



PLANET YOUTH GUIDANCE PROGRAM INFORMATION GUIDE



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<https://planetyouth.org/>

WELCOME

Welcome to the Planet Youth Guidance Program Information Guide. Planet Youth is a multisector community and collaborative guidance program. Throughout participation in the guidance program, researchers, policymakers, and community stakeholders work together to reduce the likelihood of substance use and increase the health and wellbeing of adolescents through a long-term community-focused process.

It is intended that this information guide provide potential Planet Youth partners a foundation in understanding the process and steps to take to participate in the Planet Youth Guidance Program. This guide is a small portion of our Planet Youth Community Implementation Guide which supports partners with local community implementation of the Planet Youth Guidance Program.

We hope this guide will improve the knowledge of Planet Youth and help future partners with signing on to this innovative data-driven primary prevention guidance program.

Sincerely,

The Planet Youth Team

ABOUT PLANET YOUTH

PLANET YOUTH

Planet Youth was developed from the Icelandic Prevention Model - a theory-based approach with demonstrated effectiveness in reducing substance use in Iceland for over 20 years. The Planet Youth Guidance Program is designed to strengthen protective factors, mitigate risk factors, and build healthy community environments for positive youth development by focusing on key domains in the local school-community: Family, peer group, leisure (out-of-school) time, and school.

The Planet Youth Guidance Program is a population-wide primary prevention process designed to have a long-term impact in communities on reducing youth substance use through creating a healthy built environment. Planet Youth treats society as "the patient" and believes that building a community environment that delays the onset of alcohol, tobacco, and other drugs for as long as possible is an effective approach to reducing the long-term health problems related to youth substance use. Planet Youth is:

Data-Driven

The Planet Youth data tool supports positive youth development through an annual or biennial survey. Surveying is completed by grade and the Planet Youth survey is appropriate for ages 12 to 18 (The most commonly surveyed ages are 15 and 16). Communities receive the data back within 6 to 8 weeks so they know what is going on with their youth right now and can respond quickly.

Evidence-Based

Planet Youth was developed from the Icelandic Prevention Model - a primary prevention effort and theory-based approach with demonstrated effectiveness in reducing substance use in Iceland for over 20 years. Planet Youth is now supporting hundreds of communities with this approach.

Adaptable

Planet Youth builds community-specific and institution-level capacity for leadership and problem-solving. Planet Youth trusts communities to learn, grow, and develop solutions that will work locally. This work relies on community leadership and expertise and is not a "one size fits all" approach.

PLANET YOUTH

The Planet Youth Guidance Program is guided by the following five principles:

1

Guiding Principle 1: Society is the Patient

Applies a primary prevention approach that focuses on developing an organized system to enhance the social environment in communities over time. Youth outcomes are a direct reflection of the environments they live and grow in.

2

Guiding Principle 2: Meaningful Connection is a Treatment

Enhances connection between children and their families, peers, schools, communities, and adults by creating teams of adults who are invested in and working together to support the success of young people in the community. Schools are embraced as the natural hub of neighborhood efforts to support child and adolescent health, learning, and life success.

3

Guiding Principle 3: Sustained Attention as a Treatment

Engages and empowers community members to make practical decisions using local, high-quality, accessible data and diagnostics. Data-driven decision-making, community-wide communications, and long-term repetition with relevant data over time keeps community-level attention focused on building healthy environments for young people.

4

Guiding Principle 4: Builds Community-Specific and Institution-Level Capacity for Leadership and Problem-Solving

Builds a multisector community collaborative that integrates researchers, policymakers, practitioners, and community members into a unified team dedicated to solving complex, real-world problems.

5

Guiding Principle 5: The Scope of the Solution Matches the Scope of the Problem

Encourages authentic assessment of the problem and the solution. It's important that participating communities remember this effort calls for realistic timeframes. This work calls for a long-term commitment and funding.

QUESTIONS AND ANSWERS



What is the Icelandic Prevention Model?

