

Nordic and Baltic alcohol policy model
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Icelandic youth and drugs. Is there anything to learn?

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Information Center on Alcohol and Drug Prevention

- ...is a non-governmental, non-profit information service
- ...with the aim to encourage research and evidence based measures and foci in alcohol and drug policy and prevention by...
- ...providing information on the effects of alcohol and other drugs on society, families and individuals and improving the availability of information on evidence based alcohol and drug prevention and effective policy through...
- ...co-operation, publication, education, guidance, project leadership and by operating on-line websites and data bases.



General characteristics of Iceland

- Area: 103,000 km²
- Population: 350.000. Around 65% live in Reykjavík (the capital) and surrounding municipalities in the southwestern region of the country
- Homogeneous population/culture
- Few media
- Small communities/municipalities (72). 6 with less than 100 inhabitants, 41 less than 1.000. Only 9 with more than 5.000 inhabitants.



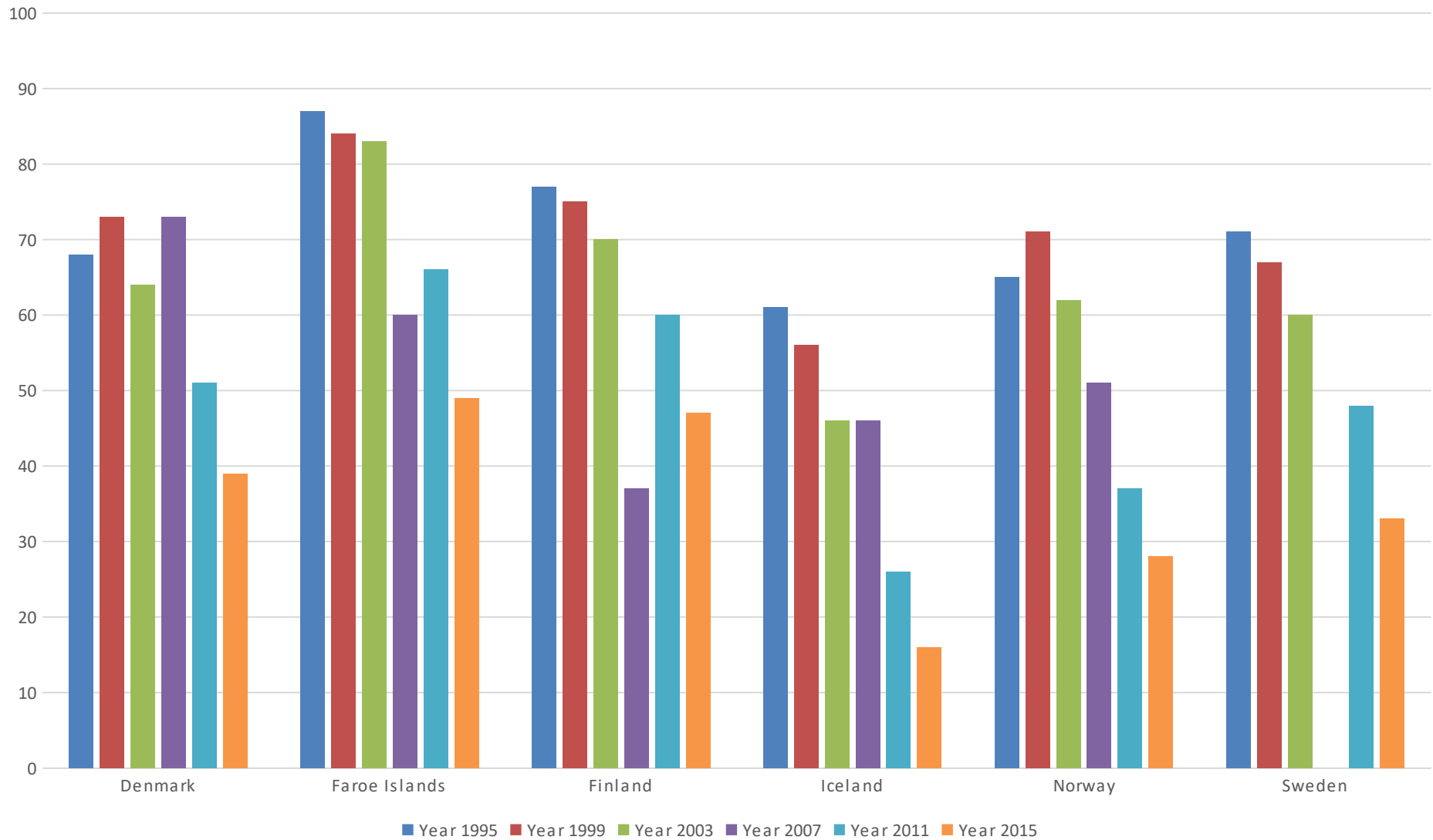
European Survey Project on Alcohol and Drugs ([ESPAD](#))

