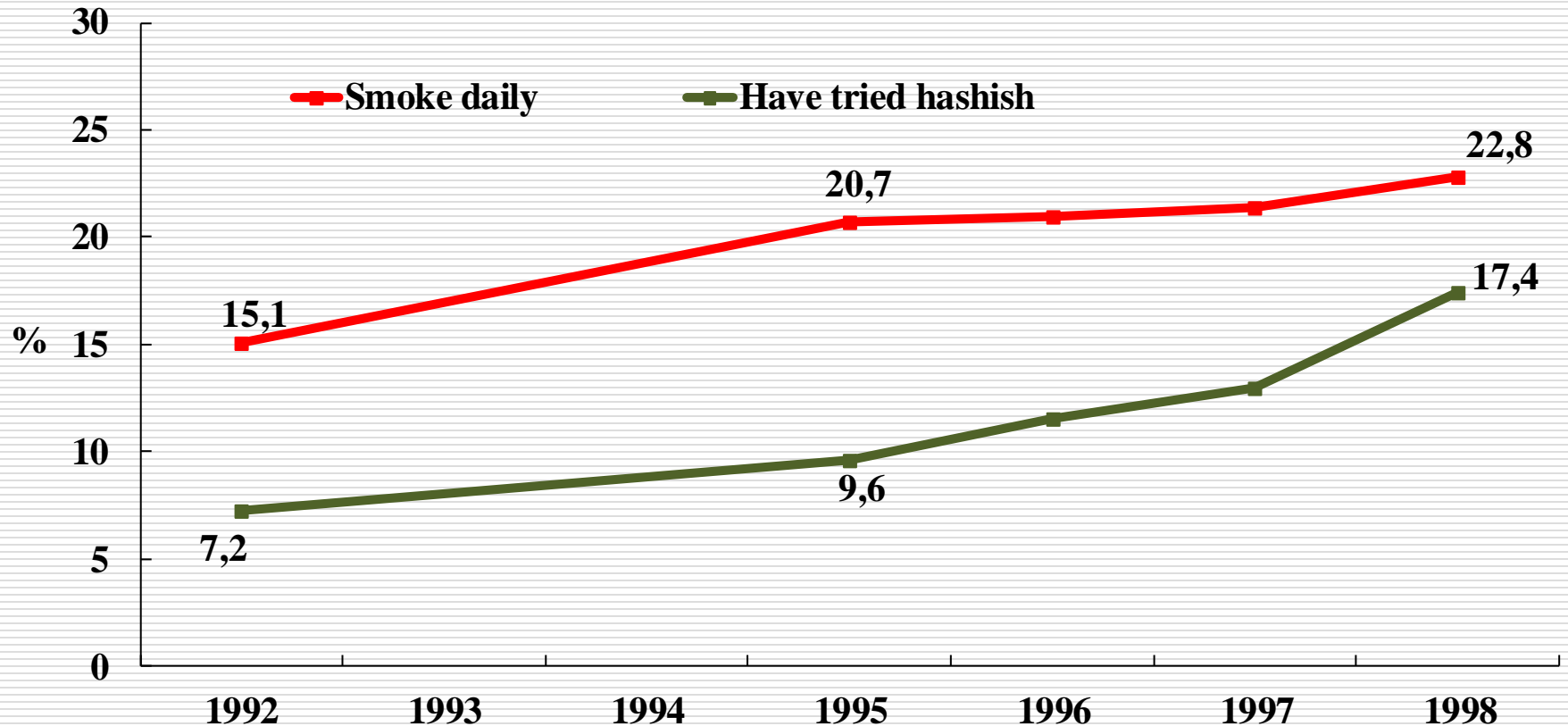


Prevention approach Background

In the year 1992

- Governmental decision to start collecting data from 15-16 year old students.
 - **Aim: To see if and how information collected could benefit policymaking and decisions for actions in youth matters in general.**
- Several data collections until 1998

