



Soon I will start...

The Contract Concept



Slim Lidén

secretary-general

NGO SMART



What is so smart

about



?

- ✓ Smart kids
- ✓ Smart choices
- ✓ Smart method
- ✓ So this NGO is called SMART



SMART is a network

- ✓ for all who work with the Contract Concept
- ✓ We work with primary prevention
- ✓ with help of individual contracts
- ✓ and positive reinforcement



Primary prevention

- To fight a problem
- (tobacco/alcohol/drugs)
- before the problem occurs
- (tobacco/alcohol/drugs)
- That is primary prevention



We focus on

- Tobacco
- Early debuts of alcohol

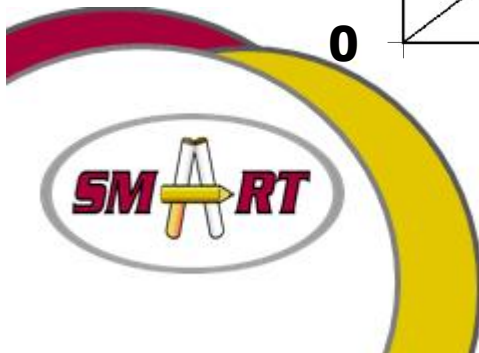
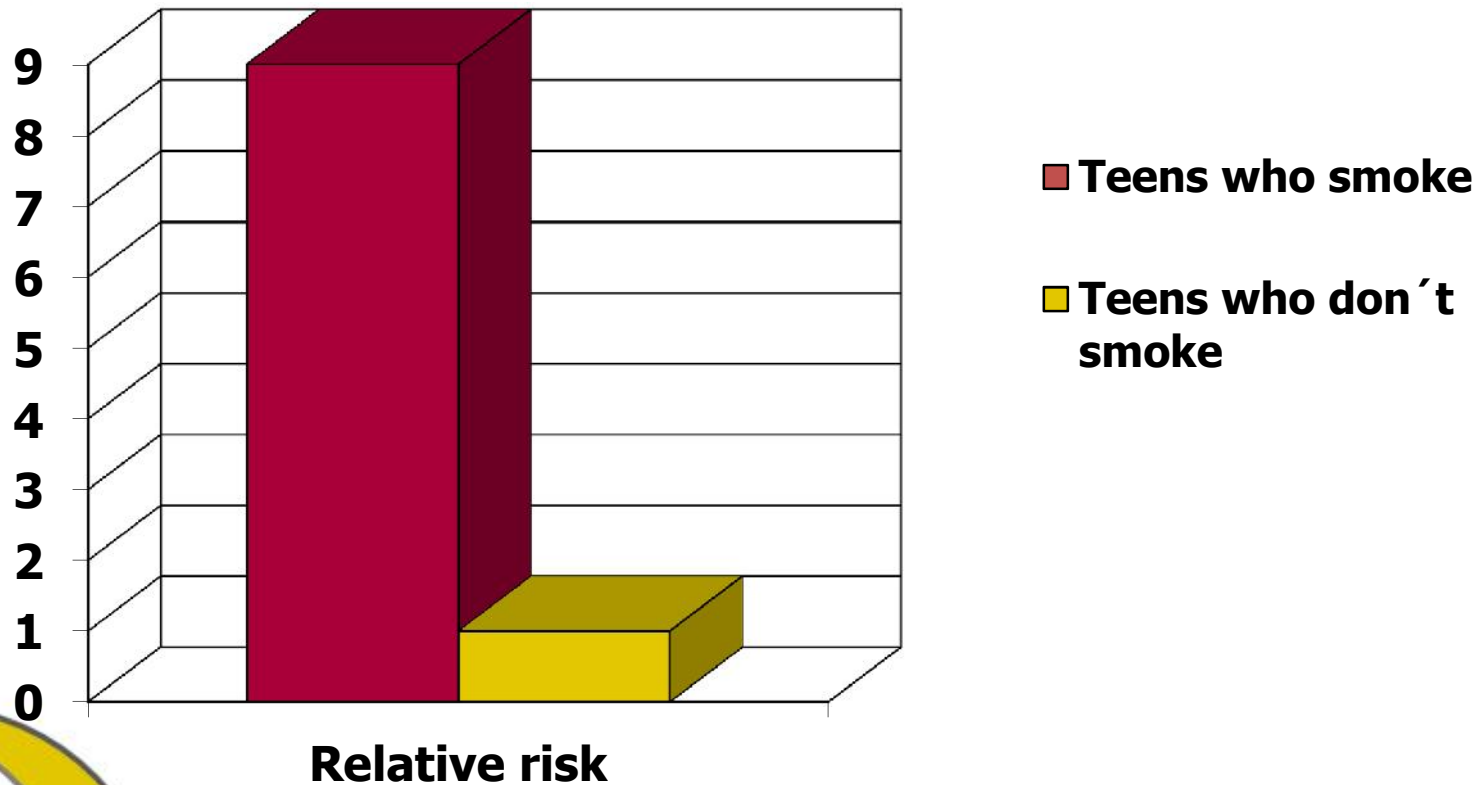
Wonder **why?**

