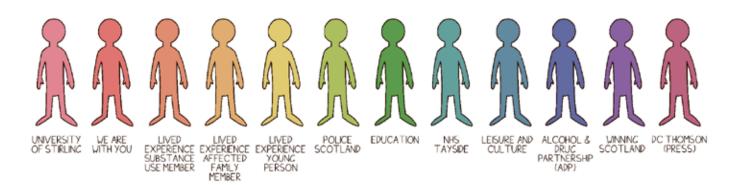
How might the 'Youth in Iceland Model' for preventing substance use among young people be developed and adapted for use in Dundee, Scotland?



What is the Youth in Iceland Model?

The Youth in Iceland Model (YiIM, also known as 'Planet Youth') is a community-based approach aiming to delay young people's substance use through reducing risk factors and increasing protective factors. The key components are parents, organised extracurricular/ recreational activities, schools, and involvement of young people. Information about young people's health and wellbeing, including substance use, is gathered through surveys distributed in schools. Protective factors are then developed by the community in response to the data and schools are encouraged to strengthen supportive networks between themselves, parents, and other community organisations. The model has been implemented in more than 30 countries worldwide, with adaptations to suit locally specific conditions.

Aims and focus of this project:

The aim of this knowledge exchange project, funded by the Society for the Study of Addiction (SSA), was to convene a co-production process involving a diverse group of individuals living and working in Dundee, Scotland to review the YilM for use/adaptation in the city as an evidence-based, primary prevention intervention. The aim of the group was to review the scientific evidence, including that gained first-hand, for its applicability to Dundee, gain an in-depth understanding of how the model could be implemented/ adapted locally, and make recommendations to decision-makers in the City Council, Health Board, and Alcohol and Drug Partnership (ADP).





NOVEMBER 2019

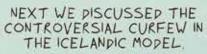


THE MEETINGS FOR THE YOUTH IN ICELAND PROJECT HAVE OFFICIALLY BEGUN! AFTER INTRODUCTIONS AND ICEBREAKERS IT'S VERY CLEAR THE GROUP IS VERY DIVERSE IN EXPERIENCE AND EXPERTISE.



FIRST WE DISCUSSED SURVEYS AND LISTENING TO YOUNG PEOPLE.







LUNCH TIME!



AFTERWARDS. THE GROUP CAME UP WITH PROJECT GROUND RULES.



FINALLY. WE TALKED ABOUT PLANS FOR FUTURE MEETINGS AND INVITING OTHERS WHO ARE INTERESTED.





DECEMBER 2019



AFTER INTROPUCTIONS TESSA ACKNOWLEDGED THE RECENT DRUG RELATED DEATHS IN DUNDEE AND WE REFLECTED.



HANNAH PROVIDED AN UPDATE ON EMMET MAJOR, PLANET YOUTH IRELAND'S, TRIP TO SCOTLAND



NEXT WE DISCUSSED THE DISSEMINATION EVENT AND WHO WE WOULD INVITE SUCH AS POLITICIANS AND NHS WORKERS.



HANNAH GAVE US AN OVERVIEW OF THE SALSUS REPORT AND WE TALKED ABOUT HOW WE COULD LEARN FROM IT.



WE PISCUSSED THE EDUCATIONAL APPROACHES WE SHOULD TAKE.



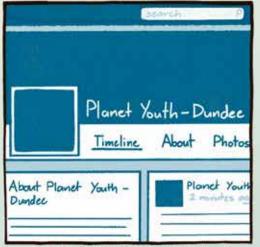
FILMING FOR THE PROJECT HAS OFFICIALLY BEGUN!



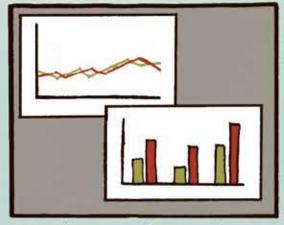
AND LASTLY, WE TALKED ABOUT COMMUNICATIONS STRATEGIES.

MEETING 3 JANUARY 2020

FIRST WE DISCUSSED PERHAPS PUTTING TOGETHER A BRIEFING PAPER AFTER LAURA SHARED SOME INFORMATION ABOUT PLANET YOUTH IRELAND'S SEMINAR AND FOUND PEOPLE WERE INTRIGUED.



