



Prevention in Iceland – Success and Development.

20 .March. 2018

CNAPA

Rafn M Jonsson

Specialist, alcohol and drug prevention

Directorate of Health





**„VIÐ HÖFUM ENGAN STAÐ
— svo við förum niður á Halló í kvöld”**

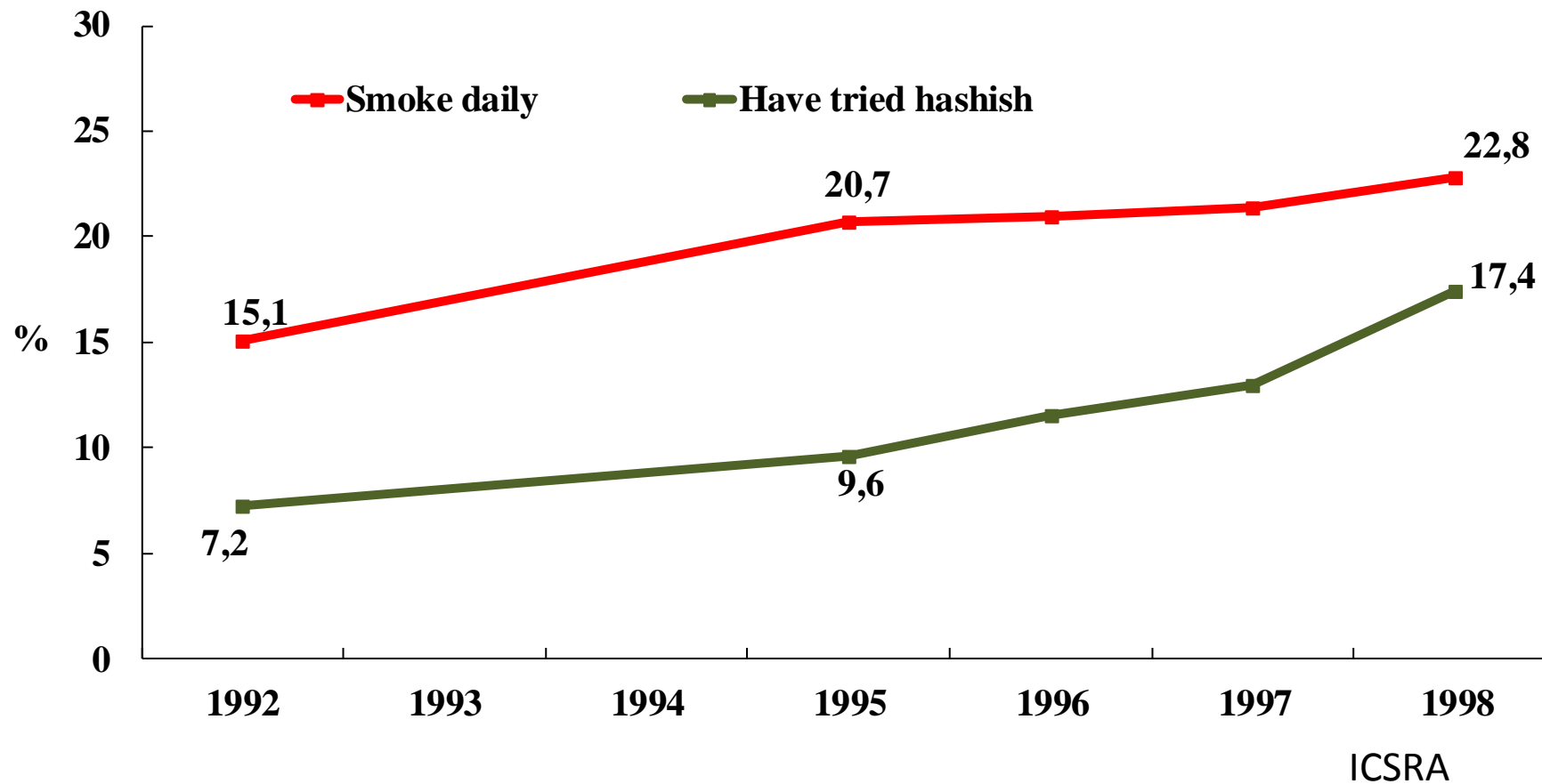






Upward trend 1992 – 1998

10th grade (15-16 years)





Wake up call!