I'll show you!



CASA:

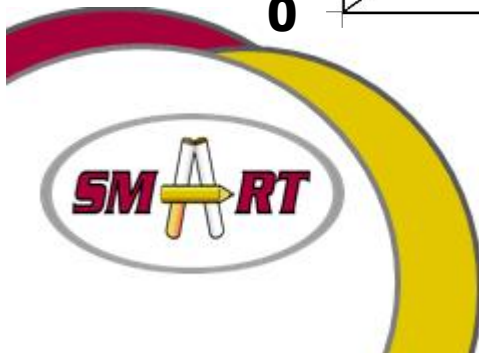
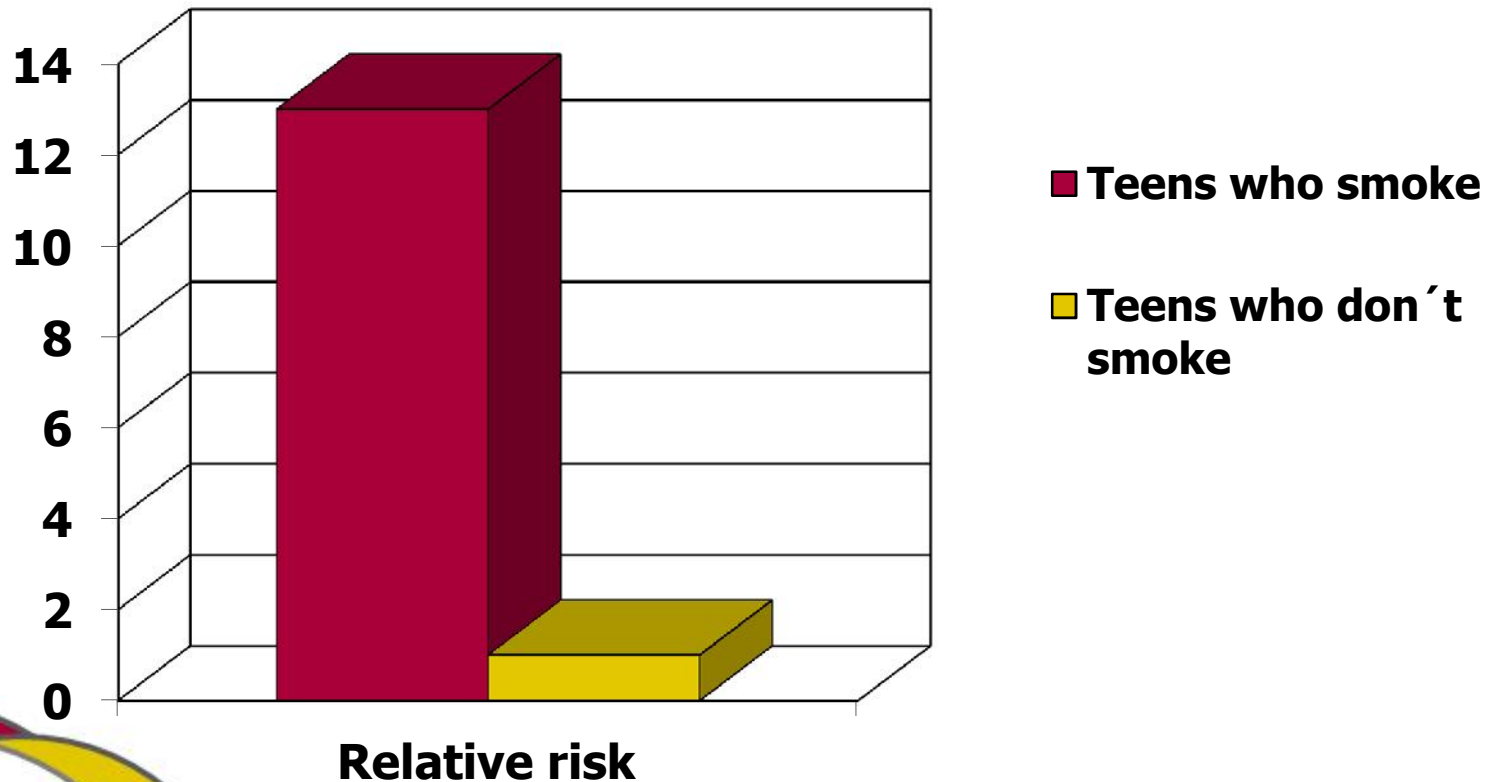
Past year alcohol abuse or dependence



