



# The Icelandic Model

A whole society approach to stop teen  
substance abuse

Based on data from the Icelandic Centre for Social Research and Analysis (ICSRA) and  
The Directorate of Health in Iceland

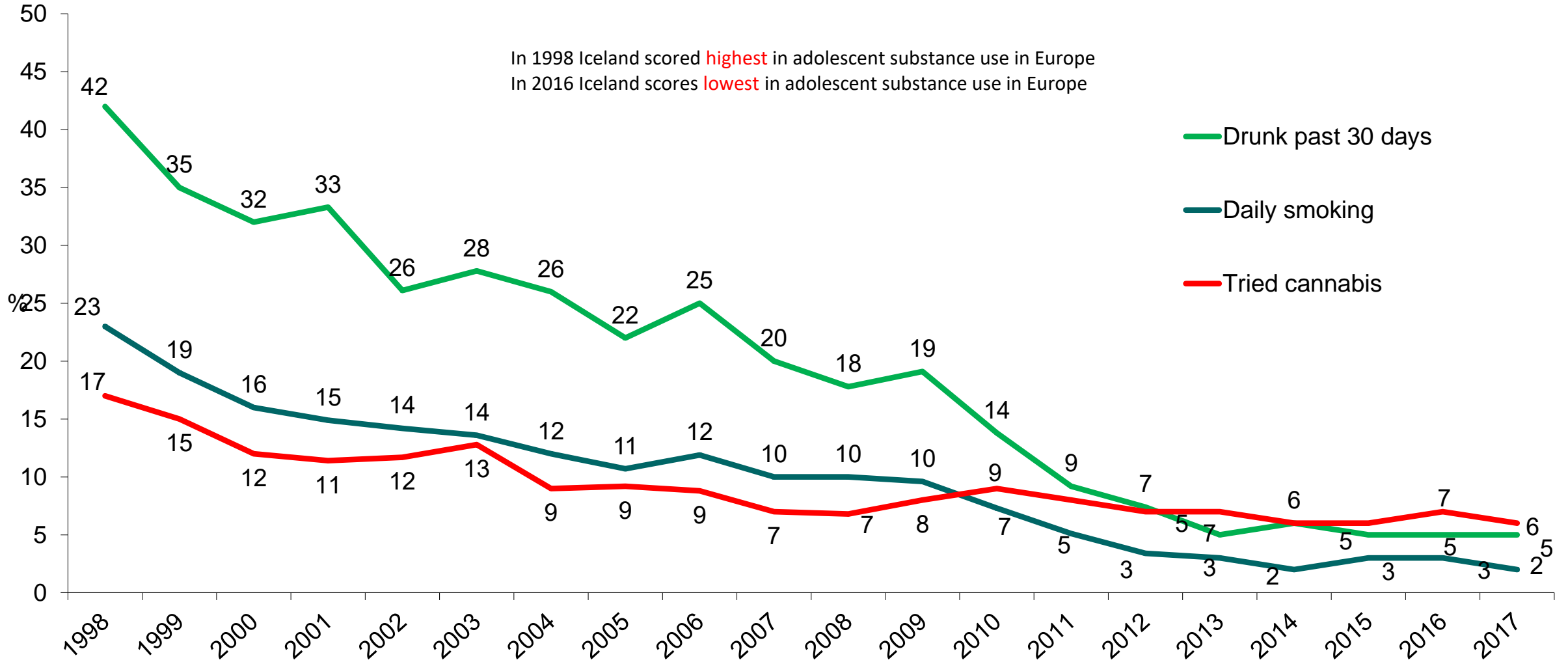
Hrefna Sigurjónsdóttir, General Manager  
Home and School – National Parent Association





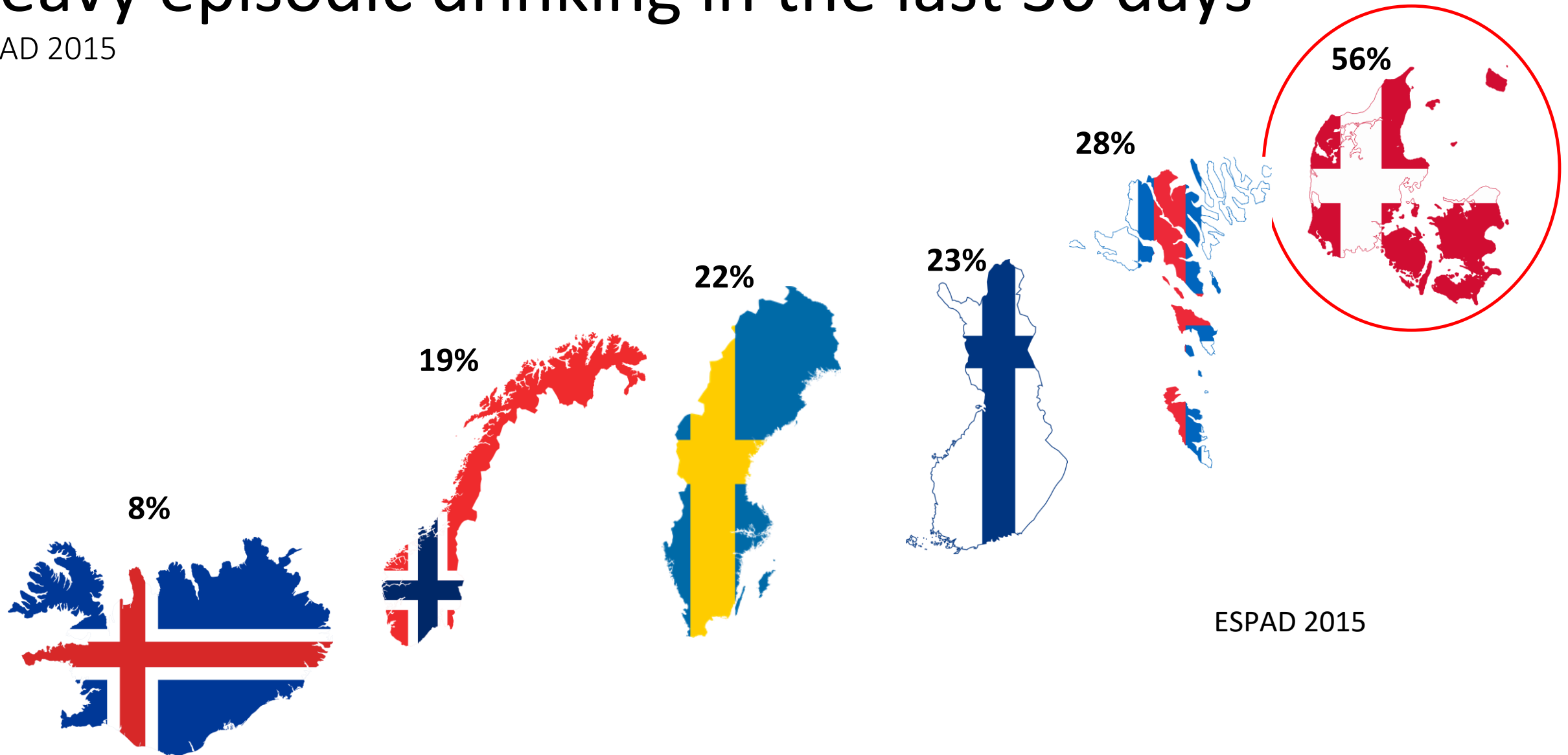
# Based on the Icelandic Prevention Model

