The Icelandic Primary Prevention Model

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Trends in substance use in 10th grade
1997 - 2009

Drunk last 30 days
Daily smoking
Hashish once or more
The close community of adolescents

- Family
- Peer group
- Individual
  - Organized youth work
  - Unstructured activities
Breaking scientific isolation
The Model in a nutshell

- Emphasis on primary prevention
- Close cooperation
- Yearly monitoring
- Total visibility
- Tools to work with on a local level.
- Dialogue
- Actions on a local level
Methods of prevention

- Primary prevention, preventing the development of substance use before it starts

- Secondary prevention, that refers to measures that detect substance use

- And tertiary prevention efforts that focus on people already abusing substances
Substance use follows cohorts

- Smoking
- Alcohol
- Cannabis

<table>
<thead>
<tr>
<th>Year</th>
<th>Smoking</th>
<th>Alcohol</th>
<th>Cannabis</th>
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<tbody>
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<td>1997</td>
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<td>16 years '98</td>
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<td>17 years '99</td>
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<td>18 years '00</td>
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<td>19 years '01</td>
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<td>20 years '02</td>
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<td>2003</td>
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Frequency of becoming drunk depending on when they first got drunk

Drunk 10 times or more

- First drunk 13 years: 93.0%
- First drunk 14 years: 66.0%
Interconnection between starting to drink and risk of becoming alcoholics in lifetime

Source: Simkin, DR.
*Journal of Global Drug Policy and Practice*, (2)2, 2008
Trend in Iceland 1989 to 1998

Smoke daily

Have tried hashish

%
More than half of adolescents who smoke report that it is very important not to smoke and that they dislike smoking.
The aim was to mobilize society as a whole in the struggle against drugs.
Action plan – Year 1997

1. Initiate and support research as a basis
2. Preventive Work and Education
3. Active Non-Governmental Organizations
4. Co-operation with Parents Organizations
5. Young people at risk
6. Co-operative work groups against drugs
7. Anti smoking campaigns towards children
Legislation

- Legal age 16 > 18 years
- Laws on outside hours of children
- 20 yr. age limit to buy alcohol
- 18 yr. age limit to buy and sell tobacco
- Total advertisement ban
- Alcohol only sold in state run shops
- Tobacco not visible in shops
Trends in substance use in 10th grade 1997 - 2009

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Trends in substance use in 10th grade 1997 - 2009

- Daily smoking: -56%
- Getting drunk: -55%
- Hashish: -65%
Long term relationship
Users of information

- Municipalities
- Ministries of Education, Health and Social services
- Sports and youth institutions
- Schools
- Prevention groups
- Parent organizations
- The Red Cross
- Center for Disease Control
- The Child Protection Agency
- Childrens Umbodsmann
Accurate – up to date information

- Average country
- Average country district
- Average city
- Average city district
- Average school figures
Age – focus

- DFI = 15 and 16 year old
- 10 to 14 year old in Primary school
- 14 to 16 year old in Primary school
- 16 to 20 year old in High school
- 16 to 20 year old and NOT in school
  - Dropout students
Youth in Europe

A Drug Prevention Programme
Organized youth work - Preventive

- Sports
- Structured activities
- Extra-curricular activities in schools
Unstructured activities - Risk

☐ Spending time downtown at night
☐ Attending parties
☐ Hanging out around malls/shopping centres
☐ Idle hours
Peer group

- Having friends who smoke, drink and use other substances
Parents and family

- Monitoring: knowing with whom and where the adolescents are in the evenings
- Support: caring and warmth
- Time spent with parents
- Organized youth work
- Peer group
- Structured vs unstructured activities
- Parents and family
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

- Boys who smoke daily:
  - Almost never: 12.5%
  - Up to 3 times pr. week: 10.4%
  - 4 times or more often: 4.0%

- Girls who smoke daily:
  - Almost never: 24.9%
  - Up to 3 times pr. week: 9.9%
  - 4 times or more often: 3.5%
Percentage of students in 9th and 10th grade who have become drunk in the last 30 days depending on how much time they spend with their parents.