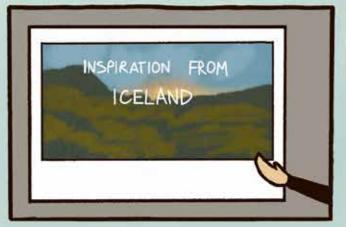
PAVE SUGGESTED PUTTING TOGETHER A FACEBOOK PAGE AS THIS IS MUCH QUICKER TO DO THAN A TRADITIONAL WEBSITE.



KERRY DALGETTY, NHS TAYSIDE, SHARED WITH US SOME FRAMEWORK FROM LAST YEAR ABOUT SUBSTANCE USE IN DUNDEE.



MIKE EXPRESSED INTEREST IN THE OUTREACH ASPECT OF THE MODEL AND WE CONSIDERED HOW LIBRARIES MIGHT FIT INTO THE PROJECT.



FINALLY, WE VIEWED AN INTERESTING PRESENTATION FROM PLANET YOUTH -NETHERLANDS AFTER LAURA REACHED OUT TO SOMEONE INVOLVED OVER THERE.

FEBRUARY 2020



FEBRUARY'S MEETING WAS BIGGER THAN USUAL, WITH PEOPLE FROM ORGANISATIONS ALL OVER PUNDEE ATTENDING AND EVEN MEMBERS OF PLANET YOUTH, HANNAH AND TESSA DID THE INTRODUCTIONS.



MARGRET LILJA GUDMUNDSDOTTIR, DATA SPECIALIST AT ICSRA AND LECTURER AT REYKJAVIK UNIVERSITY, GAVE US A GENERAL INTRODUCTION TO PLANET YOUTH AND ANSWERED SOME QUESTIONS.



NEXT. EMMET MAJOR, FROM PLANET YOUTH IRELAND. TOLD US ABOUT HOW THE MODEL IS ADAPTED FOR IRELAND AND WE FINISHED WITH A GROUP DISCUSSION.



THE TRIP TO ICELAND - MARCH 2020

30 YEARS AGO IN ICELAND THE ATTITUDE TOWARDS UNDERAGE DRINKING AND SUBSTANCE USE WAS THE SAME AS IT IS IN DUNDEE TODAY. THOUGH WE ARE AWARE OF THE DANGERS OF SUCH ACTIVITIES THEY ARE WIDELY ACCEPTED AS PART OF THE SCOTTISH "GROWING UP" EXPERIENCE. IN THE 1990S. ICELAND DEVELOPED THE YOUTH IN ICELAND MODEL WHICH AIMED TO PREVENT YOUNG PEOPLE'S SUBSTANCE USE THROUGH DECREASING RISK FACTORS AND INCREASING PROTECTIVE FACTORS SUCH AS EXTRACURRICULAR ACTIVITIES OFFERED AT SCHOOL AND STRENGTHENING THE SUPPORT SYSTEMS BETWEEN YOUNG PEOPLE AND THEIR PARENTS.





NOW. AS MEMBERS OF THE YIIM PUNPEE PROJECT, HANNAH, PAT, DAVE, MILLIE AND LON (THE VIDEOGRAPHER) ARE TRAVELING TO ICELAND FOR THIS YEAR'S PLANET YOUTH "PREVENTION IS POSSIBLE" CONVENTION TO GATHER INFORMATION FROM THE STUDIES AND MODELS ADOPTED FROM THE YIIM BY OTHER MUNICIPALITIES. WE ALSO HOPE TO DO SOME INFORMAL RESEARCH, TALKING TO SOME LOCALS AND FINDING OUT HOW THE YIIM AFFECTED THEM. THE FINAL GOAL OF THIS TRIP IS TO BRING THE INFORMATION WE GATHER BACK HOME AND USE IT TO FURTHER OUR OWN INTERPRETATION OF THE YIIM.

THE JOURNEY



I REALISE NOW THAT THERE IS NO SUCH THING AS PACKING LIGHT FOR ICELAND DURING WINTER.



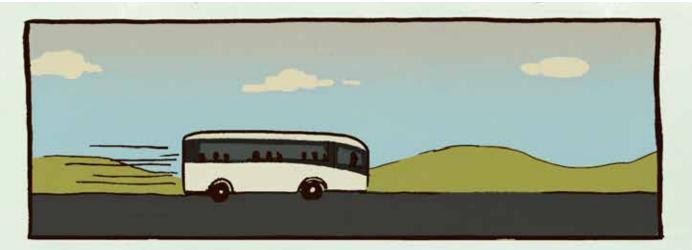
I MET PAT AT THE BUS STOP ...