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



# Heavy episodic drinking in the last 30 days

ESPAD 2015



ESPAD 2015



Independent

The Atlantic

AFP

Guardian

BBC

Mosaic

Huffingtonpost

Lifestyle > Health & Families

# Iceland knows how to stop teen substance abuse but the rest of the world isn't listening

In Iceland, teenage smoking, drinking and drug use have been radically cut in the past 20 years. Emma Young finds out how they did it, and why other countries won't follow suit

Emma Young | Tuesday 17 January 2017 | [1 comment](#)

[Like](#) [pet](#) [Click to follow](#)  
Indy Lifestyle Online



# Three ingredients

- ✓ Evidence
- ✓ Community
- ✓ Dialogue



# The three pillars of success

The Icelandic model is predicated upon three pillars:

- 1) **Evidence:** Evidence-based practice
- 2) **Community:** Using a community-based approach
- 3) **Dialogue:** Creating and maintaining a dialogue among research, policy and practice

# What was done?

- Work was being done locally – in the local community
  - ✓ Cooperation of parents, schools, municipalities, police and others
  - ✓ Project "Iceland without drugs"
  - ✓ Work in prevention done by the Directorate of Health
  - ✓ Outdoor hours, Parent Convention, parent strolls and more
  - ✓ Law amendments (age of consent, tobacco ban)
  - ✓ Constant research and analysis to evaluate the progress
  - ✓ Support extracurricular activities
  - ✓ How Iceland saved its teenagers (BBC):  
[https://www.youtube.com/watch?v=cDbD\\_JSCrNo](https://www.youtube.com/watch?v=cDbD_JSCrNo)

## Viljinn til að skapa samstarf

- Flestir grunnskólar í Kópavogi halda skólaferðinámsskeið.
- Foreldrasamningar í grunnskólum verða æ algengari.

MORNINGLAÐIÐ SUNNUDAGUR 12. OKTÓBER 1997 15

# Frá foreldrum til foreldra

Ráðstefna á Hótel Sögu fimmtudaginn 16. október 1997

**Málstofur**

1. Foreldrar gegn fíkniefnum (framsaga/umræður á ensku) Sue Rusche leggur á ræðis með foreldrum. Hvaða leiðir skila árangri? Framsaga: Sue Rusche, National Families in Action í USA Höpstiðir: Kristín Árnadóttir, aðstoðarkona borgarstjórans í Reykjavík
2. Foreldravæðing Markmið og leiðir, mj skref. Hvað hefur gefist vel, hvað hefur á bærta? Framsaga: Vigdís Steinsdóttir, Foreldravaktin á Akureyri Höpstiðir: Sigrður Stefánsdóttir, bæjarfulltrúi á Akureyri
3. Hvaða sifberðugliti skipti máli í uppeldi?

**Dagskrá**



FOSTUDAGUR 20. JÚLÍ 1994

**DV** Fréttir

### Atak gegn unglingsdrykkju: Drykkja unglinga er þjóðarósómi

— segir framkvæmdastjóri átaksins

Meðferð áttur er að koma því til fallanna. Síðasti áttur hefur verið að stöðva þessa vörðvaðna og unglingsdrykkja er, segir Valdimar Ásbjörnsson, framkvæmdastjóri átaksins að vörðvaðna unglingsdrykkju.

Valdimar Ásbjörnsson er vaxandi stjóri og Framkvæmdastjóri íttu. Framkvæmdastjóri er að koma því til fallanna. Síðasti áttur hefur verið að stöðva þessa vörðvaðna og unglingsdrykkja er, segir Valdimar Ásbjörnsson, framkvæmdastjóri átaksins að vörðvaðna unglingsdrykkju.

Þetta er aðrir þing vörðvaðna átaksins sem allar hefur og er til meirvæðing og vörðvaðna unglingsdrykkju er, segir Valdimar Ásbjörnsson, framkvæmdastjóri átaksins að vörðvaðna unglingsdrykkju.

Þetta er aðrir þing vörðvaðna átaksins sem allar hefur og er til meirvæðing og vörðvaðna unglingsdrykkju er, segir Valdimar Ásbjörnsson, framkvæmdastjóri átaksins að vörðvaðna unglingsdrykkju.

14 FIMMUDAGUR 15. OKTÓBER 1998

AKUREYRI

### Foreldrar 6. bekkjar barna í Brekkuskóla gera með sér samning

## Fyrirmyndarforeldrar fylgjast með börnunum

FORELDRAR barna í 6. bekkjum Brekkuskólans í Akureyri hafa gert með sér samning um hvern foreldri þeirra fylgjast með börnunum sínum í Brekkuskóla. Foreldrar barna í þessum bekkjum hafa gert með sér samning um hvern foreldri þeirra fylgjast með börnunum sínum í Brekkuskóla.

Foreldrar 6. bekkjar barna í Brekkuskóla gera með sér samning um hvern foreldri þeirra fylgjast með börnunum sínum í Brekkuskóla.



# A comprehensive approach

## The State

- Outdoor hours – time limits passed into law
- Age limit, access to places selling alcohol
- High age limit for buying alcohol, alcohol monopoly and taxes on alcohol

## Municipalities

- Monitoring substance abuse and developing data driven intervention
- Information and encouragement for parents and other stakeholders
- Access to organised sports and other constructive leisure time activities

## Schools and youth centres

- Alcohol-free gatherings, in line with the law on outdoor hours
- Education for parents and students
- Support parent-groups

## Parents

- Parent-walks around the neighbourhood
- Parental Consensus
- Joint family time – encourage parents to spend more time with their children
- Support participation in healthy recreational activities like organized sports, music etc.

## Youth

- Informed about outdoor hours and regulations
- Spend more time with parents / family
- Increased participation in organized sports and leisure time activities

# Outdoor hours for children

## During the school period

- From 1<sup>st</sup> of September until 1<sup>st</sup> of May
- 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

- From 1<sup>st</sup> of May until 1<sup>st</sup> of September)
- 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 Law and forbids 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*

**SAMAN**

[www.samanhopurinn.is](http://www.samanhopurinn.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  
viðurkennðri skóla,- íþróttá- eða æskulýðssamkonu. Aldur miðast við fæðingarár.

# Positive messages to parents

- Get involved
- Spend more time together and have fun
- Teenagers need to know that they are loved and valued



# Parental Consensus

- Consensus or agreement on common rules/guidelines on what is allowed and acceptable and what is not.
- Done in classes, with parents in the class and parents sign the poster.
- The Parental Consensus is a tool for parents to discuss parental guidelines and values and to unite in making a better environment for their children to grow up in.



