

Planet Youth:

Northeastern Ontario's Upstream Approach to Reduce and Prevent Substance Use Among Youth



Alyssa Bedard
Community Development Coordinator
North Bay Parry Sound District Health Unit



Erika Aeltermann
Public Health Promoter
Timiskaming Health Unit



Kaidan Hardy
Health Promoter
Porcupine Health Unit

Agenda

The Need

Overview of the IPM

The Survey

Interventions

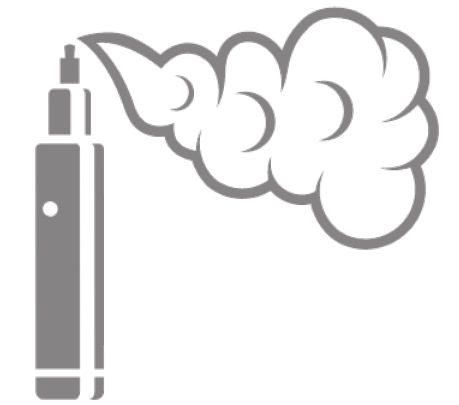
Outcomes

Planet Youth in Northeastern Ontario

Next Steps

Substance Use Rates

Respondents of the 2023 OSDUHS reported:



36% reported past year alcohol use.

18% reported past year cannabis use.

3% reported past year tobacco use.

13% reported past year vape use.

Four reasons to care about teen substance use

- Brain development
- Mental Health
- Addiction starts in adolescence
- Cost of substance use to society



An ounce of prevention is worth a pound of cure.

Overview

- Planet Youth is a **whole community initiative** based on the Icelandic Prevention Model.
- Evidence-based approach with the goal of **improving youth well-being** and preventing outcomes like substance use.
- Surveys of local teens allow the community to **understand what is going on in the lives of young people**, and create **locally relevant solutions**.
- Communities invest in youth by **providing supports and opportunities** for young people so that they feel **valued and connected**.

Origins

In the 1990s, Iceland had some of the **highest rates** of teen substance use in Europe.

Traditional prevention methods, focused on educating youth about the risks of drinking and drugs, **were not working.**



Global Research



- Youth are products of their environment
- Strengthen protective factors and mitigate risk factors
- Use evidence-based approaches
- Prevention does not need to explicitly talk about drugs or alcohol.

Local Data

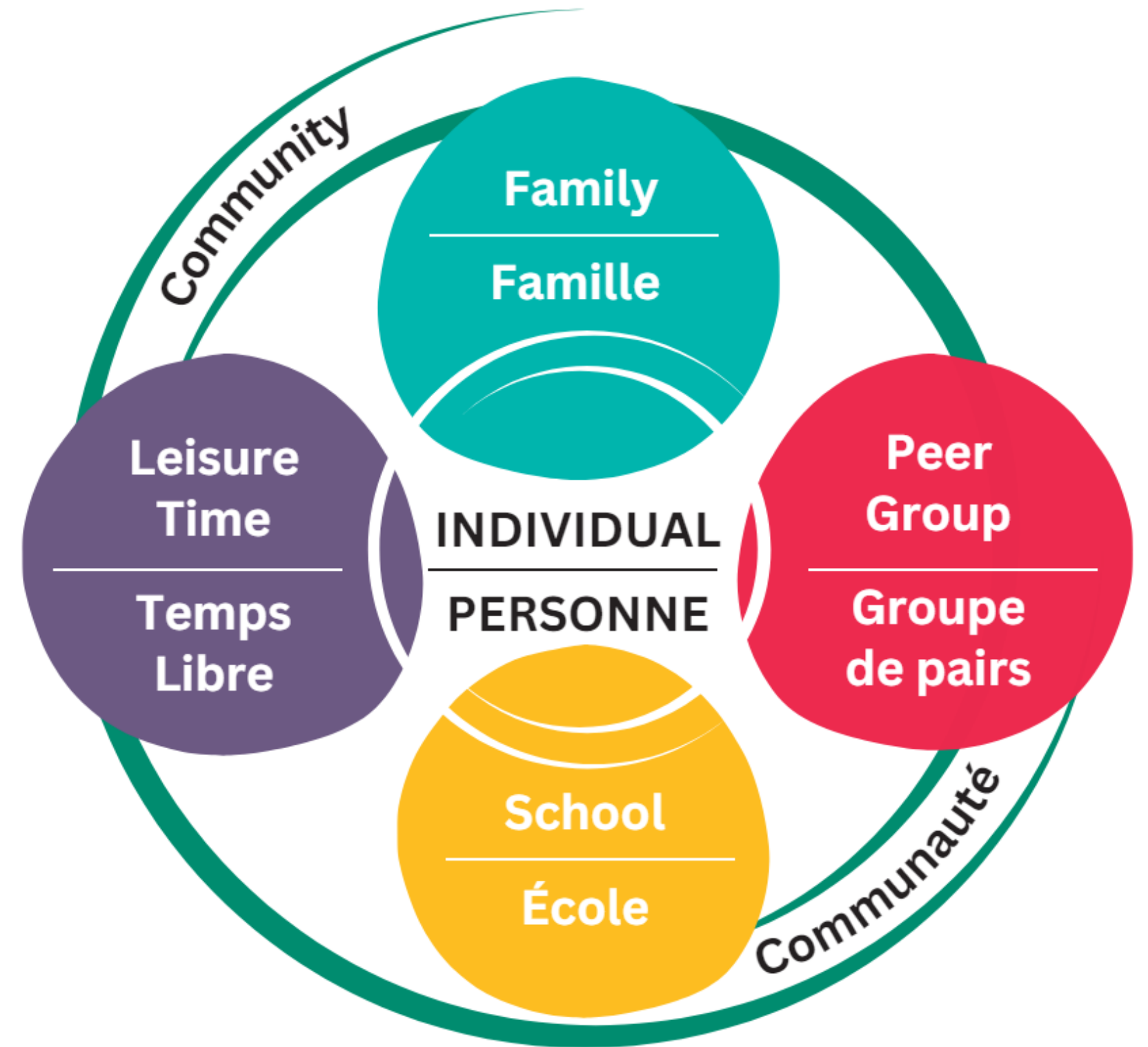


- Survey students every 2 years
- Data on substance use and on risk and protective factors in the community
- Survey results ready in 8 weeks
- Use data to inform interventions

Understanding the risk and protective factors is key!