- ESPAD is a collaborative project, in which each country collects data every fourth year following a strictly standardized methodology to allow cross-national comparisons.
- The main purpose is to collect comparable data on substance use among 15- to 16-year-old students in order to monitor trends within as well as between countries.
- Between 1995 and 2015, six surveys have been conducted in 48 European countries.

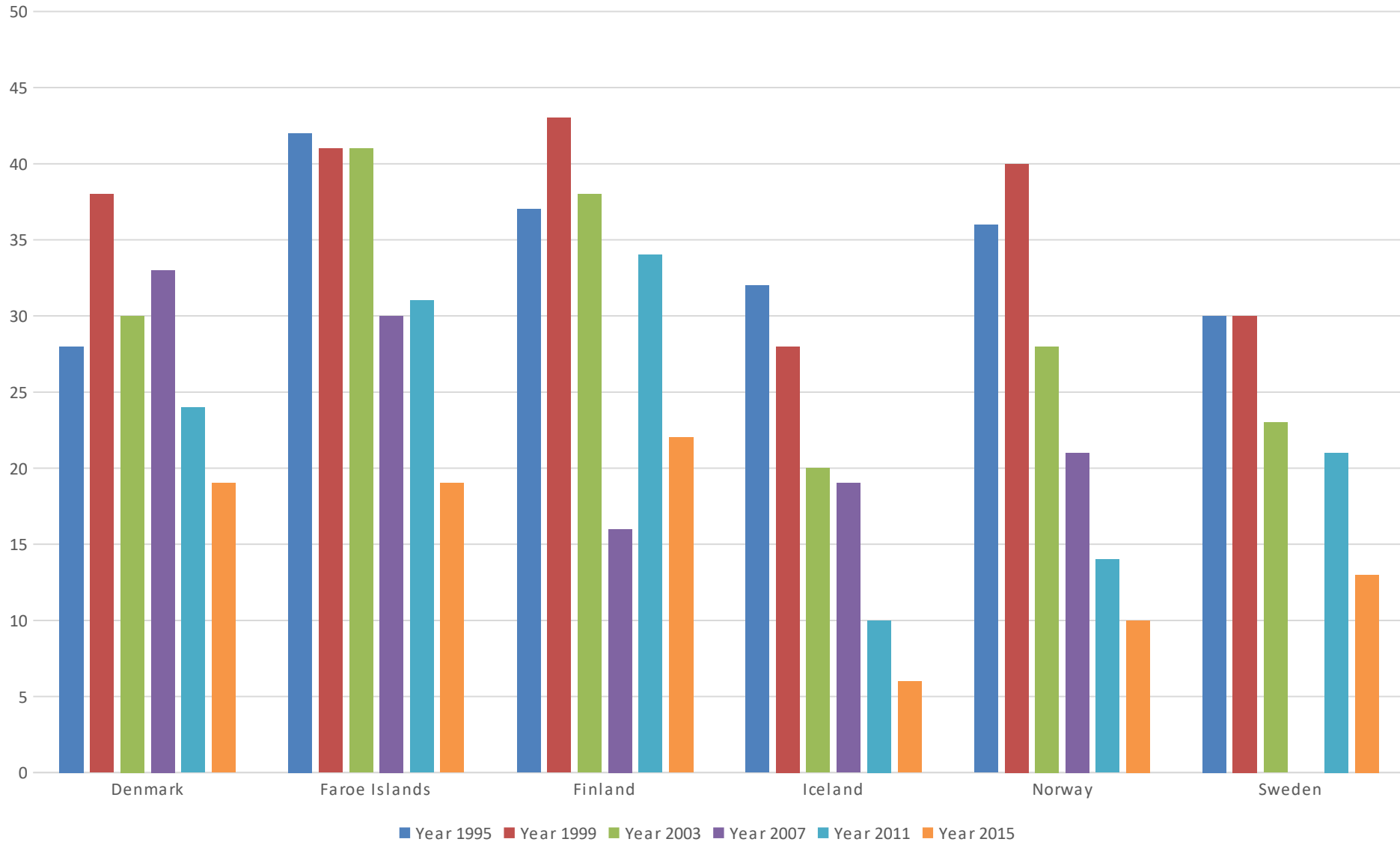
Importance of studies and research

- *Knowledge - data*
- *Development/comparison*
- *Policy making*
- *Choice of preventive measures*

