



ECAD Mayor's Conference
Oslo May 26-27 2005

Youth in Europe



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Youth in Europe – a drug prevention program

- ✓ is a simple idea, of
 - ✓ bringing together leading cities
 - ✓ evidence and sound research
 - ✓ best practice



Youth in Europe – a drug prevention program

- ✓ is a comprehensive plan,
 - ✓ to build up knowledge
 - ✓ enhance good results
 - ✓ empower the grassroots
 - ✓ support our communities



Youth in Europe – a drug prevention program

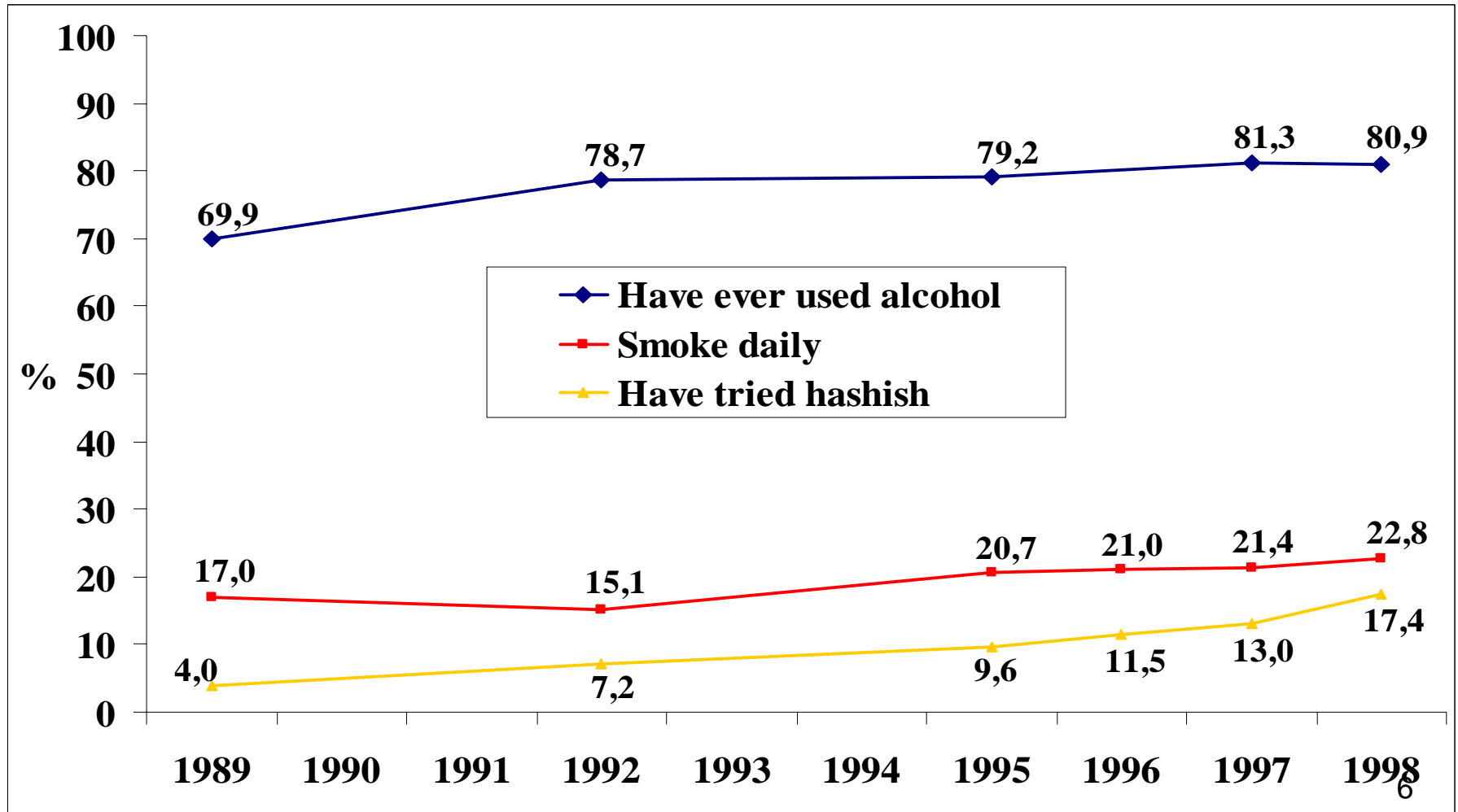
- ✓ is an approach based on,
 - ✓ a clear message
 - ✓ science
 - ✓ empowering of the grassroots



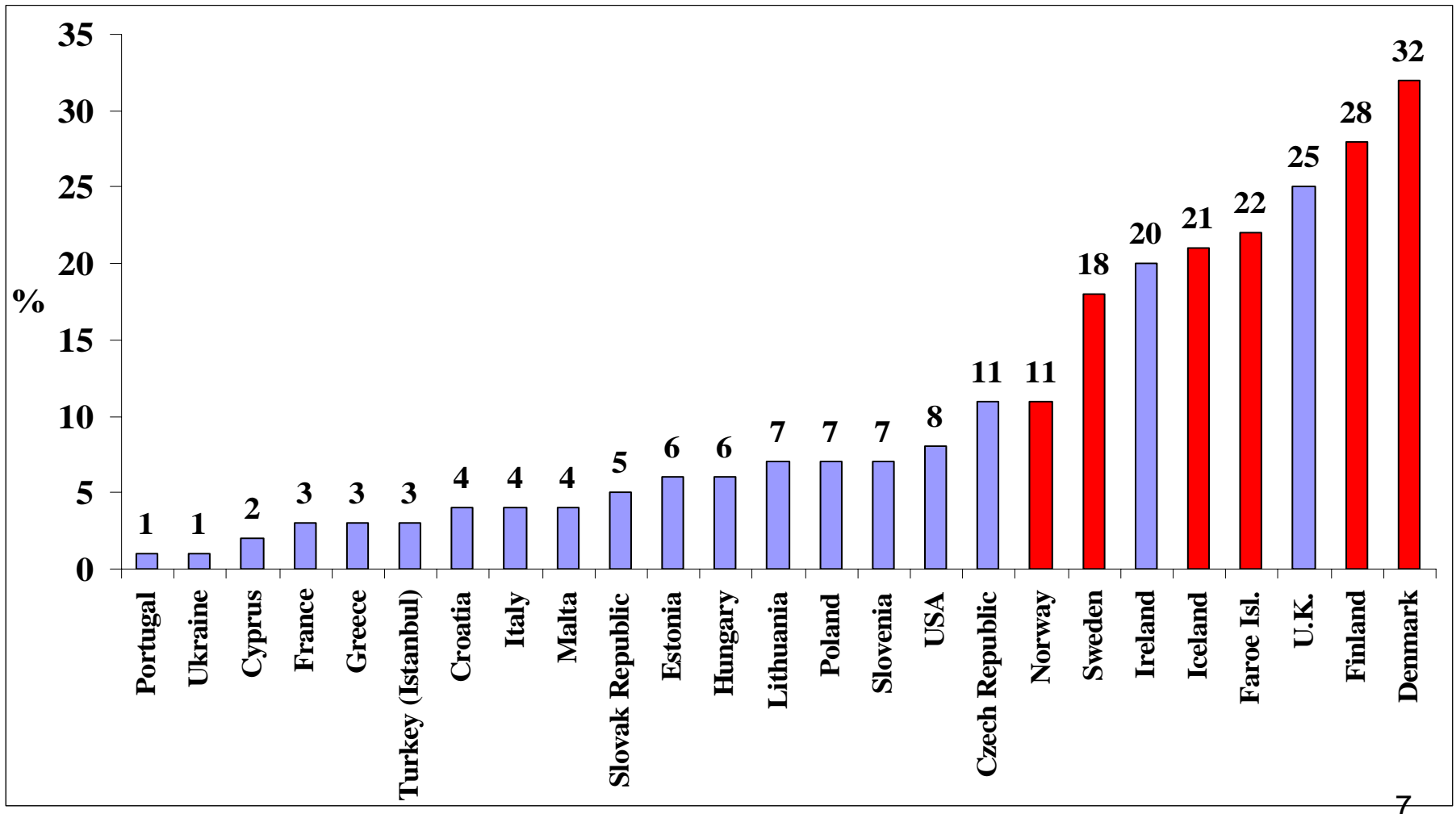
Youth in Europe – a drug prevention program