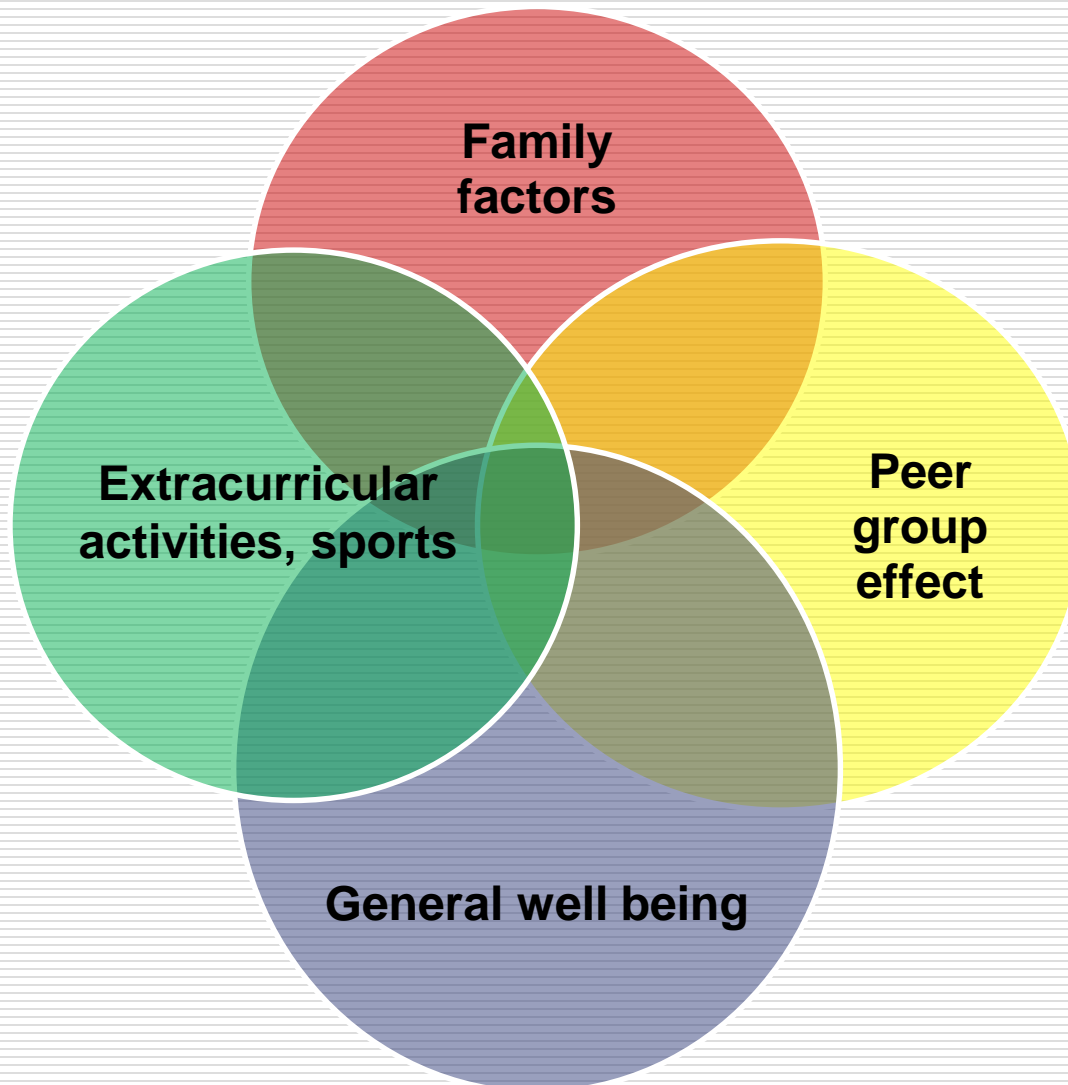
Upward trend 1992 – 1998



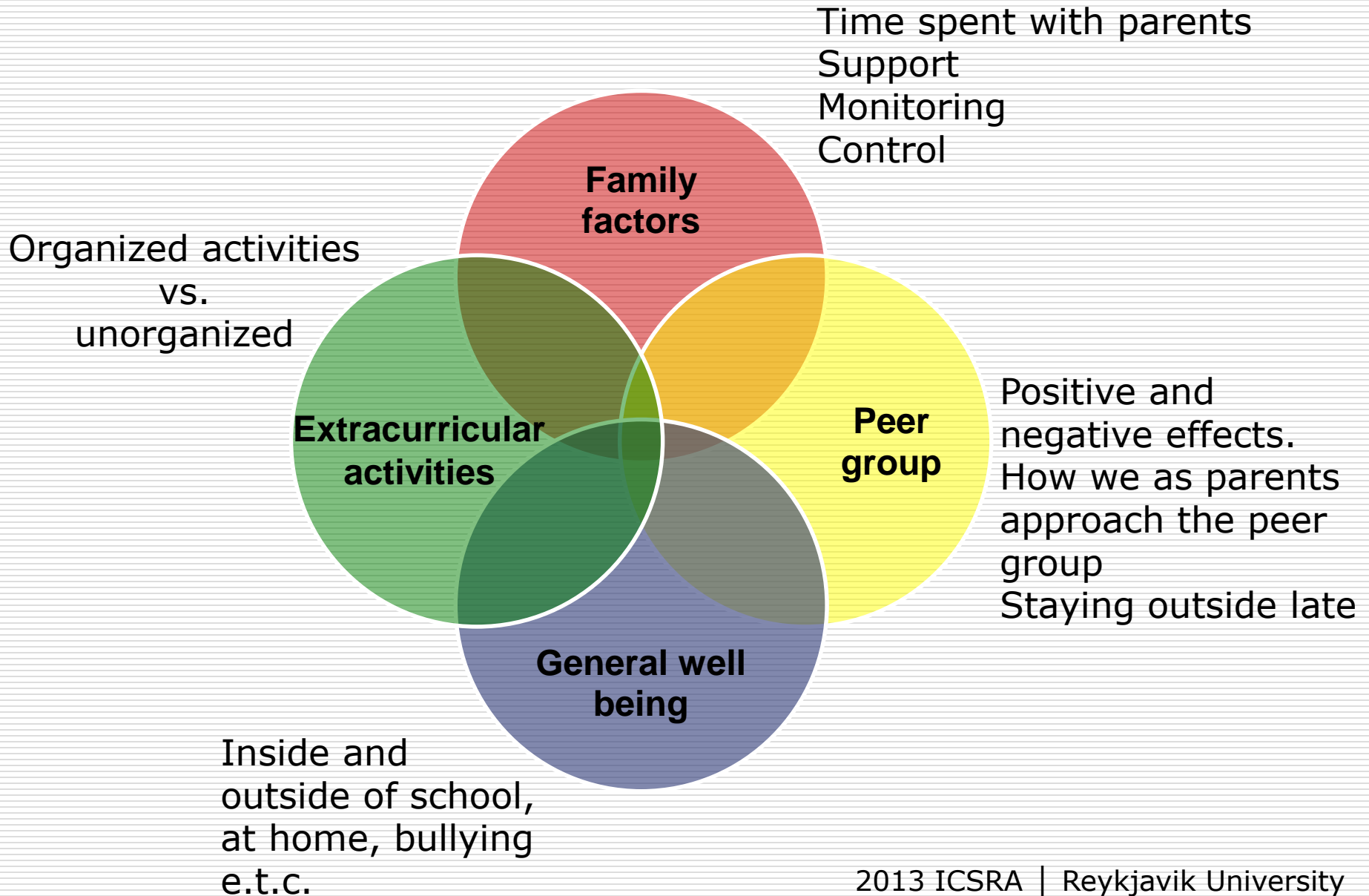
1998

- At this point of time research already showed us that certain circumstances and behavior in the lives of adolescents was strongly connected with use.
- **We tried to establish the risk and protective factors.**

The four main risk and protective factors



And analyzing deeper



1998 Drug-free Iceland

- Based on these findings a research based action plan was initiated by the government with the aim to try out a totally new methodology in substance use prevention.
- Obviously, what had been done before, was not working.

Organizations promoting drug free areas in 2013

- Common phrases in declarations/mission statements:
 - Fight against drugs, Attack or Combat drugs
 - Intensify police measures, Offensive actions against drugs, School action plans against drugs
 - ... and a lot of handshakes and resolutions ...
- Very little on evidence-based work, role of parents, addressing risk factors in the close community and informal social control

Aim of Drug free Iceland

- To change the actual behavior of youth and not only their attitudes
- Change the life-style environment of our children so that they would be in lesser risk of substance use