# Literacy Agreement

1. Read for the child and be a good role model
2. Listen to the child read
3. Sustain and increase competency
4. Make reading material accessible and offer choice
5. Seek help
6. Read in your own language



# The leisure card

- The leisure card is a grant for all children aged 6-18 with a legal residence in Reykjavík.
- The grant is in the amount of 50.000 ISK (around 400 euros) per year for one child.
- The leisure card can be applied for on e-Reykjavik as well as on Reykjavík municipality homepage.



# Examples of national/government actions

---

- Age limits to buy tobacco and alcohol (18 and 20)
- Age of adulthood raised from 16 to 18
- Advertising ban of tobacco and alcohol
- Guidelines on outside hours for adolescents
- Visibility ban of tobacco and alcohol

Just Say



**NO!**

**D.A.R.E.**

**TO RESIST DRUGS  
AND VIOLENCE.**

**DRUG ABUSE RESISTANCE EDUCATION**

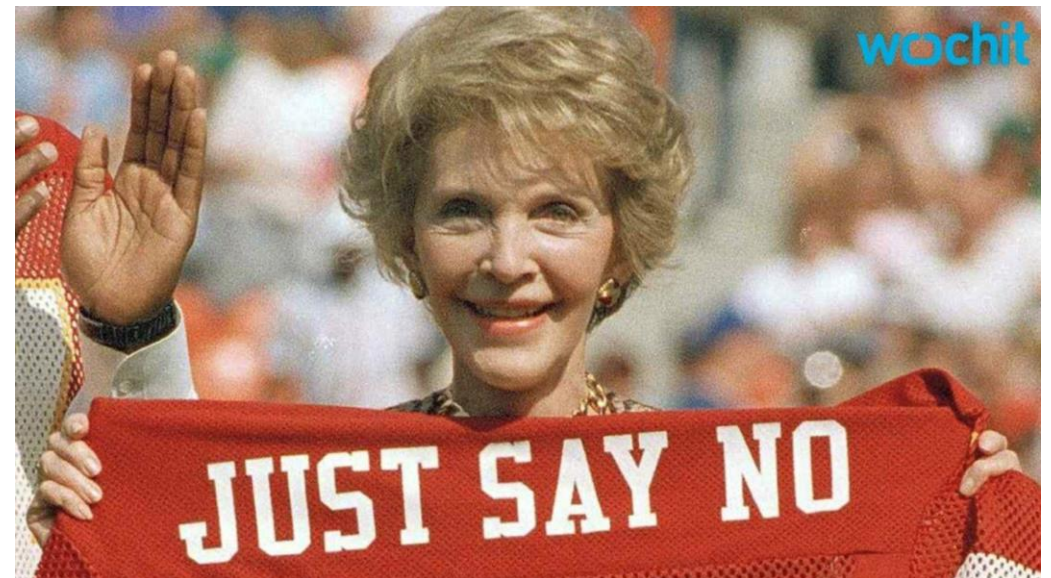
**JUST SAY  
NO**



**D.A.R.E.**

**TO RESIST DRUGS  
AND VIOLENCE.**

**DRUG ABUSE RESISTANCE EDUCATION**





# Scare tactics

An advertisement from the NHS. It features a glass ashtray with a lit cigarette. A thick, dark red liquid, representing blood, is dripping from the cigarette's tip onto a piece of steak on a white surface. The text reads: "Every time you smoke your blood gets thick and dirty with toxins. Search 'Smokefree'". The NHS logo is in the top right, and the SMOKEFREE logo is in the bottom right.

Every time you smoke your blood gets thick and dirty with toxins.  
Search 'Smokefree'

NHS

SMOKEFREE

# *Aim of Drug-free Iceland*

---

To change the actual **behaviour** of youth and not only their **attitudes**.

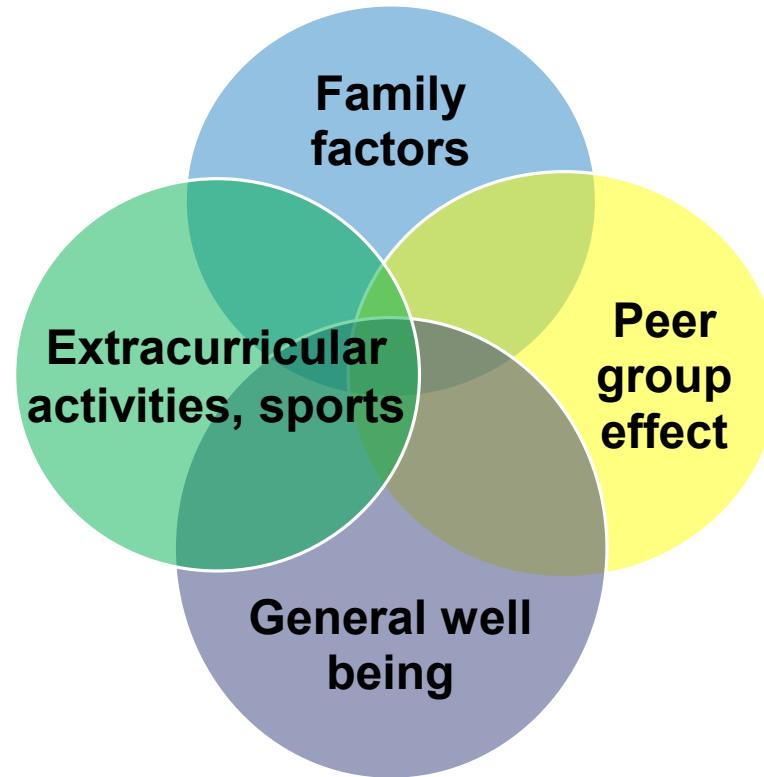
©ICSRA 2017

Change the **life-style environment** of our children so that they would be in **less risk** of substance use.