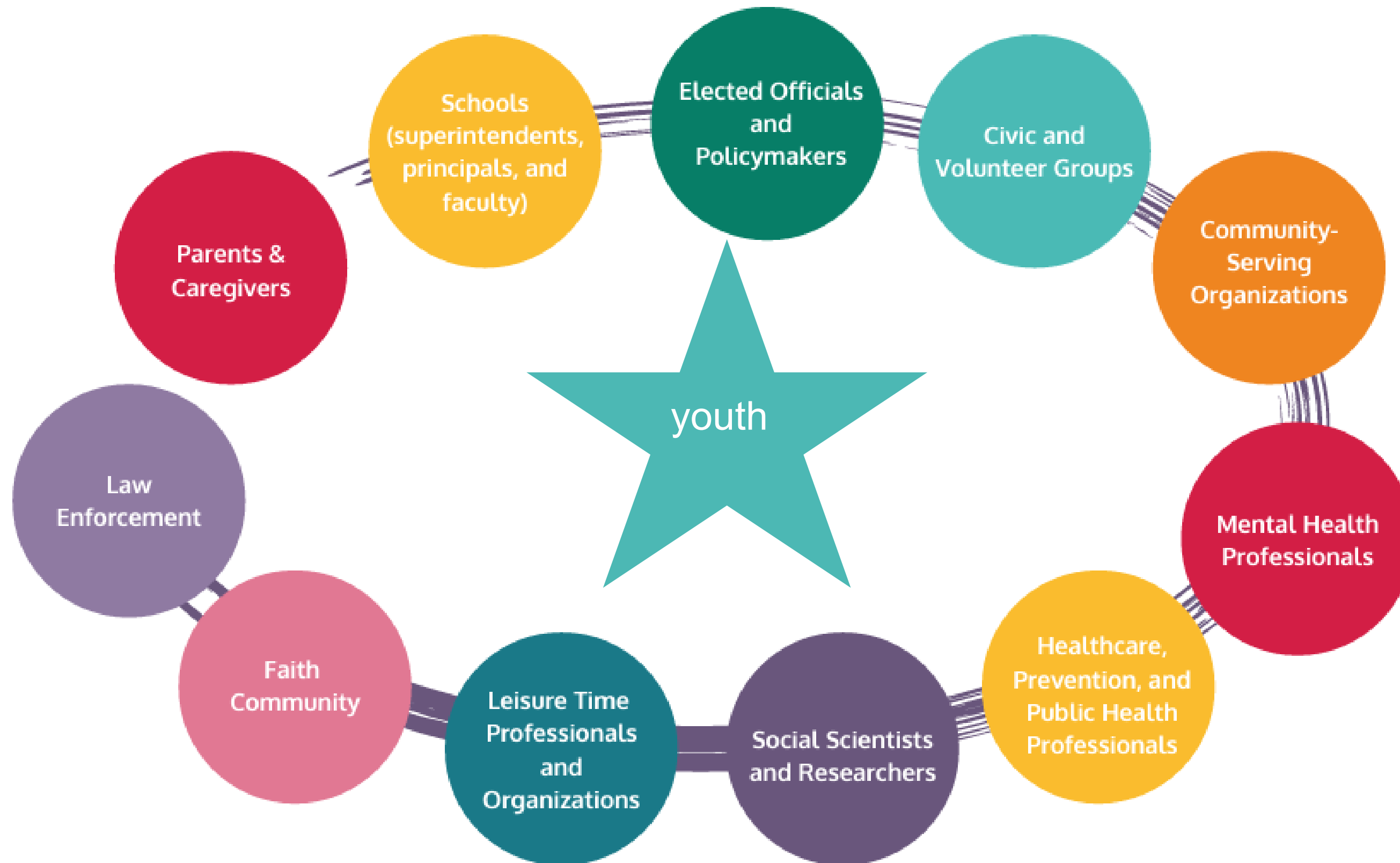
Risk: factors in the life of children and adolescents that increase the likelihood of substance use.

Protective: factors in the life of young children and adolescents that decrease the likelihood of substance use.



The Four Domains

Coalition of Partners



10 core steps of the Icelandic Prevention Model

1

Step 1

Local coalition identification, development, and capacity building

2

Step 2

Funding identification, development, and capacity building

3

Step 3

Pre-data collection planning and community engagement

4

Step 4

Data collection and processing, including data driven diagnostics

5

Step 5

Enhancing community participation and engagement

6

Step 6

Dissemination of findings

7

Step 7

Community goal setting and other organized responses to the findings

8

Step 8

Policy and practice alignment

9

Step 9

Adolescent immersion in primary prevention environments, activities, and messaging

10

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)

The Five Guiding Principles of the The Planet Youth Guidance Program

1

Apply a primary prevention approach that is designed to enhance the social environment.

3

Engage and empower community members to make practical decisions using local, high quality, accessible data and diagnostics.

2

Emphasize community action and embrace public schools as the natural hub of neighborhood/area efforts to support child and adolescent health, learning, and life success.

4

Integrate researchers, policy makers, practitioners, and community members into a unified team dedicated to solving complex, real-world problems.

5

Match the scope of the solution to the scope of the problem, including emphasizing long-term intervention and efforts to marshal adequate community resources.

Role of Schools & School Boards

- Key partners within local coalition
- Data collection through school-based surveys
- Schools are not solely responsible for youth wellbeing, but can be an essential hub for local well-being activities
- Strengthening connection between families, schools & communities a core strategy of IPM
- Youth engagement



survey details



Substance Use and Perceptions

Family

Peer Group

Leisure Time

School

Community

sample questions

How often have you had a drink of alcohol of any kind during the past 30 days?

Never 1-2 times 3-5 times 6-9 times 10-19 times 20 times or more

When you go to sleep at night, do you have a smartphone or another device that can go online within reach (close enough that you can reach it without getting out of bed?)

How easy or difficult would it be for you to receive the following from your parents/caregivers?