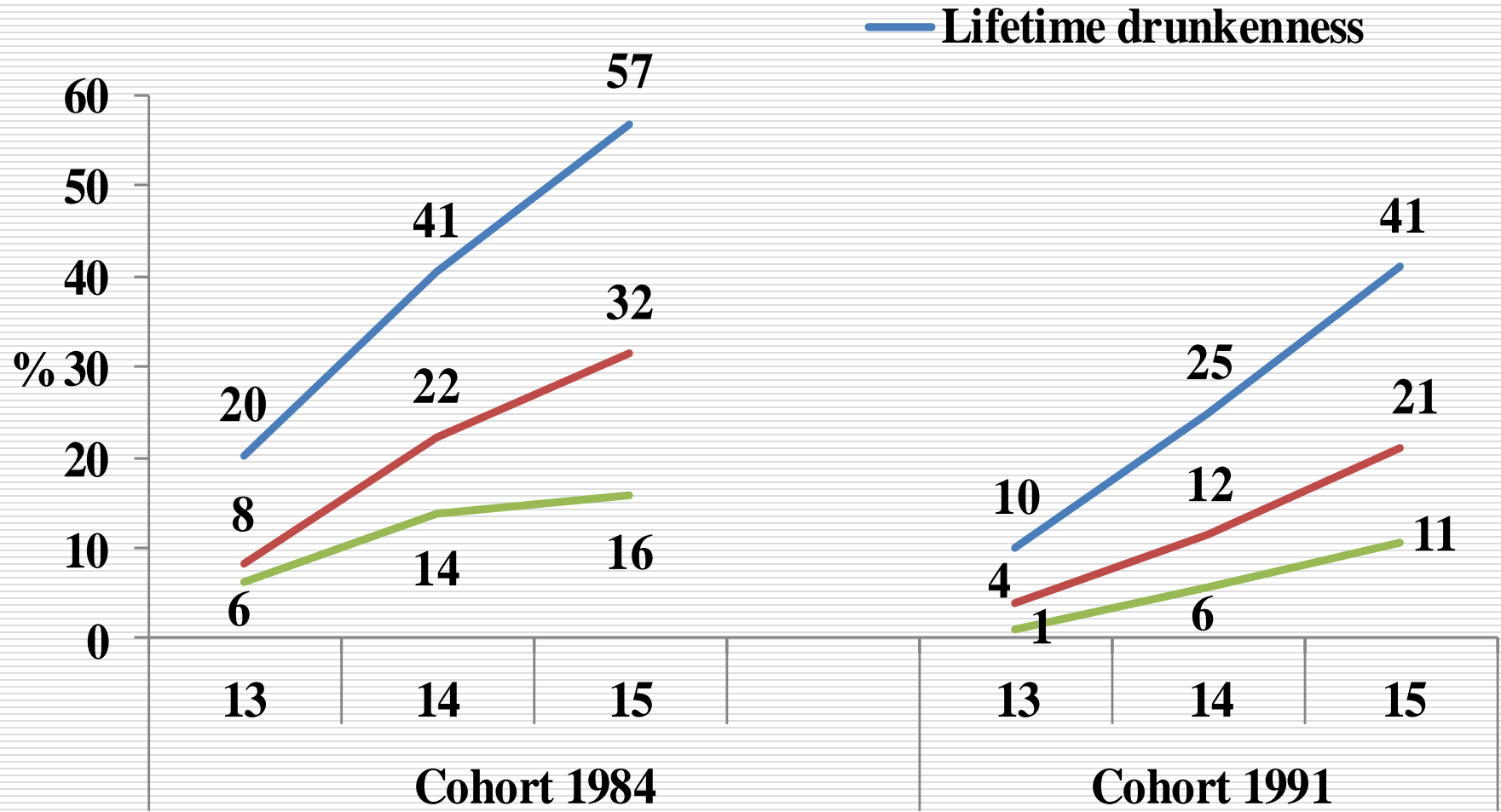
The methodology

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

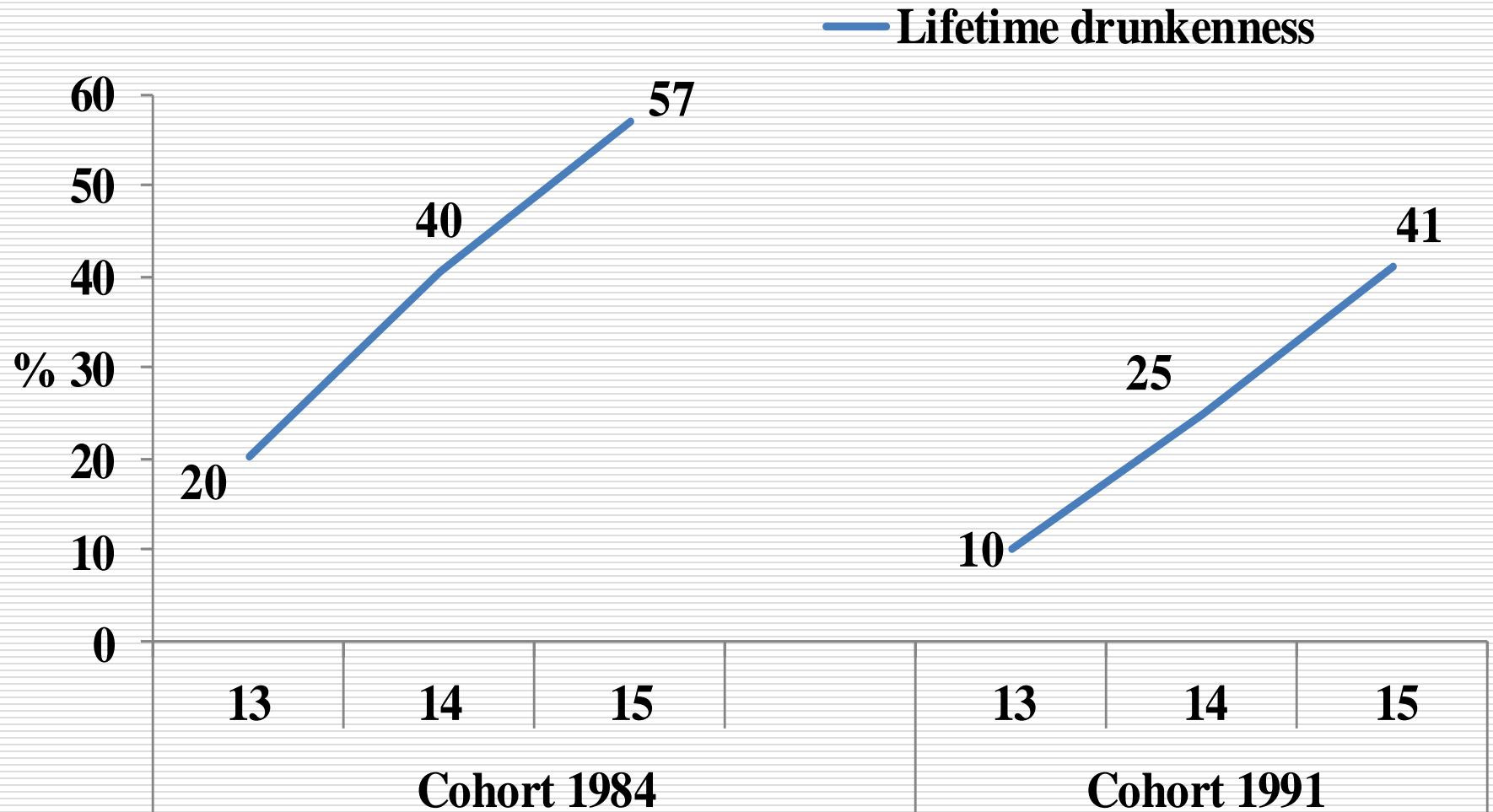
Substance use follows cohorts

Sigfusdottir et al. 2011, *Global Health Promotion*



Substance use follows cohorts

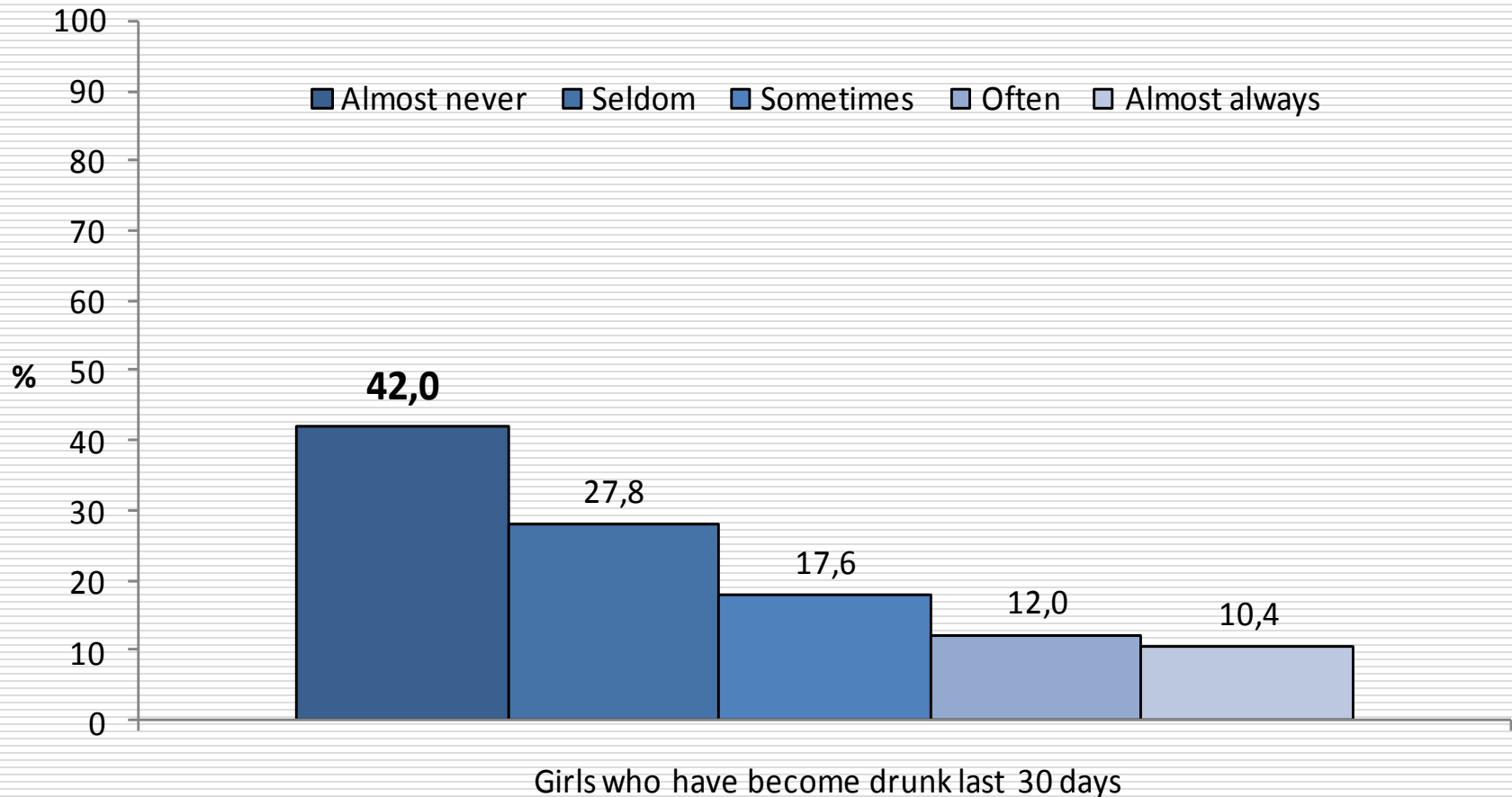
Sigfusdottir et al. 2011, *Global Health Promotion*



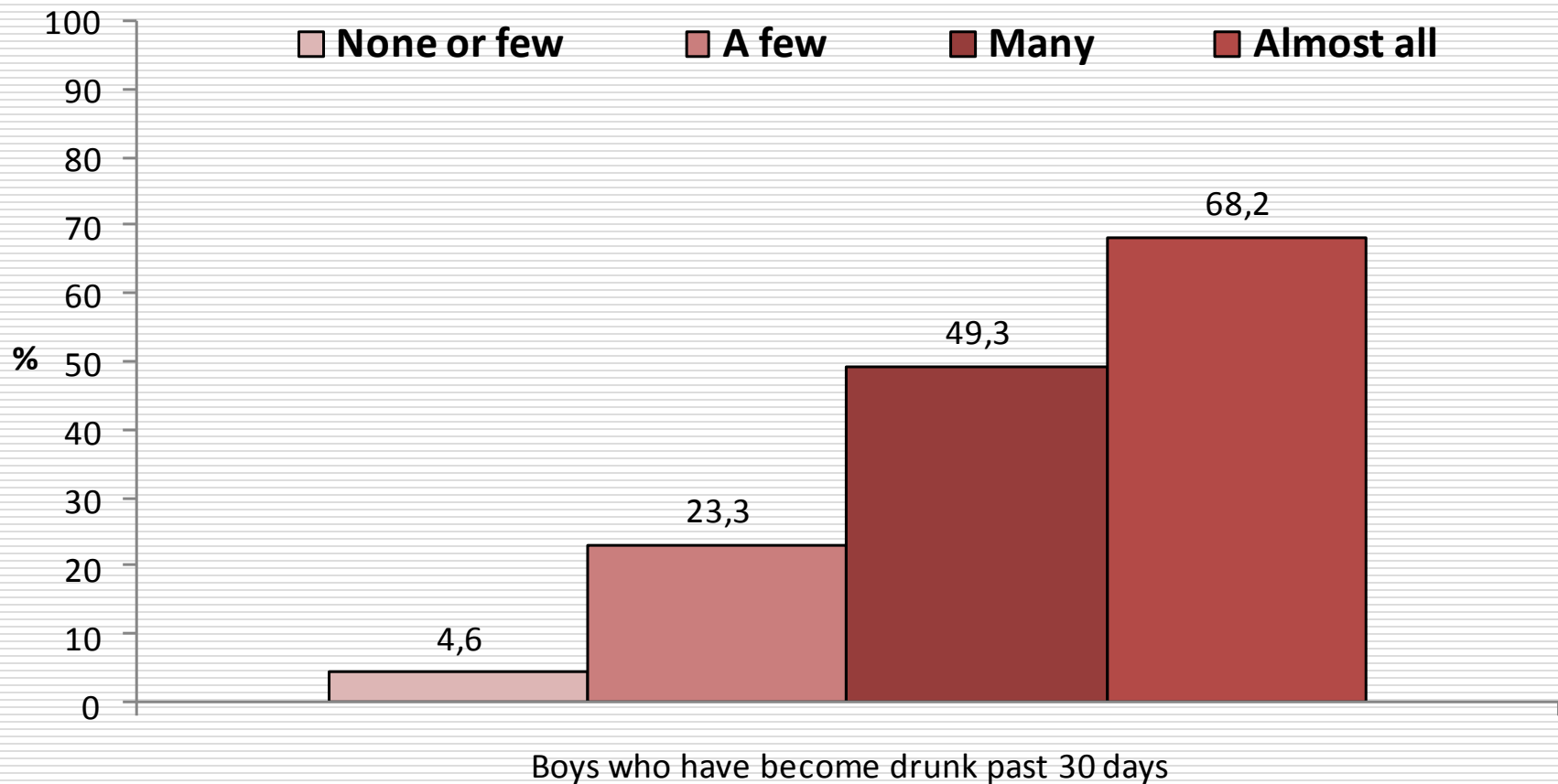


What else could we tell the
policymakers?