- ✓ fundamentally,
 - ✓ a children based approach
 - ✓ a family based approach
 - ✓ a parents based approach
 - ✓ a community based approach

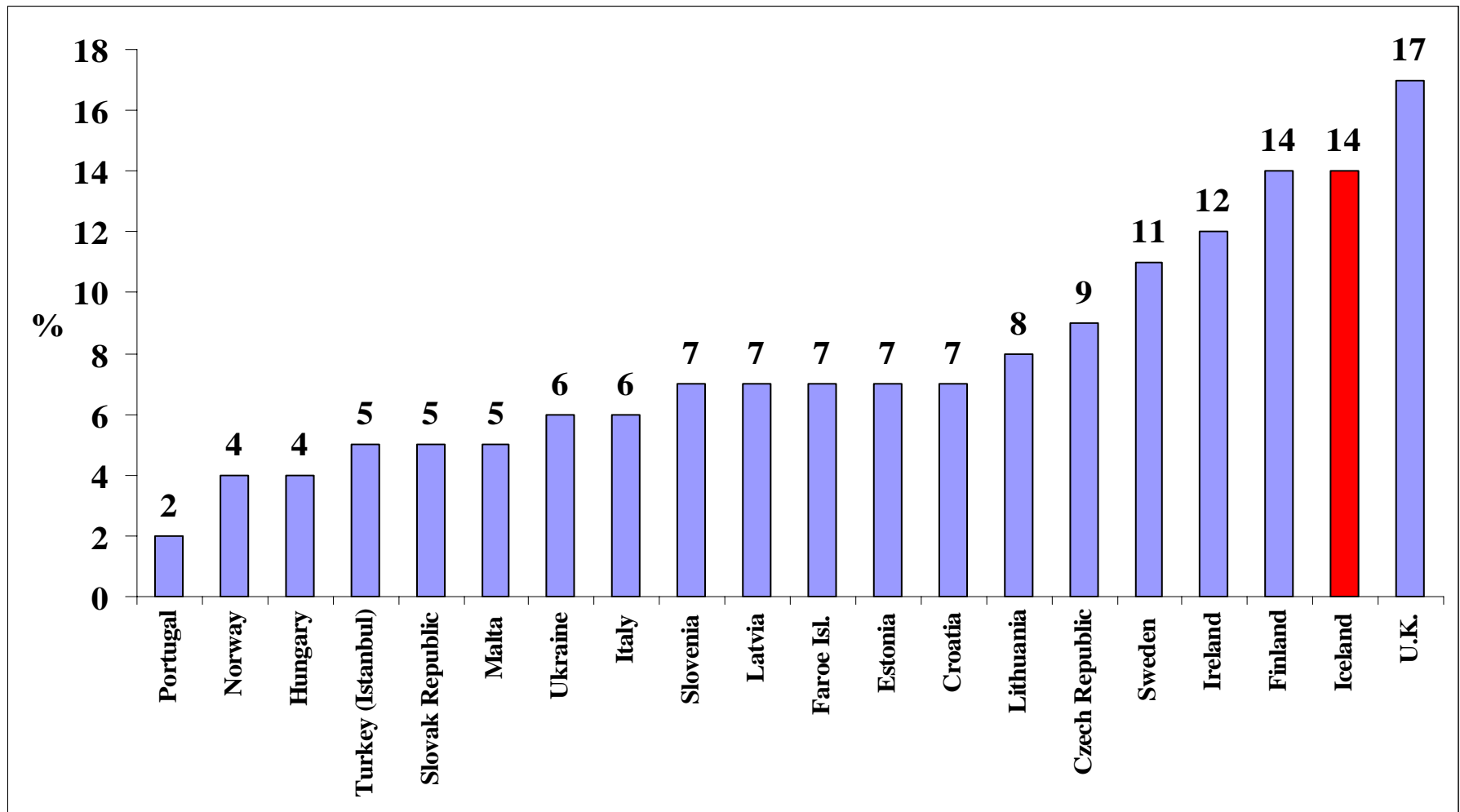
Trends in substance use among 10th grade students in Iceland from 1989-1998



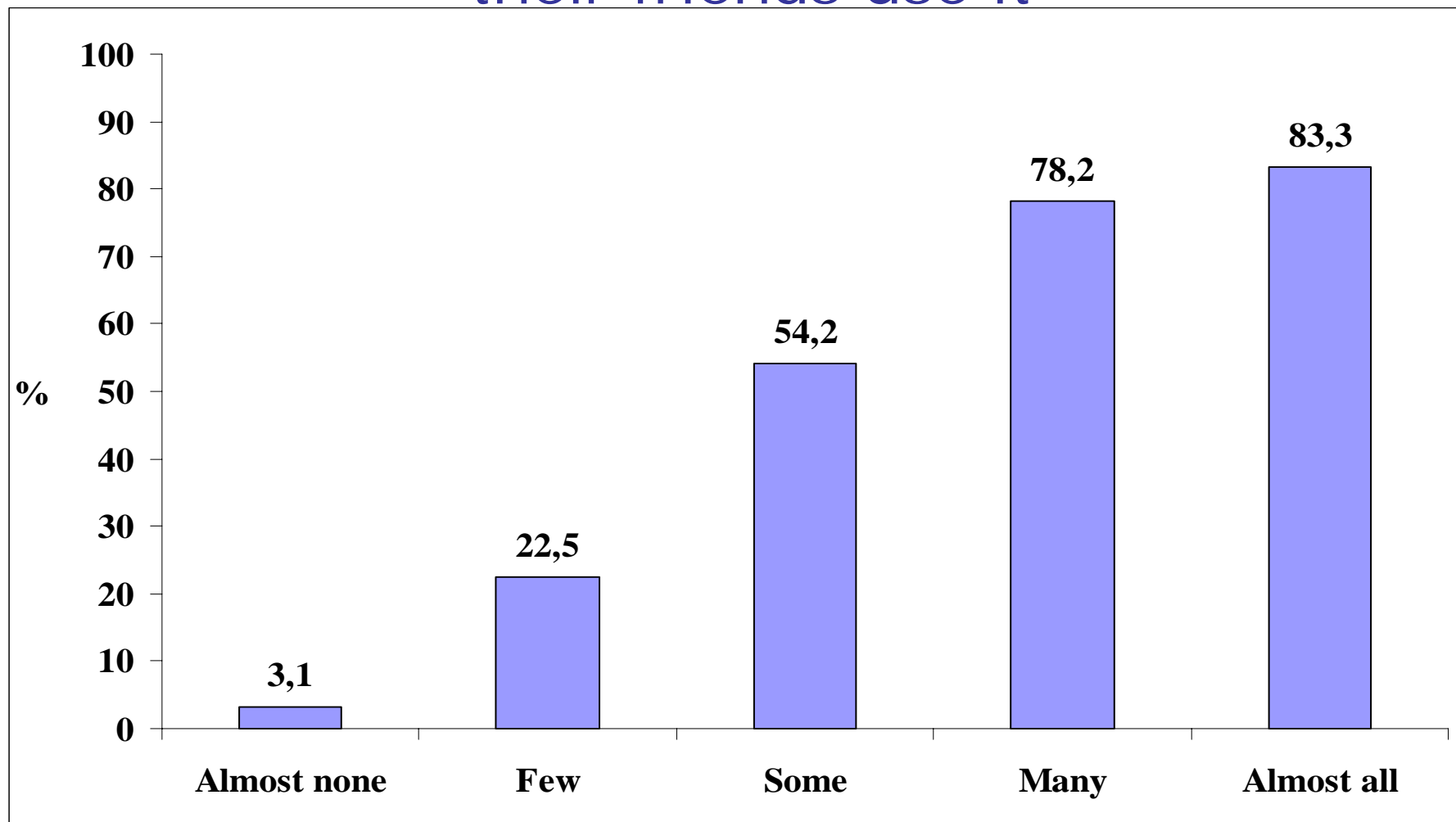
Proportion of students in 10th grade who have become drunk 10 times or more during last 12 months (ESPAD 1995)