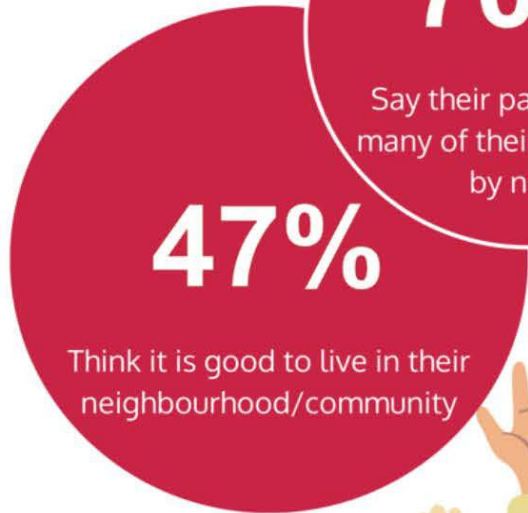
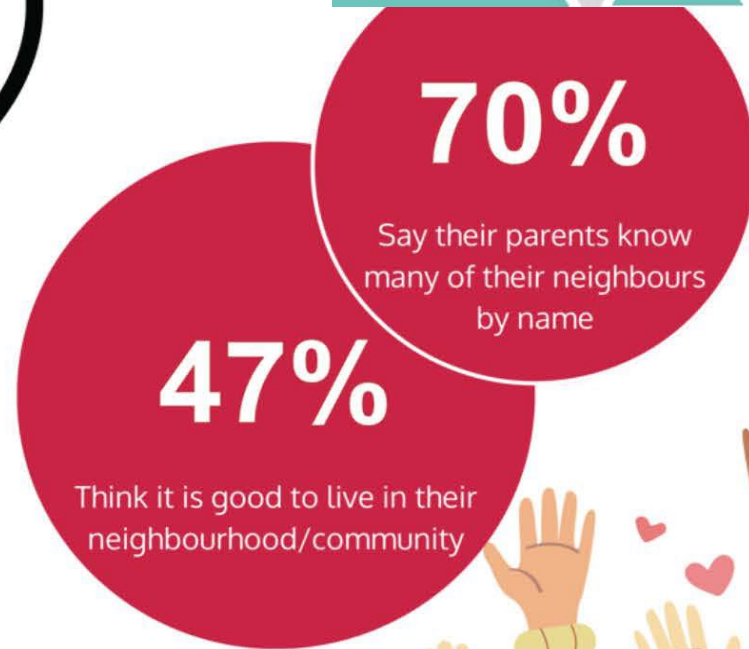
Caring and warmth
Discussion about personal matters
Advice about schoolwork/studies
Advice about other things
Assistance with activities or projects

How many times a week do you participate in any of the following out-of-school activities that are supervised by adults?

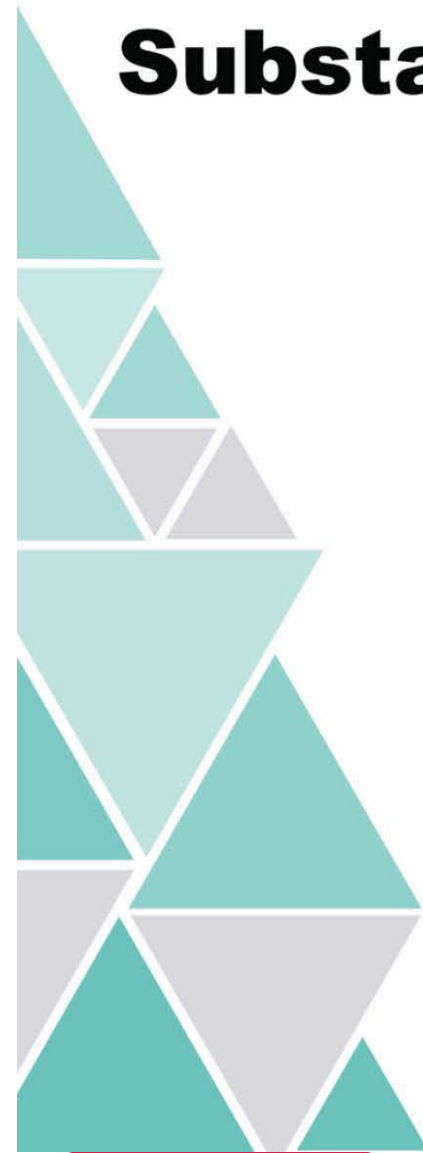
Practice or compete with a sports club/team
Church or community groups
Music, art, drama or dance
Volunteering in the community
Other after school activities (for example weightlifting, fishing, hiking, bowling, skiing, boardgames, etc.)

Types of Results in Report

Community



Substance Use



35%
Tried alcohol at the age 13 or younger

27%
Have been drunk in the last 30 days

39%
Drink alcohol at their own home

41%
Get alcohol from a family member



E-cigarettes

40%

Used an e-cigarette in their lifetime

19%

Use e-cigarettes (vape) daily

Cigarette Smoking

26%

Have smoked a cigarette in their lifetime

6%

Smoke cigarettes daily

Cannabis Use

31%

Have used cannabis in their lifetime

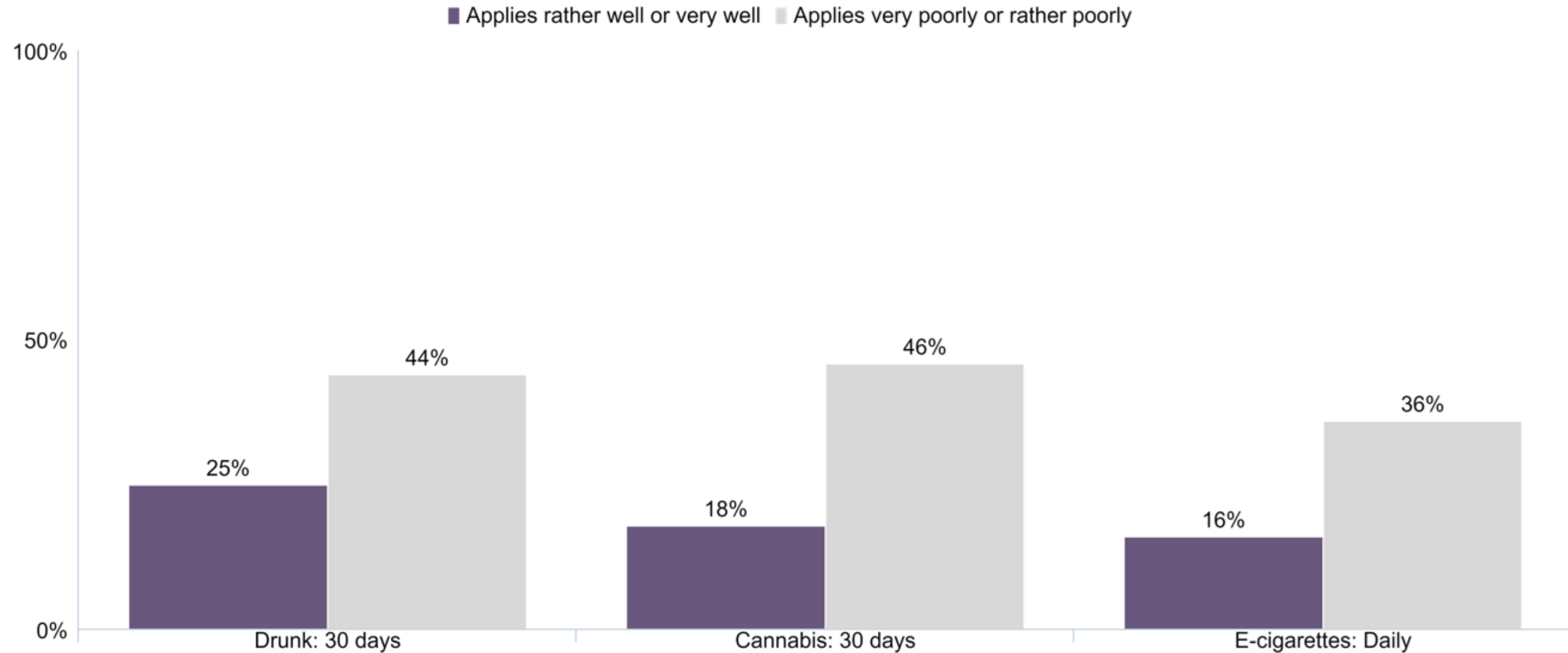
22%

Used cannabis in the last 30 days

Data report can be viewed on TimiskamingYouth.ca

Correlation Example

Substance use against parents knowing adolescent's whereabouts in the evenings



What does this mean? Students whose parents know where they are in the evenings are less likely to have been drunk, use cannabis, or e-cigarettes. **This is a protective factor!**