The Icelandic Prevention Model is established on the following three pillars of success:

Evidence-based practice

Community-based approach

Creating and maintaining a dialogue among research,
policy, and practice

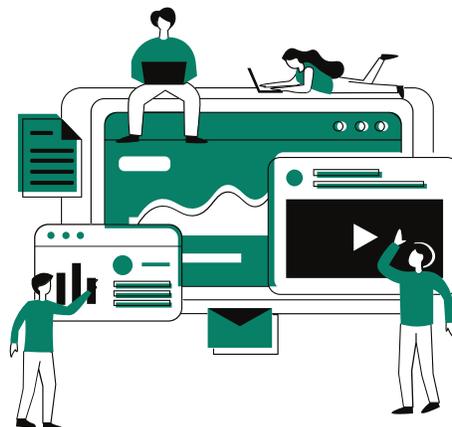
The focus of this prevention model is on impacting important risk and protective factors that influence youth health including:

- Family factors
- Extracurricular activities and sports
- Peer groups
- School wellbeing

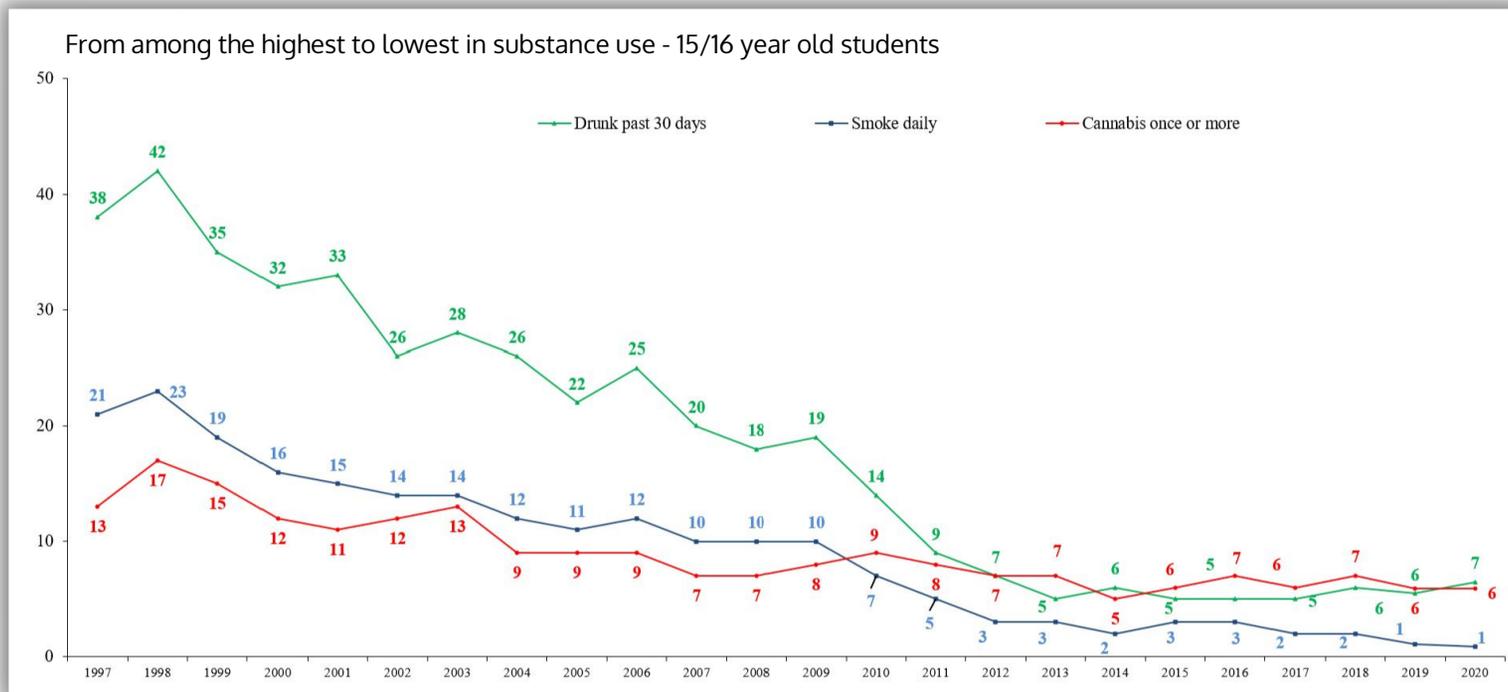


Why was the Icelandic Prevention Model created?

Before this prevention model was applied, youth in Iceland scored near the top in alcohol, tobacco, and other drug use in 1998. Nationally almost 25% were smoking every day and over 40% had been drunk in the past month. Through a community-based approach the country has increased connectedness among its citizens while dramatically reducing youth substance use and bullying. Please see the chart on page 7 to show the positive changes over the last 20+ years.