...AND AFTER A TEARFUL GOODBYE FROM MY PARENTS ...



... IT WAS TIME TO HEAD FOR THE AIRPORT!





WE ARRIVED AT EDINBURGH AIRPORT AN HOUR LATER, MET UP WITH HANNAH AND LON AND DID SOME FILMING...



... AND THEN WE WERE OFF!



WE ARRIVED AT THE HOTEL AT. NIGHT AND AFTER SOME VERY LATE NIGHT PIZZA AT THE ONLY DINER NEARBY...

... IT WAS TIME TO GO TO SLEEP.

MONDAY





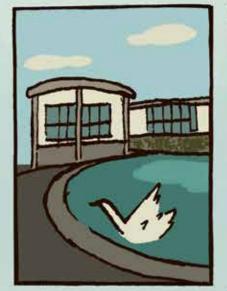
ON OUR FIRST DAY WE SET OUT TO EXPLORE THE CITY AND MAYBE EVEN GET AN INTERVIEW WITH A LOCAL ASKING WHAT THEY KNEW ABOUT ICELANDIC CULTURE AROUND ALCOHOL AND SUBSTANCE USE. OUR FIRST STOP WAS THE TOURIST OFFICE.





EWAN. IN HIS 40'S HAP MOVED FROM SCOTLAND TO ICELAND AROUND 20 YEARS AGO. HE DESCRIBED THE DIFFERENCE BETWEEN SCOTTISH AND ICELANDIC CULTURE.

A COLLEAGUE OF EWAN'S. 23. DESCRIBED HOW HER GENERATION DIDN'T START DRINKING UNTIL THEIR VERY LATE TEENS.







WE ALSO VISITED THE TOWN HALL AND A LOCAL SCHOOL BUT WERE NOT ABLE TO SPEAK TO MANY PEOPLE, THE PEOPLE WE DID SPEAK TO HOWEVER WERE UNAWARE OF PLANET YOUTH, DESPITE NOTICING A CULTURAL SHIFT.



LATER THAT EVENING WE DECIDED TO HEAD INTO TOWN TO A LOCAL BAR TO TRY AND INTERVIEW SOME LOCALS WHERE WE MET MAGNUS AND MIKAEL, BOTH 18, WHO, RATHER THAN DRINKING ALCOHOL, WERE DRINKING SOFT DRINKS AND PLAYING CARDS.



THEY BOTH PESCRIBED A CULTURE WHERE IT WAS UNCOMMON TO PRINK BEFORE 17. BUT INTERESTINGLY SAID IT WAS VERY COMMON TO GET REGULARLY PRUNK AT THE WEEKEND AFTER 17.



MIKAEL TALKEP ABOUT HOW HIS FATHER WORKS IN MENTAL HEALTH CARE AND HAD WARNED HIM AGAINST THE PANGERS OF SUBSTANCE USE SO HE WAS VERY ANTI-SUBSTANCE USE BECAUSE OF THIS,

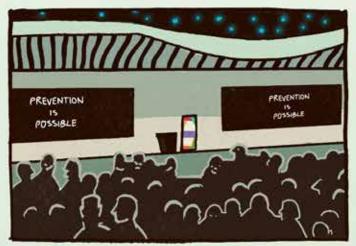


ALTHOUGH THE BOYS WERE NOT AWARE OF PLANET YOUTH THEY PID SAY THEY FILLED OUT SURVEYS AT SCHOOL EVERY YEAR ABOUT ALCOHOL AND SUBSTANCE USE. AND IN ANOTHER INTERESTING INSIGHT, SAID THAT QUITE A FEW STUDENTS LIED ON THESE SURVEYS SUGGESTING THAT THERE ARE STILL IMPROVEMENTS THAT NEED TO BE MADE TO THE PLANET YOUTH MODEL.

WEDNESDAY

PLANET YOUTH CONFERENCE, DAY 1





FINALLY IT WAS THE PAY OF THE CONFERENCE. WE HEADED OVER TO THE GRAND REYKJAVIK HOTEL WHERE THE CONFERENCE WAS BEING HOSTED AND MET PLANET YOUTH'S PARTNERS FROM ALL OVER THE WORLD.





FIRST WE WERE WELCOMED TO THE CONFERENCE BY THE DIRECTOR OF ICSRA, JON SIGFUSSON...