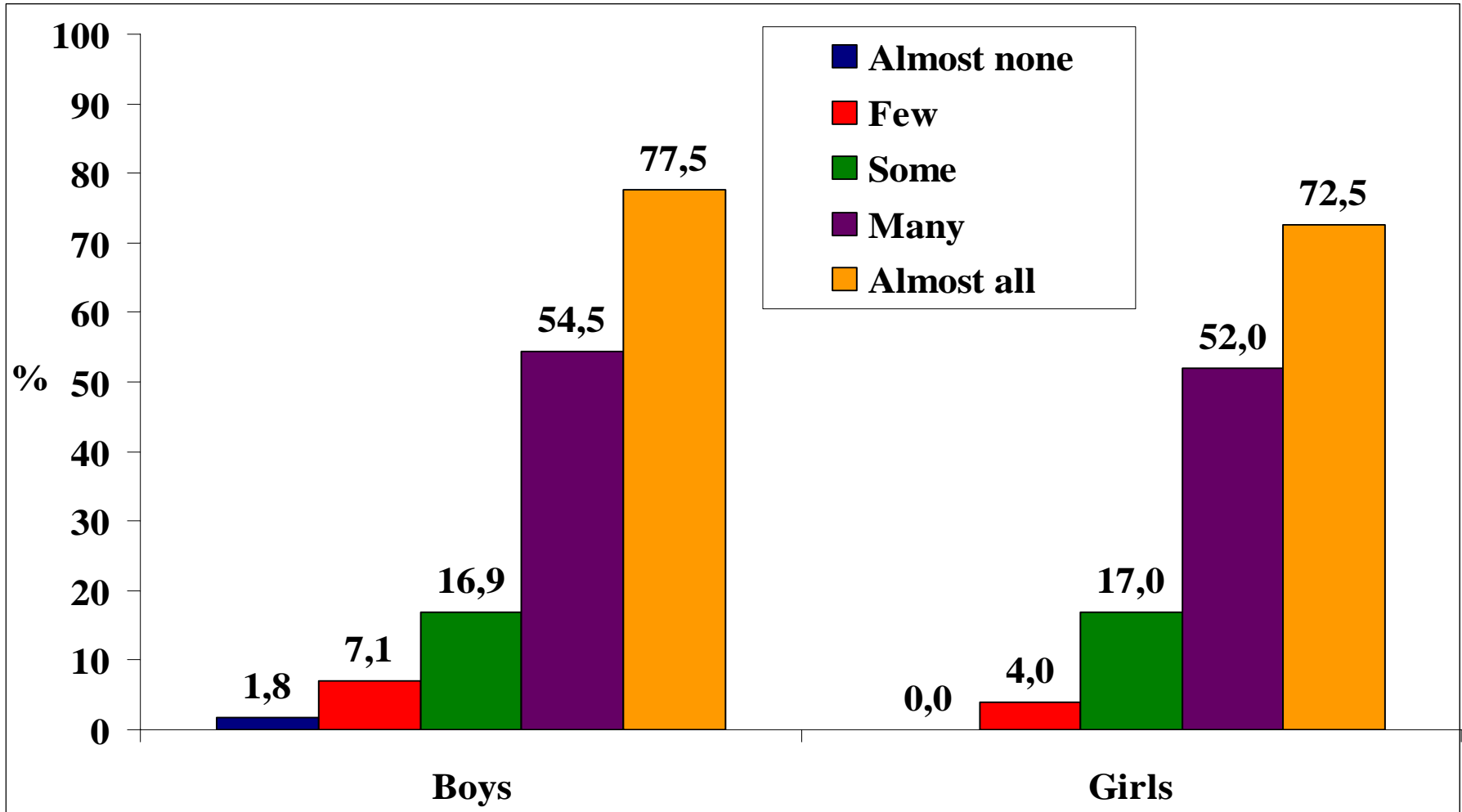
Proportion of students in 10th grade that have had accidents or injuries in relation to alcohol use (ESPAD 1995)



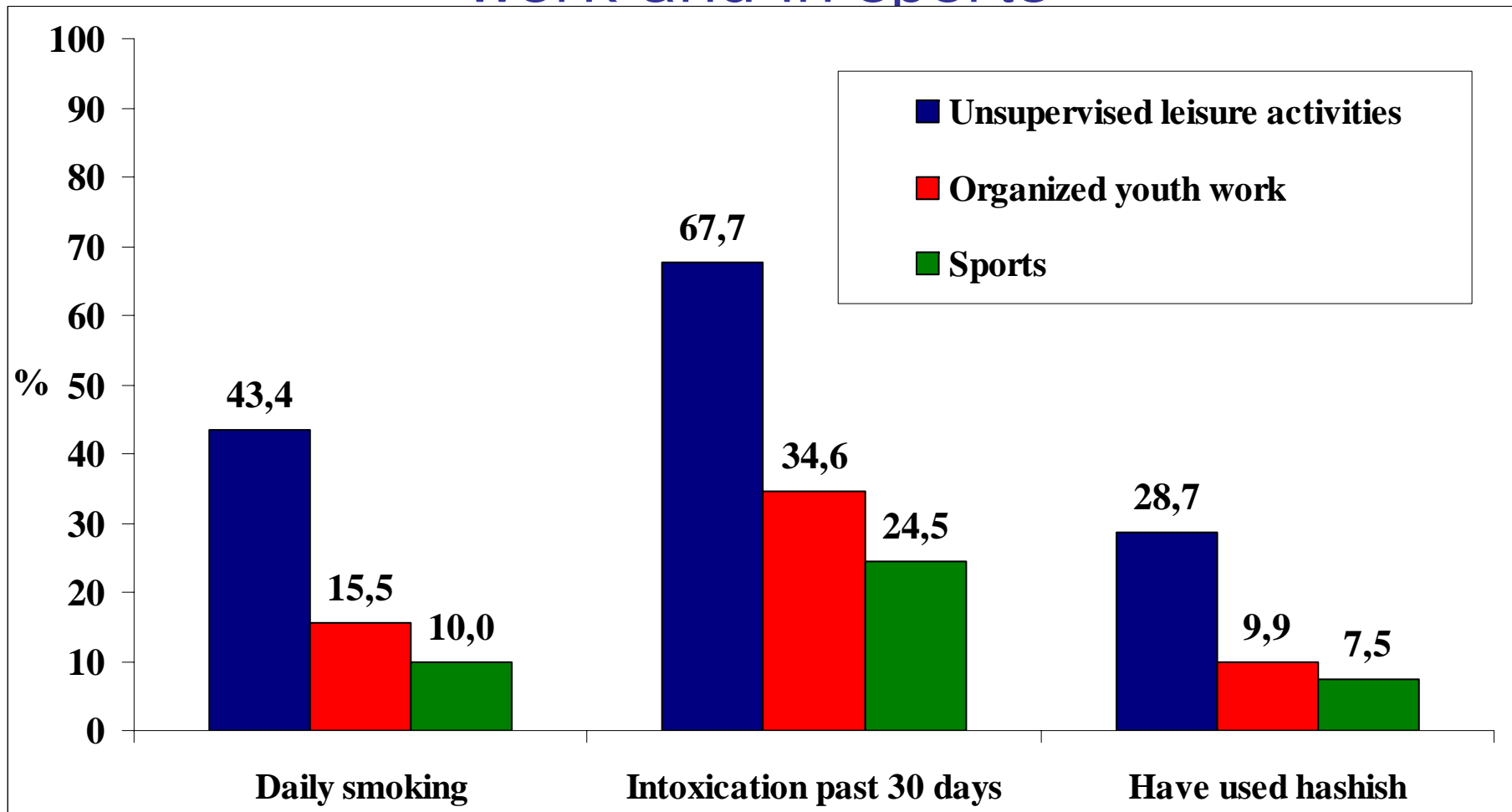
Proportion of students in 10th grade in 1997 that have ever used hashish by how many of their friends use it