QUESTIONS AND ANSWERS



QUESTIONS AND ANSWERS



Is Planet Youth the Iceland Model of Prevention?

The Planet Youth Guidance Program is based on the Icelandic Prevention Model, an evidence-based model aimed at preventing children and adolescents from the initiation of substance use.



Who developed Planet Youth?

Planet Youth was developed by the Icelandic Centre for Social Research and Analysis (ICSRA). ICSRA has specialized in youth research since 1999 focusing on risk and protective factors. Planet Youth is now its own legal entity supporting communities globally and has implemented over 1 million questionnaires worldwide. Planet Youth is based in Reykjavik with employees located around the world. You can read more about our team members here:

<https://planetyouth.org/about/the-team/>



Where are Planet Youth communities located?

Hundreds of communities around the world have been introduced to the Planet Youth Guidance Program. To learn more about participating communities please visit: <https://planetyouth.org/get-involved/communities/>.



How is Planet Youth different than traditional prevention approaches?

The Planet Youth guidance program requires a shift in thinking. It requires going from an individual perspective to a collective perspective, and from short-term goal setting to long-term goal setting. Primary prevention efforts can be hard to sell because they take time. By implementing this primary prevention effort in Iceland, protective factors have increased, risk factors have decreased, and substance use in youth has been reduced.



How can communities participate?

Contact the Planet Youth team to learn about how your community can participate in the Planet Youth Guidance Program: planetyouth.org/get-involved/guidance-program/. Please also read this guidebook to develop a better understanding of the Planet Youth process and to determine if your community is ready to participate.

QUESTIONS AND ANSWERS



What is the Planet Youth survey?

The Planet Youth data tool was designed to survey youth aged 12-18 years old on risk and protective factors in key community domains (family, school, peer groups, and out-of-school time activities) in addition to perceptions of substance use. The data is very important as the key findings drive the localized plans and strategies. The frequency of the survey also allows the local teams to revisit the data and track progress annually or biennially.



How is this survey different than the Youth Risk Behavior Survey (YRBS) or European School Survey Project on Alcohol and Other Drugs (ESPAD)?

The YRBS, ESPAD, and Planet Youth survey have different purposes and complement each other well. The YRBS and ESPAD are used as surveillance tools to track trends over time. While the Planet Youth survey also tracks trends of substance use over time, it is designed to support local decision-making by giving communities information on what is happening right now with their youth. A difference of the Planet Youth survey is that it aims to collect data on risk and protective factors that the YRBS and ESPAD do not currently capture. The data from the Planet Youth survey is also available quickly (around 6-8 weeks). The YRBS data is often received 12-18 months after the survey. The Planet Youth survey is implemented on an annual or biennial basis.



What are the Planet Youth domains?

The Planet Youth process is designed to strengthen protective factors, mitigate risk factors, and build healthy community environments for positive youth development by focusing on key domains in the local school-community: Family, peer group, leisure (out-of-school) time, and school.



QUESTIONS AND ANSWERS



Where can I learn more?

- [Planet Youth Website](#)

Kristjansson AL, Mann MJ, Sigfusson J, Thorisdottir IE, Allegrante JP, Sigfusdottir ID. Development and Guiding Principles of the Icelandic Model for Preventing

- Adolescent Substance Use. Health Promotion Practice. 2020;21(1):62-69. doi:10.1177/1524839919849032

Kristjansson AL, Mann MJ, Sigfusson J, Thorisdottir IE, Allegrante JP, Sigfusdottir ID. Implementing the Icelandic Model for Preventing Adolescent Substance Use. Health Promotion Practice. 2020;21(1):70-79. doi:10.1177/1524839919849033

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Sigfusdottir ID, Soriano HE, Mann MJ, Kristjansson AL (2020). Prevention is Possible: A Brief History of the Origin and Dissemination of the Icelandic Prevention Model. Health Promotion Practice, 21(1), 58-62.

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doi: 10.1177/1524839919886314

- Contact us using the [contact form](#) via our webpage.



Who can I contact for more information?

You can use our [contact form](#) via our webpage.