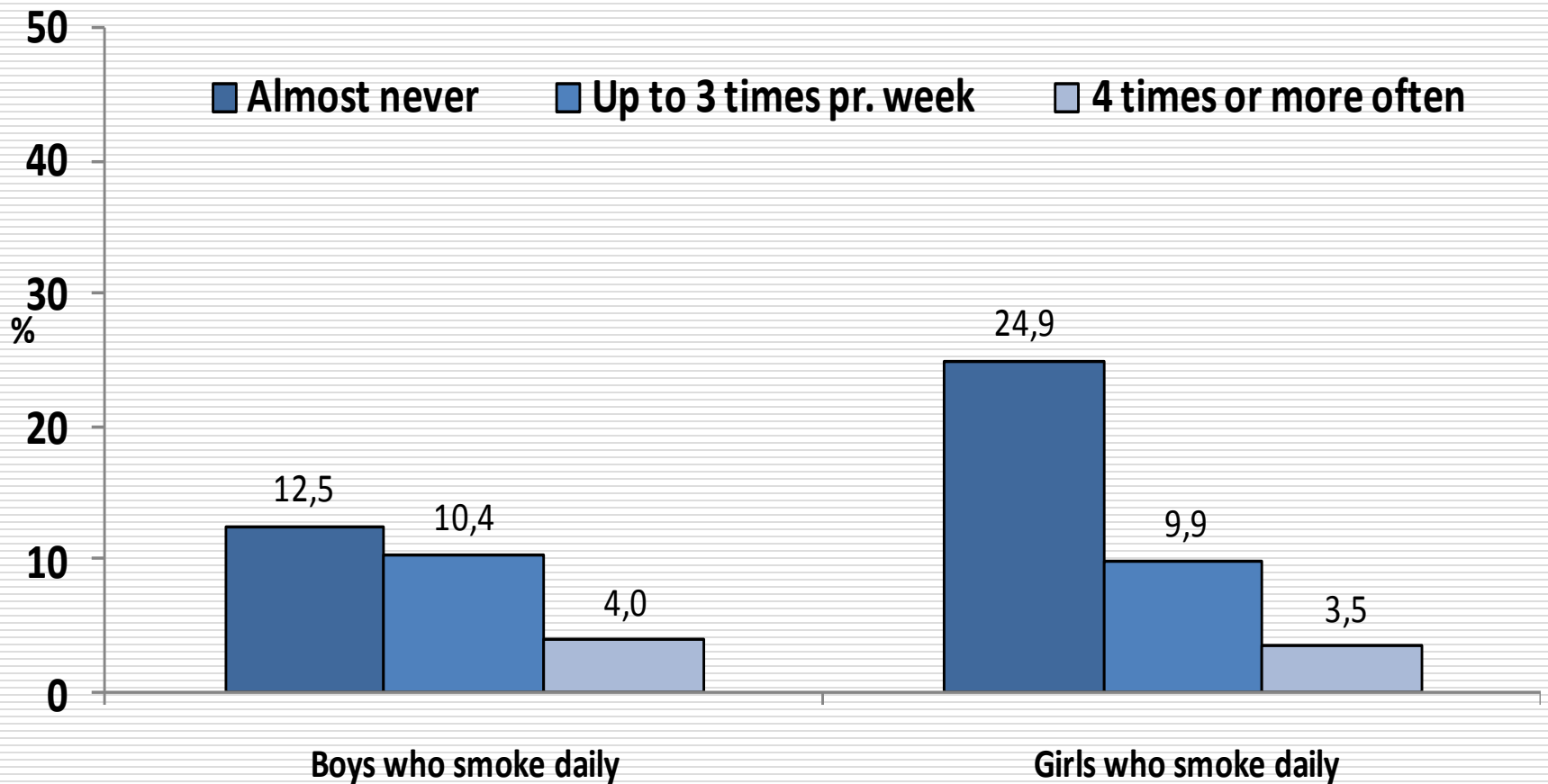
Percentage of girls in 9th and 10th grade who have become drunk in the last 30 days depending on how much time they spend with parents



Percentage of students in 9th and 10th grade who have become drunk in the last 30 days depending on if their friends become drunk once pr. month.



Percentage of students in 9th and 10th grade who smoke daily depending on if they practice sports





Main actions

Based on the research findings

Local actions – examples:

- Research as a basis in policymaking and actions
- Strengthen parent organizations and cooperation
- Support extra – curricular activities / sports
- Support active NGOs´
- Support Young people at risk inside schools
- Form co-operative work groups against drugs
- Anti smoking/drinking campaigns
- Strengthen social capital

National actions – examples:

- Legal age of adulthood raised from 16 to 18 years
- Age limits to buy tobacco and alcohol (18 and 20)
- Strict regulations for sellers of tobacco
- A total advertising ban of tobacco and alcohol
- Restricted access to buying alcohol and tobacco
- Total visibility ban of tobacco and alcohol
- Rules on outside hours for adolescents

Visibility ban of tobacco



Outside hours reminder



Foreldrar
verum samtaka



Útivistarreglurnar

Á skólatíma
(1. september til 1. maí)

12 ára börn og yngri mega ekki vera úti eftir kl. 20
13 – 16 ára börn mega ekki vera úti eftir kl. 22

Á sumrin
(1. maí til 1. september)

12 ára börn og yngri mega ekki vera úti eftir kl. 22
13 – 16 ára börn mega ekki vera úti eftir kl. 24

Foreldrar og forráðamenn hafa fullan rétt til að stytta þessa tíma.
Útivistarreglurnar eru samkvæmt barnaverndarlögum og mega börn ekki
vera á almannafæri utan ofangreinds tíma nema í fylgd með fullorðnum.
Bregða má út af reglunum þegar börn 13-16 ára eru á heimleið frá viðurkönnðri
skóla-, íþrótt- eða æskulýðssamkomu. Aldur miðast við fæðingarár.

SAMAN
samanhopurinn.is



Rules on outside hours

- Why? Risk factor to “hang out” late with peers
- Addressed to parents to encourage sleep of children
- Stickers on every refrigerator
- Under 12 year old 20:00 from 1st of May to 1st of September (summer) and until 22 in winter.
- 13 to 16 year old until midnight in summer and 22:00 in winter.



The scientific isolation needed to
be broken

The researchers "guru" approach

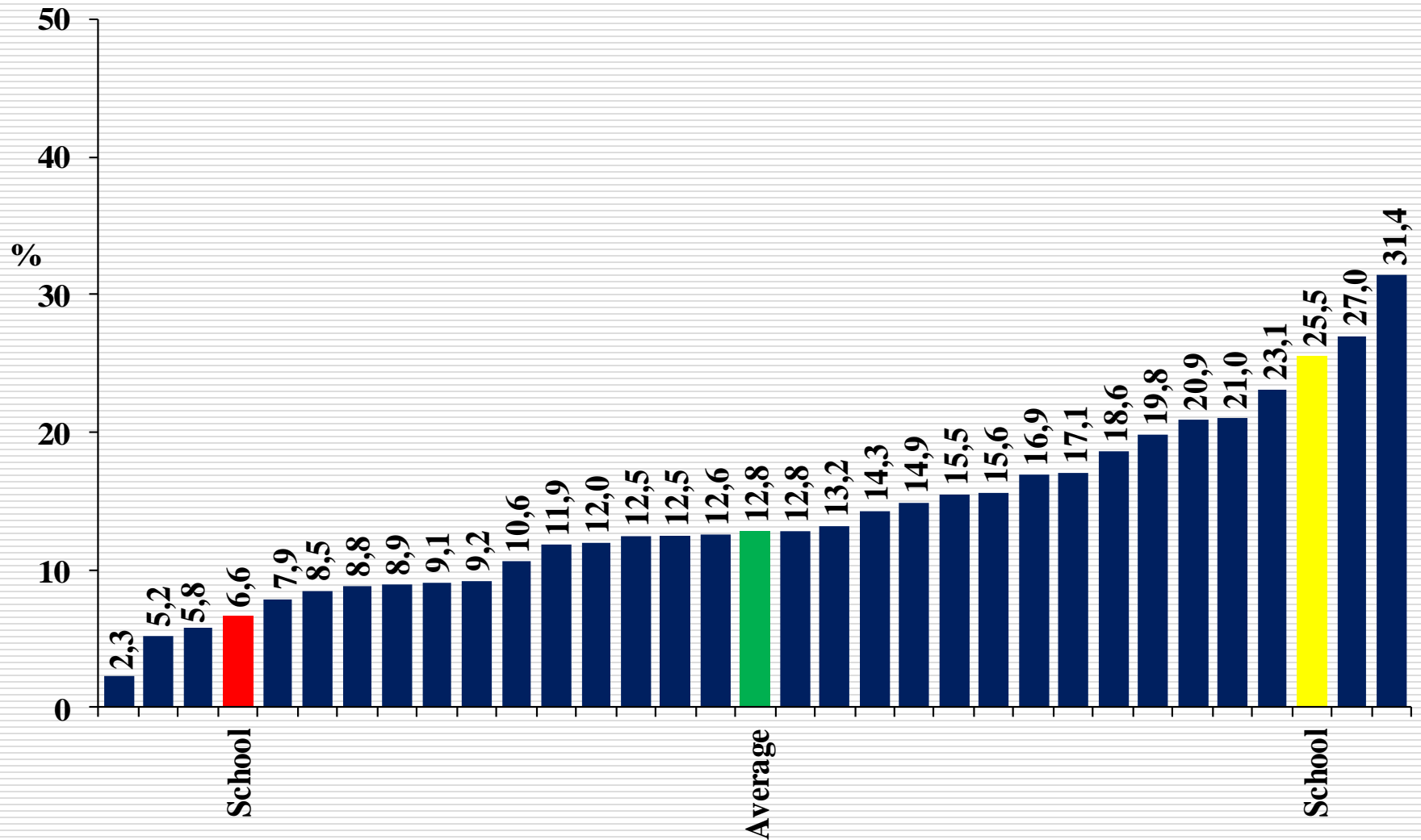


We needed to focus on close community

- How could an average figure on alcohol use in Sweden help prevention workers in Gothenburg?
- “Average” is the biggest liar!
- Population research / yearly
 - Reports to 80% of municipalities
 - School reports to 70% of schools
- Local information within 2-3 months of data collection each year

Every school can see where students stand.