Boys who have become drunk last 30 days
- Almost never: 26.1%
- Seldom: 22.6%
- Sometimes: 15.3%
- Often: 10.5%
- Almost always: 8.0%

Girls who have become drunk last 30 days
- Almost never: 42.0%
- Seldom: 27.8%
- Sometimes: 17.6%
- Often: 12.0%
- Almost always: 10.4%
Clear messages to parents and others involved in the lives of adolescents

- Support, monitoring and time
- Outside hours
- Prevent unsupervised gatherings
- Encourage extracurricular activities
New emphasis

- Less emphasis on solely informing adolescents about the negative sides of substance use

- More emphasis on activating them in organized youth work and sports

- Less emphasis on affecting their attitudes, more emphasis on influencing their behavior
Proportion of students in 10th grade who spend time with their parents during weekdays

- 1997: 23.0%
- 2009: 35.2%
Proportion of students in 10\textsuperscript{th} grade who have been out after 10 pm (4 \textit{times or more}) in the past week

- 1997: 36.3%
- 2009: 25.3%
My parents know where I am in the evenings (applies very or rather well to me)
My parents know with whom I am in the evenings (applies very or rather well to me)
How often do you do the following – “Spend time downtown in the evening”

- 2003: 29.1%
- 2009: 51.0%
How often do you do the following – “go to party” – almost never

- **2003**: 32.6%
- **2009**: 48.2%
Trends in substance use in 10th grade 1997 - 2009

Drunk last 30 days

- 1998: 42%
- 1999: 35%
- 2000: 32%
- 2001: 33%
- 2002: 26%
- 2003: 28%
- 2004: 26%
- 2005: 22%
- 2006: 25%
- 2008: 18%
- 2009: 19%

Daily smoking

- 1998: 23%
- 1999: 17%
- 2000: 16%
- 2001: 15%
- 2002: 14%
- 2003: 14%
- 2004: 13%
- 2005: 12%
- 2006: 12%
- 2008: 10%
- 2009: 10%

Hashish once or more

- 1998: 5%
- 1999: 5%
- 2000: 7%
- 2001: 7%
- 2002: 9%
- 2003: 9%
- 2004: 9%
- 2005: 9%
- 2006: 9%
- 2008: 7%
- 2009: 6%
Drunk last 12 months (ESPAD)

- Latvia
- Lithuania
- Estonia
- Czech Republic
- Hungary
- Croatia
- Slovakia
- Ukraine
Proportion of students in 10th grade who have become drunk 10 times or more during last 12 months (ESPAD, 1995)
Proportion of students in 10th grade who have become drunk 10 times or more during last 12 months (ESPAD, 2003)

- Cyprus: 1%
- Turkey: 2%
- Portugal: 2%
- France: 2%
- Greece: 2%
- Italy: 4%
- Malta: 4%
- USA: 7%
- Croatia: 8%
- Poland: 8%
- Hungary: 9%
- Slovak Rep.: 11%
- Slovenia: 13%
- Ukraine: 13%
- Iceland: 14%
- Norway: 14%
- Sweden: 15%
- Lithuania: 15%
- Czech Rep.: 16%
- Estonia: 21%
- Faroe Islands: 22%
- Finland: 23%
- U.K.: 24%
- Ireland: 29%
- Denmark: 34%
Proportion of students in 10th grade who have had accidents or injuries related to alcohol use (ESPAD, 1995)
Proportion of students in 10\textsuperscript{th} grade who have had accidents or injuries in relation to alcohol use (ESPAD, 2003)
Latest ESPAD report 2007

According to ESPAD 2007

- Cigarette use and use of alcohol amongst adolescents is the lowest in Iceland in all the 38 participating countries
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Thank you for listening.

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