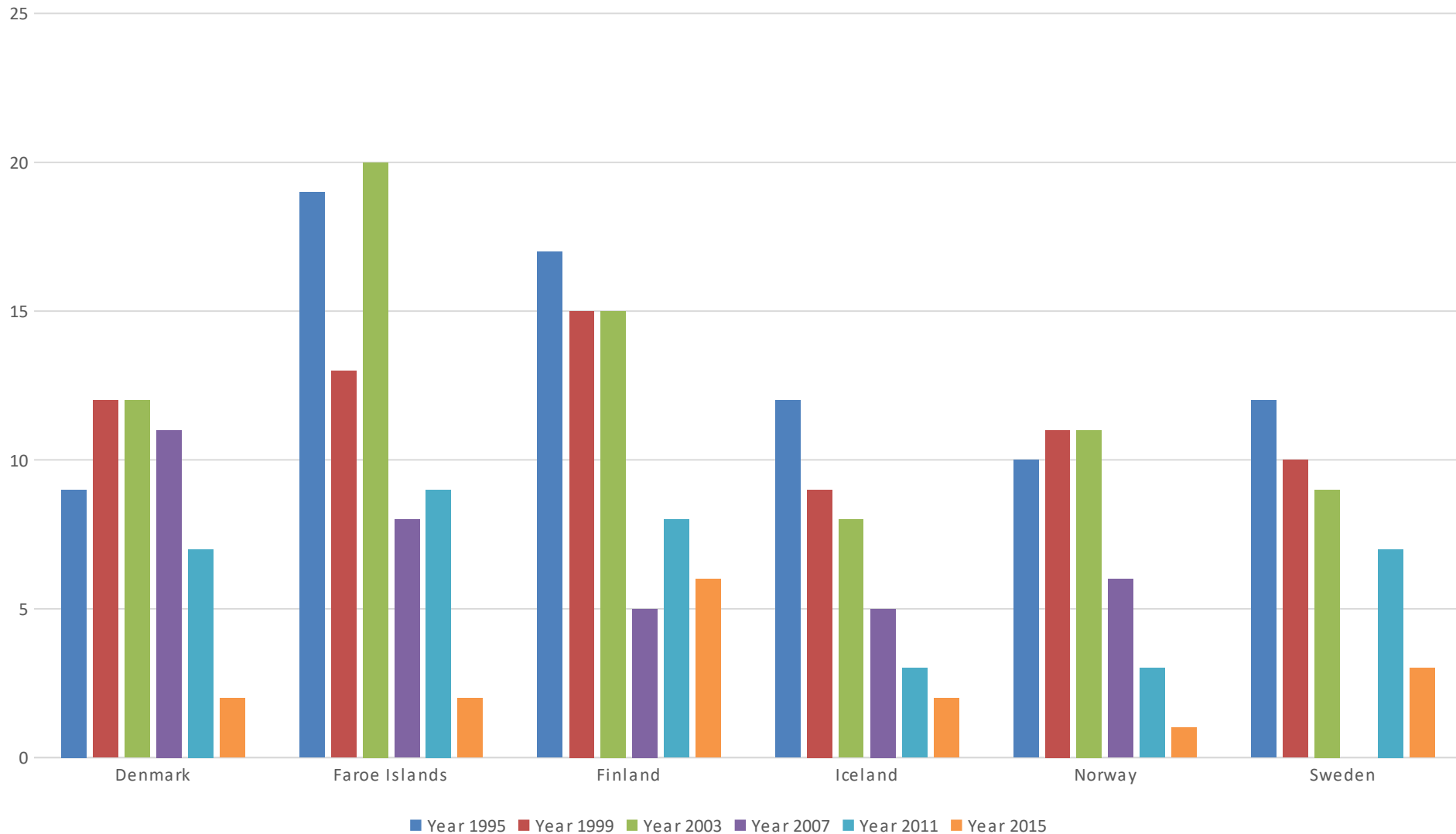
Lifetime use of cigarettes – have never smoked