Interventions in Iceland



- Tobacco and alcohol laws changed
- Parent talks on quantity time vs. “quality” time
- Outside hours rule
- Parent pledges to unify parents around a common goal
- Leisure card: Increased funding for organized sport, music, art, dance and other clubs, with help for low-income families

Types of Interventions

Franklin County, Kentucky



Parent cafés

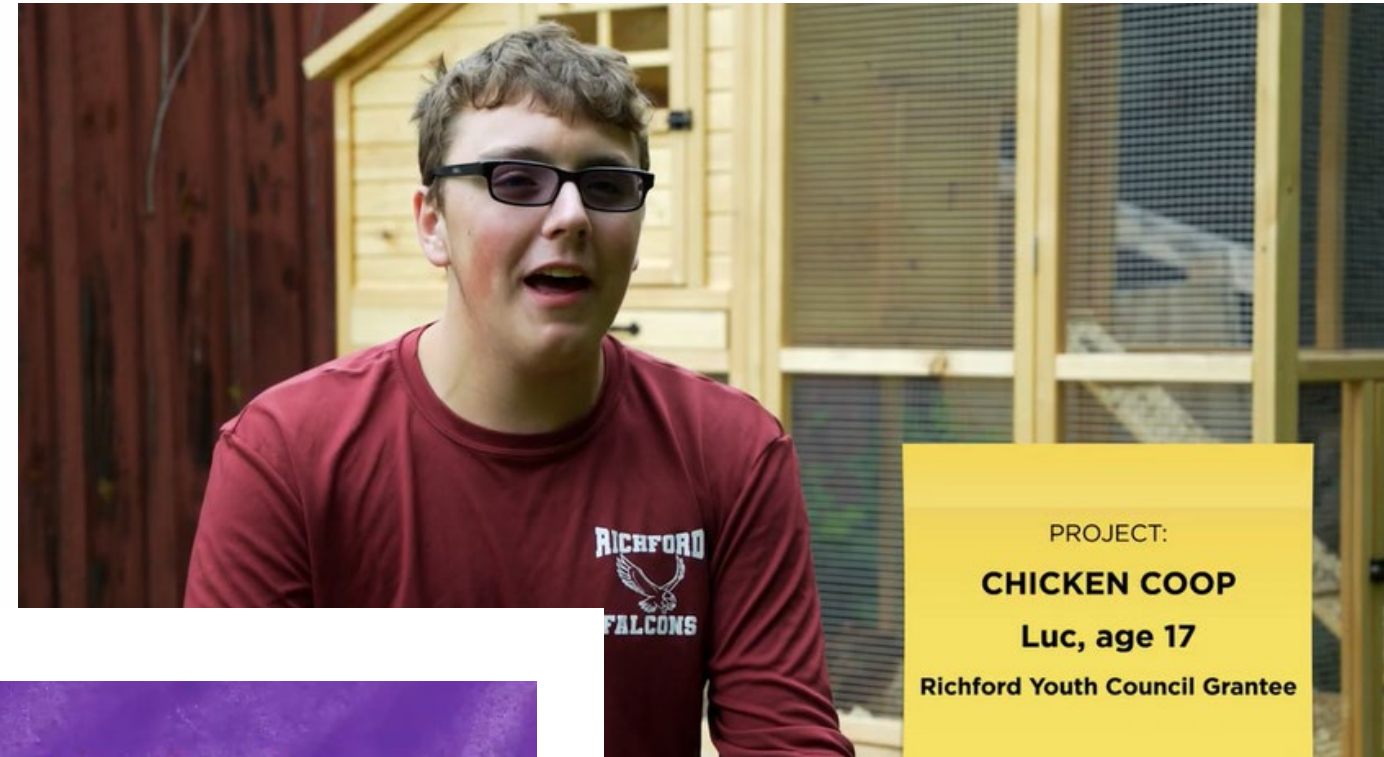


A YES Card is a \$400 electronic gift card that can be used to pay for youth activities from a list of approved providers.

Recreation card



PROJECT:
CREATE & SKATE
Zach, age 15
Outright VT Youth Council Grantee



PROJECT:
CHICKEN COOP
Luc, age 17
Richford Youth Council Grantee



PROJECT:
BLM MURAL
Preston, age 16
CVSU Youth Council Grantee

34 youth-led projects
were selected to receive funding by peers
for Spring & Summer 2021



PROJECT:
OPEN MIC & BBQ
Melody, age 16
Richford Youth Council Grantee



PROJECT:
GAME ROOM
Luke, age 17
CVSU Youth Council Grantee

Vermont

Parent Power

Transforming the health & wellbeing of our children

PLANET Youth
by ICSRA ©
PARTNER Ireland

Guidelines for Parents of National School Children

Family Time

Our time is one of the greatest gifts we can give our children and setting time aside each day creates the opportunity and space to chat with them and listen to what they have to say.

Here are just a few good reasons why this is so important.

- It strengthens family bonds
- It improves communication
- It builds children's self-esteem
- It develops positive behaviours
- It can help your child to do better in school

Sleep and Bedtimes

Children who have regular and good quality sleep have improved attention, behaviour, learning, memory, and better mental and physical health.

From 6-12 years old, children typically need 9-12 hours of sleep each night and although each child is different, a good guide would be to move their bedtime up 15 minutes each school year.

How much sleep does my child need?

| AGE GROUP | How much sleep |
|--------------|--------------------------------|
| 3 - 5 Years | 10-13 HOURS per 24 hour period |
| 6 - 12 Years | 9-12 HOURS per 24 hour period |

Screen Time

Evidence suggests that if a child spends a lot of time on screens during childhood it can affect many important aspects of their life. Things like sleep, obesity, behaviour, and learning can all be impacted.

However, screens are part of family life now. They are used for staying connected, for entertainment and even for school and schoolwork.