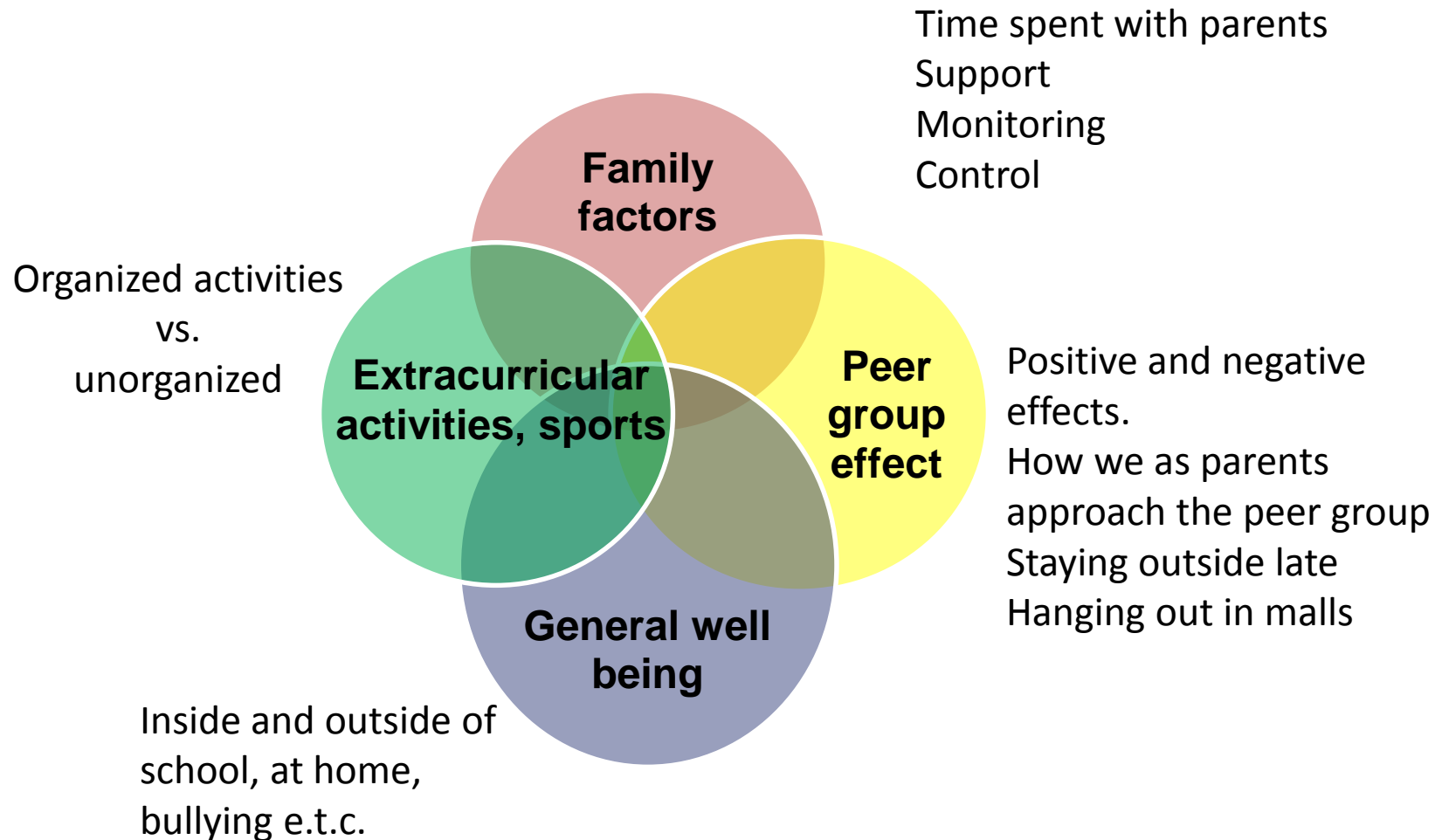
- Peaking consumption in 1997-98
- Drug free Iceland
- Establishing Alcohol and Drug Prevention Council in 1998
 - *The aim of the establishment of the Alcohol and Drug Prevention Council was to build up and strengthen measures to prevent the abuse of alcohol and drugs, particularly among children and young people, and to combat the consequences of the consumption of alcohol and other intoxicants.*
 - *The aim of the activities of the Alcohol and Drug Prevention Council was to eradicate the consumption of harmful drugs and to make a massive reduction in the consumption of alcohol.*



- At this point of time research had already showed that certain circumstances and behaviour in the lives of adolescents were strongly connected with substance use
- **We tried to establish the risk and protective factors**



The main risk and protective factors





How were the findings used?



Examples of local/community actions

Research as a basis in policy making and actions.

Strengthen parent organizations and co-operation.

Support extracurricular activities / sports.

Support active NGOs'.

Form co-operative work groups against drugs and drug use.



Examples of national/government actions

Restricted access to alcohol and tobacco

Age limits to buy tobacco and alcohol (18 and 20).

Advertising ban of tobacco and alcohol.

New:

Rules on outside hours for adolescents.