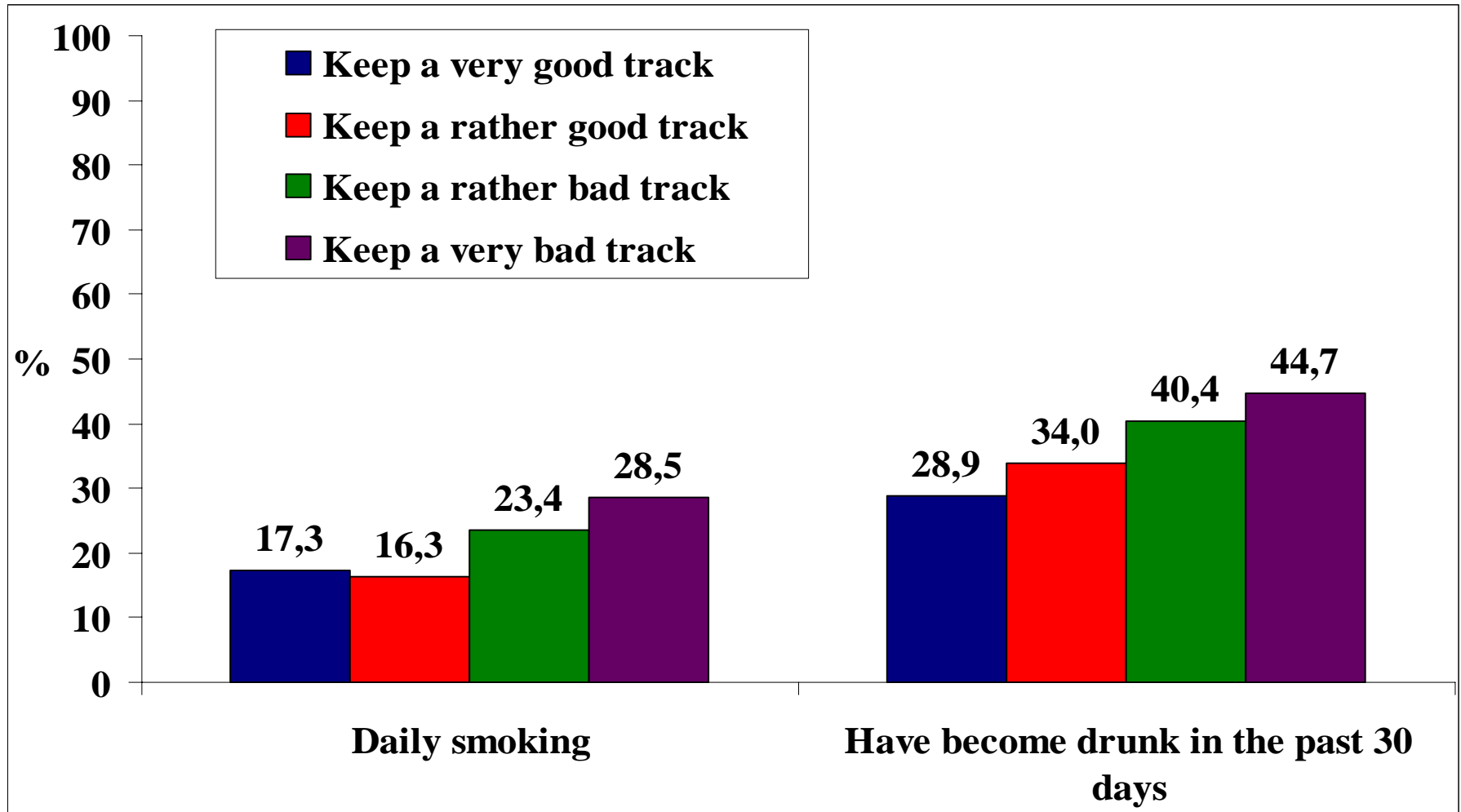
Proportion of students in 10th grade in 1997 that have become drunk in the last 30 days by how many of their friends use alcohol



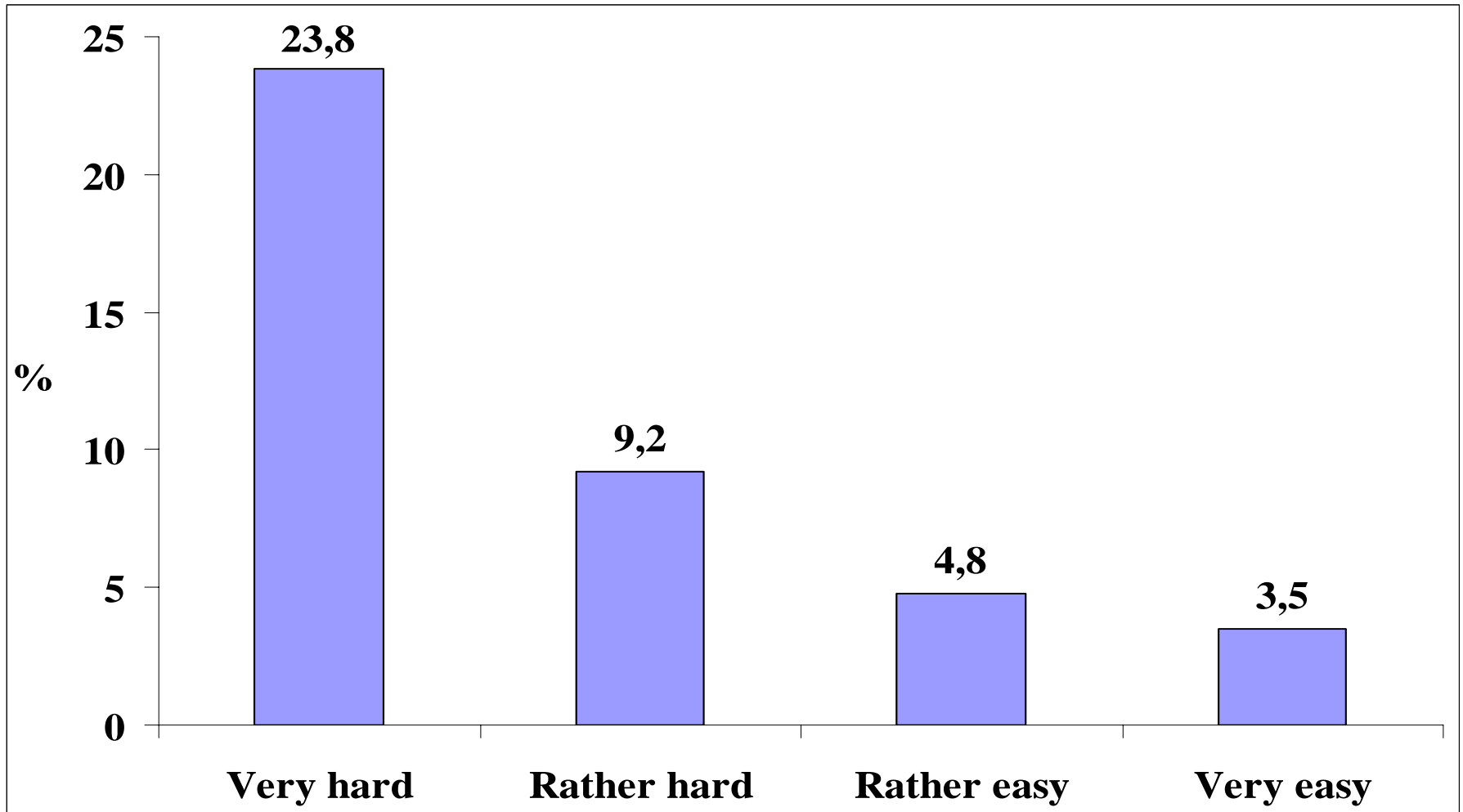
Daily smoking and drug use in three groups: Among those with the highest participation in unsupervised youth activities, in organized youth work and in sports