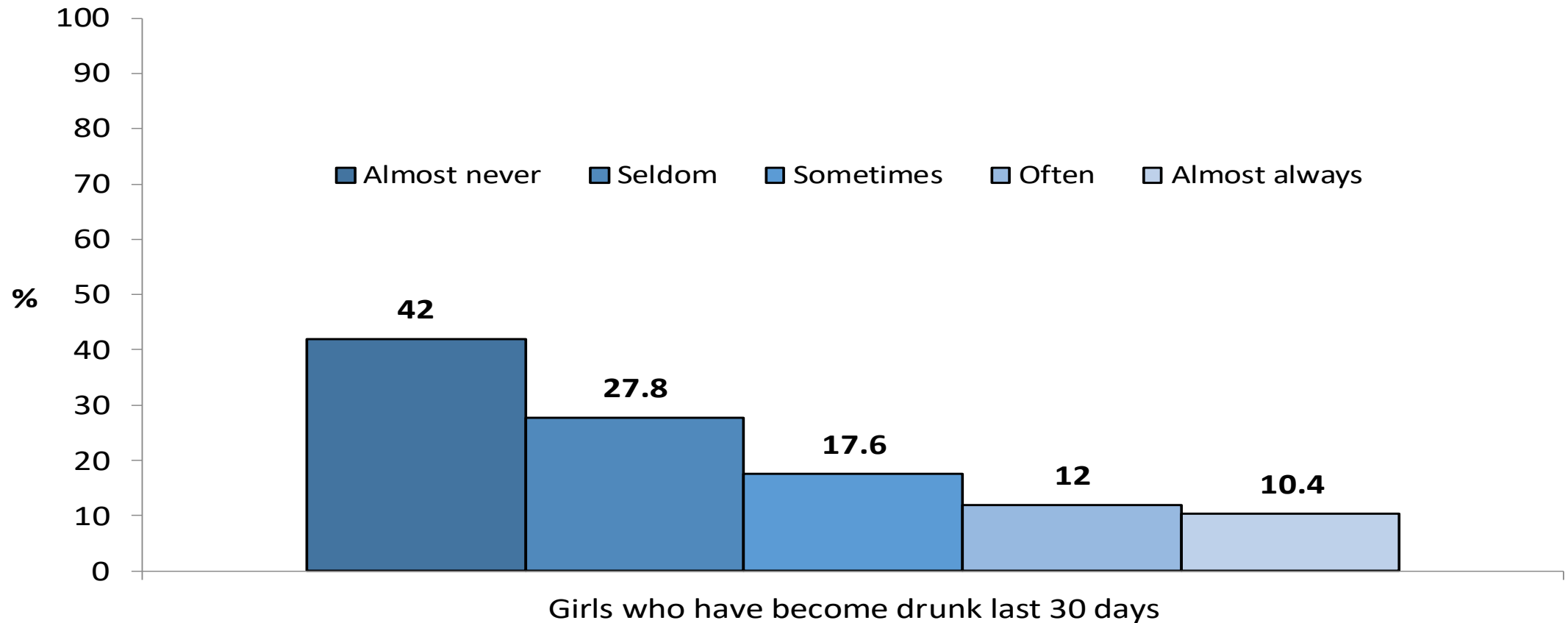
We must start prevention at an early age.