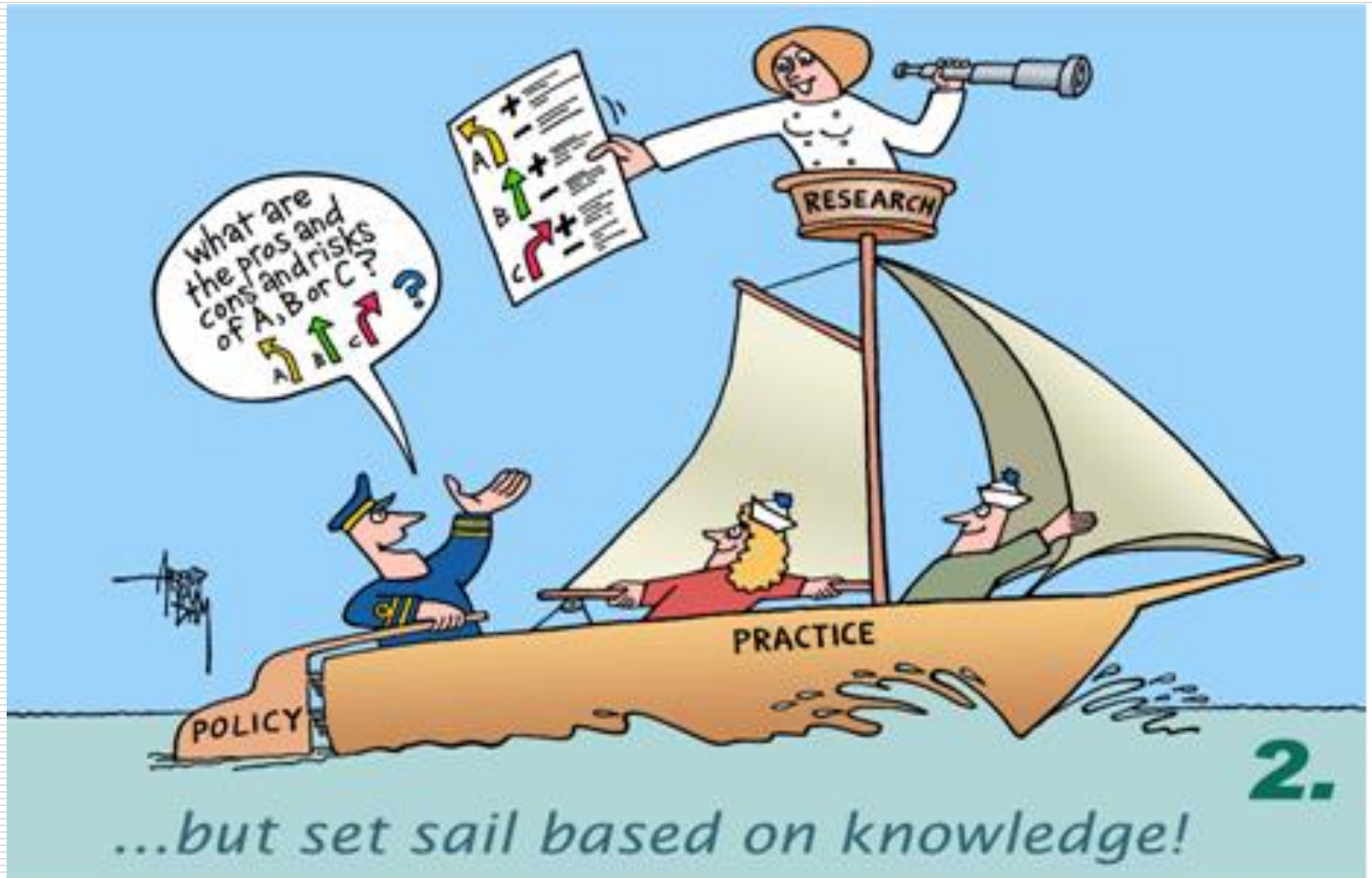
Local figures for smoking in 33 gymnasiums (16-19)



Local information fuels dialogue

- Dialogue between key stakeholders
 - Politicians, municipalities and local authorities
 - Parental groups and family planners
 - School authorities and school workers
 - Health educators, health and social services
 - Leisure time workers, prevention workers
 - Sports and youth institutions

The way we work now





Knowing is not enough.
How do you act?



One practical example

The Reykjavik City ***Leisure Card***

The Leisure Card initiative is to guarantee that all children up to the age of 18 have the opportunity to engage in leisure activities outside school.

The City of Reykjavik allocates approximately **EUR 3.000.000-**, yearly to the Leisure Card