Visibility ban of tobacco.

Raising age for autonomy from 16 to 18 years of age.



Comprehensive approach – *universal interventions* to decrease youth drinking

The State

- Act on how long children can stay outside – outdoor time limits.
- Age limit, access to places selling alcohol.
- High age limit for buying alcohol and alcohol monopoly.

Municipality

- **Data driven intervention**
- Information to parents and other stakeholders – **magnets with the outdoor hours** published and distributed.
- Encourage parents/caregivers to comply with the law.
- Organise search in collaboration with Police.
- Access to organised sports and other constructive leisure time activities – “**The leisure card**”.

Schools- youth centres

- Alcohol-free gatherings, **in line with the outdoor hours law**.
- Education to parents and students
- Support parent-groups (education, provide facilities for their work).

Parents

- Parents-walks around neighbourhoods to **follow up on the outdoor hours** (social capacity, share information).
- Parent contracts on **outdoor hours etc**.
- **Joint family time -> encouraged to spend more time with their children.**
- Support participation in healthy recreational activities like organised sports vis the **leisure card**.

Youth

- **Informed about laws** and regulations.
- **Spending more time with parents/family.**
- Increased participation in organised sports and other organised leisure time activities via the **leisure card**.





Several projects

- Stop youth drinking
 - Parents in 1994
- Drug free Iceland
 - Government, experts and municipalities
- Regular Data collection
- Live your life – support to municipalities
- Drug prevention school
- SAMAN-hópurinn – information to parents
- Náum áttum – information meetings



Drug-free Iceland

A totally new (for us) methodology in substance use prevention

Obviously, what we had been doing before, was not working.



Aim of *Drug-free Iceland*

- To change the actual behaviour 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.
- Strengthen and combine of different professions.



Outdoor hours limits for children

Parents let's work together!

During the school period

- Children, 12 years old or younger, may not be outside their home after 20:00 pm.
- Children, 13 to 16 years of age, may not be outside their home after 22:00 pm.

During the summer

- Children, 12 years old or younger, may not be outside their home after 22:00 pm.
- Children, 13 to 16 years of age, may not be outside their home after 24:00 pm.
- Parents and caregivers have absolute rights to reduce these outdoor hours. These rules are in accordance with the Icelandic Child Protection laws and forbid children to be in public places after the stated hours without adult supervision. These rules can be exempted if children 13 to 16 years of age are on their way home from an official school, sports, or youth centre's activity. The child's birth year rather than its birthday applies.



**ÚTIVISTAR-
REGLURNAR***
*Skv. 92 gr. laga nr. 80/2002

Á skólatíma 1. september til 1. maí

12 ára börn og yngri
mega lengst vera úti til kl. 20

*13 – 16 ára börn mega
lengst vera úti til kl. 22*

1. maí til 1. september

12 ára börn og yngri
mega lengst vera úti til kl. 22

*13 – 16 ára börn mega
lengst vera úti til kl. 24*



www.samanhopuninn.is

FORELDRAR VERUM SAMTAKA!

Foreldrum er heimilt að stytta þennan tíma en ekki lengja. Bregða má út af reglu-
num þegar börn eru í fylgd með fullorðnum og börn 13-16 ára eru á heimleið frá
viðurkennri skóla, íþrótt- eða æskulýðssamkomu. Aldur miðast við fæðingarár.



Frístundakortið - The leisure card

The leisure card is a grant for all children age 6-18 with a legal residence in Reykjavik. The grant is in the amount of 50.000 ISK per year and the leisure card can be applied for on e-Reykjavik as well as on the homepage

www.reykjavik.is





Parental agreement

Agreement between parents to follow and uphold regulations and to be active in the children's education in several areas.





What had changed?