... AND THEN THE MAYOR OF ICELAND, PAGUR B. EGGERTSSON, OPENED THE CONFERENCE WITH A FEW WORDS.



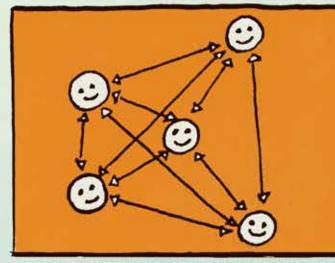
INGA PORA SIGFUSPOTTIR, ICSRA'S RESEARCH DIRECTOR GAVE US A DETAILED INTRODUCTION TO PLANET YOUTH AND THEIR ICELANDIC MODEL.



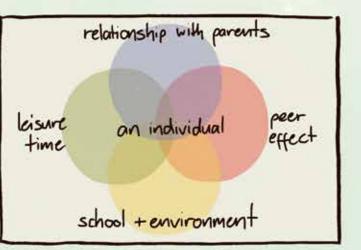
NEXT ICSRA'S LEAP SCIENTIST. ALFGEIR KRISTJANSSON TALKEP ABOUT PRIMARY PREVENTION AS A BUILDING BLOCK...



... AND THEN IT WAS TIME FOR LUNCH WE WERE JOINED BY JEROEN DE GREEF FROM THE NETHERLANDS BRANCH OF PLANET YOUTH.



ICSRA'S MUNICIPALITY PREVENTION SPECIALIST. GISLI ARNI EGGERTSSON'S TALK TIED IN WITH THE PREVIOUS TALK'S EMPHASIS ON THE ROLE OF THE COMMUNITY.



AFTER LUNCH THE PROJECT MANAGER OF PLANET YOUTH REYKJAVIK, SIGRIPUR ARNPIS JOHANNSPOTTIR TALKEP TO US ABOUT THE REYKJAVIK EXPERIENCE.



AFTER A BREAK, HÅKAN LEIFMAN, REGIONAL PIRECTOR OF NORPIC COUNTRIES, TALKEP ABOUT ASSESSING COMMUNITY INFRASTRUCTURE.



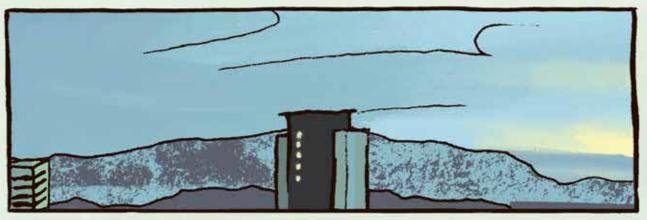
NEXT. SENIOR ADVISOR FOR ICSRA AND PROFESSOR OF PSYCHOLOGY. HARVEY MILKMAN DISCUSSED PLANET YOUTH AND DEVELOPMENT OF THE BRAIN FROM A SCIENTIFIC POINT OF VIEW.



STEP IMPLEMENTATION AND HOW THE PLANET YOUTH METHODOLOGY IS DIFFERENT.

THURSDAY

PLANET YOUTH CONFERENCE. DAY 2





THE FIRST TALK OF THE DAY WAS FROM CARLOS CHARME, FROM THE CHILEAN BRANCH OF PLANET YOUTH, ABOUT TURNING PLANET YOUTH INTO PUBLIC POLICIES.



AFTER THAT. CHILE SIGNED A CONTRACT FOR THE INCLUSION OF MORE MUNICIPALITIES IN THE PLANET YOUTH MODEL AND MEXICO SIGNED UP ITS FIRST MUNICIPALIJES.



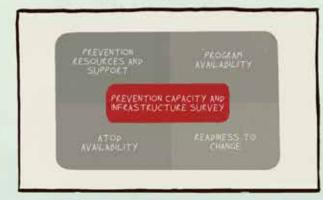
NEXT, JEROEN DE GREEF, SENIOR PREVENTION SPECIALIST FROM THE NETHERLANDS DISCUSSED HOW THEY WERE WORKING TO BOOST PREVENTION AND CHANGE LIBERAL VIEWS SURROUNDING MARIJUANA.



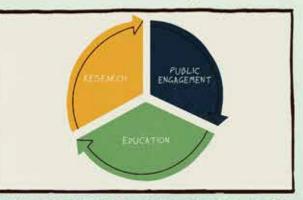
AFTER A COFFEE BREAK. EMMET MAJOR. COMMUNITY LIASON WORKER WRPATF TALKED ABOUT COMMUNITY AND STAKEHOLDER ENGAGEMENT IN THE THREE IRISH MUNICIPALITIES.