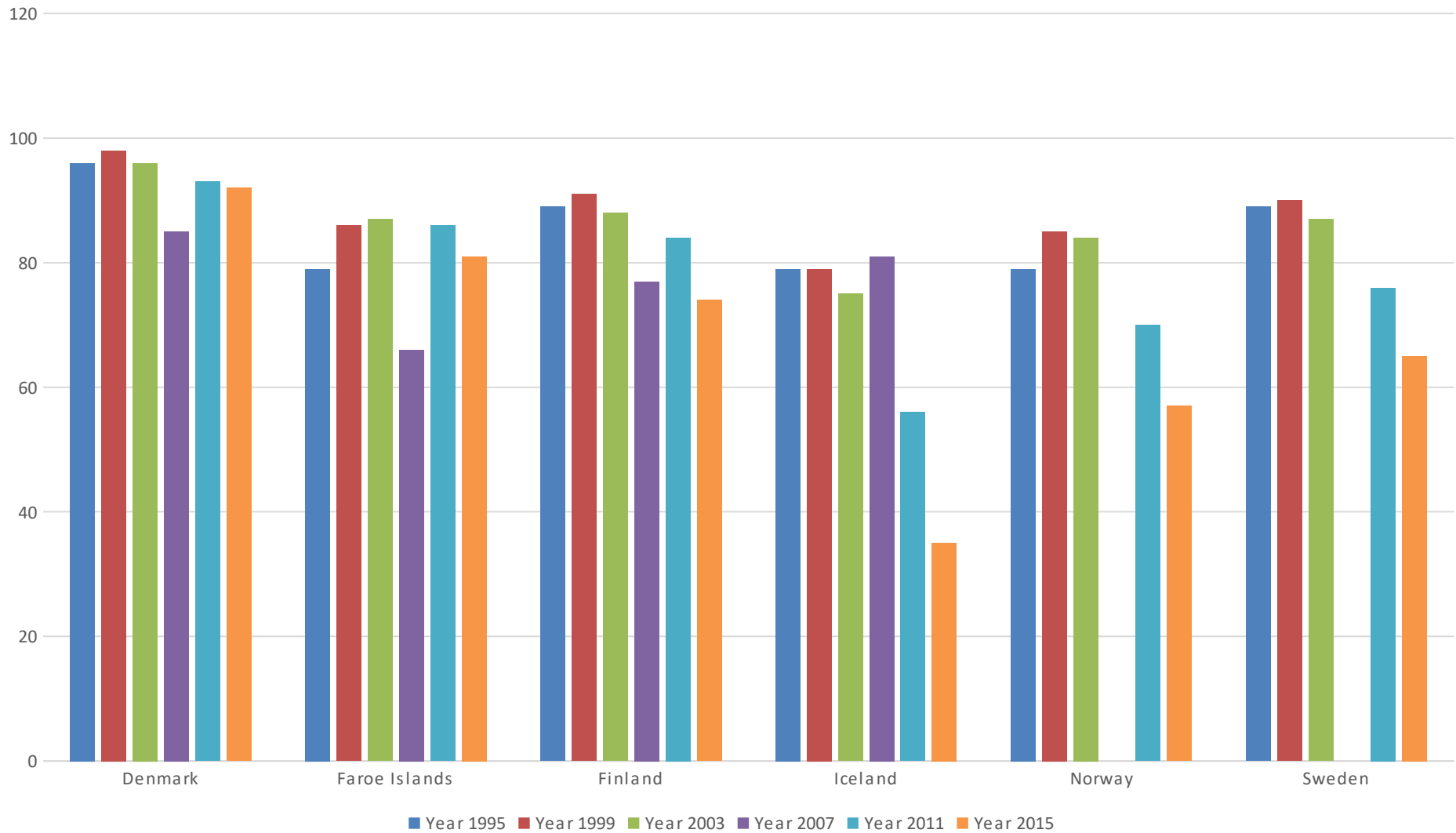
Cigarette use during the last 30 days