Source: The National Center on Addiction and Substance Abuse (CASA) at Columbia University, USA

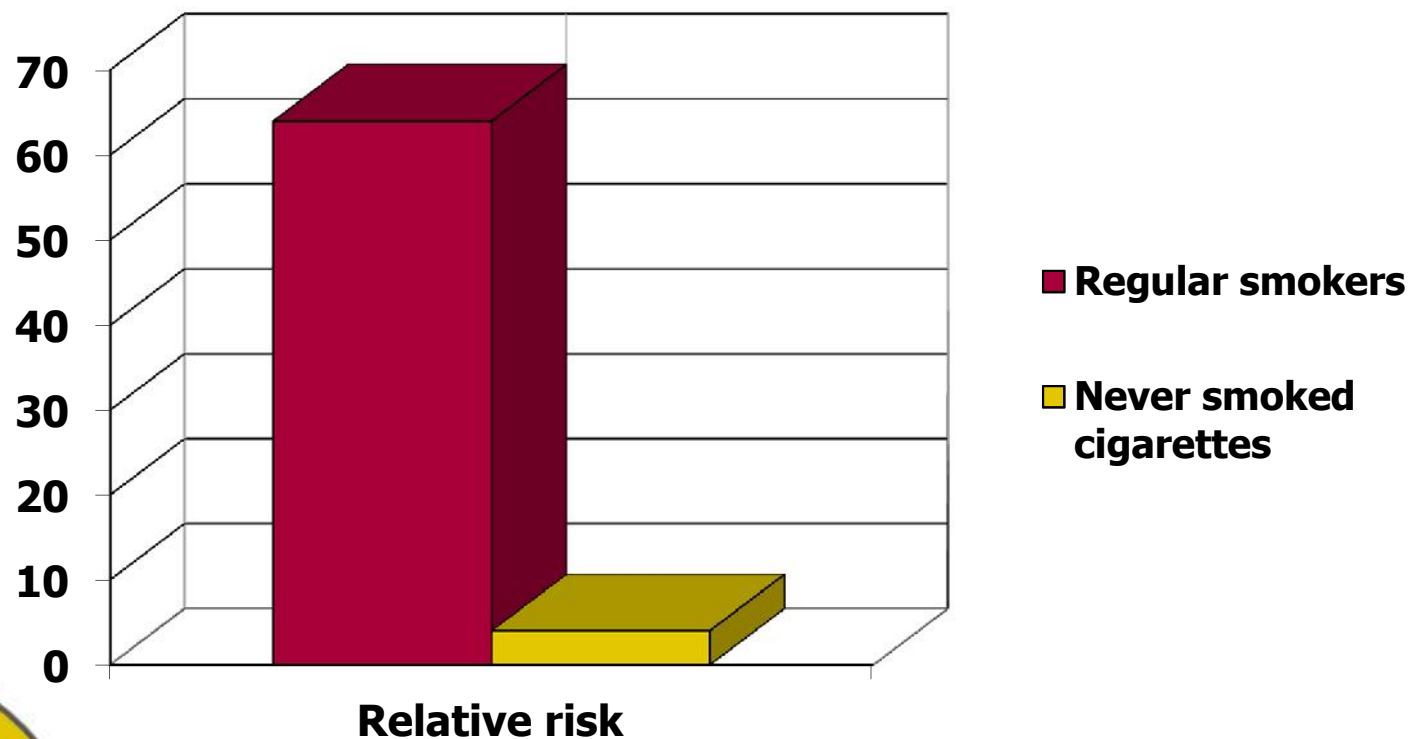
CASA:

Abuse and dependence on an illegal drug



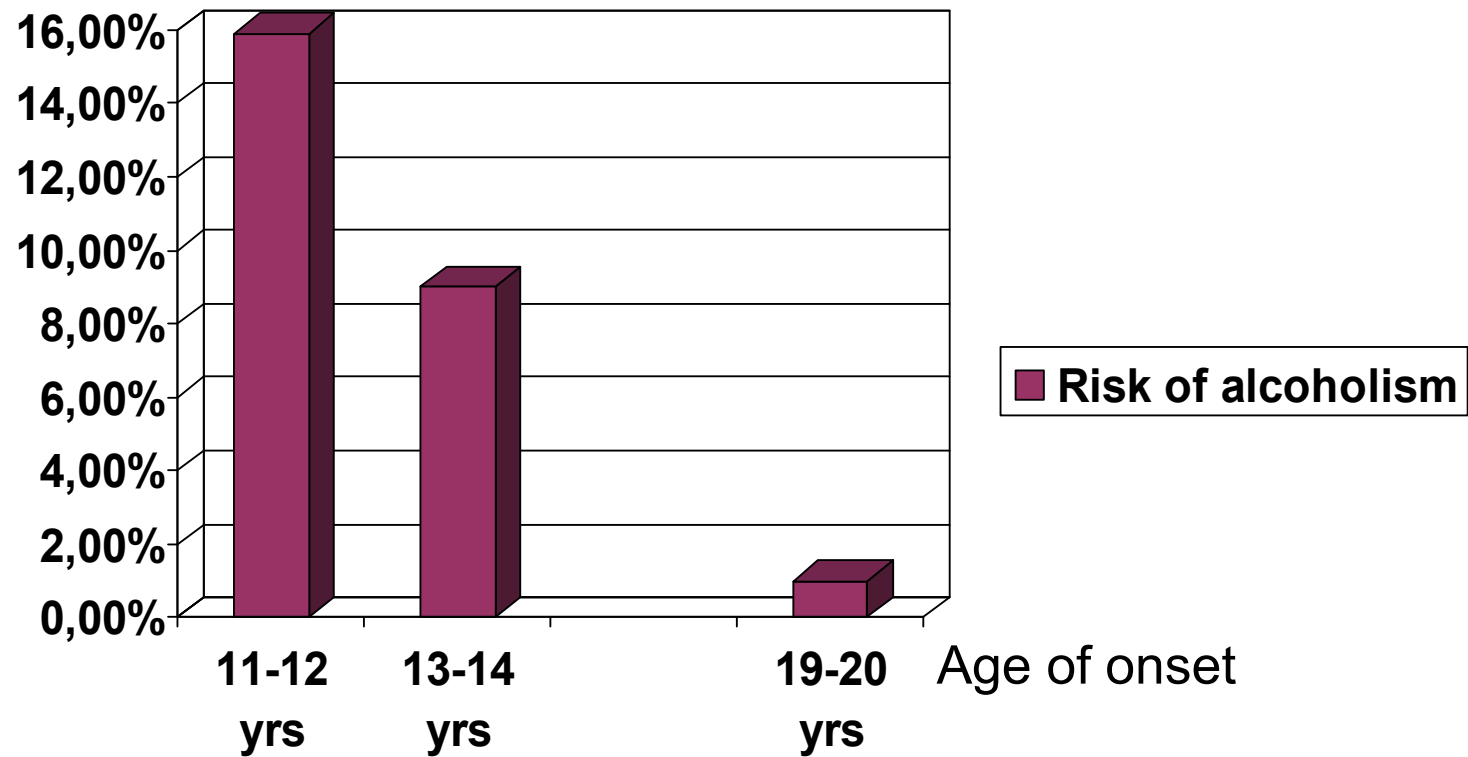
Source: The National Center on Addiction and Substance Abuse (CASA) at Columbia University