Influencing parents first and foremost

Twofold goal

1. Humanitarian goal

- Less substance use

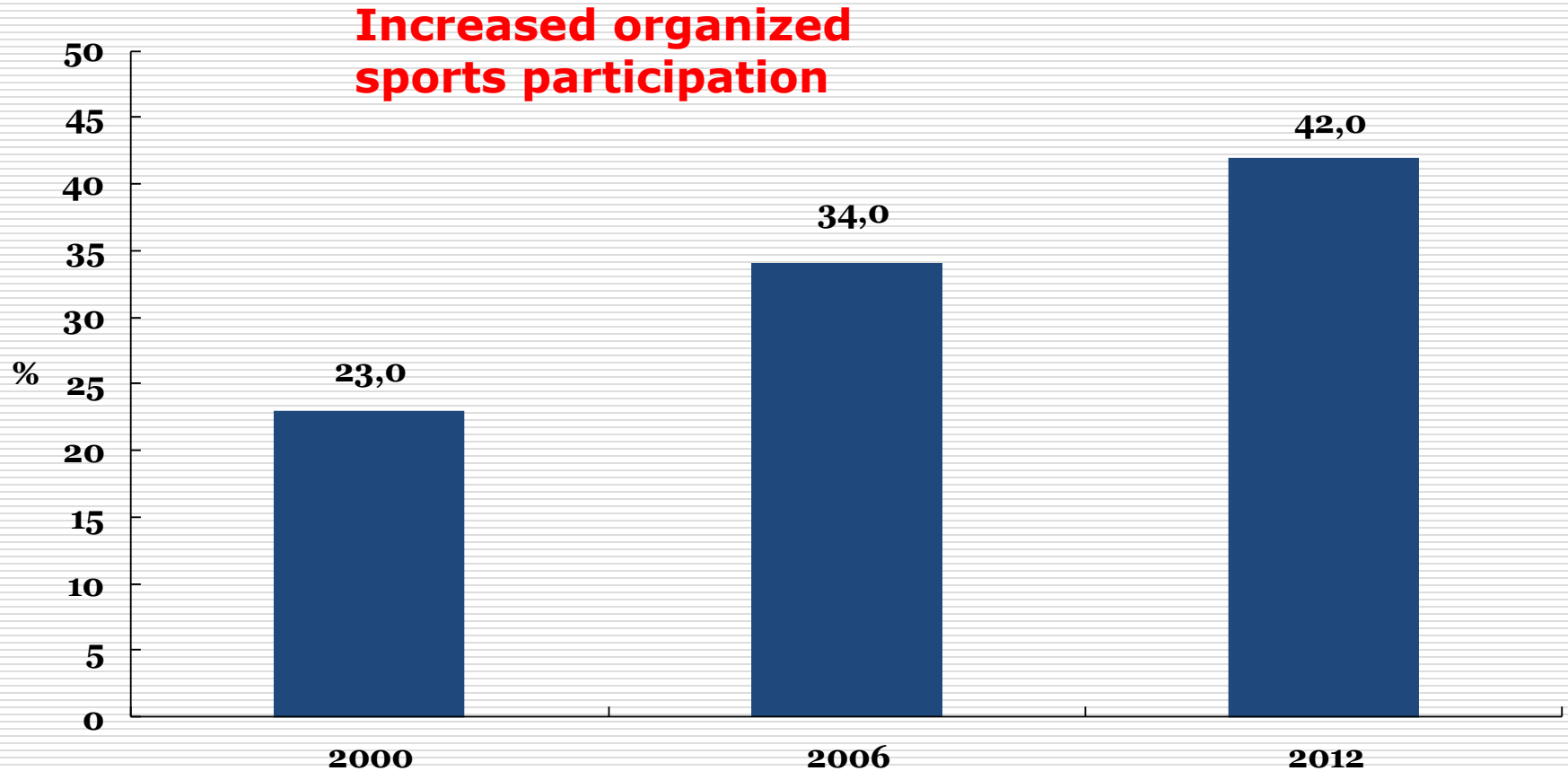
2. Financial goal

- Return on investment is multiple

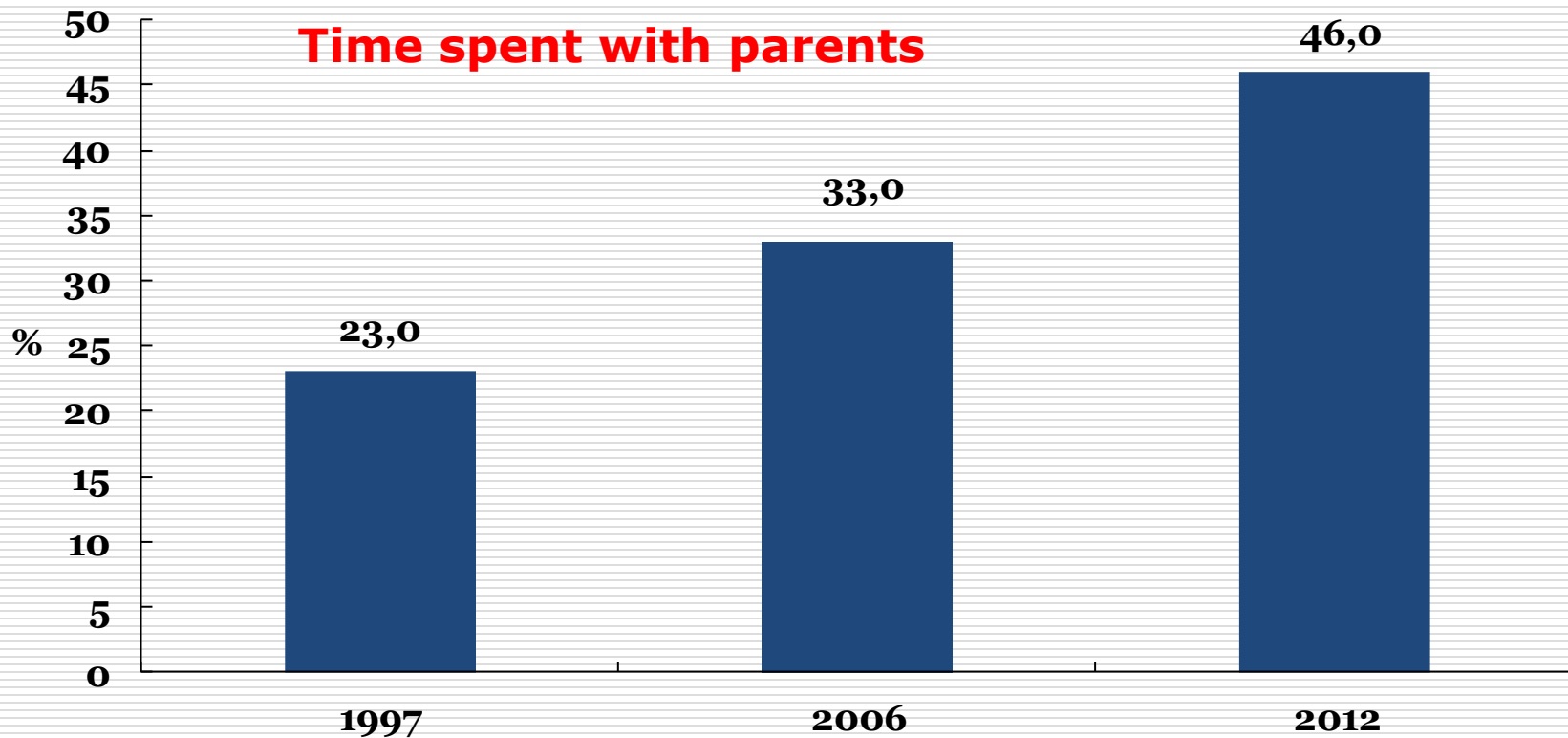


And what is achieved?

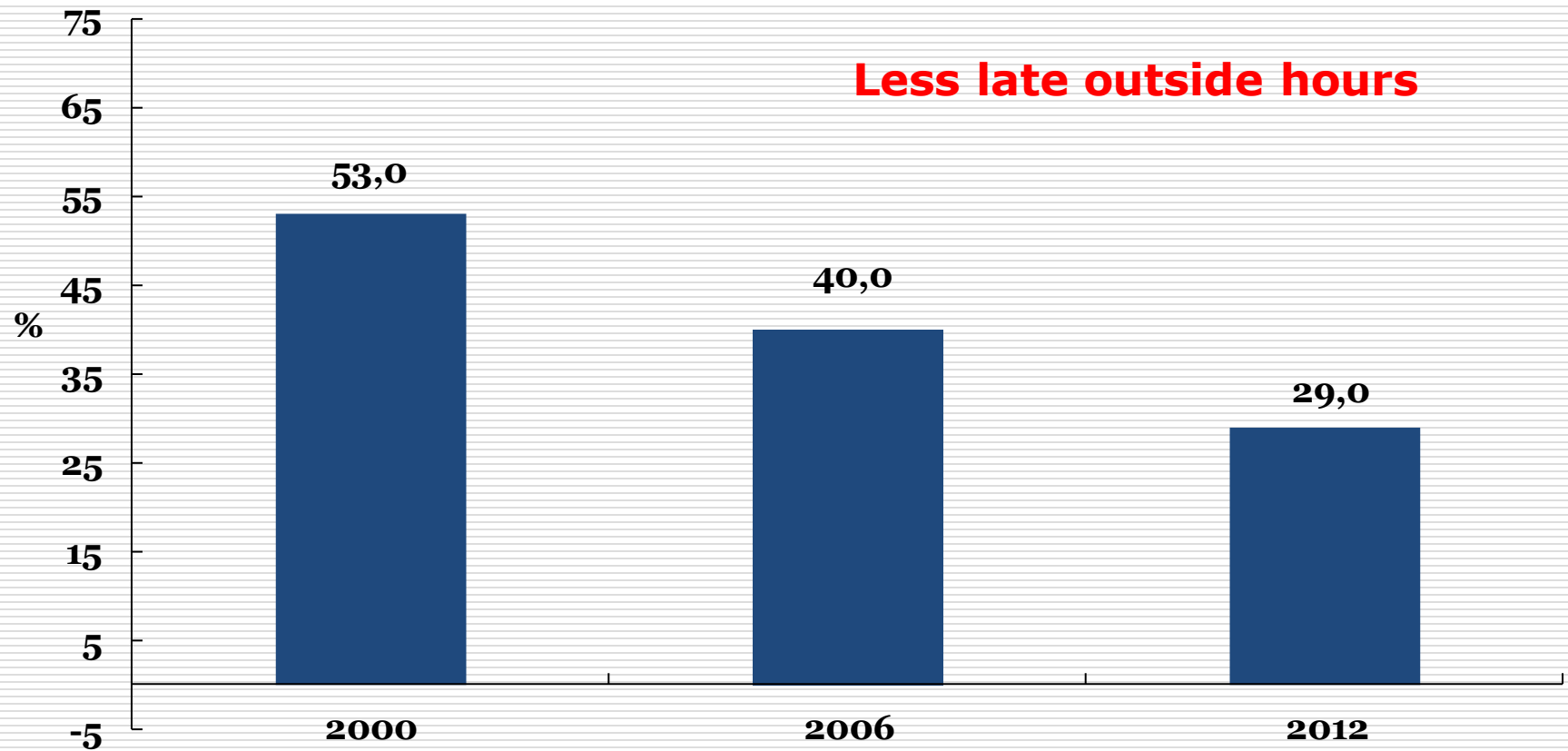
Percentage of students in 9th grade that participate in sports in a sports club four times per week or more



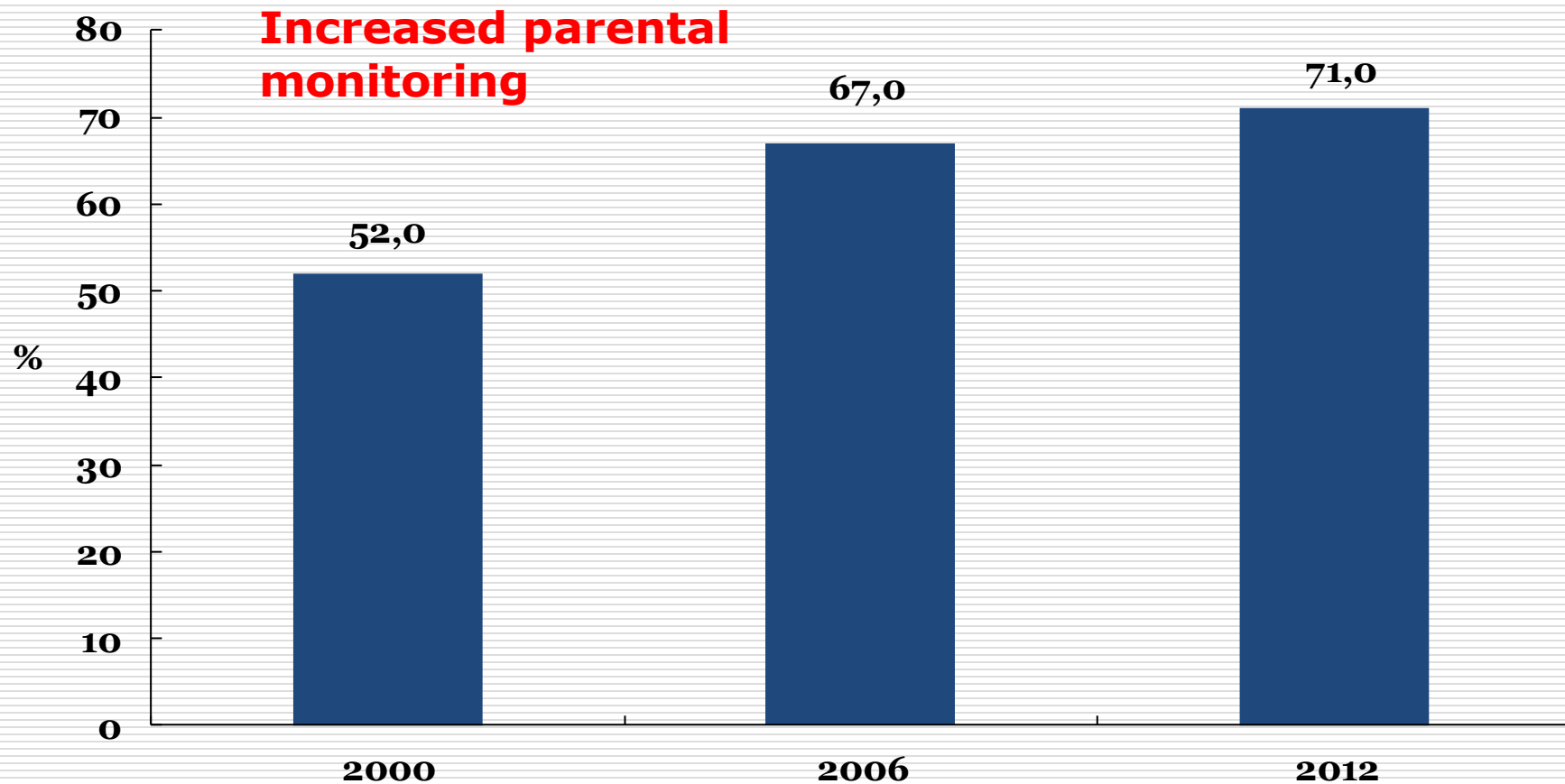
Percentage of students in 9th and 10th grade who spend time (*often/almost always*) with their parents during weekdays