AFTER LUNCH WE LEARNED ABOUT THE MODEL IN CHILE (HUMBERTO SORIANO). GUINEA-BISSAU (GEIR GUNNLAUGSSON) AND SPAIN (PATRICIA ROS GARCIA)...



... PLANET YOUTH DOWN UNDER: THE AUSTRALIAN EXPERIENCE - CRAIG MARTIN ...



... AND THE ROLE OF UNIVERSITIES FROM CARLOS IBANEZ. ONE OF THE FIRST COORDINATORS FOR PLANET YOUTH IN CHILE.



AFTER HER TALK ON PLANET YOUTH IN LITHUIANA WE MANAGED TO GET AN INTERVIEW WITH BRYDIS BJORK ASGEIRSDOTTIR - SENIOR SCIENTIST FOR ICSRA AND CHAIR OF PSYCHOLOGY AT REYKJAVIK UNIVERSITY.

FRIDAY



FRIDAY WAS THE FINAL DAY OF THE CONFERENCE AND THE TOPIC OF TODAY WAS PRACTICAL IMPLEMENTATIONS AND STRATEGIES.



NEXT, WE LEARNED ABOUT THE BENEFITS OF ORGANISED LEISURE ACTIVITIES FROM DADI RAFNSSON, A LECTURER AT REYKJAVIK UNIVERSITY.



INTERPRETATION AND PRESENTATION OF LOCAL DATA - ICSRA'S DATA SPECIALIST, INGIBJORG EVA THORISPOTTIR.

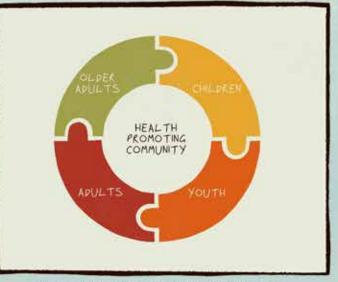
PLANET YOUTH CONFERENCE, DAY 3



OUR FINAL OPENING TALK WAS FROM THORFINNUR SKULASON - COMMUNICATION DIRECTOR FOR ICSRA - ABOUT 20 YEARS OF PREVENTION IN ICELAND.



THEN WE HAD A QUICK COFFEE BREAK!



NEXT, PROJECT MANAGER FOR THE PIRECTORATE OF HEALTH, SIGRIPUR KRISTIN HRAFNKELSPOTTIR TALKEP TO US ABOUT HEALTHY SCHOOLS AND COMMUNITIES.



AFTER LUNCH. HREFNA SIGURJONSPOTTIR. PIRECTOR OF HOME AND SCHOOL TALKED ABOUT THE NATIONAL PARENTS ASSOCIATION.





MARIANO MONTENEGRO, DIRECTOR OF THE COLUMBO PLAN EXPLAINED HOW THE COLUMBO PLAN CONTRIBUTES TO THE PLANET YOUTH MODEL.



FINALLY, PALL RIKHARPSSON DICUSSED GETTING STARTED AS A PLANET YOUTH COMMUNITY AND JON SIGFUSSON WRAPPED UP THE CONFERENCE.



FOR OUR FINAL NIGHT IN ICELAND WE WENT TO THE "ÍSLENSKI BARINN" AND ENJOYED OURSELVES KNOWING WE HAD LOTS OF INFORMATION TO BRING BACK TO DUNDEE! EXTRAS!

BONUS THINGS WE GOT TO DO ON THE TRIP



ON TUESDAY WE DID THE "GOLDEN CIRCLE TOUR" WHICH TOOK US OUTSIDE OF REYKJAVIK. WE GOT TO BATHE IN ICELAND'S OLDEST HOT POOL "THE SECRET LAGOON" ...

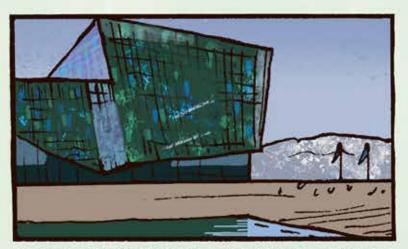


... THEN WE VISITED FRIDHEIMER TOMATO GREENHOUSE FOR A UNIQUE TOMATO THEMED LUNCH WHERE WE ALSO SAW ICELANDIC HORSES. AFTERWARDS WE SET OFF TO DO MORE SIGHTSEEING.