What is important though, is that screens don't overtake family life or prevent us from being physically active during the day.

Western Region, Ireland

Connecting

Throughout their lives, it is important that we connect with our children. Building time into each day to really listen to and notice them lets us show them that their experiences and feelings are acknowledged and understood.

Stepping into their shoes to try and see the world as they see it is a great way to do this.

Some things to do together

Doing things together doesn't have to mean spending money; some of the simplest things

- Regular family meals
- Take an interest in their friends and schoolwork
- Make a regular family night
- Try out new hobbies and sports

How are we doing?

What are we doing well?

What would we like to do better?

Have a conversation together about this

Guideline bedtimes

- Junior infants: 7:15pm
- Senior infants: 7:30pm
- 1st Class: 7:45pm
- 2nd Class: 8:00pm
- 3rd class: 8:15pm
- 4th class: 8:30pm
- 5th class: 8:45pm
- 6th class: 9:00pm

Relaxing before bed

Reduce screen time and sugary foods and drinks in the hours leading up to bedtime. You can help your child settle and relax for sleep by keeping activities quiet in the hour before bed. For example, you could play gentle music or read a story together. Making a bath part of your child's bedtime routine can also help with relaxation.

Bedtime routine

A bedtime routine is very important at this age.

For example, a child who normally goes to be bedtime routine that looks like this:



6.45 pm: put on pyjamas, brush teeth, go to the toilet.



7.15 pm: quiet time in the bedroom with a book and a bedtime story or quiet chat.

How are we doing?

What are we doing well?

What would we like to do better?

Have a conversation together about this

Top Screen Time Tips For Parents



1. Rules

Agree on a clear set of rules in your home about screen use and screen time.



2. Screen Free Zone

Having no screens in bedrooms is best.



3. Handing up screens

It's good to have the routine established of handing over screens every evening at a set time.



4. Join In

Watch screen content with your child or play their favourite game together. They can learn how to behave online while interacting with you.



5. Make use of apps

There are useful apps available to monitor and limit screen use and downloads. Avail of these and understand internet safety.



6. Digital Detox

One evening a week try a family digital detox and plan an activity together.



7. Lead By Example

Your own actions are the most powerful way you can influence your child's behaviour. Be mindful of your own screen use.

How are we doing?

What are we doing well?

What would we like to do better?

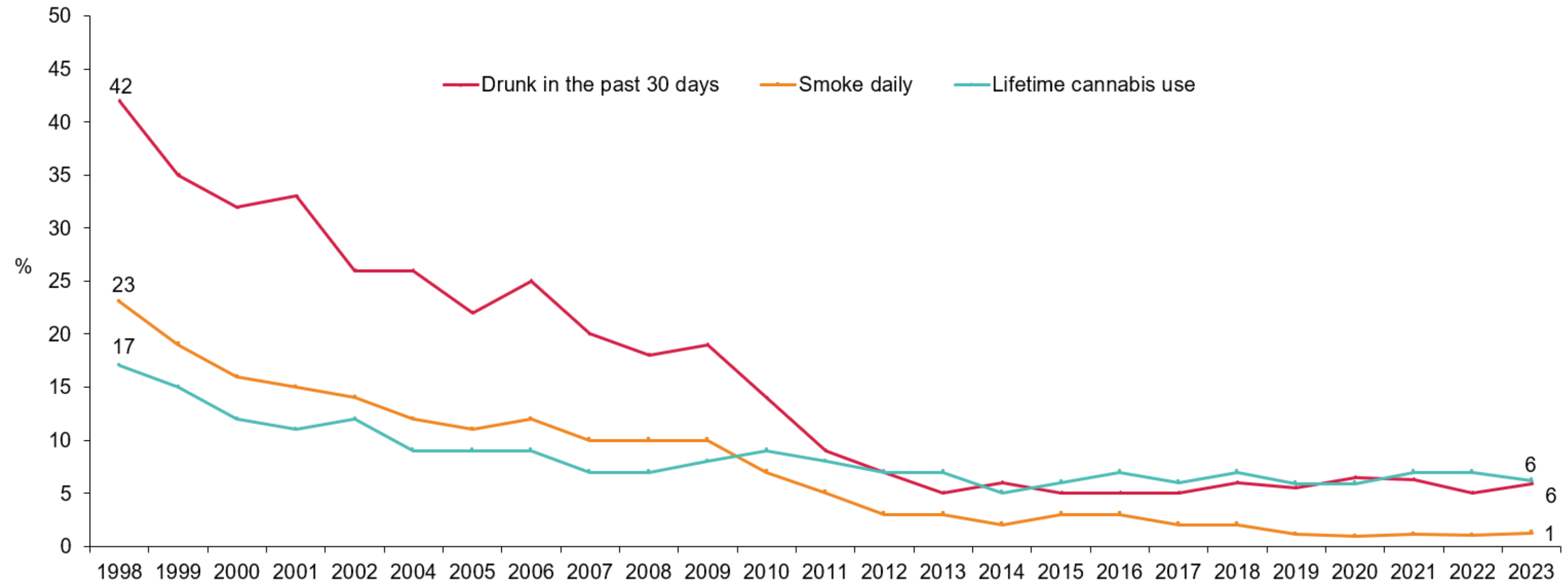
Have a conversation together about this

For more information on Screen time, explore: parentpower.planetyouth.ie

Outcomes

From the highest to lowest in substance use – 15/16 year old students in Iceland using the Icelandic model

Development of substance use among 10th grade students in Iceland, years 1998-2023