Swedish scientific survey, 2011: Share in % %, who have tried cannabis (17 years old)



Risk of becoming an alcoholic related to age of alcohol debut

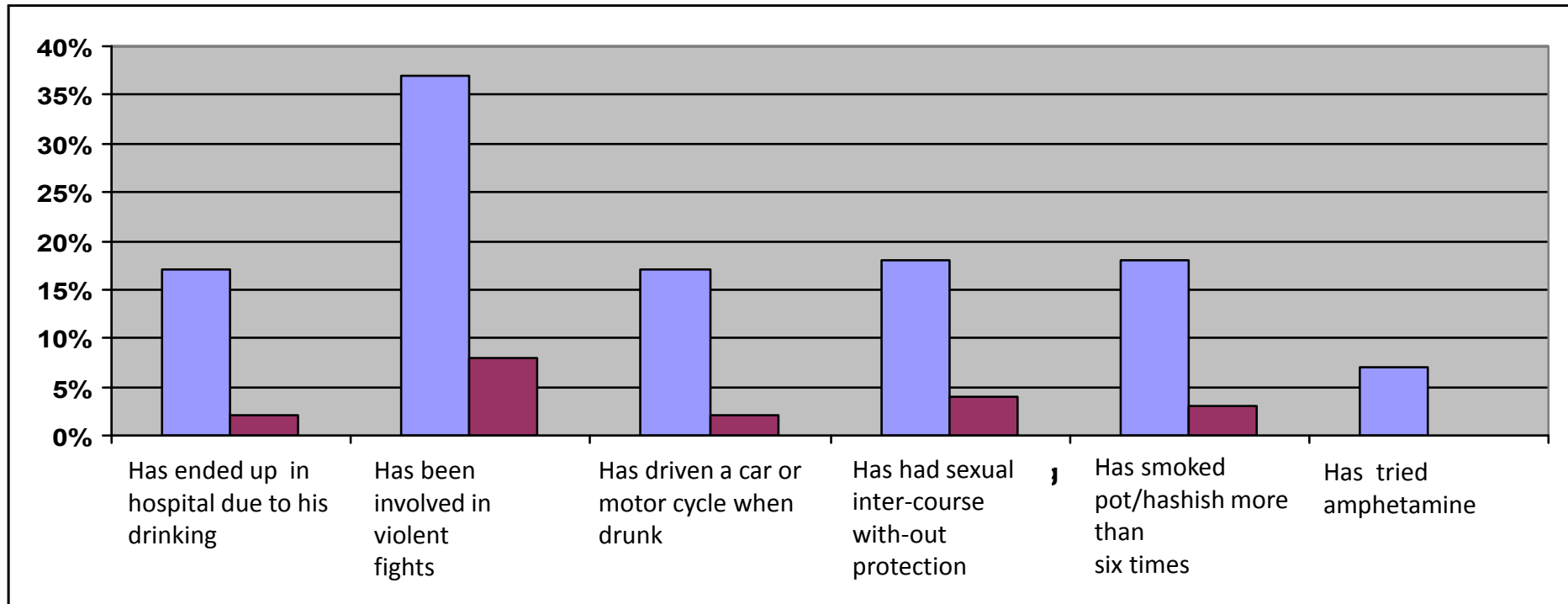
(Source: Dr Deborah Simkin, Div. of Child and Adolescent Psychiatry, University S. A. College of Medicine)



Early alcohol debuts

Early debut: Those who were drunk the first time aged 12 or younger

Later debut: Those who were drunk the first time aged 14 or older



Problems self reported by Danish boys aged 15-16. Source: Sundhedsstyrelsen

Do you still wonder
why we focus on

- Tobacco and
- Early debuts of alcohol?