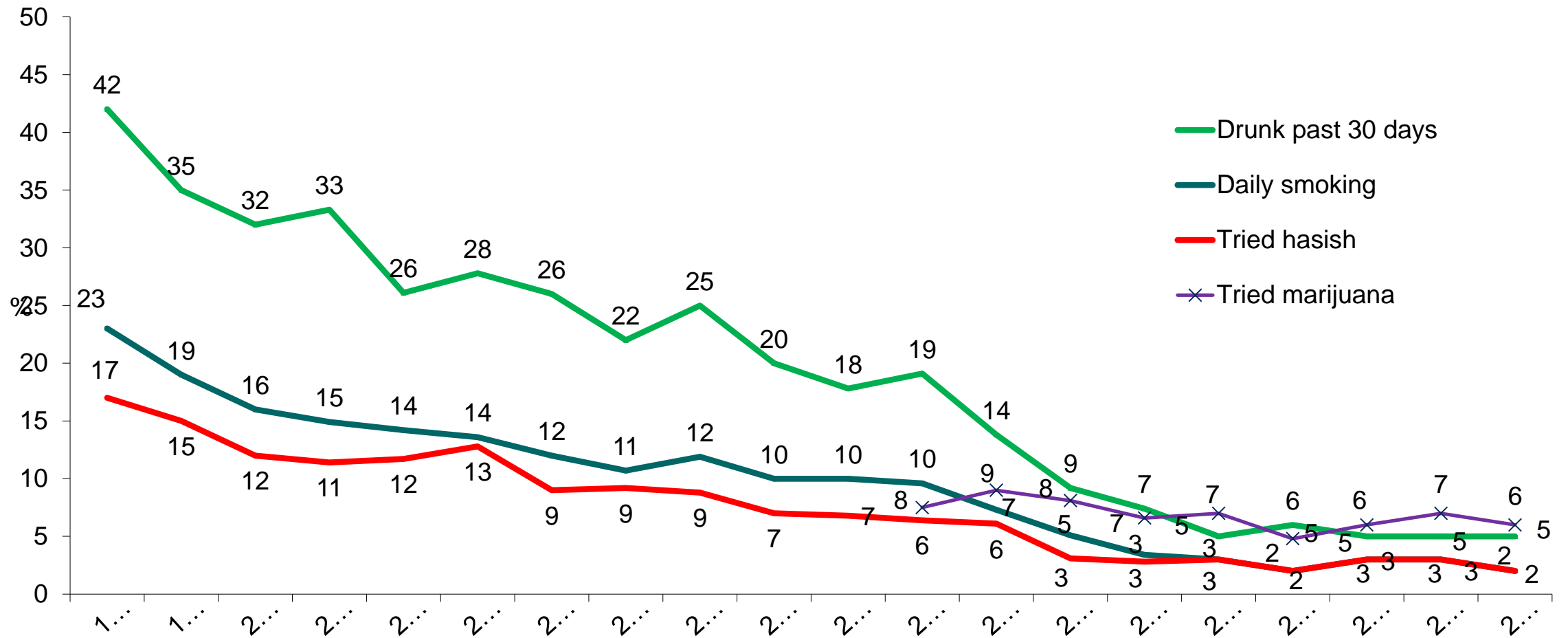




In short

Strengthened preventive factors

Weakened risk factors

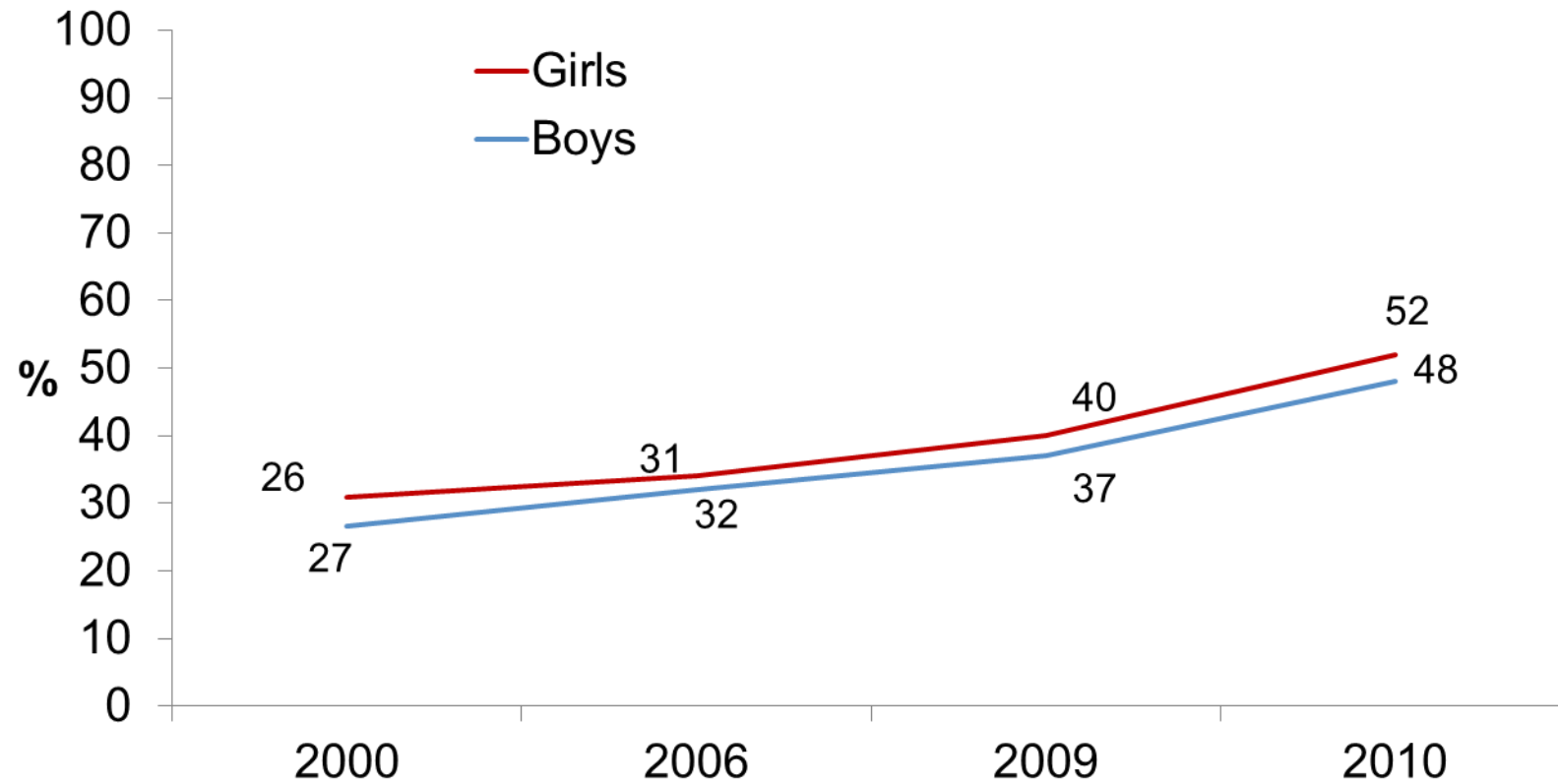