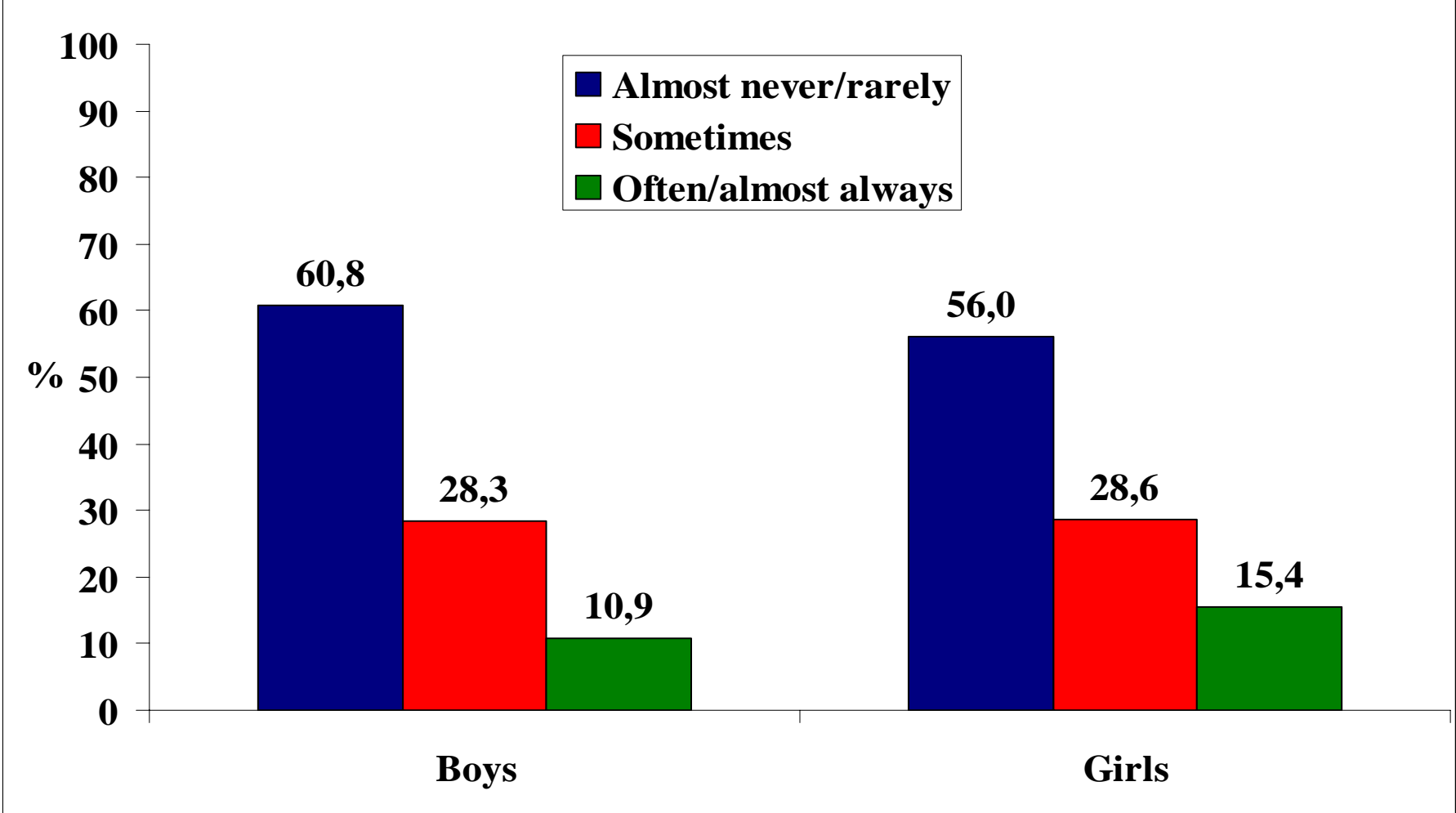
Daily smoking and intoxication among 10th graders by how well their parents keep track of whom they are with in the evenings



Proportion of students in 10th grade who have used amphetamine by how easy/hard it is for them to get support from parents



Proportion of students in 10th grade that have become drunk the last 30 days by how often they spend time with their parents after school during weekdays





Reykjavik and Iceland's strengths

Literacy, good general education, functioning health system, sound economy, equality, full-employment, women's rights and strong "social capital" across the board of a number of measures.

Three decades of comprehensive research collecting information on substance use, life-style, life-events and attitudes of children and young people.



Two-three key events

In 1994 Reykjavik entered into ECAD and Ingibjörg Sólrún Gísladóttir entered as the first woman-mayor of Reykjavik.

Reykjavik launched a five year drug prevention programme Drug free Iceland 1997-2002 in cooperation with the Icelandic Government and ECAD.

From paternalism to parentism

- Parentism
 - central target group
 - clear message
 - coalition building
 - new attitudes
- The 18 year guarantee!



Clear message



Inn á slaginu!

Foreldrar vita öllum betur hvað börnum þeirra er fyrir bestu. Í nýlegri könnun kemur í ljós að um 90% þeirra segjast virða reglur um útvistartíma barna og unglinga. Er gott til þess að vita, þar sem fátt er betur til forvarna fallið en samverustundir foreldra með börnum sínum.

Frá 1. sept. til 1. maí mega börn 12 ára og yngri ekki vera á almannaferi eftir kl. 20. Börn á aldrinum 13-16 ára mega ekki vera á almannaferi á þessu tímabili eftir kl. 22 nema í fylgd með fullorðnum (undanskilið hein heimleið frá víðurkenndri skóla-, íþrótt- eða æskulýðssamkomu).

Ekki þarf annað en að skoða á hvaða tímum sólarhrings börn byrja að fíka með áfengi og aðra vímuefni og hvenær alvarlegar líkamssársíur og óæskileg kynlífsreynsla eiga sér stað, til að skilja að útvistarreglurnar eru ekki settar fram af neinni óviljun. Þess utan er megar svefn mikilvæg forsenda vellíðunar og árangurs í skólanum.

Við styðjum alla foreldra hellsugar í því að vera samtaka, ákveðnir og eskulegir og virða reglur um útvistartíma barna sinna.

Verum vel heima í reglunum um útvist barna og unglinga.

Börn 12 ára og yngri mega ekki vera úti eftir kl. 20.

Börn á aldrinum 13-16 ára mega ekki vera úti eftir kl. 22.

Foreldrar, lögreglan og sveitarfélög – samtaka í stuðningi við börn og unglinga.