Now to the issue of the Contract Concept



The Contract Concept

- ✓ Individual contracts between youngsters and a Smart Club
- ✓ (or a tobacco free adult)
- ✓ Positive reinforcements
- ✓ Encourage good behaviour
- ✓ Activities, other benefits



The Contract Concept

- ✓ Parents are involved
- ✓ Family talk
- ✓ Time to think
- ✓ Free choice
- ✓ Conscious choice



Reading the contract carefully





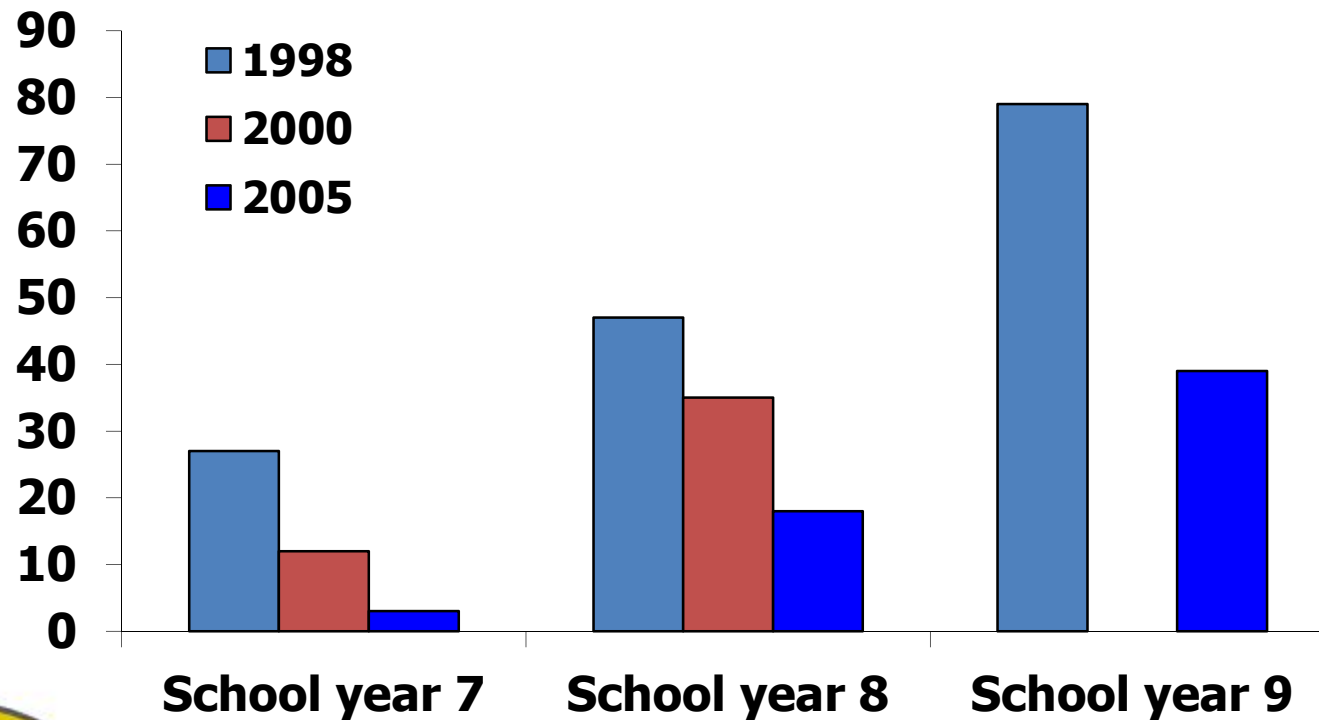


Good results!

- We have cut down smoking and drinking among young people
- In many places smoking is halved
- In some places intoxicating drinking is halved