...and substance use is going down

ICSRA



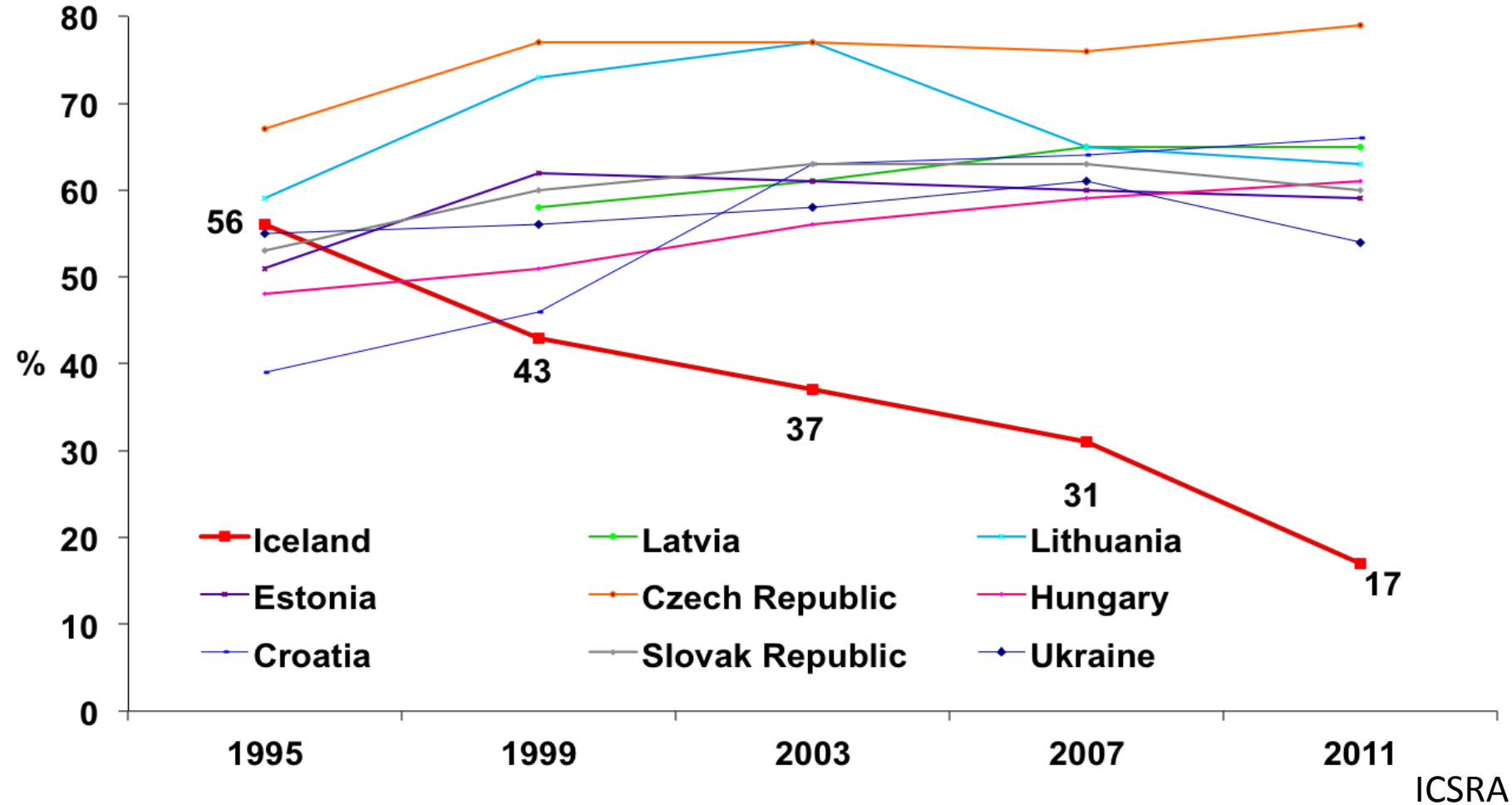
Time spent with parents