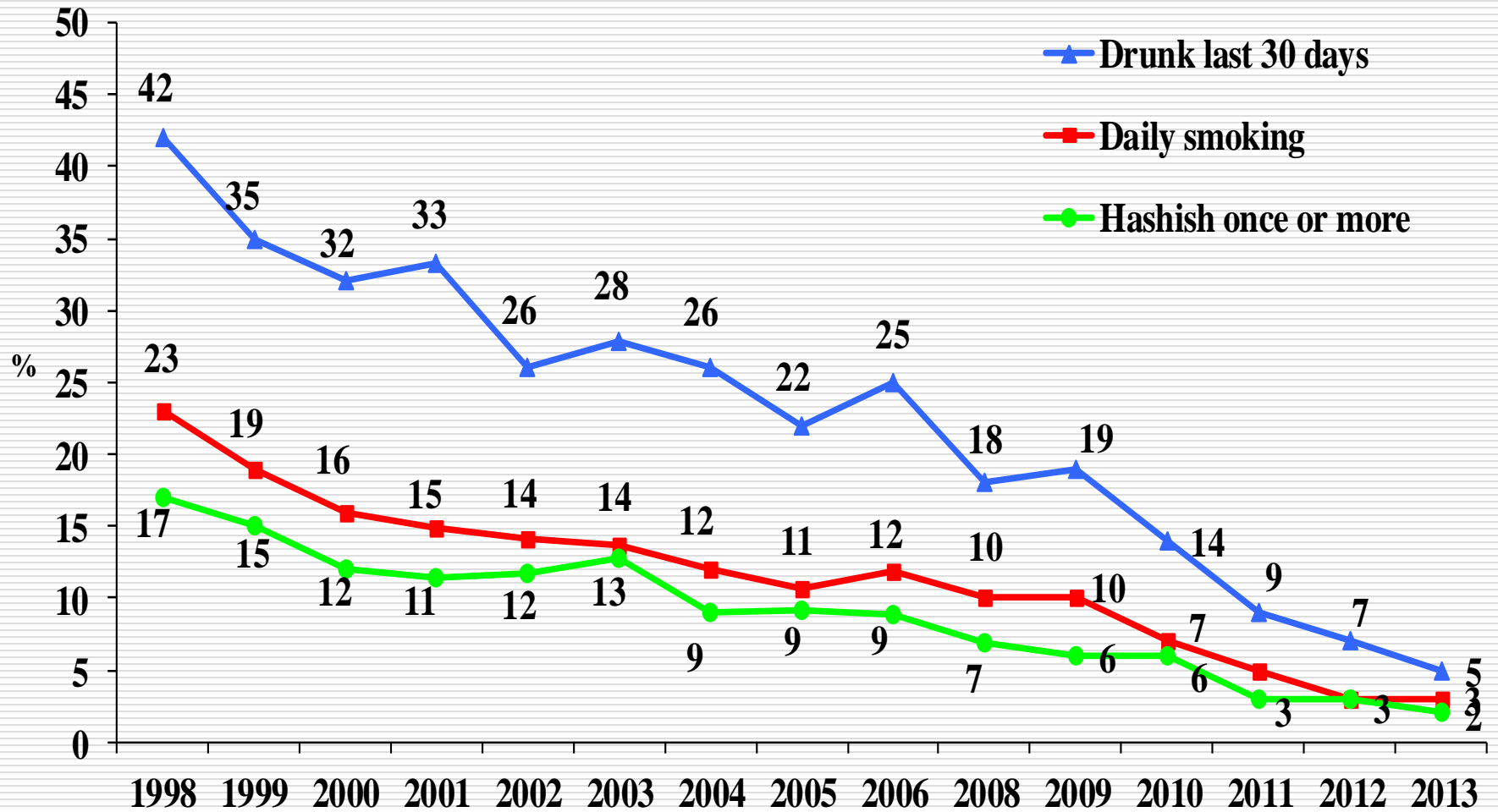
Proportion of students in 9th and 10th grade who have been out after 10 pm (*3 times or more*) in the past week



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



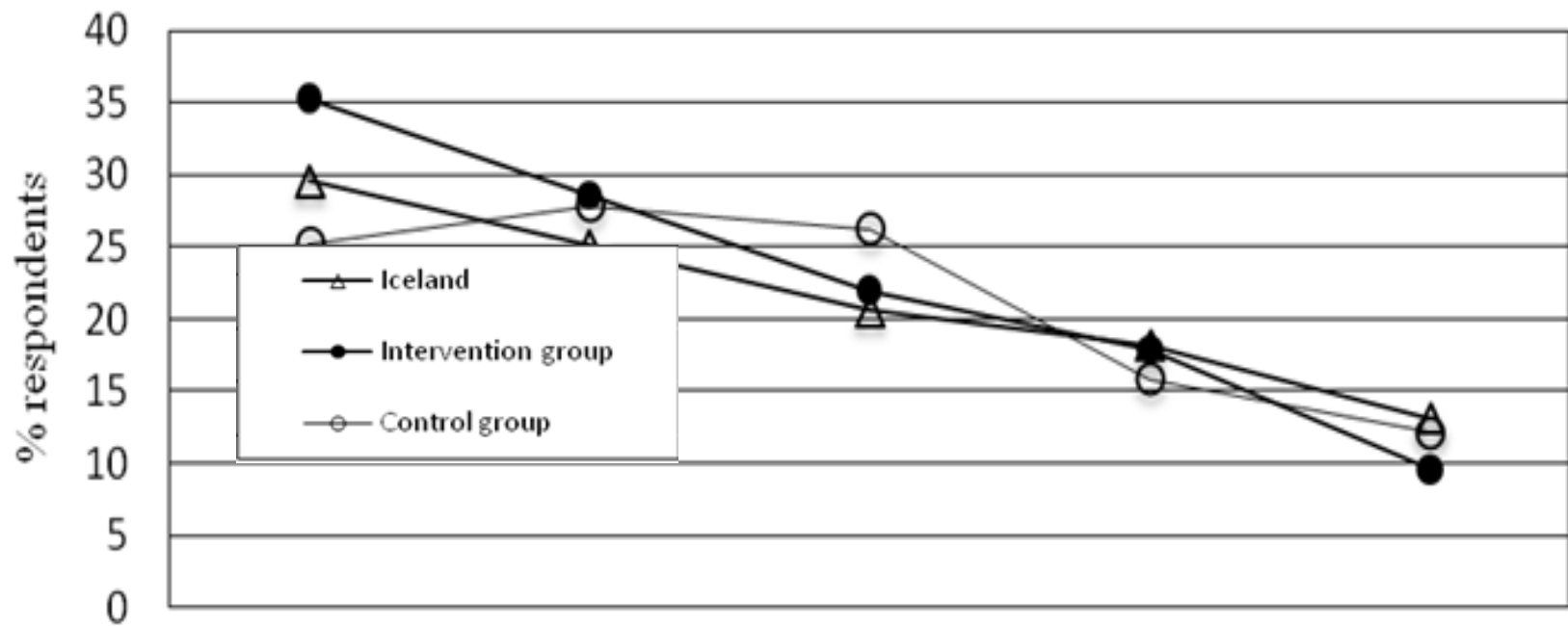
And substance use is going down





What about evaluation?