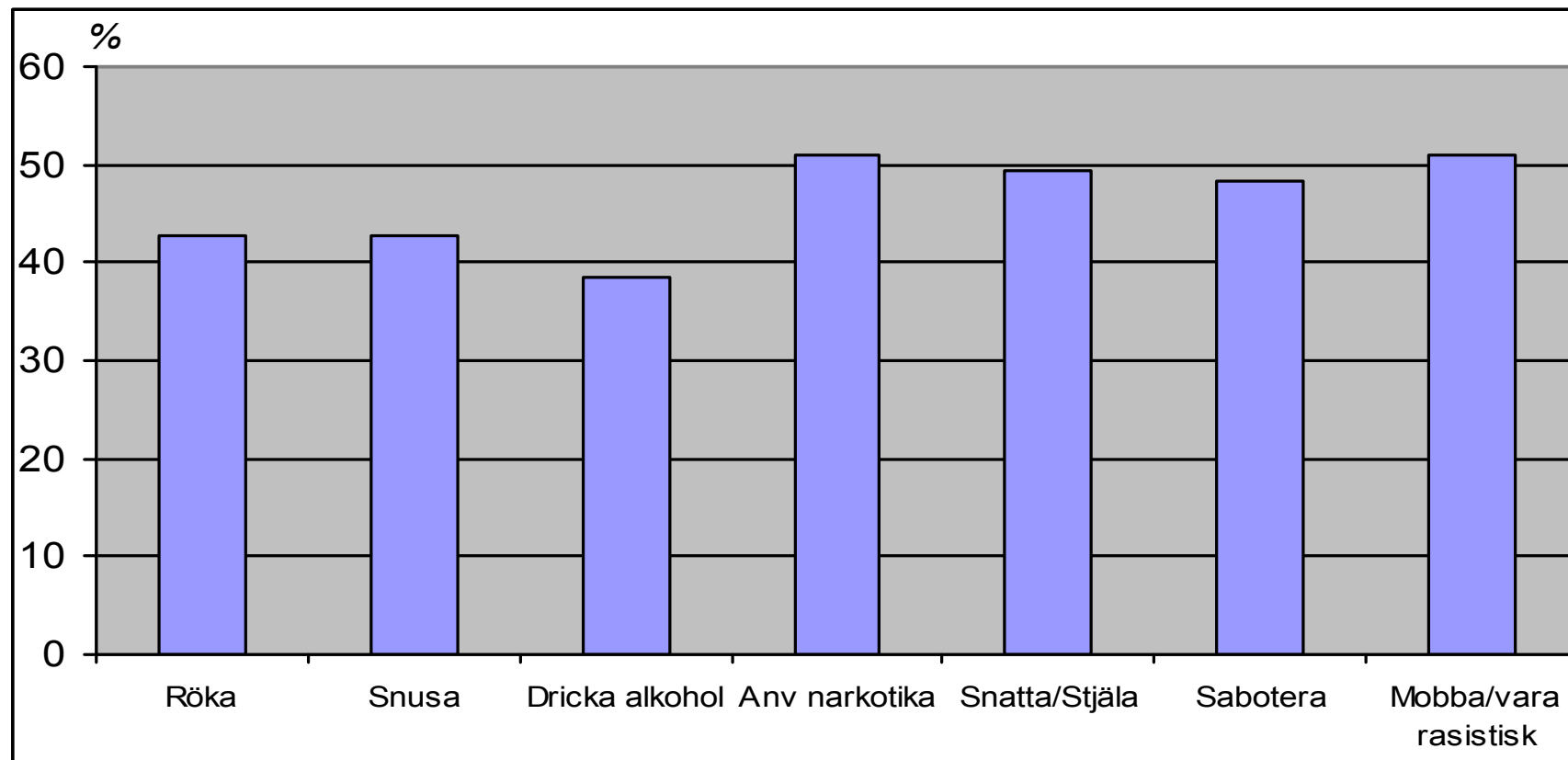
Hammaro, Sweden: Ever felt drunk (girls answering 'Yes')



Evaluation of The Contract Concept

The Scientific Team within the Public Health institution at Örebro University led by professor Charli Eriksson have evaluated The Contract Concept in the region of Västernorrland. The significance of the contract itself as a means of support for the youngsters to say 'no' is evident from their self-report.

Has the contract helped you to say no to ...?



Percentage who have answered 'Yes'

The Contract Concept

This drug prevention method has been spread from Sweden to Norway, Finland, Russia, Latvia, Lithuania, Estonia, Belarus, Denmark and India.

(in a relatively small scale - except for Norway and Denmark)

Next country to start: Uganda

And then? Your country?



If you are interested...

- ✓ There is no licence cost at all.
- ✓ This is for the youngsters and their families. And for the society.
- ✓ We're just happy to help.
- ✓ We will support you with ideas, advice, others' evaluations, experiences...





Contact me!

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