Substance use trend in several countries 15-16 year old adolescents

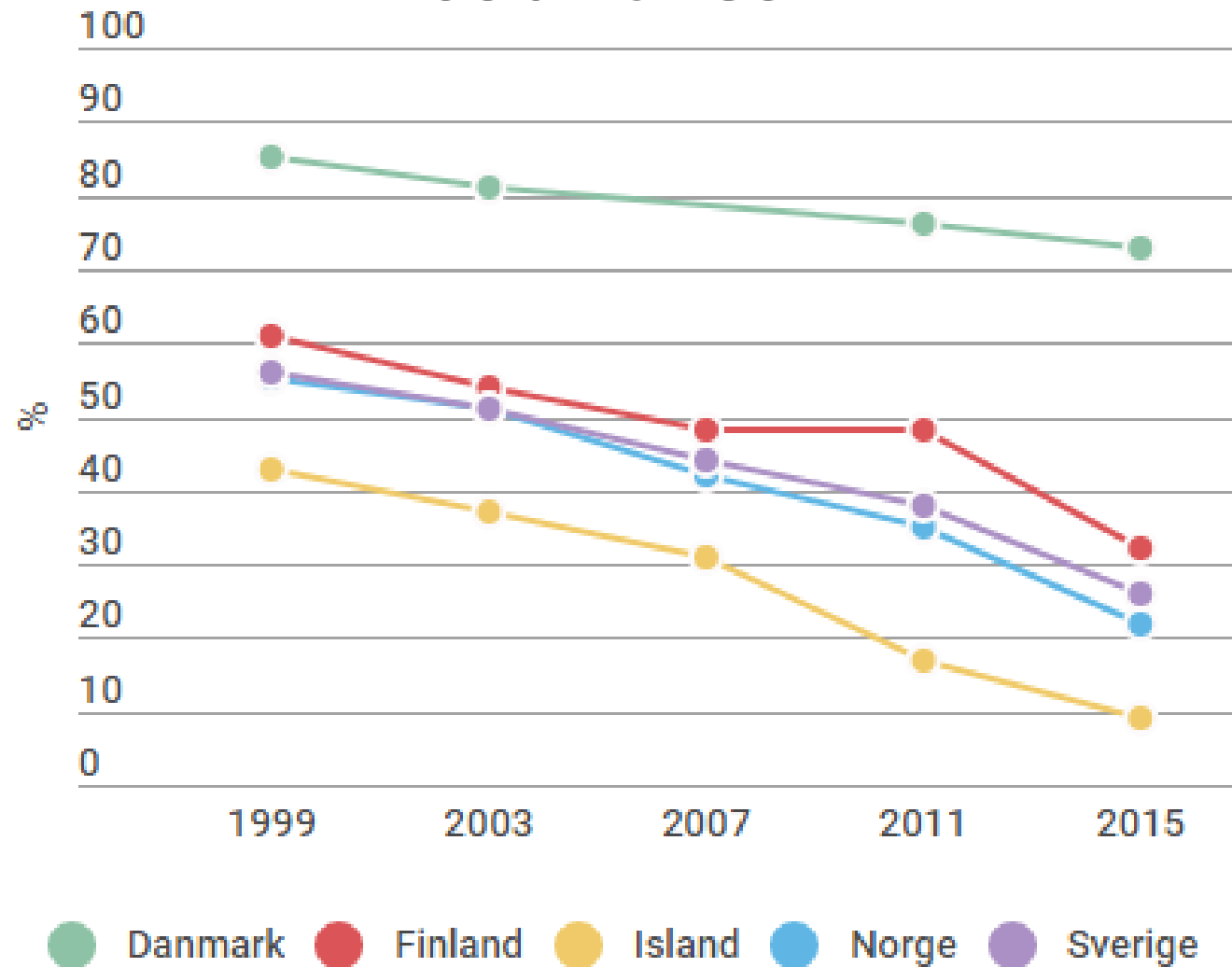
(Alcohol use past 30 days, ESPAD 2011)