# The main risk and protective factors

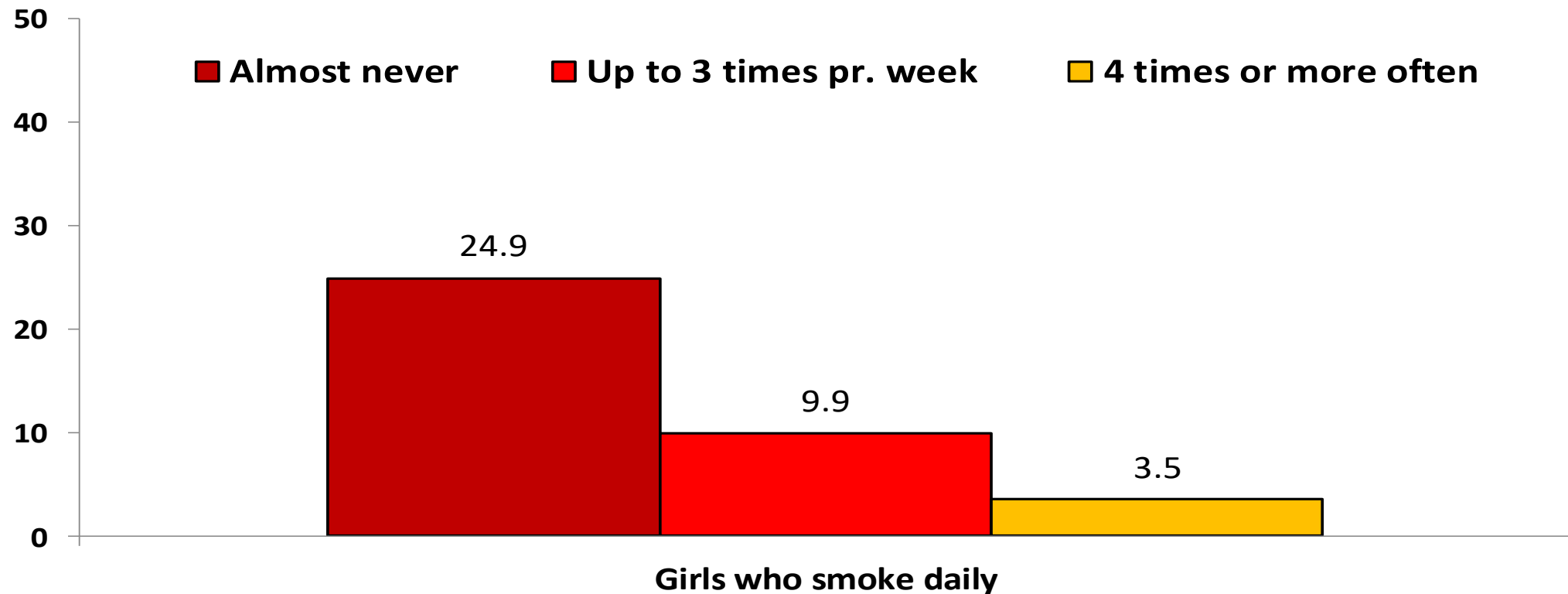
---

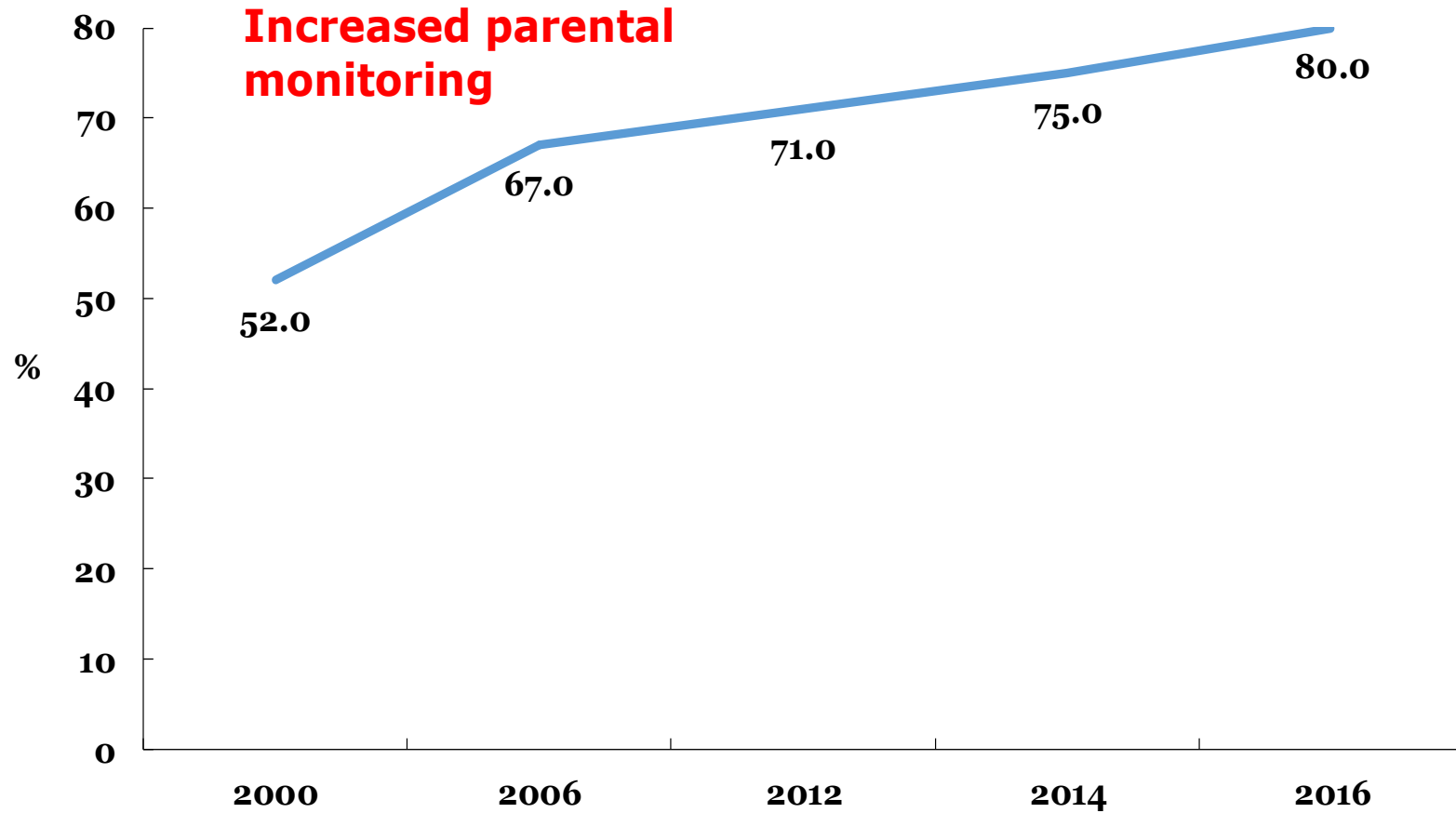


# Strong connection between drinking alcohol and time spent with parents

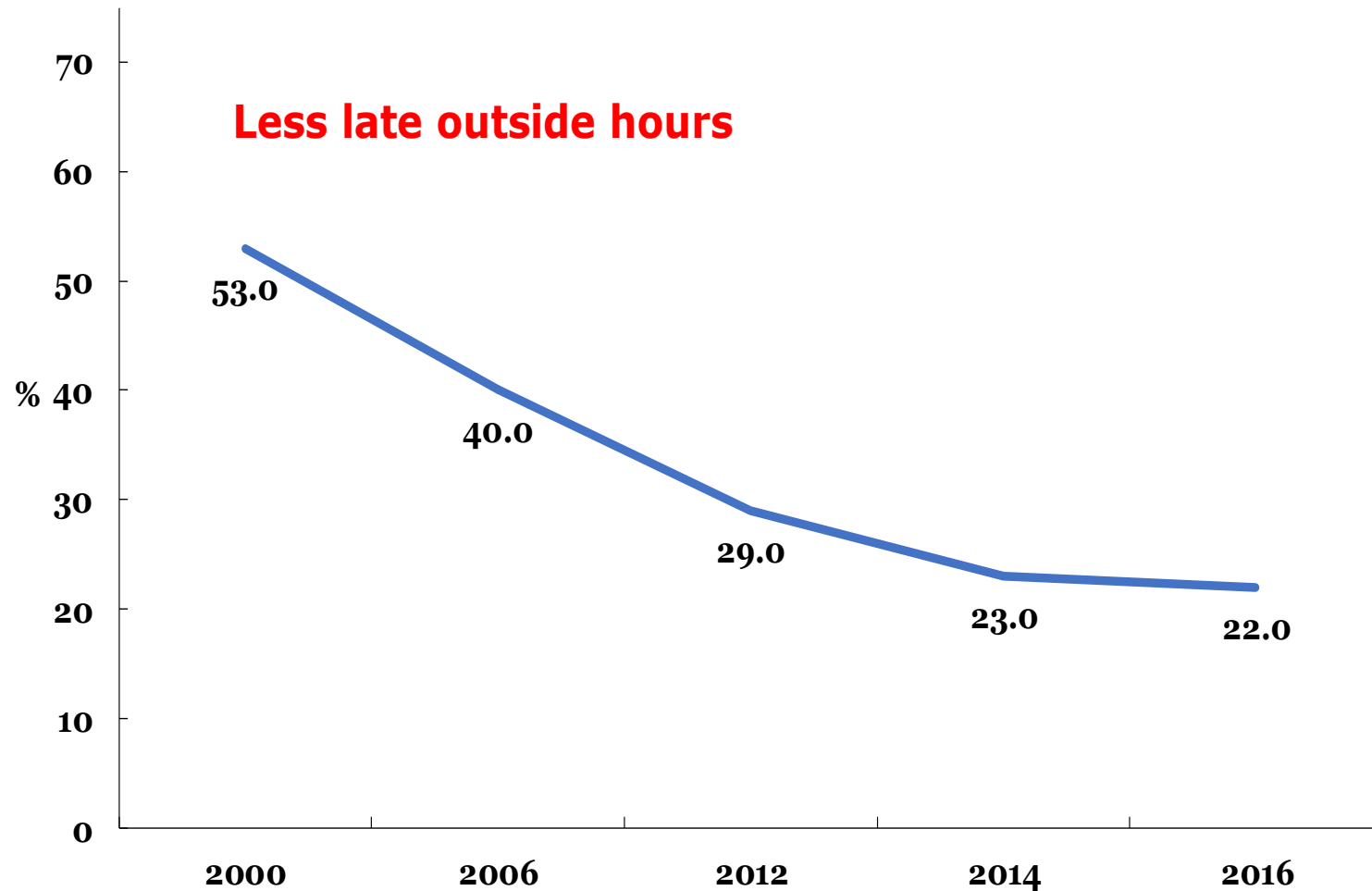


# Strong connection between smoking and participation in sports

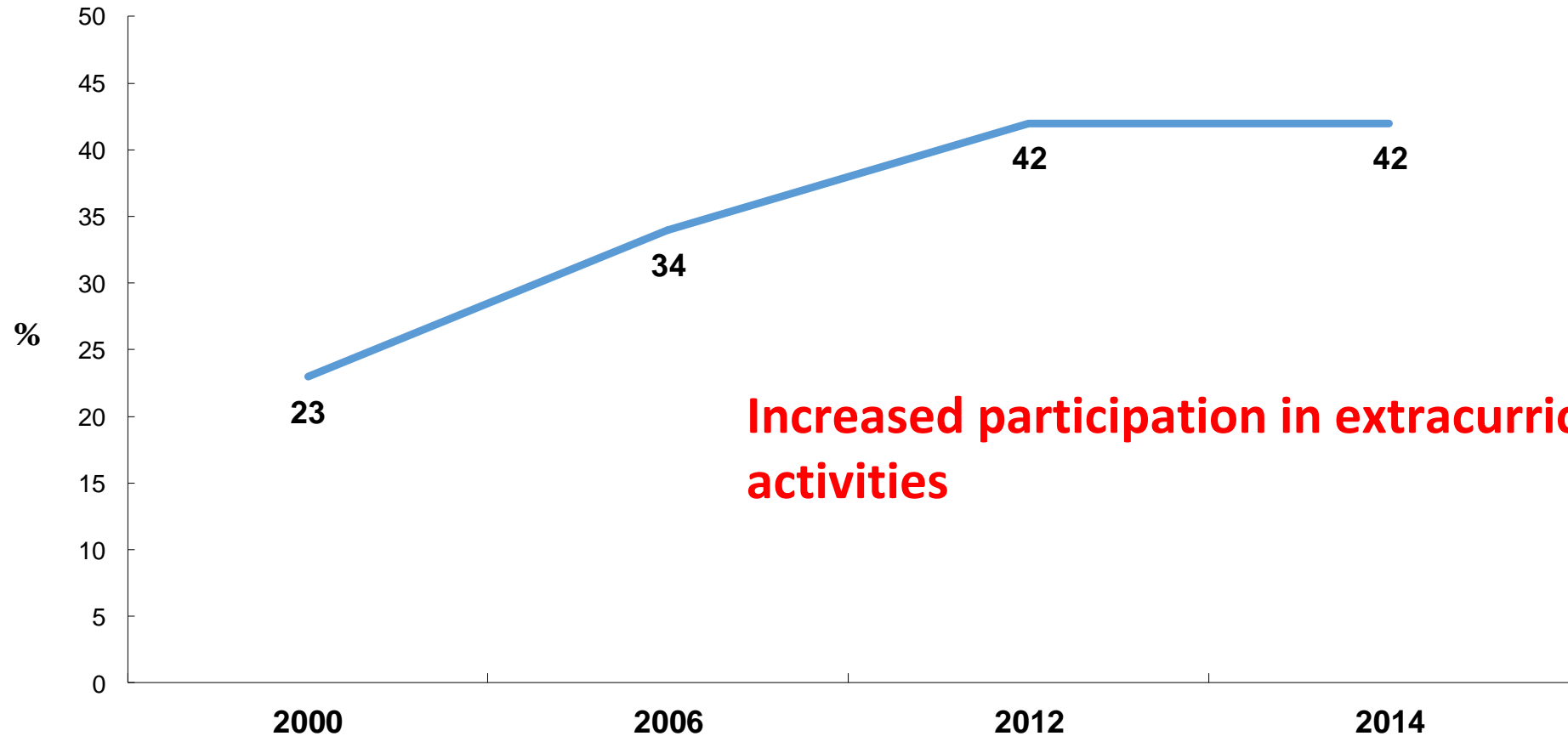