Then

Now

VS



42%

Drunk in the past 30 days

5%



23%

Smoke daily

1%



17%

Lifetime cannabis use

7%



37%

Time spent with parents during weekends

74%



25%

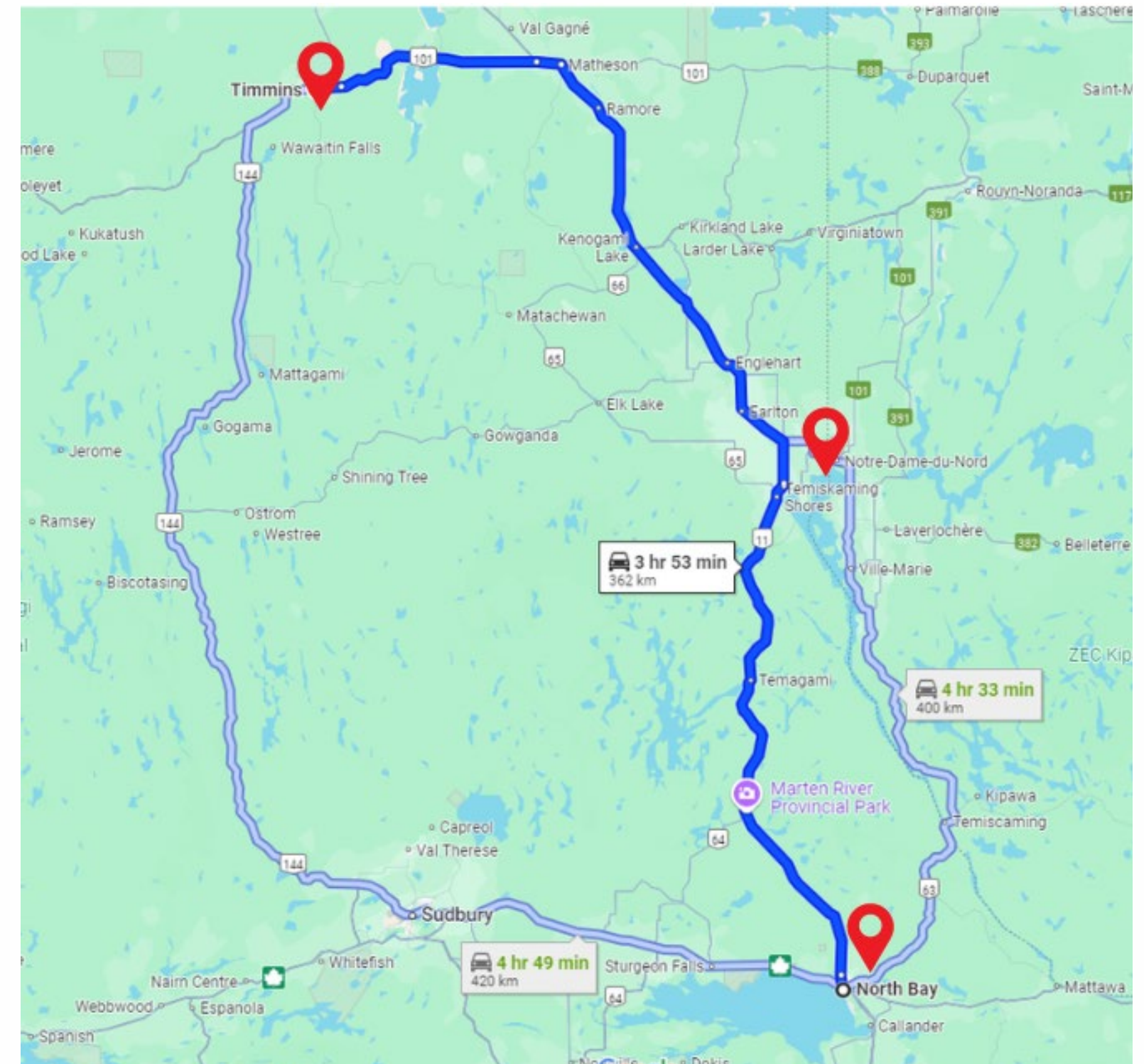
Sport participation 4x a week or more

41%



How Our Projects Came to Be

- Canadian Community of Practice
- Northeast connection
- Travelling roadshow
- Realities/differences in this region

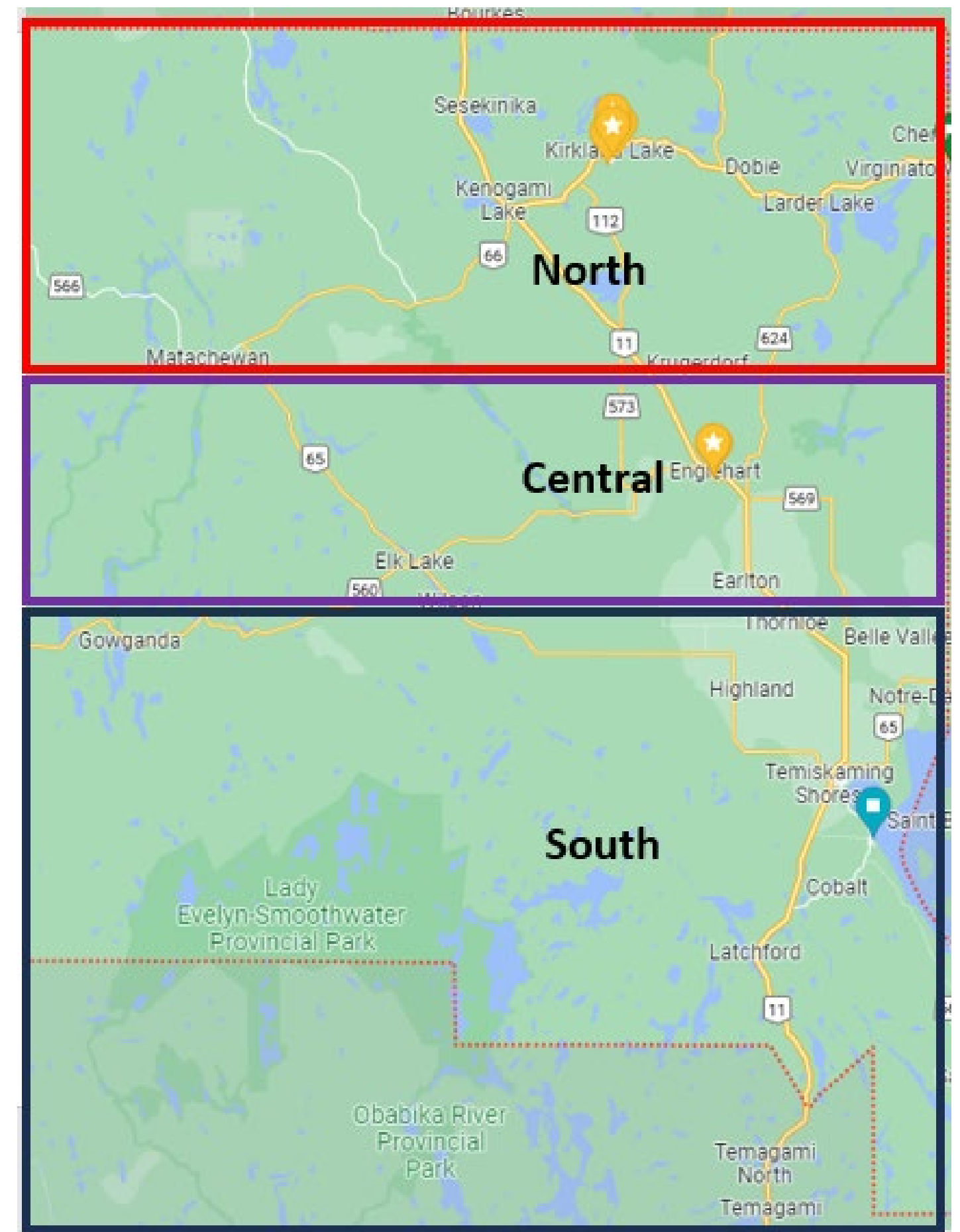


Planet Youth Timiskaming

- District -wide approach – rural, bilingual
- Coordinated by **Timiskaming Health Unit**
- Guided by a **regional Steering Committee**
 - District School Board Ontario Northeast, Conseil scolaire catholique de district des Grandes Rivières, Conseil scolaire public du Nord -Est de l'Ontario , District Of Timiskaming Social Services Administration Board, Kunuwanimano , City of Temiskaming Shores, Town of Englehart, Town of Kirkland Lake, Salvation Army, Timiskaming Health Unit, Northeastern Ontario Family and Child Services