NEXT WE VISITED GULLFOSS WATERFALL. THE GEOTHERMAL AREA OF GEYSIR WITH ITS ERUPTING GEYSERS AND THEN WE FINISHED THE DAY AT THINGVELLIR NATIONAL PARK. WHERE THE TECTONIC PLATES MEET.



ON MONDAY WE VISITED THE HARPA CONCERT HALL WHERE WE DID SOME RECORDING

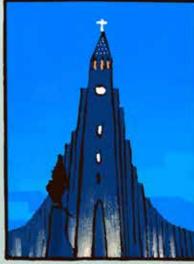


I GOT TO TRY SOME KJÖTSÚPA LAMB SOUP AT CAFE BABALU

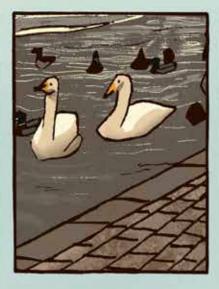




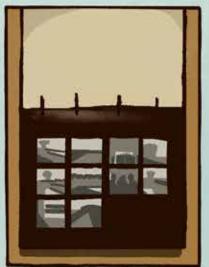
ON THURSDAY AFTER THE CONFERENCE I WENT TO THE HÓLAVALLAGARÐUR CEMETRY.



I ALSO VISITED HALLGRIMSKIRKJA CHURCH...



... LAKE TJÖRNIN ...



...AND FINALLY REYKJAVIK MUSEUM FOR PHOTOGRAPHY!

MEETING 5 MAY 2020 ZOOM TODAY WE ARE JOINED BY CATHY DUE TO THE CORONAVIRUS PANDEMIC MACDONALD, FORMER CRISIS NEGOTIATOR, THE MEETINGS HAVE BEEN MOVED TO GIVE US A SESSION IN ONLINE COMMUNICATIONS. INFORMATION VALUES, BELIEFS, EMOTION NEEDS, WANTS LETTING AN ESSENTIAL SOMEONE VENT PATES, TIMES. PART OF IS A GOOD WAY THE COMMUNICATION. OF LEARNING STRUCTURE OF IF SOMEONE WHAT MAKES PESIREP REACTS IN A SOMEONE TICK CHANGE, NEW NEGATIVE WAY AND MAKES IT RULES OF THE IT IS EASIER TO OFFICE IMPORTANT TO COMMUNICATE INTERVENE WITH THEM THE FOUNDATIONS OF COMMUNICATION - PEOPLE NEED TO FEEL UNDERSTOOD AND RESPECTED. SO WE SHOULD LISTEN FOR/CONVEY THESE THREE THINGS WHEN COMMUNICATING WITH PEOPLE. YOU CREATE FRICTION IN THE SUMMARISING THE FACTS AND SPEAKING TEAM



NEXT WE LEARNED SOME HELPFUL TACTICS SUCH AS SUMMARISING AND PARAPHRASING.



USING "YOU, WE, I" WHEN COMMUNICATING. EXAMPLE: YOUR WORKMATE CREATES FRICTION. SPEAKING PLAINLY AS A FORTHRIGHT COLLEAGUE SPEAKING FROM THE HEART AS A HUSBAND WHO CARES

SIGNPOSTING TO GIVE INDICATION OF WHERE THE CONVERSATION IS GOING.

JUNE 2020

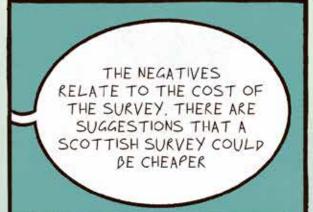


WE STARTED OFF BY DISCUSSING WORK IN DUNDEE OVER THE SUMMER. DAVE NOTED THAT HE LIKED THE WIDE RANGE OF ACTIVITIES FOR YOUTH IN REYKJAVIK.



ALEX JARRETT, FROM POLICE SCOTLAND, JOINED US TODAY AND MENTIONED THAT THEY ARE WORKING CLOSELY WITH THE SFA.





PETER HAS CONDUCTED & INTERVIEWS IN TOTAL AND NOTED THAT A LOT OF THE CONCERNS THAT PARTICIPANTS HAVE ABOUT THE APPROACH ARE BEING DISCUSSED IN THE PROJECT MEETINGS.



HOWEVER, MANY PARTICIPANTS ARE KEEN ON THE APPROACH SO WE ARE TRYING TO SPEAK WITH PEOPLE WHO HOLD LESS POSITIVE VIEWS TOO.