Intoxication during last 30 days



Kristjansson et al. 2010, *Preventive Medicine*

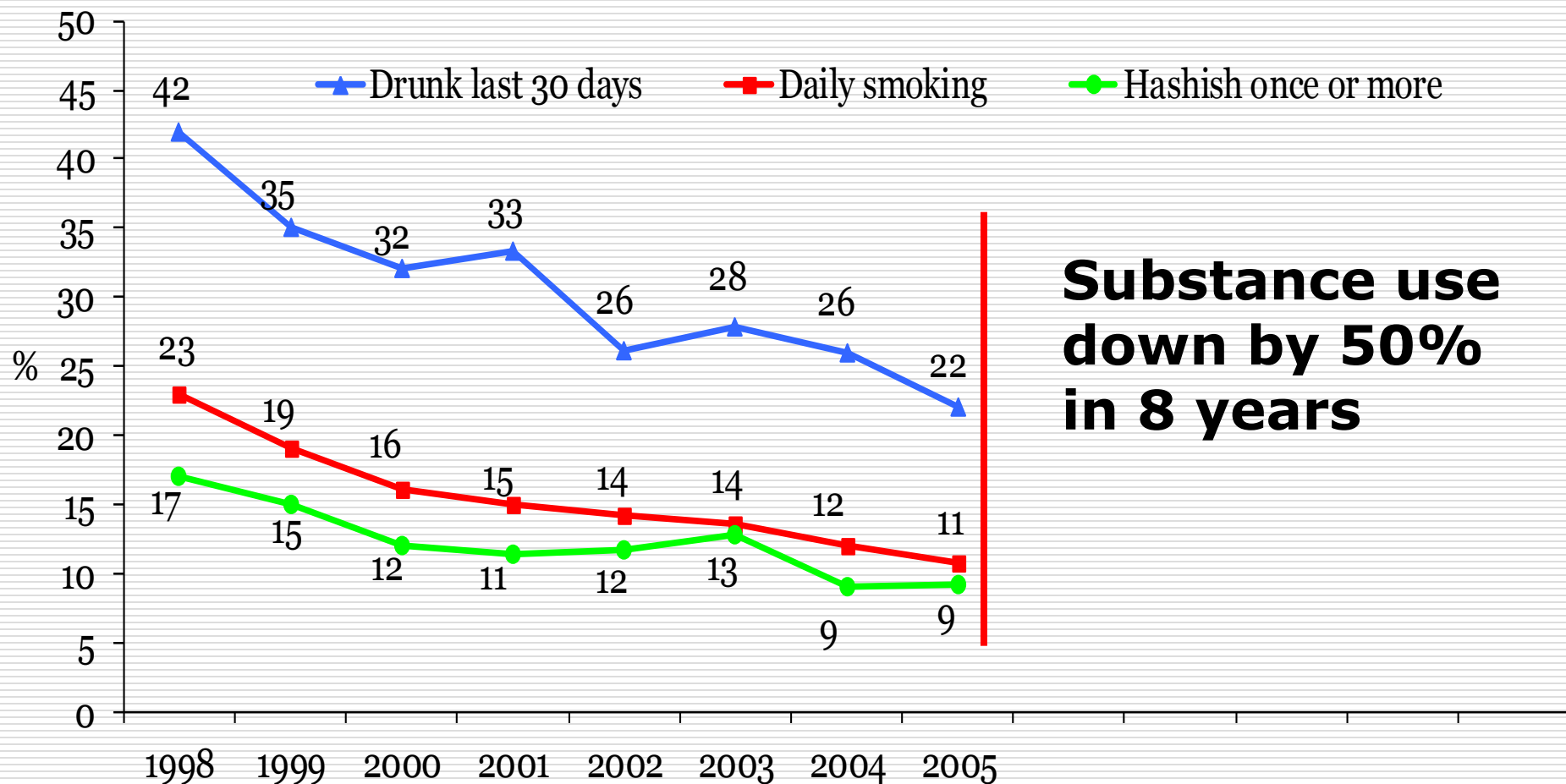


To conclude

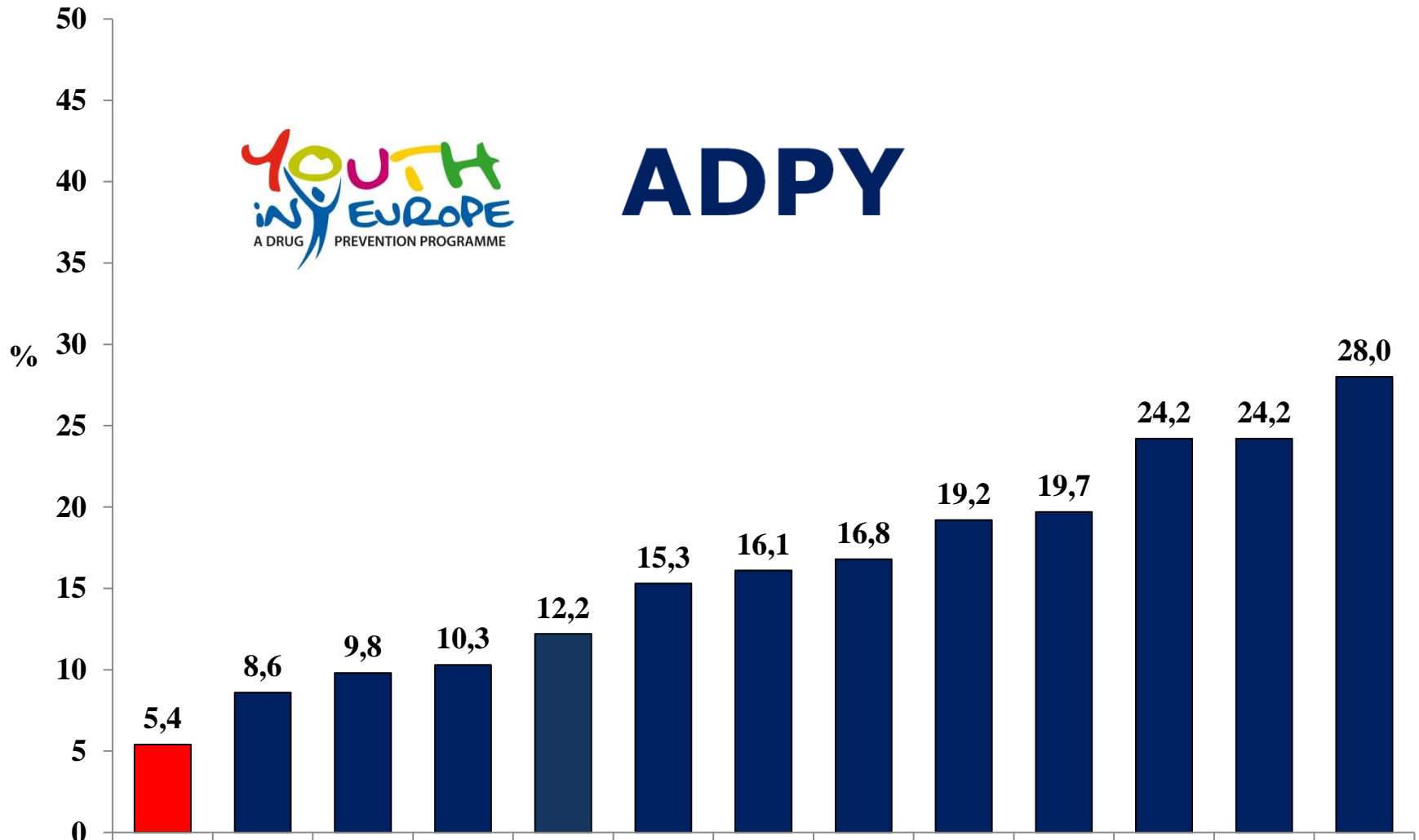


+ ADPY

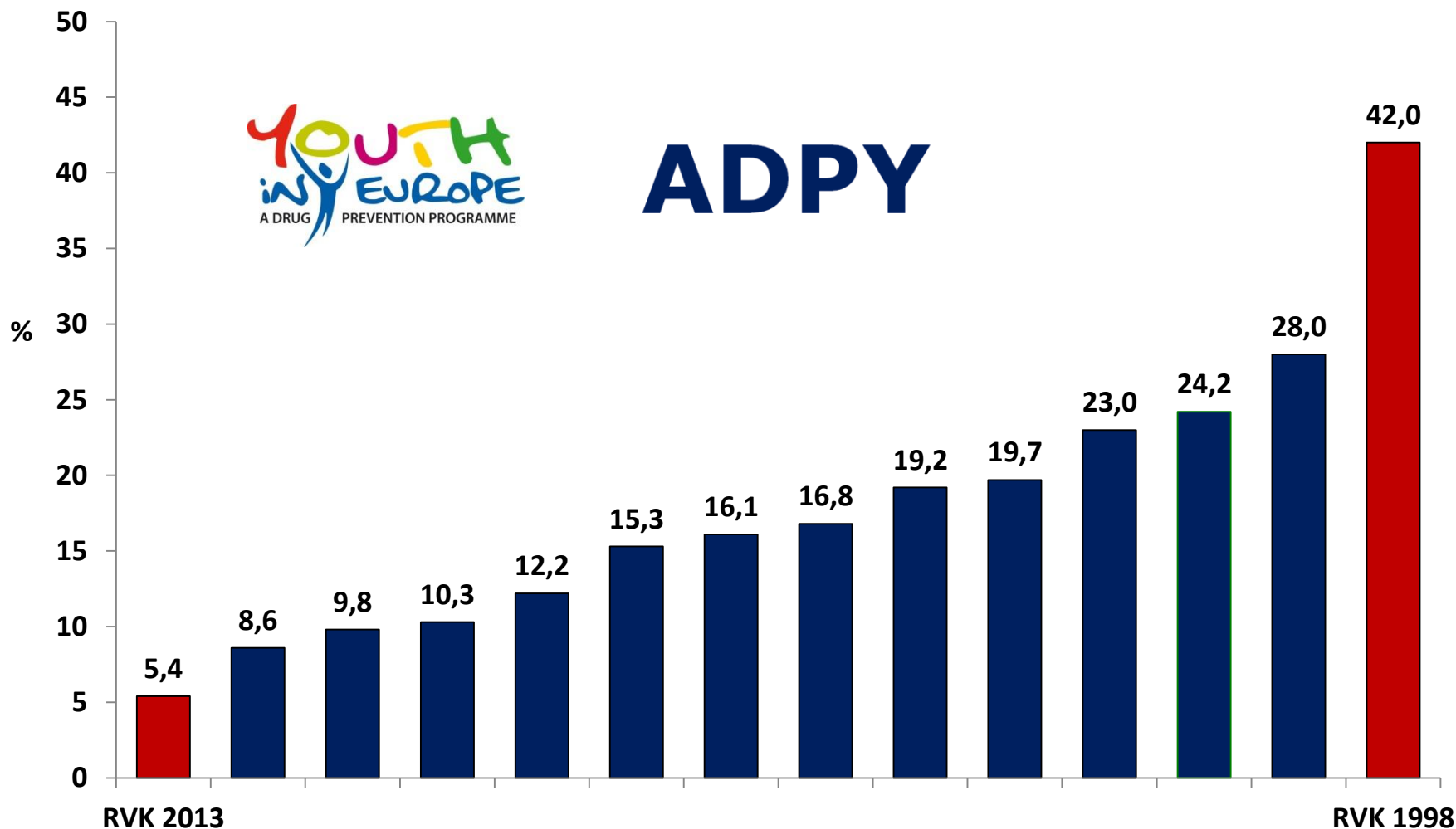
Youth in Europe starts 2005



15 – 16 year old who have become drunk past 30 days in some European cities 2013



15 – 16 year old who have become drunk past 30 days in Reykjavik 2013 and 1998





ADPY



ADPY



ADPY

ADPY

ADPY





Thank you
Gothenburg | November 2013

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