

WHO WE ARE

The roots of the Planet Youth method can be traced back to 1999 when our founders started to study trends in Icelandic substance use of youth and their well-being and a cooperation started with Icelandic municipalities to change their environment. Our aim from the start has been to find out how substance use prevention can be applied with the best results where traditional methods used in the past have come short.



THE ICELANDIC MODEL OF PREVENTION - PLANET YOUTH

16 countries with active partners

+400 Active communities

24 years in business

THE METHOD

We use an evidence-based approach to adolescent substance use prevention. The method extends from research to action on a local level.

We start by sending out questionnaires to all schools to check the substance use status. We crunch the Data in our Data Center and within two months we deliver a report which highlights the risk and protective factors of every community.

We then start the cooperation process by handing out our suggestions on how to strengthen risk and protective factors which are to be found in the results. Actions are then started in municipalities, schools, sports clubs and with various NGOs, and youth institutions in the effort to alter the life-style environment of our children.

Positive development over 20 years (15-16 years old teens in Iceland)



COUNTRIES INTRODUCED TO THE ICELANDIC MODEL

As of 2023 we have over 400 active communities using the Planet Youth method. The method has been introduced in Chile, Portugal, Spain, France, Malta, Italy, Greece, Turkey, Slovakia, Romania, Bulgaria, Lithuania, Latvia, Estonia, Russia, Finland, Sweden, Norway, Faeroe Islands, Netherlands, Ireland, Australia, Ukraine, South-Korea, Kenya, Guinea-Bissau, Mexico, Colombia, Canada, New Zealand, Argentina, USA, Belgium, Scotland, South Africa and Iceland.

DATA DRIVEN
PRIMARY
PREVENTION