ICSRA

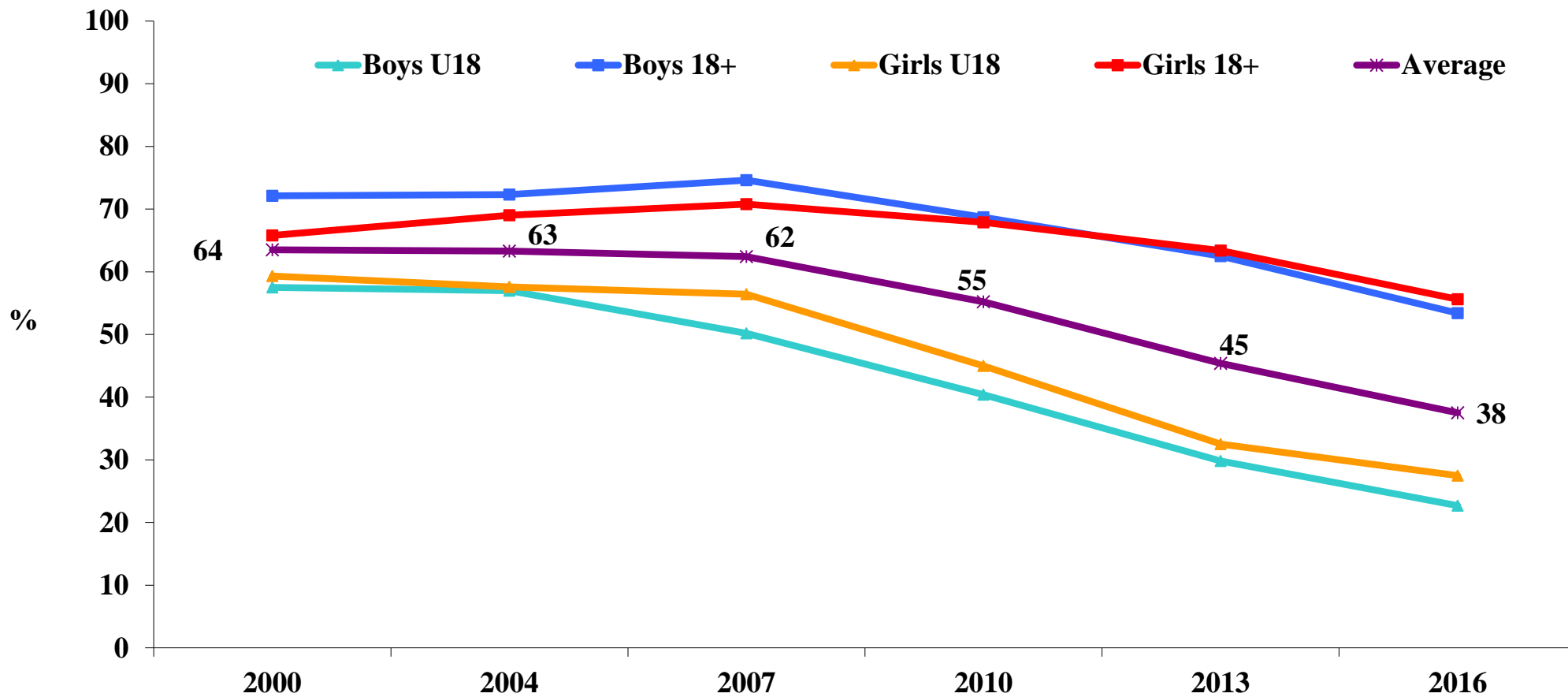


Substance use trend in Nordic countries





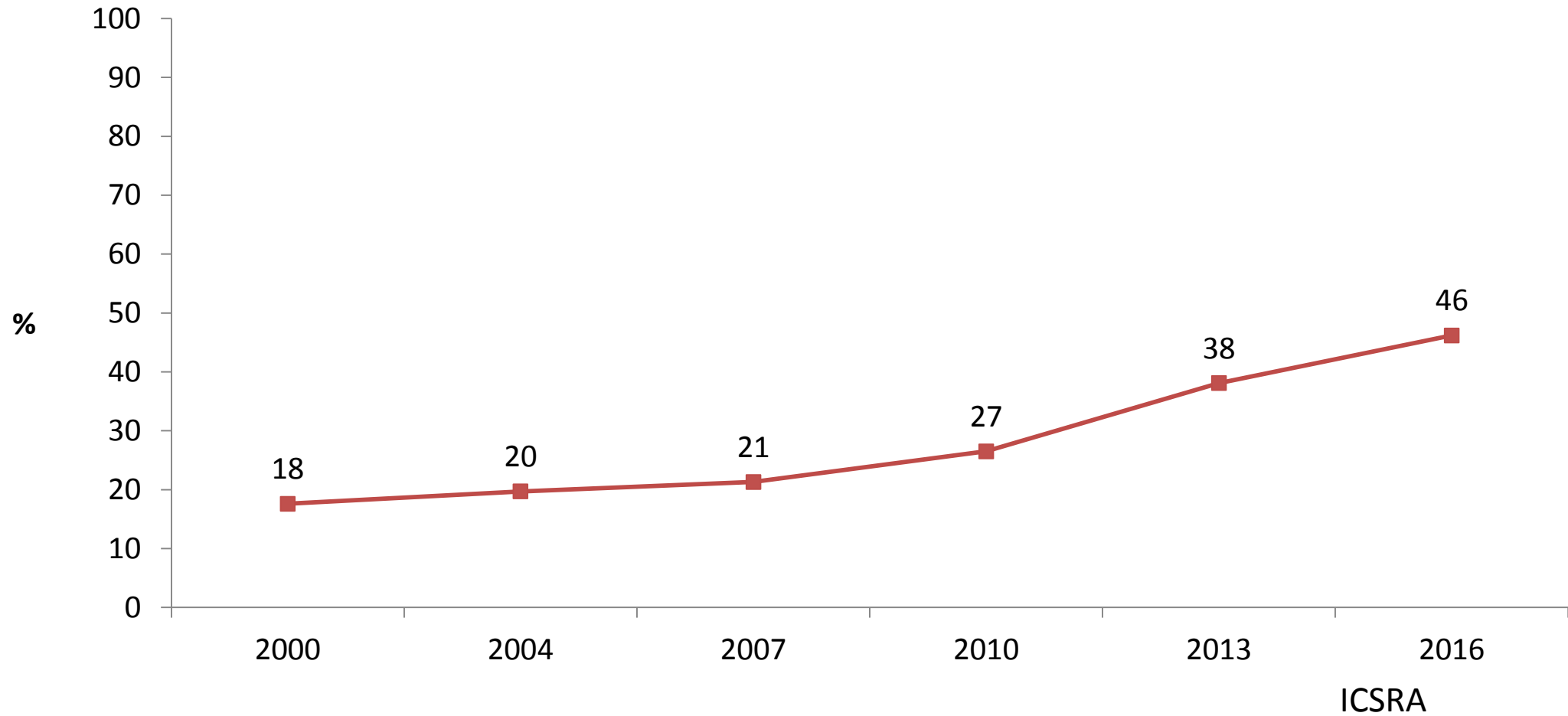
Alcohol use trend in Icelandic High-Schools 16 - 20 year old students



ICSRA



Never been drunk in lifetime High-Schools 16 - 20 year old students





What next.....





Health promoting community

- Alcohol and substance use prevention
- Mental health promotion
- Physical activity
- Nutrition
- Smoking prevention
- Dental health
- Violence and injury prevention

Lifecycle approach





Health Promoting Preschools



Health Promoting Primary Schools



- Handbook and online information
- Guidance and support
- Teaching materials
- Schools choose themes

Heilsueflandi framhaldsskóli

Health promoting secondary school



First year PREPARATION

Pilot school

31 participating - 100%



Health promotion

- Assisting schools and community to make comprehensive health promotion policy.
- Guidelines
- Web side for analysing the situation and making action plans.
- The main objective of Health promoting community is to support communities in creating conditions that promote health and well being of all the population.



- Focus on:
 - Cooperation with relevant stakeholders including school nurses.
 - Students – children and adolescents.
 - Employees.
 - Environment.
 - Using relevant data for ...
 - Evaluation of implementation
 - Evaluation of outcome
- Reykjavik capital in cooperation
 - All schools to participate in health promoting schools by end of 2016.



Guiding principles

- **Active participation of all stakeholders** across sectors and levels.
- Work is based on **best knowledge and experience** available.
- ***Do no harm.***
- **Equity** in health, proportionate universalism, considering the needs of vulnerable groups.
- **Sustainability** - long term approach.



Funding

- Public health fund – for health promotion and prevention programs
 - 1% alcohol taxes and 0,9% of gross sale of Tobacco
- Contracts between treatment service, municipalities and government.



Conclusion?

- Parents: Big change in attitudes, beliefs
- ...not OK for adolescents to be drunk in public
- Don't buy alcohol for you children
- No unsupervised parties
- Monitoring
- Local community based approaches supported with laws and regulations
- Regulated availability of alcohol – monopoly
- U can do it!



Thank you

rafn@landlaeknir.is