Ríkislögreglustjórn
Santaka

Setjum mörk

Foreldrar styðjum börnin okkar

gegn áfengisneyslu þegar þau komast á framhaldsskólaaldur

- Stuðlum að áfengislausum skólaböllum
- Útvegum börnum hvorki áfengi né veitum þeim aðstöðu til áfengis- eða vímuefnaneyslu
- Munum að leyfi til meðhöndlunar áfengis miðast við 20 ár
- Foreldrar eru mikilvægastir í forvörnum sanngjarnir, samtaka og ákveðnir

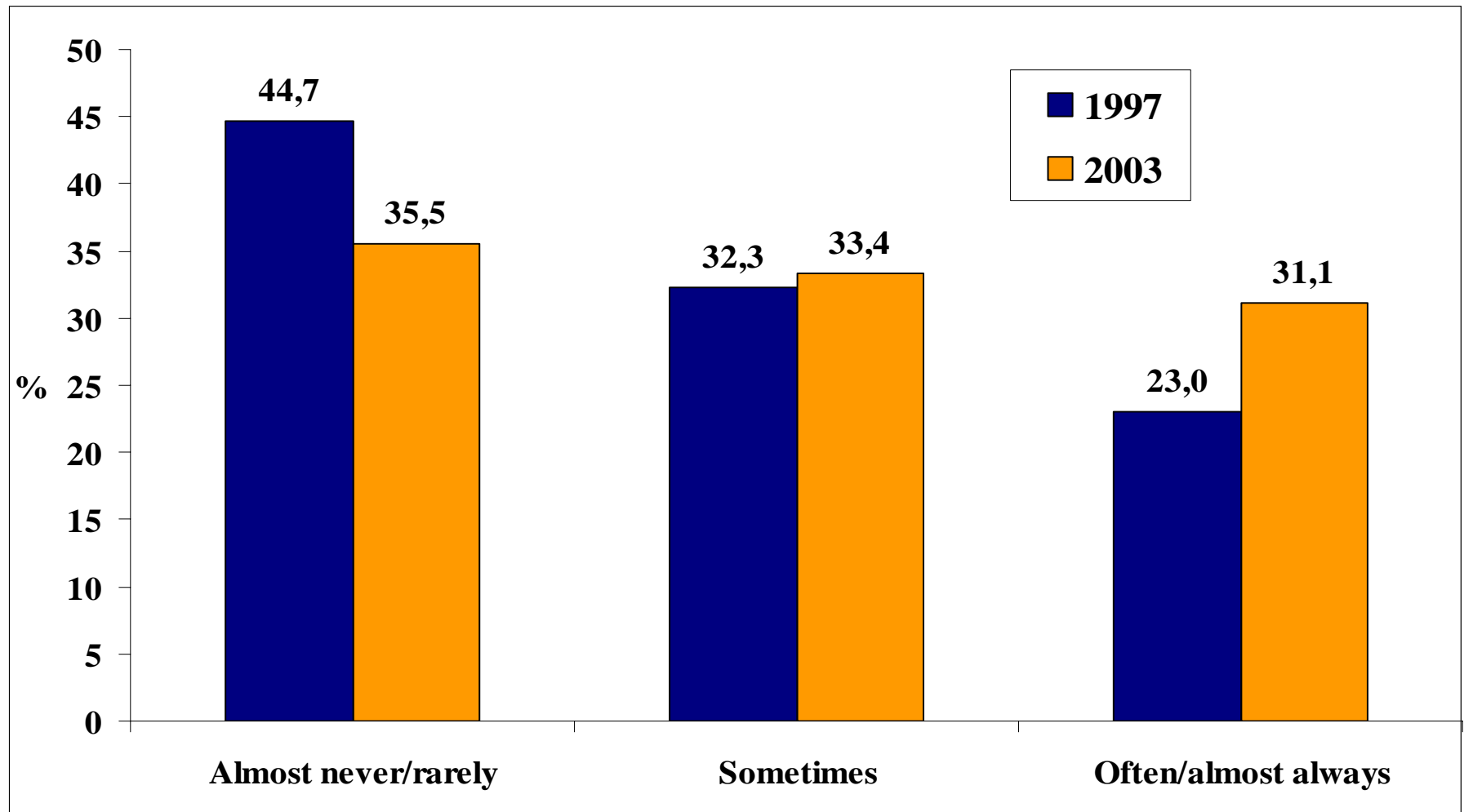
Tökum höndum saman - verum ábyrg

Áfengis- og vímuefnaráð, Ísland án eiturlyfja, Félag framhaldsskólanna, Heimill og skóli og Lögreglan í Reykjavík