“My parents know where I am in the evenings” (applies very or rather well to me) 9th and 10th grade

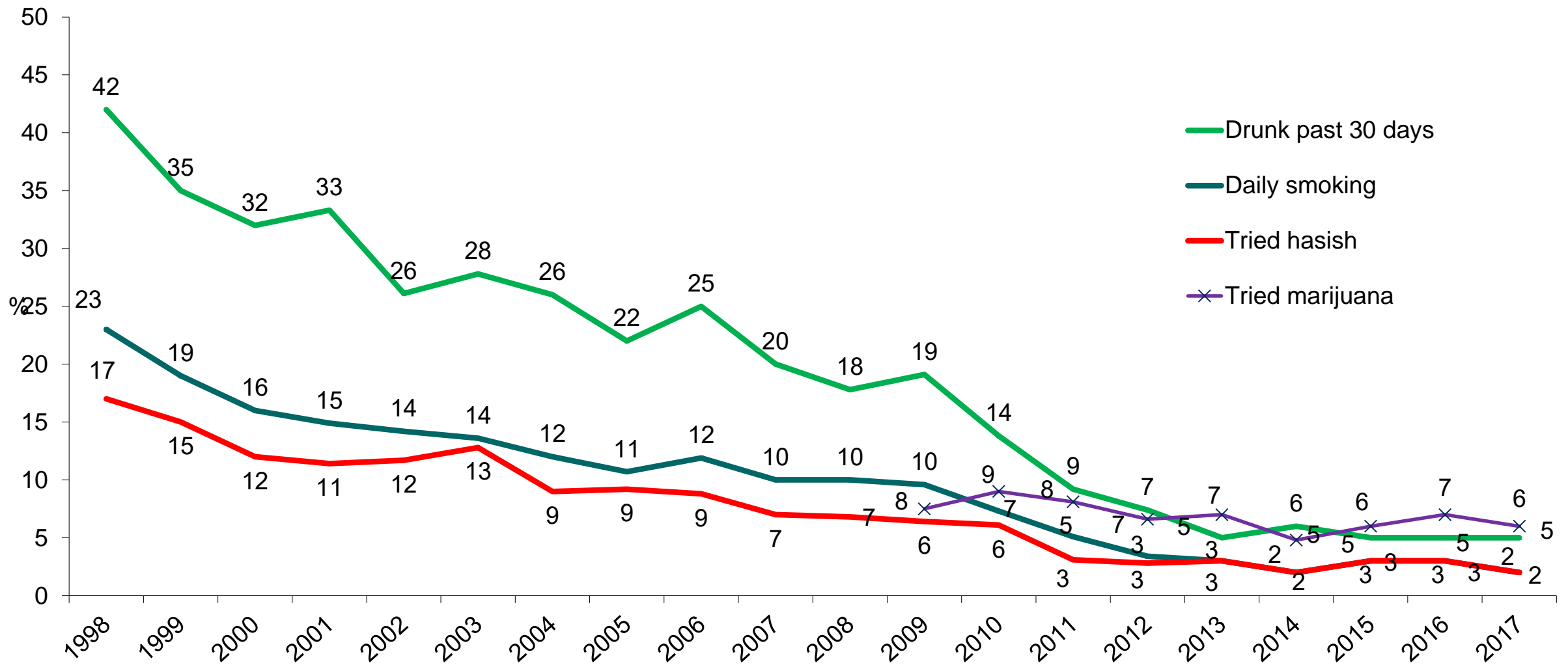


Rates of students in 9th and 10th grade who have been outside after 10 pm, 3 times+ in the past week



Percentage of students in 9<sup>th</sup> and 10<sup>th</sup> grade that participate in sports in a sports club four times per week or more