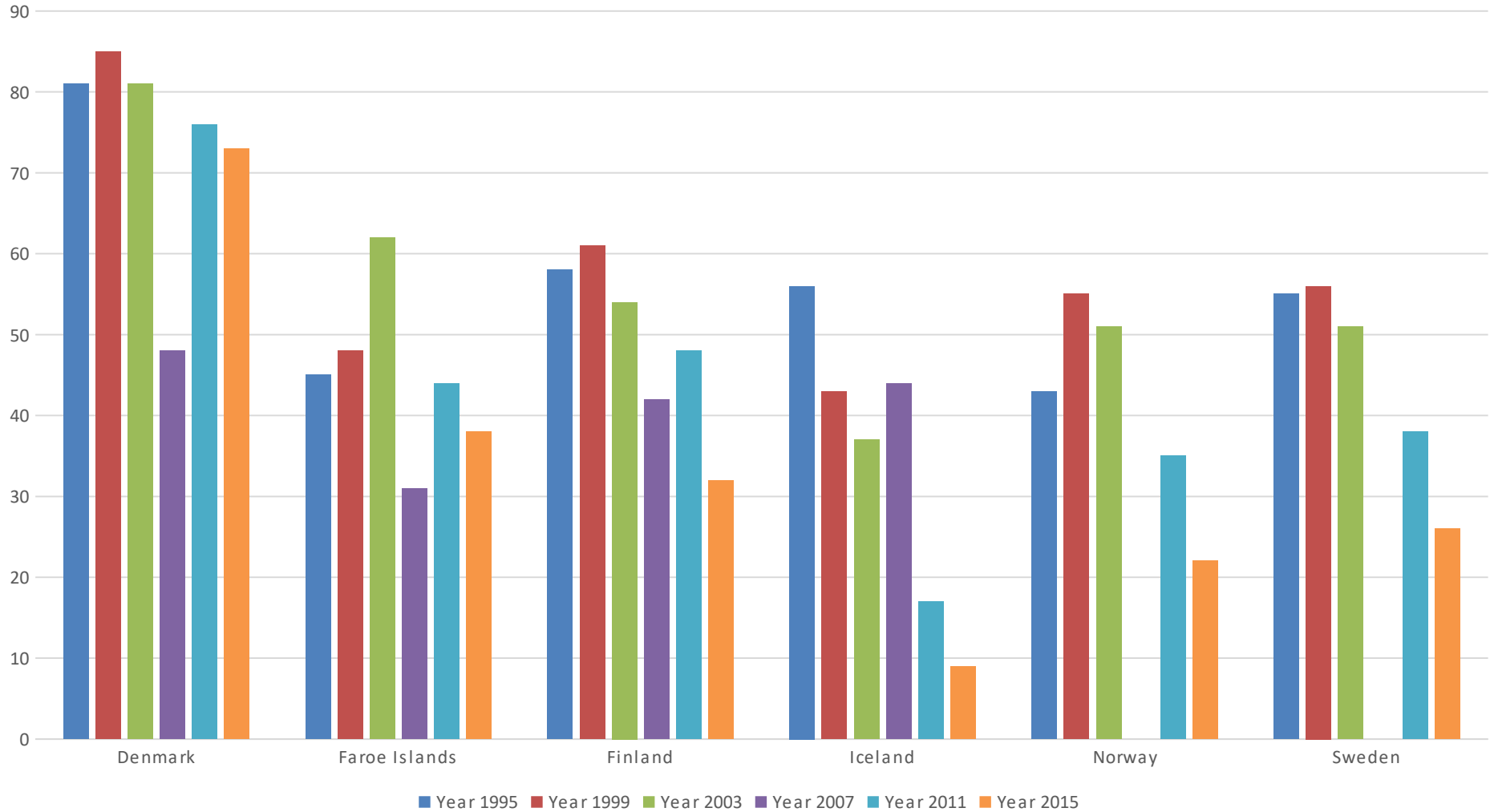
Daily cigarette use at the age of 13 or younger