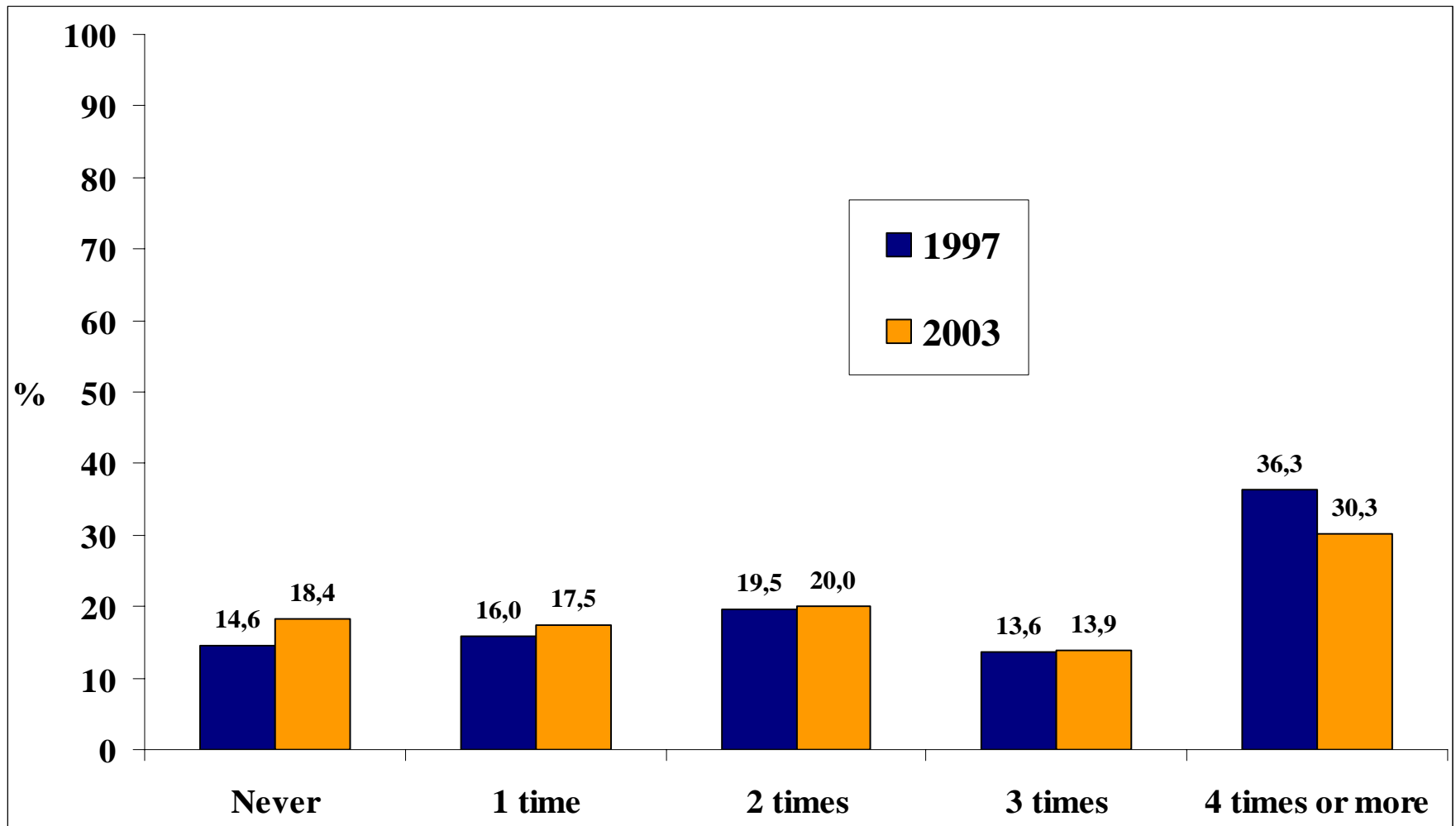
Love without hesitation



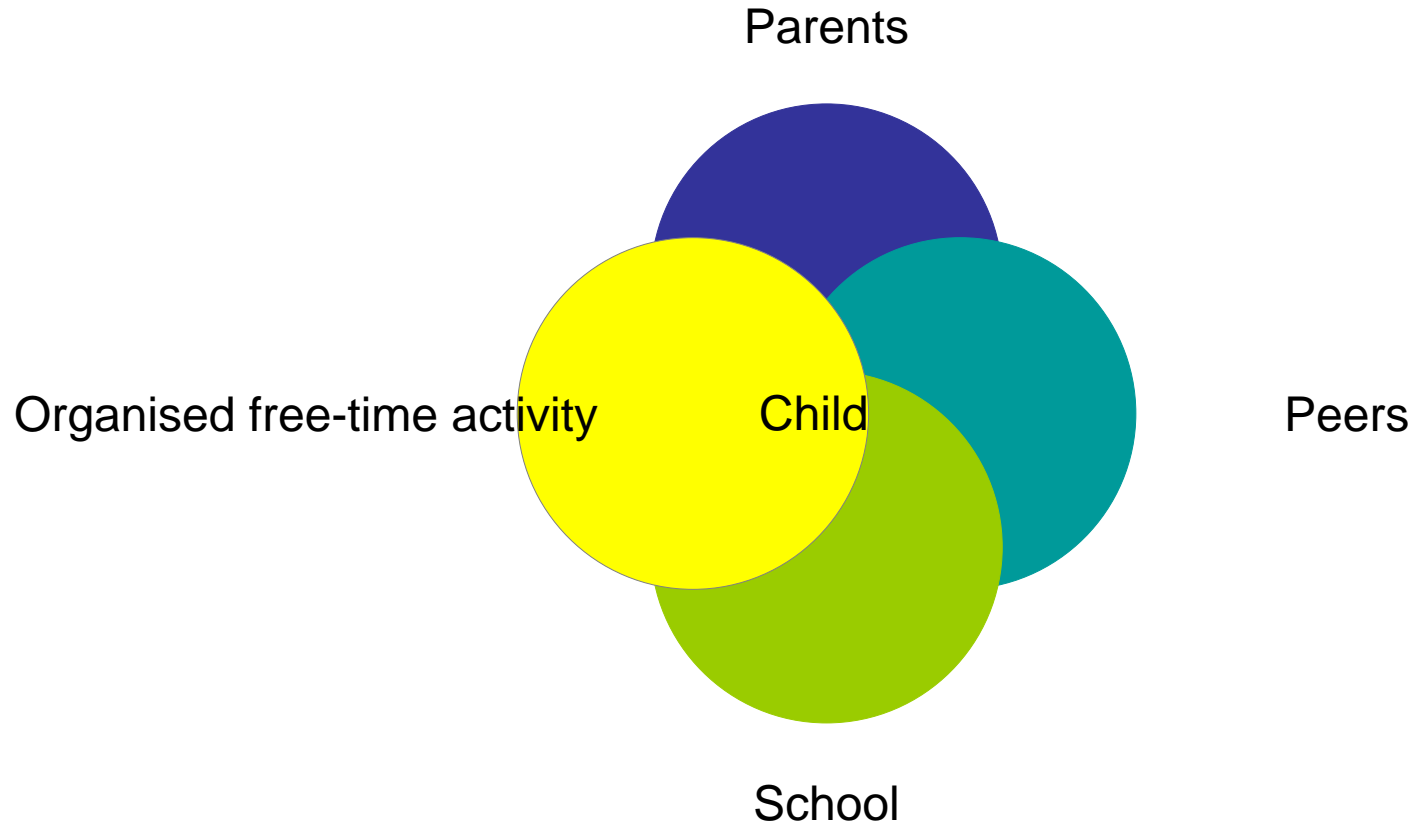
Proportion of students in 10th grade that spend time with their parents during weekdays



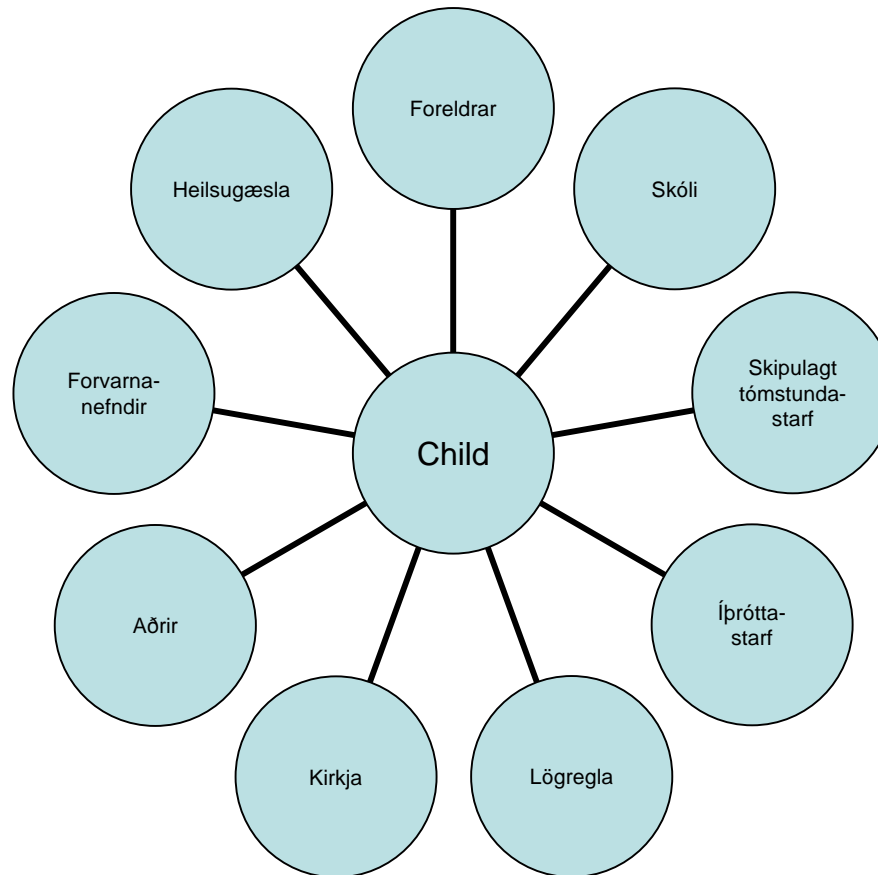
Proportion of students in 10th grade that have been out after 10 pm the past week