★ Priorities and actions driven by three **local action teams**, and based on insights from youth and the wider community

- Increasing activities/opportunities for youth
- Improving youths' sense of belonging
- Build awareness of the risk and protective factors



3 Local Action Teams

Planet Youth Timiskaming Highlights

- Youth engagement
- Community collaboration
- Political support and advocacy
- Community engagement and action planning

Strong communities,
Thriving youth.



TIMISKAMINGYOUTH.CA



PLANET YOUTH TIMISKAMING



Planet Youth Timiskaming

624 views • 10 months ago



Planet Youth Timmins

- Pilot project is Timmins -centric
- Coordinated by the **Porcupine Health Unit**
- Guided by a **Coordinating Team & Coalition**
 - City of Timmins, CMHA, CDSB, NEOFACS, Timmins Youth Wellness Hub, CSCDGR, CSPNE, DSBONE, NCDSB, Porcupine Health Unit, etc.
- Currently goal -setting, identifying priorities and actions driven by **community, coalition and youth insights**





Planet Youth Timmins Highlights

- Community Engagement and Collaboration
- Bilingual (EN/FR)
- Data Workshops (soft launch)
- Media Engagement



Data Walk: Planet Youth Timmins
SUBSTANCES

What is this about?
This information helps our community identify what could be improved to support healthy development for young people in Timmins.



VAPING


33% of students surveyed report “most” or “almost all” of their friends use vapes

So what?

- ⚠ Vaping can expose the user and others to harmful chemicals and metals.
- ⚠ The long-term health impacts of vaping are unknown.

Now what?

- ✔ Share memories, **not your vape.**
- ✔ Stop vaping your way! **Download the Quash app.**



News / Local News

PHU announces Planet Youth substance-use prevention initiative

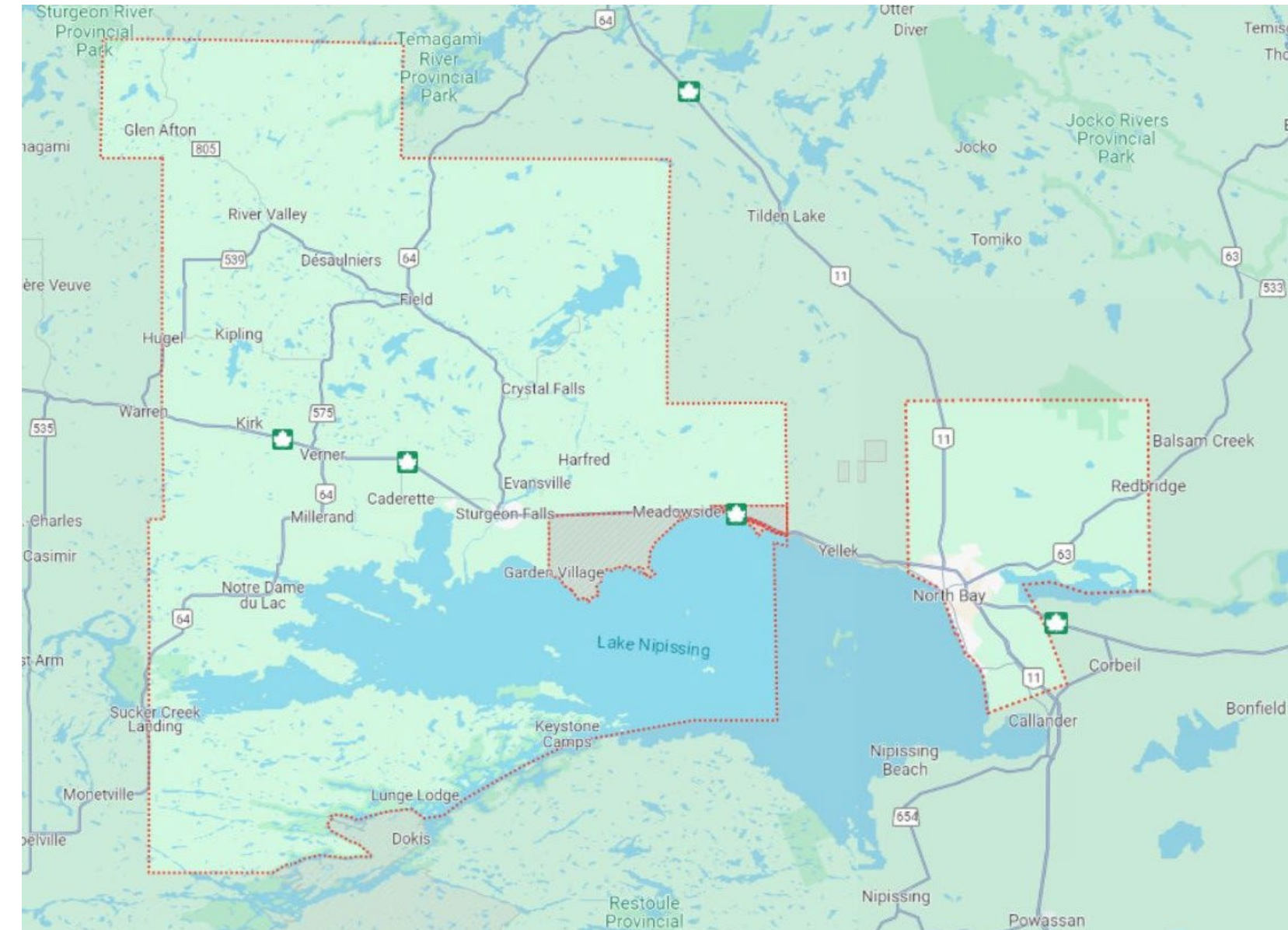
Timmins first northern Ontario community to adapt Icelandic model