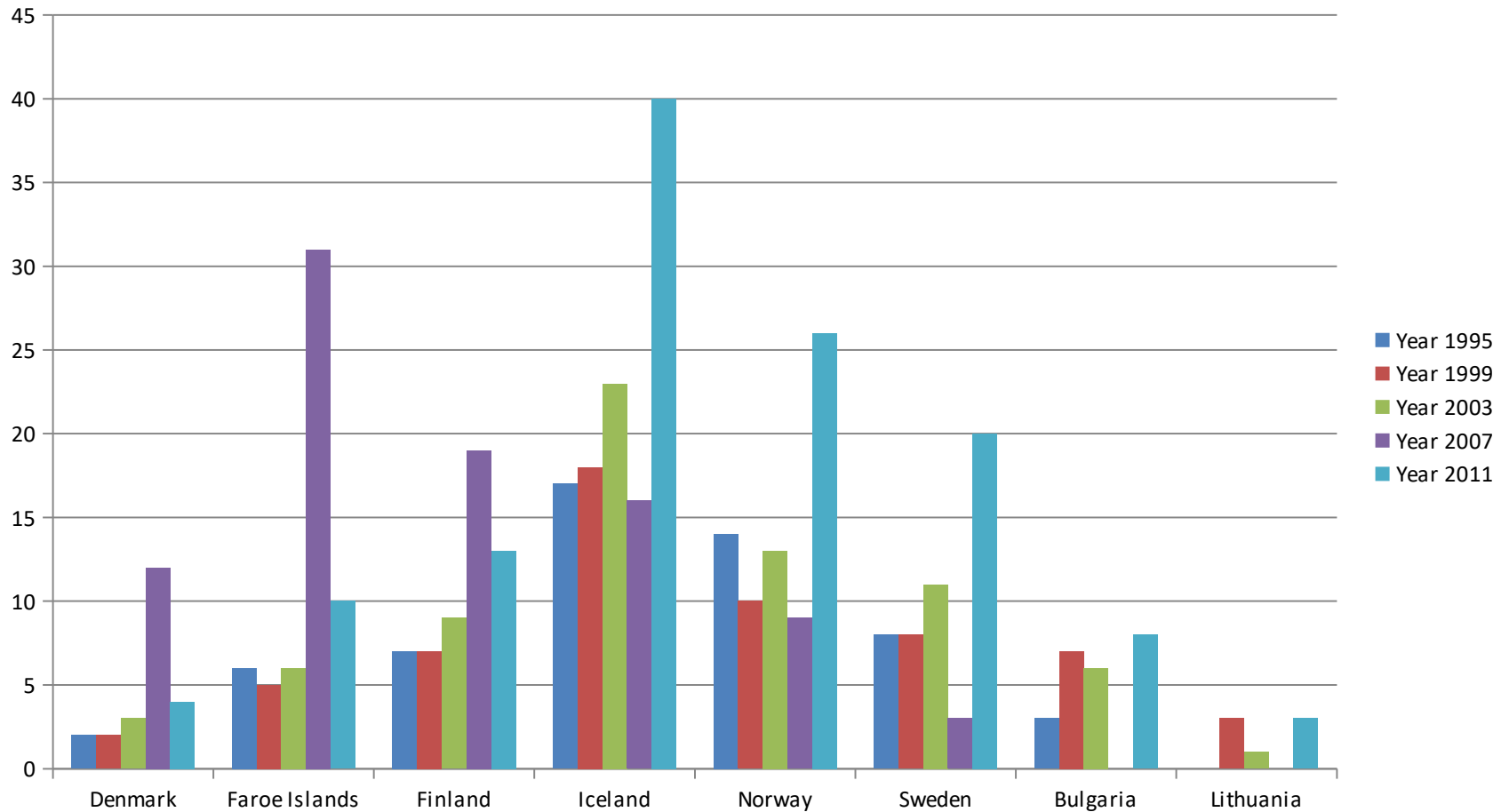
Lifetime use of any alcoholic beverage



Use of any alcoholic beverage during the last 30 days



Lifetime abstinence from tobacco, alcohol, inhalants, tranquilizers or sedatives and illicit drugs



Public policy - implementation

- Consistency between policy and public attitudes
- Public support

Some prerequisites for effective alcohol and drug prevention among youth

- Availability/access - Age limits – Price
- General attitude in society – support/morale
- Low general alcohol consumption and smoking - adults
- Parental awareness, attitude and behaviour
- Encouragement and access to healthy and meaningful activities
- School environment – school culture
- Marketing – advertisement
- Comprehensive participation in prevention: E.g. [Municipalities](#).

What is Iceland doing beneficial for youth prevention?

Availability/access - Age limits – Price

- Alcohol is only sold in monopolies and restaurants/bars
- 20 years age limit for alcohol – 18 years for tobacco
- Alcohol and tobacco is expensive (high taxes)
- Smoking in restaurants and bars is forbidden

What is Iceland doing beneficial for youth prevention?

General attitude in society – support/morale

- General support for existing alcohol and drug policy
- Restrictions on youth being outdoors

Children aged 12 and under may not be out of doors after 20:00 unless accompanied by an adult (The time limit for children aged 13 to 16 is 22:00).

During the period from 1 May to 1 September, children are permitted to stay outdoors for a further two hours.