Call, write or visit

Planet Youth – is located at Lágmúli 6, 108 Reykjavík, Iceland

Planet Youth

Lágmúli 6, 108 Reykjavík
Iceland

info@planetyouth.is
Monday – Friday: 9am – 5pm
Saturday: Closed
Sunday: Closed

Name *

First name

Last name

Email address *

Email

Subject *

Subject

Message *

Message

SEND

Participating in Planet Youth

SIGNING ON TO PLANET YOUTH

Determine who the formal partner with Planet Youth will be. This is often a regional (such as a state or province) or national organization.

Develop an understanding of the Planet Youth process by reading the Getting Started Guide, website information, and research articles.

Determine the number of school-communities that will participate and have the capacity to take on the work.

Apply to participate in the Planet Youth Guidance Program.

Determine the appropriate leadership structure for your region.

Begin capacity building steps in selected communities.

Sign the service agreement with Planet Youth.

PLANET YOUTH TEAM ROLE

The Planet Youth team is here to support you every step of the way in this process.

The Planet Youth team:



Designates a main point of contact whom you can outreach for support. You can expect regular online meetings based on a predetermined schedule and support throughout each step of the process.



Supports survey implementation plans, provides a core questionnaire for each data collection, and timely data analysis (6-8 weeks after survey implementation).

Develops and carries out trainings and workshops for participating communities including:



1. Introduction to Planet Youth and Preparation for Data Collection
2. Results Review and Dissemination Planning
3. Goal Setting and Action Planning
4. Community Implementation



Onboards interested sites to join the Planet Youth Guidance Program.



Provides community key findings reports as well as cleaned dataset to Planet Youth partner.



Supports data dissemination annually or biennially.



Provides guidance for community work and interventions followed by progress tracking, community diagnosis, and recommendations for improvements. This includes meetings after each quarterly follow-up assessment to address challenges and keep communities on track through the Planet Youth process.



Provides project management support.



Develops materials for sites including community reports, templates, and this implementation guide.

PARTNER AGREEMENT

The Planet Youth partner signs the service agreement and oversees implementation and project fidelity in their region.

Collaborate with Planet Youth which includes attending regular project management meetings.

Commit to the Planet Youth project for the duration of the service agreement and to uphold project fidelity.

Use the data findings to support community-based goals and strategies.

Support community-based efforts and work with Planet Youth to create localized plans.

Complete a minimum of quarterly assessments on the process for each participating community.

Establish and coordinate the local teams, leadership structure, and responsibilities before the survey data collection. Ensure that all local team members and coalitions understand the Planet Youth process.

Commit to training a selected number of stakeholders in the Planet Youth approach, data collection procedures, and standards.

Agree to sign on to 5 year service agreement and implement the Planet Youth survey on an annual or biennial basis.

Core Steps to Planet Youth

THE PLANET YOUTH CORE STEPS

Community Capacity Building

Participating communities can begin these steps before signing the service agreement with Planet Youth. These first three steps provide a foundation for implementation of the Planet Youth process and the capacity building phase should not be rushed. Strong coalitions, funding identification, community engagement, and pre-data collection planning will help support this work for many years.

Step 1

Local coalition identification, development, and capacity building

Step 2

Funding identification, development, and capacity building

Step 3

Pre-data collection planning and community engagement

Planet Youth Introduction and Preparation for Data Collection Training

Introduction to the Planet Youth Guidance Program, data collection planning, and community engagement training



THE PLANET YOUTH CORE STEPS

Implementation of Core Processes

Step 4

Data collection and processing

Planet Youth Implementation Training Series

Planet Youth provides a three module training series following data collection which includes: Results review and dissemination planning, goal-setting and action planning, and community implementation

Step 5

Enhancing community participation and engagement

Step 6

Dissemination of findings

Step 7

Community goal setting and other organized responses to the findings

Step 8

Policy and practice alignment

Step 9:

Adolescent immersion in primary prevention environments, activities, and messaging

Reflection and Repetition

Step 10

Reflect on the work that has been completed and build upon this local work by repeating the steps again in a new cycle (on an annual or biennial basis)

COMMUNITY CAPACITY BUILDING

DATA COLLECTION READINESS



The first 3 steps of the Planet Youth Guidance Program (community capacity building) have been carried out by communities.



Local community teams are established with a good understanding of the Planet Youth Guidance Program.



Funding has been identified to support this work.



School partnerships are established and they are committed to administering the Planet Youth survey annually or biennially.