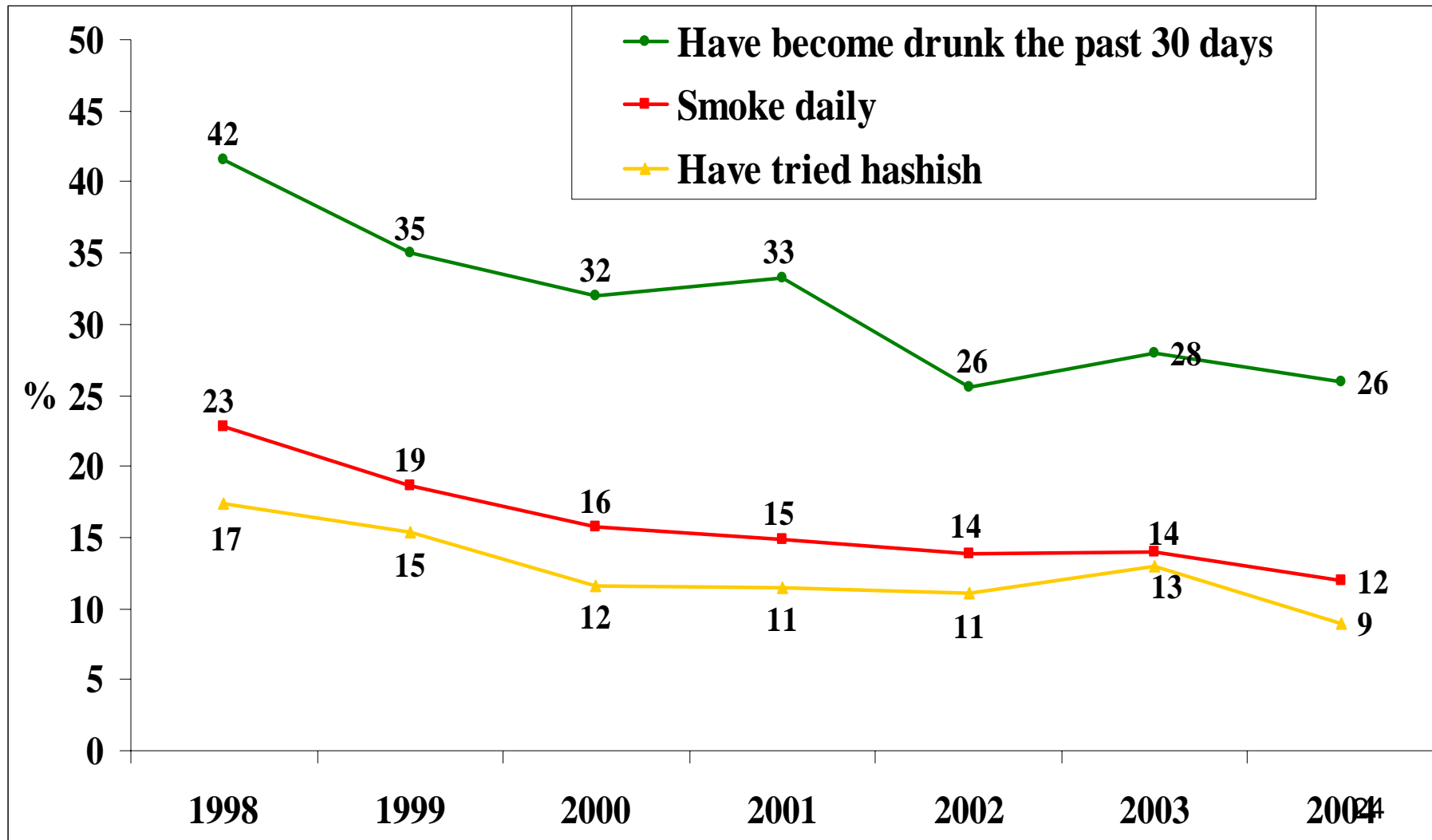
The child in the centre



„It takes a whole village to raise one child”



Trends in substance use among 10th grade students in Iceland from 1998-2004





Youth in Europe - formal preparations

A resolution adopted by ECAD Advisory Board Meeting,
February 4th 2005

The results of an ECAD working group of specialists that met
in Reykjavik in April 2005

A proposal to the Mayors' Conference in Oslo, May 26-27,
2005



Youth in Europe

- ✓ An international 5 year project initiated by ECAD – carried out in cooperation of capitals, cities and states in Europe
- ✓ Has an international Dimension and a Community Focus
- ✓ Based on key learnings from projects all over Europe and a multidisciplinary collaboration of social scientists
- ✓ Is evidence based with a strong elements of international comparison and best practice



ECAD is an international organisation that can lead a holistic project aiming to implement effective measures to prevent the distribution, selling and use of illegal substances among its youth. ECAD has a clear vision and the expertise within its organisation and among its member cities.

Therefore the Advisory Board of ECAD agrees to propose the Annual Mayors' meeting in Oslo in May that ECAD initiates, launches and co-ordinates a European project, aiming to implement effective measures to prevent the distribution, selling and use of illegal substances

The program will focus on:

- Youth in Europe
- A drug prevention program -



Youth in Europe

- ✓ Sends a **clear message** in order to combat drugs and raises awareness and enhances preventive work among participating countries
- ✓ Takes a **strong stand** with regard to goal-setting, policy and implementation
- ✓ Is a **community based** approach, as well as evidence based, with a broad spectrum, that emphasizes voluntary associations, youth sport clubs, organised leisure activities, parental associations, school authorities and the police



Youth in Europe

- ✓ The program will emphasize identifying risk factors, protecting factors and **evaluating the results** of the program
- ✓ The program will aim at utilizing the **existing networks** in each community in order to reduce tobacco, alcohol and drug use among adolescents
- ✓ The campaign will also **involve stakeholders** within governments and municipal authorities and national NGO's.
- ✓ The program will base on **coordinated research** that allow drawing conclusions for the benefit of local as well as global preventive work against the use and the distribution of drugs.
- ✓ The project emphasizes **systematic use of knowledge** and information in areas relevant to prevention work.



- **Mobilising society**
 - ✓ in order to raise awareness and enhance preventive work on both community level and in collaboration of participating countries. It will focus on:
 - ✓ **Regular evaluation** of the field work and regular network meetings to compare strategies including researchers, policy makers, field workers and others
 - ✓ **Empowering** parents and parental co-operation
 - ✓ **Increasing participation** of young people in organised youth activities and sport clubs and encouraging the local society to offer a variety of organised youth activities



Mobilising society, cont.

- ✓ **Activating schools** and other public institutions that work with and for young people
- ✓ **Promoting a holistic approach** by enhancing co-operation between local government and other stakeholders in adolescents' lives.
- ✓ **Co-operation** of parents, schools, organised youth work and local society
- ✓ **Co-operation** between official bodies and enterprises
- ✓ **Raising public awareness** and **sense of responsibility** among official bodies e.g. through the media



2. Research and evaluation to facilitate comparison of prevention strategies and success factors across Europe, and provide valuable information to participants and to ECAD. It will emphasize:

- ✓ identifying risk factors and protective factors and evaluating the results of the program.
- ✓ coordinating research that allow drawing conclusions for the benefit of local as well as global partners
- ✓ systematic use of knowledge and information in areas relevant to prevention work.



Two comparative studies will be carried out, in the beginning of the project and at the end of the project. Questionnaires will be administered in all participating countries at the same time. A population sample, fully representative of the age group 15-16 years old, will be surveyed in each country.

The Icelandic partner will administer and coordinate the research in good cooperation with participating partners. Each participating partner will be responsible for collection of data and carrying out research in their own country/city. The first survey should be carried out in fall of 2005, not later than spring 2006.

The Advisory Board also agrees to form a preparatory committee with representatives from countries represented on the Advisory Board. The committee will be chaired by a representative of ECAD. The City of Reykjavik will host the preparatory meeting to be held before the end of March 2005.



The Steering Group is responsible for the following:

- ✓ **Administering surveys**, the first survey to be carried out no later than in spring 2006
- ✓ **Seeking support and extra funds** from the Nordic Council of Ministers and the European Union and others
- ✓ **Promoting the programme** on an international level
- ✓ **Evaluation of the program**, organizing cross-national comparison of indicators and data as well as presentation of results to the ECAD Annual Mayors' Conference.
- ✓ **Budget and financial plans**, and the distribution of extra funds from sponsors according to agreements.
- ✓ **Extra activities**, i.e. conferences/seminars related to the programme.



Youth in Europe – a drug prevention program

- ✓ is not just a simple idea, of
 - ✓ bringing together leading cities
 - ✓ evidence and sound research
 - ✓ best practice



Youth in Europe – a drug prevention program

- ✓ but a powerful message about, how a
 - ✓ clear vision
 - ✓ international co-operation
 - ✓ scientific foundation
 - ✓ grasroot work

- ✓ can deliver results and create a better community



ECAD Mayors´ Conference, held in Oslo, May 26-27, agrees to initiate, launch and coordinate a European project **Youth in Europe - A drug prevention programme** among and in cooperation with capitals, cities and states in Europe in the years 2005-2009.

Aims and objectives

Capitals and cities in Europe will join forces within a strategic framework to mobilize their communities, respective authorities as well as organization and NGO´s, in order to protect young people from the injurious effect of drugs and drug use. initiate multidisciplinary collaboration within and among the participants. All members of ECAD, that commit to the aims and the objectives of article I and the responsibilities described in article III, can become active partners in *Youth in Europe; A Drug Prevention Programme* and participate in the campaign.