- Accessible alcohol and drug treatment and active AA
- No drinking during work hours
- BAC limits in traffic 0,5 promille
- Legal competence is obtained at the age of 18.

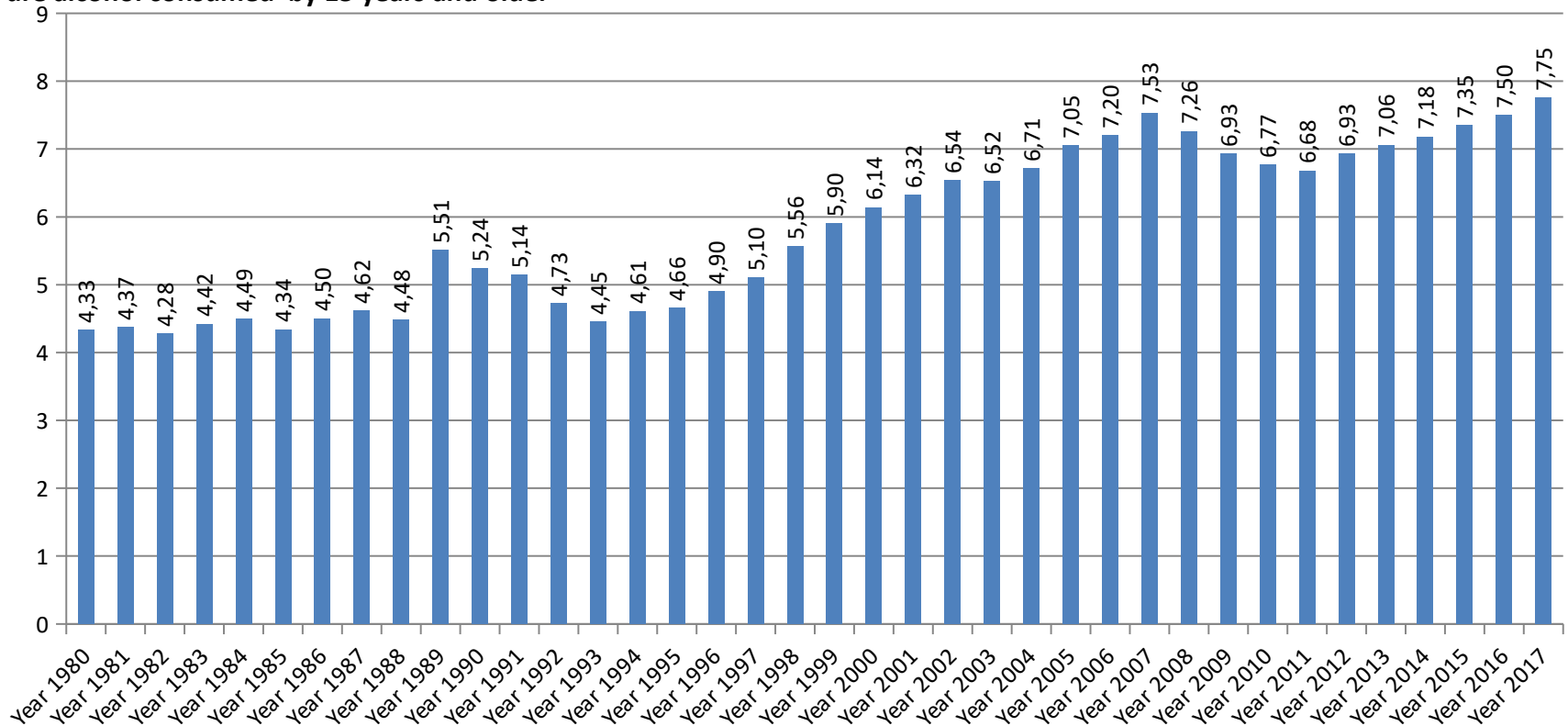
This is the age of majority, when a young person may dispose of his/her property and make decisions with respect to his/her residence, but at the same time loses the right to receive support.

What is Iceland doing beneficial for youth prevention?