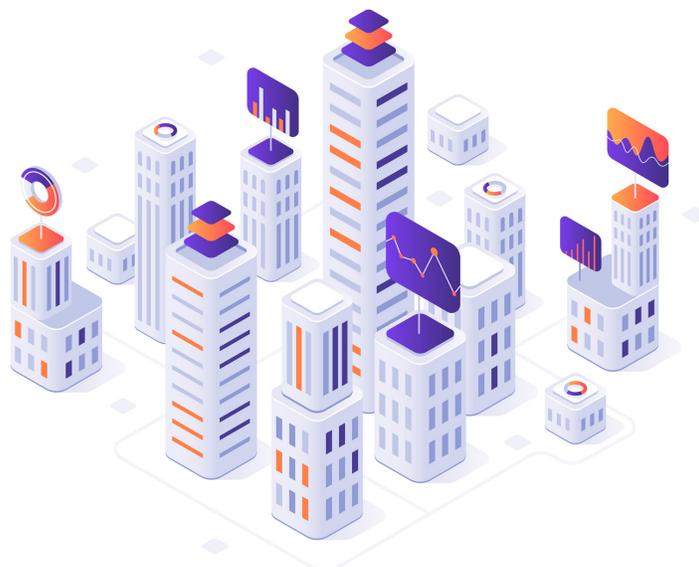
Planet Youth Introduction and Preparation Training has been completed.



Pre-data meetings have been carried out and there is local awareness of the Planet Youth Guidance Program in the community.



Service agreement is signed with Planet Youth.



Evaluation

EVALUATION

Planet Youth is a process structure with collaborative partnership as the central feature. This process builds stronger communities through assessing the community's strengths and limitations to increase protective factors and reduce risk factors. Planet Youth focuses on the following components of evaluation:

Structure

Is the structure supporting the Planet Youth process and implementation in the region and at different levels of action?

Data Findings

What are the risk and protective factors of youth in the community? Are there improvements with each process cycle?

Process

Is the 10 step process being followed appropriately?

Impact

Have there been changes in the risk and protective factors that the local team decided to focus on?

Outcome

Have we seen changes in alcohol, tobacco, and other drug outcomes in the community?

Planet Youth supports participating partners by offering guidance through a structured capacity building and implementation process, data collection, defined risk and protective factors, and outcome reports. Additionally, Planet Youth has created tools such as the Prevention Capacity Assessment, the survey carried out annually or biennially, and the Process Follow-Up Assessment. These tools provide a baseline understanding, assess the process that is being carried out, and determine whether the actions developed are supporting specific results to be achieved. These tools also support process improvement, reorientation of action plans, and provide information to create targeted goals and strategies. However, it is important to note that what type of intervention each site chooses to implement at the local level is ultimately the decision of the community.

Additional Reading

ADDITIONAL READING

Planet Youth Website

-  Planet Youth: [The Core Elements](#)
-  Planet Youth: [Publications](#)
-  Planet Youth: [In the Media](#)
-  [Planet Youth Website](#)

Planet Youth Recommended Reading

-  Kristjansson AL, Mann MJ, Sigfusson J, Thorisdottir IE, Allegrante JP, Sigfusdottir ID. Development and Guiding Principles of the Icelandic Model for Preventing Adolescent Substance Use. *Health Promotion Practice*. 2020;21(1):62-69. [doi:10.1177/1524839919849032](https://doi.org/10.1177/1524839919849032)
-  Kristjansson AL, Mann MJ, Sigfusson J, Thorisdottir IE, Allegrante JP, Sigfusdottir ID. Implementing the Icelandic Model for Preventing Adolescent Substance Use. *Health Promotion Practice*. 2020;21(1):70-79. [doi:10.1177/1524839919849033](https://doi.org/10.1177/1524839919849033)
-  Sigfusdottir ID, Soriano HE, Mann MJ, Kristjansson AL (2020). Prevention is Possible: A Brief History of the Origin and Dissemination of the Icelandic Prevention Model. *Health Promotion Practice*, 21(1), 58-62. [doi: 10.1177/1524839919886314](https://doi.org/10.1177/1524839919886314)
-  Kristjansson AL, Lilly CL, Thorisdottir IE, Allegrante JP, Mann MJ, Sigfusson J, Soriano HE, Sigfusdottir ID. Testing risk and protective factor assumptions in the Icelandic model of adolescent substance use prevention. *Health Education Research*, 2021. [doi:10.1093/her/cyaa052](https://doi.org/10.1093/her/cyaa052)



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