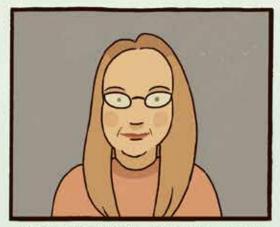


HANNAH EXPLAINED THAT DUE TO THE COVID-19 PANDEMIC THE PROJECT HAS BEEN EXTENDED TO APRIL 2021.

AUGUST 2020

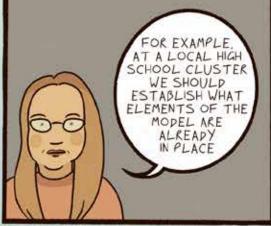


AFTER INTROPUCTIONS TESSA UPPATES US ON WHAT'S HAPPENED SINCE THE LAST MEETING .



SARAH ANDERSON, WHO HAS JUST JOINED THE GROUP, IS WORKING WITH SCHOOLS IN DUNDEE USING ELEMENTS OF THE ICELANDIC MODEL.





OVER THE NEXT FEW MONTHS WE WILL BE DISCUSSING HOW TO MOVE FORWARD IN TERMS OF FUNDING ETC.



WE FINISHED OFF BY WATCHING THE SHORT FILM THAT LONNIE, THE VIDEOGRAPHER, PUT TOGETHER OF THE TRIP TO ICELAND IN MARCH.

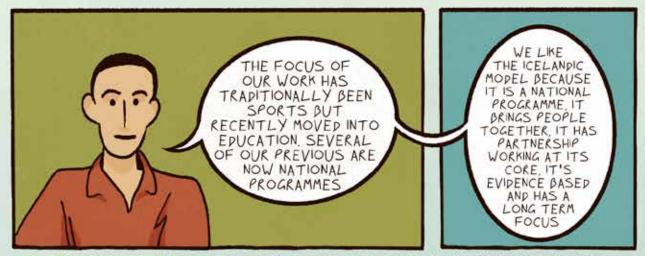
SEPTEMBER 2020



HANNAH UPPATES US ON THE WORK THAT'S BEING PONE WITH THE HOT CHOCOLATE TRUST.



LAURA NOTED THAT SHE SITS ON THE ADP PREVENTION SUBGROUP WITH DAVE AND SARAH WHERE THEY ARE LEARNING MORE ABOUT PREVENTION WORK.



JOINING US TODAY IS RICK ORR AND GRANT SMALL FROM THE WINNING SCOTLAND FOUNDATION. RICK GIVES A PRESENTATION ON THE WSF AND THEIR INVOLVEMENT WITH THE ICELANDIC MODEL.



LAURA WONDERS IF WE SHOULD GO AHEAD WITH THE QUESTIONNAIRE.



THAN JUST SURVEYS AS WE'RE NOT JUST TRYING TO COLLECT PATA BUT CAUSE A CULTURE SHIFT.

OCTOBER 2020



SINCE THE LAST MEETING AUDREY HAS DECIDED A LOCAL HIGH SCHOOL CLUSTER WILL BE INVOLVED.



GRANT SAYS WINNING SCOTLAND WILL BE TAKING FORWARD IMPLEMENTATION OF PLANET YOUTH WORK



AND RICK ADDED THEY HAD RECEIVED AN EMAIL FROM WEST DUNBARTONSHIRE ADP.



LEANNE BLACKWELL FROM POLICE SCOTLAND PROVIDED AN UPPATE ON THE SIDESTEP PROJECT.



ON THE TOPIC OF FILMING SIMON NOTED THERE WAS A NEED TO IDENTIFY THE TARGET AUDIENCE.



REVATI CAMPBELL FROM THE SYP GIVES AN OVERVIEW OF THEIR REPORT ON THE ICELANDIC MODEL.



TESSA FINISHED THE MEETING OFF BY THANKING REVATI AND MORAG FOR ATTENDING AND ALSO INVITED THEM TO FUTURE MEETINGS.

Comic artist

The comics in this booklet were drawn by Millie Strachan, an art student at Duncan of Jordanstone College of Art and Design, University of Dundee.

Millie was born and grew up in Dundee, and she was commissioned by the research team to produce visual outputs for the study. Millie can be contacted by email at millestrachan@gmail.com

Further project information

For more information, please scan the QR code for the study website, or email sacasr@stir.ac.uk



April 2021