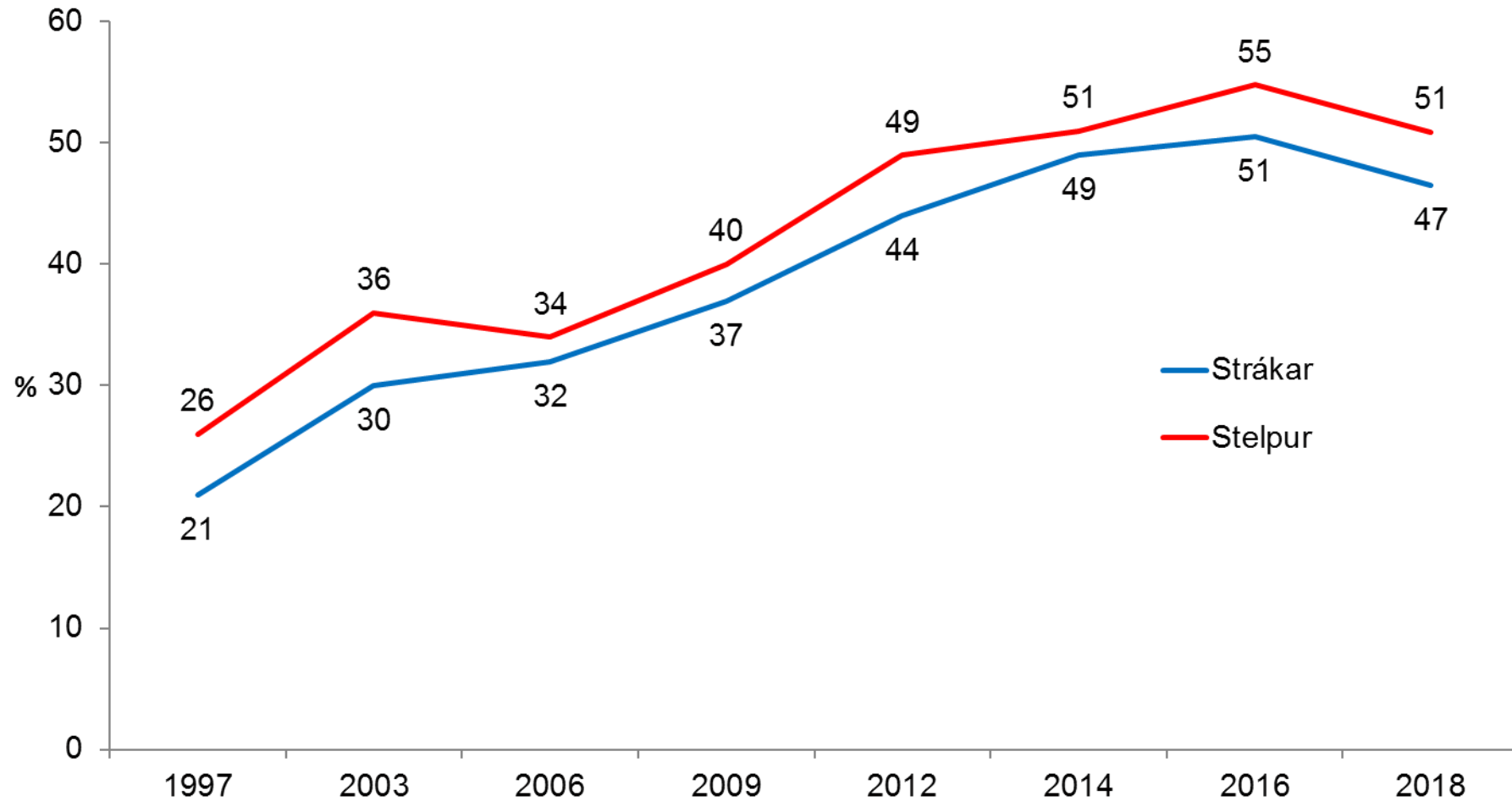


...and substance use is going down

So, are we out of the woods yet?

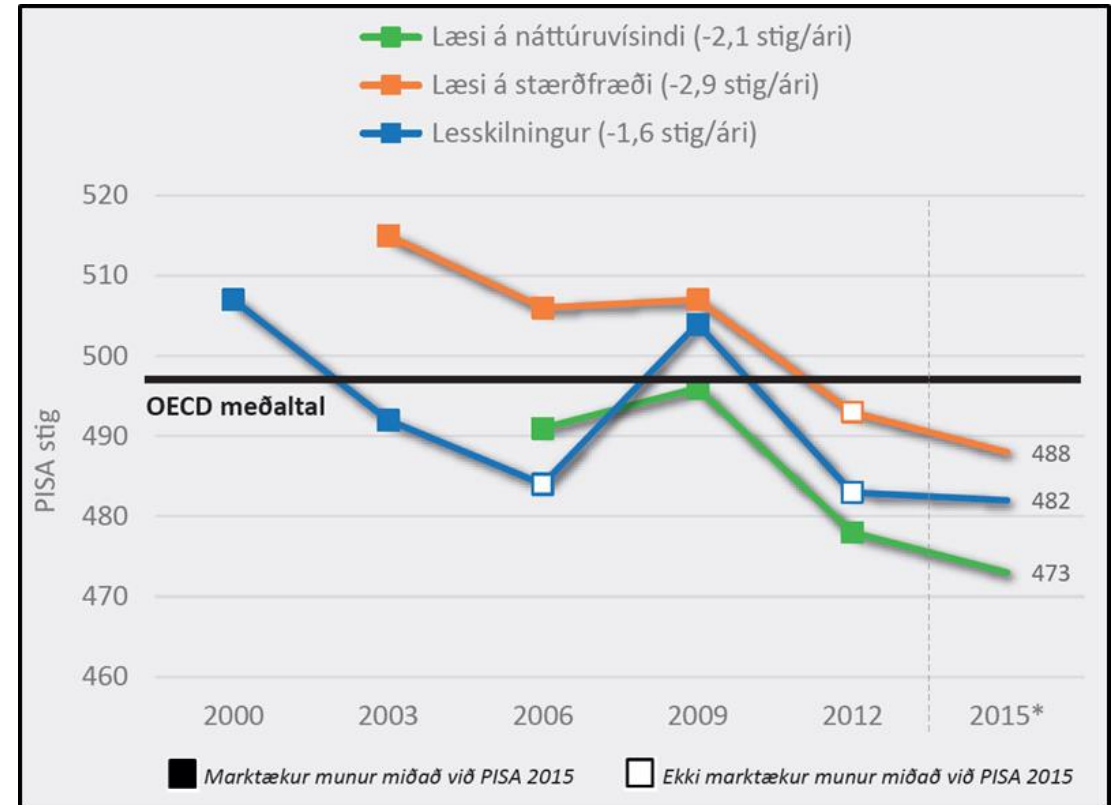


Rates of students often or almost always with their parents outside of school hours during weekdays (percentage of students in 9th and 10th grade) – ISCRA 2018.