The Daily Press

Published Aug 15, 2023 • Last updated Aug 16, 2023 • 2 minute read

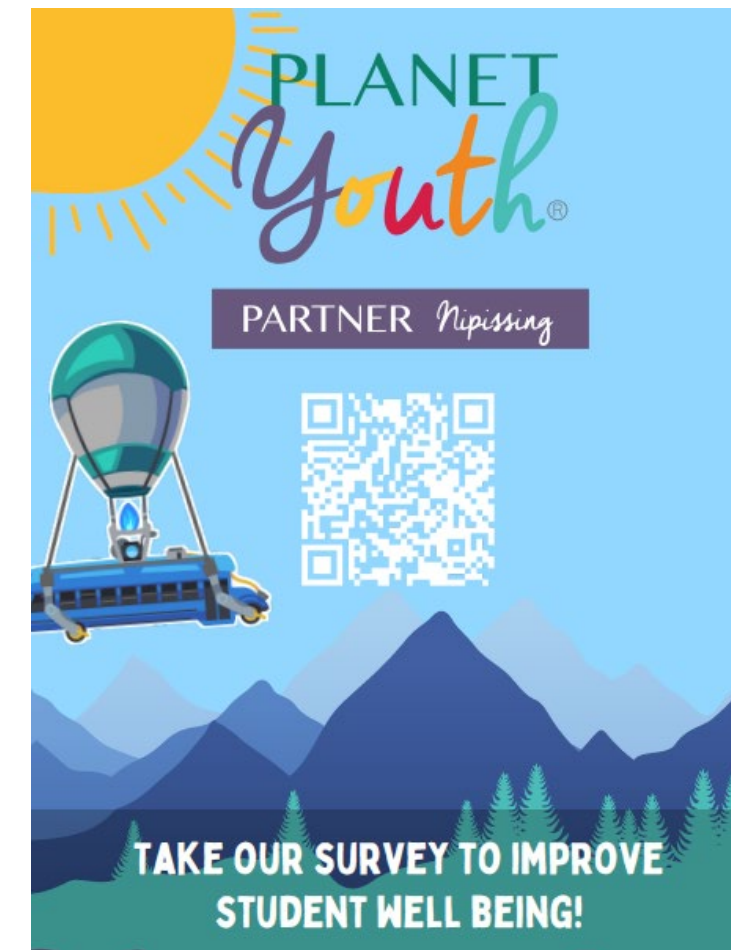
Planet Youth Nipissing

- 2 pilot communities: West Nipissing & North Bay
- Coordinated by **North Bay Parry Sound District Health Unit**
- Guided by a **regional Steering Committee**
 - NNDSB, NPSCDSB, CSPNE, CSCFN, City of North Bay, Municipality of West Nipissing, DNSSAB, West Nipissing CHC, CMHA North Bay & District, etc.
- Priorities and actions driven by **community action teams**



Planet Youth Nipissing Highlights

- Rural and urban perspectives
- Bilingual (EN/FR) approach
- Ongoing conversations with Indigenous partners and communities
- Youth engagement

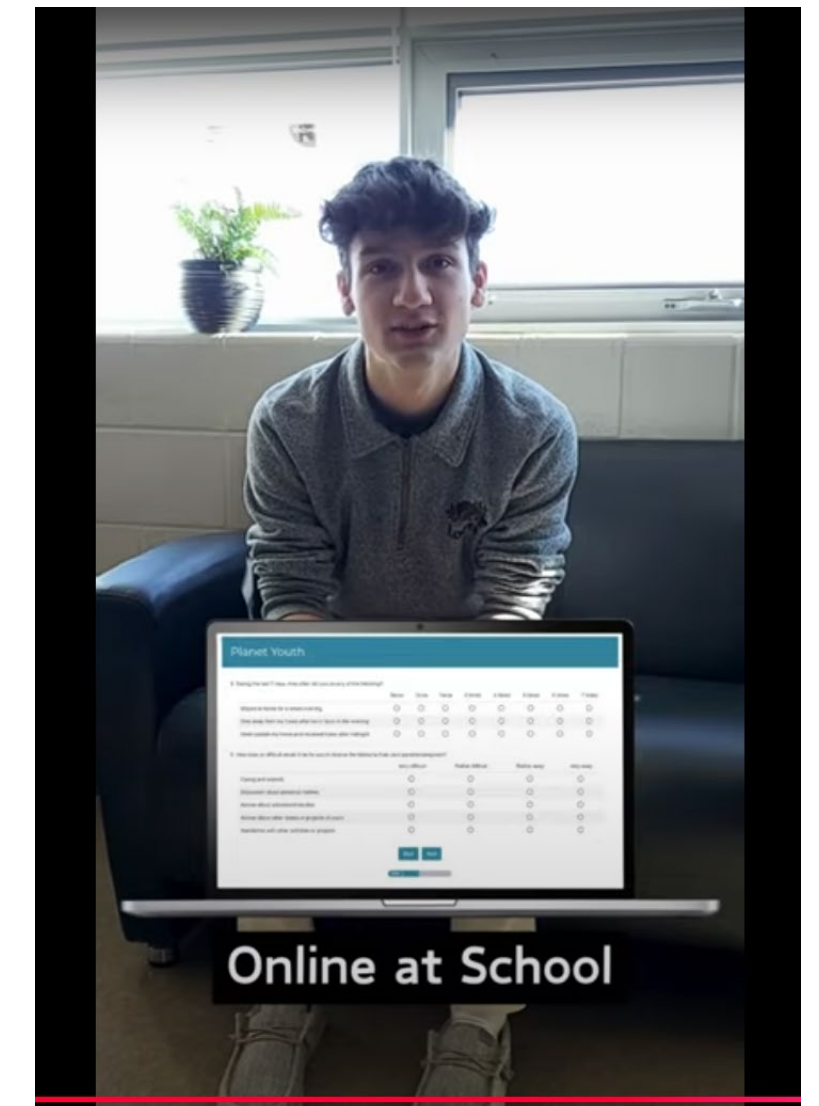


Community organizations coming together to support teen health

By Brad Aubin Tuesday, Apr. 16th, 2024



(Photo provided by Pixabay.com)



Next Steps

- Community engagement
- Goal setting and action planning based on survey findings
- Policy and practice alignment
- Implementation of actions to meet goals



Key Takeaways

- It's about creating communities where youth can thrive.
- When youth are at risk, it's usually not just for one thing.
- Any one agency cannot do this alone. It needs to be owned by the community.
- The IPM helps communities organize, fill gaps and amplify what is already working.
- Upstream comprehensive approaches are effective and will help reduce burdens in our communities



Prevention is possible!

Thank You!



Alyssa Bedard
Community Development Coordinator
North Bay Parry Sound District Health Unit
Alyssa.bedard@healthunit.ca



Erika Aelterman
Public Health Promoter
Timiskaming Health Unit
PYT@timiskaminghu.com
TimiskamingYouth.ca



Kaidan Hardy
Health Promoter
Porcupine Health Unit
Kaidan.hardy@porcupinehu.on.ca
PlanetYouthTimmins.com