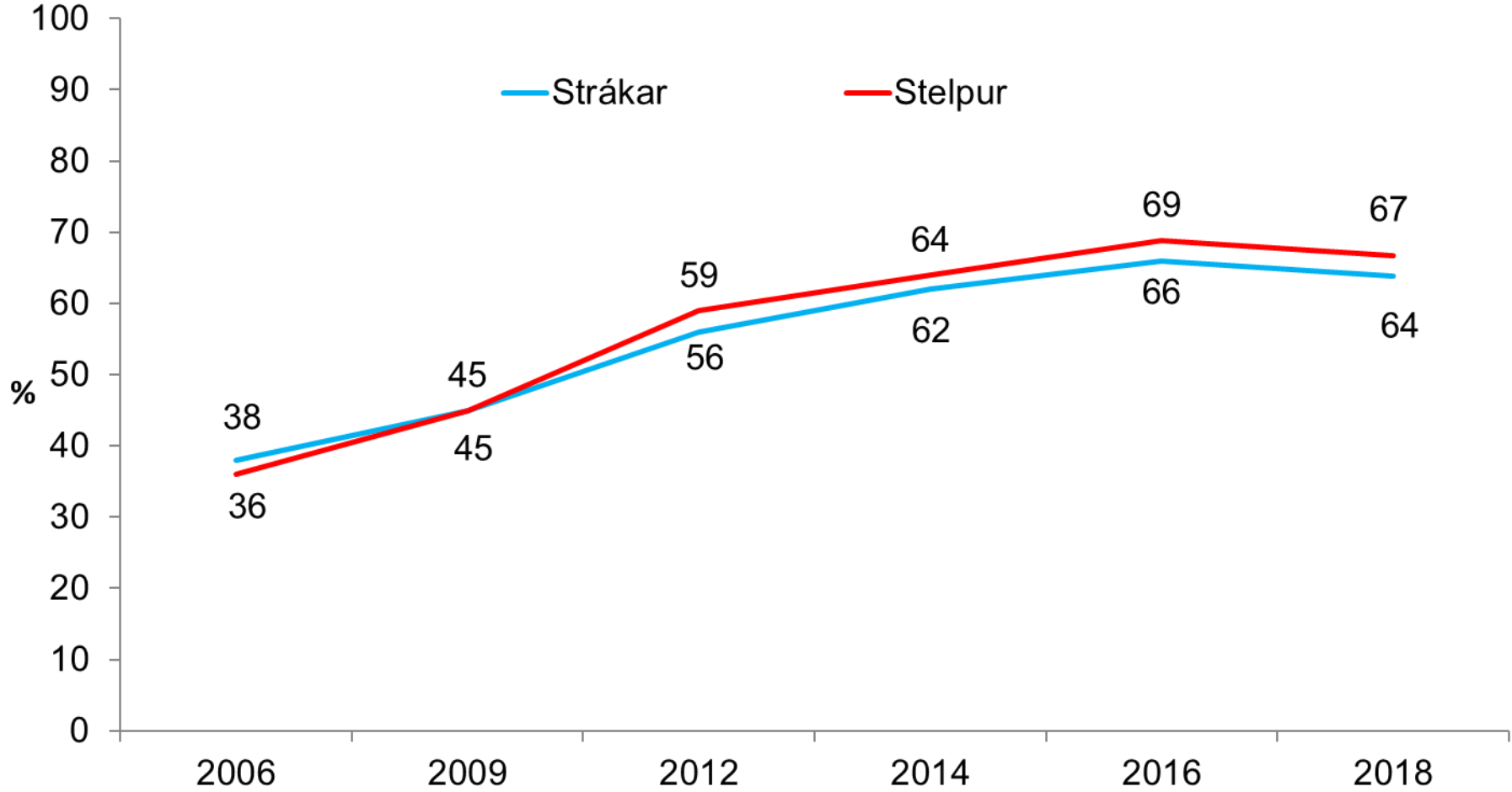


# Reading and reading comprehension - PISA

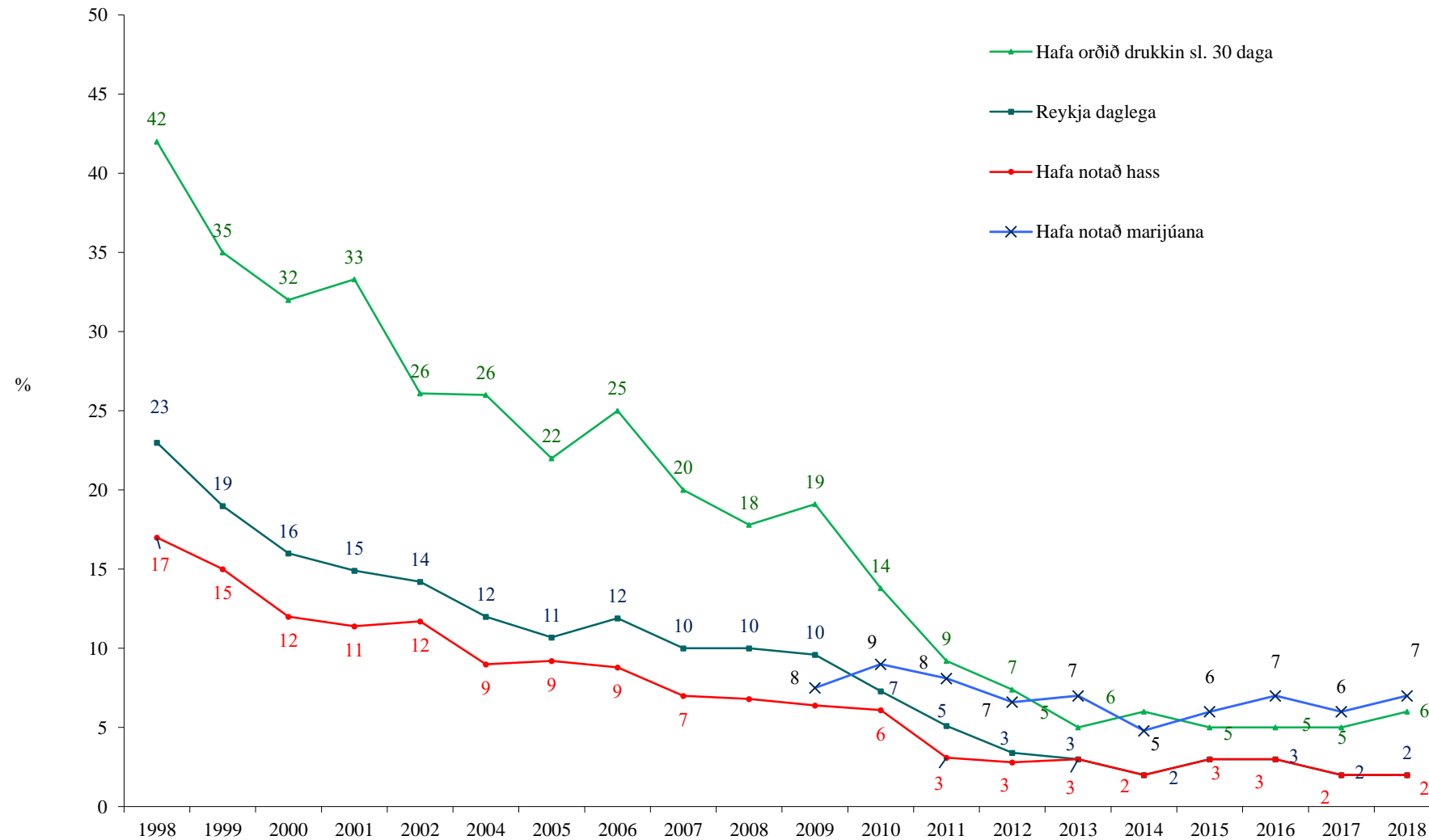
- Performance has deteriorated according to PISA standards (2015)
- There's considerable difference between boys and girls. Boys are worse off.
- In 2006 the results for reading went down dramatically
- What else was happening in 2006?



Often or almost always with their parents during the weekends  
(percentage of students in 9th and 10th grade) – ISCRA 2018



# Substance use among students in 10th grade in Iceland 1997-2018 – ISCRA 2018





*Thank you*