General alcohol consumption and smoking - adults

Total alcohol consumption is relatively low - although general

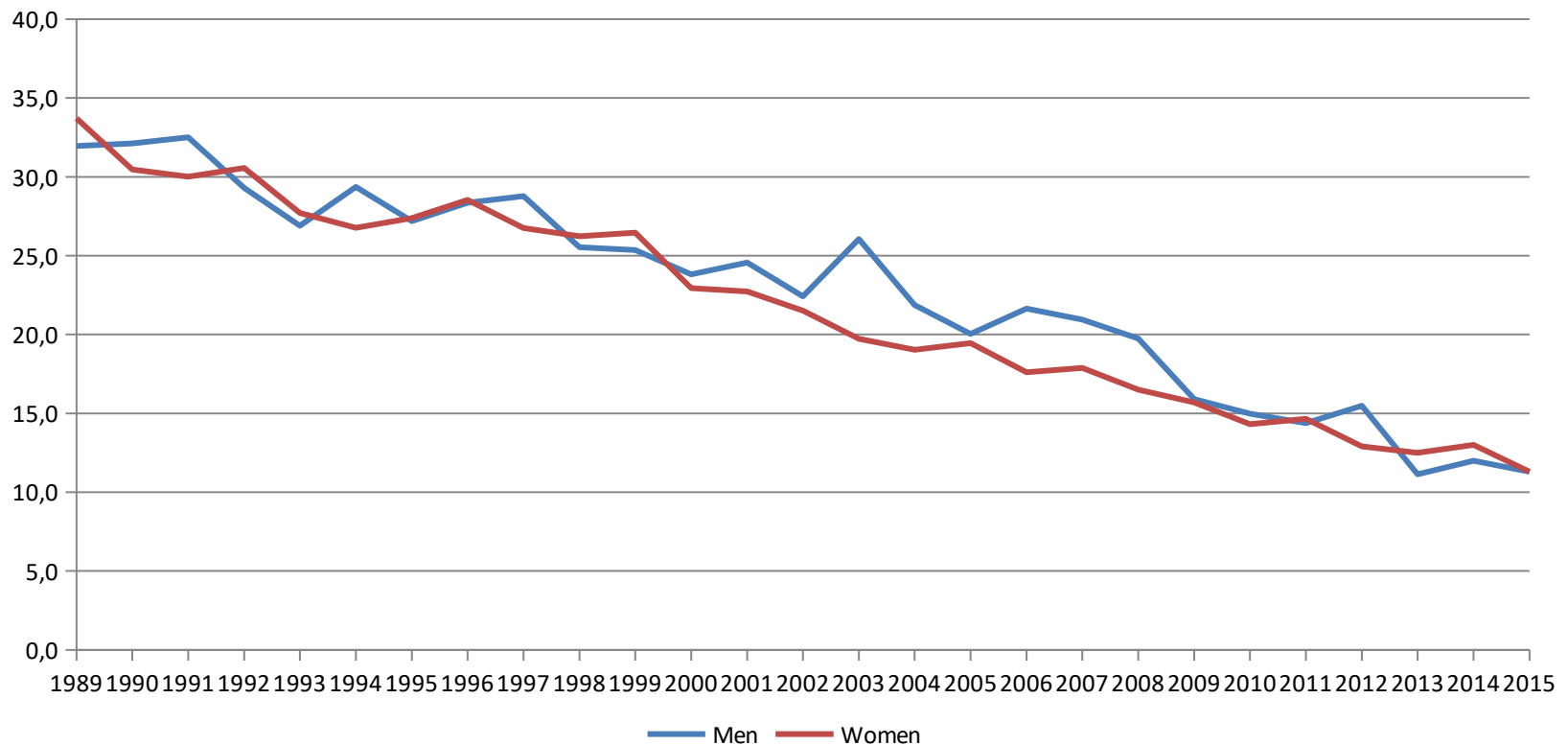
Pure alcohol consumed by 15 years and older



What is Iceland doing beneficial for youth prevention?

General smoking - adults

Smoking is low: 11,3% of 18 years and older years old smoke daily (2015).
32,9% in 1989. Daily smoking among 18 years and older 1989-2015



What is Iceland doing beneficial for youth prevention?

Parental awareness, attitude and behaviour

- Parents organizations/councils in all elementary and secondary schools – mandatory
- Class cooperation – parents stroll in elementary schools
- Parents organizations/councils in most secondary schools (16-20)

What is Iceland doing beneficial for youth prevention?

Encouragement and access to healthy and meaningful activities

- General participation in sports and leisure activities
- Municipalities offer leisure activity grants – sports – arts
Many local communities subsidise the participation fees for sports activities, and for art and youth work for its younger residents
- NGO cooperation – most organizations working with/for youth have prevention plans

What is Iceland doing beneficial for youth prevention?

School environment – school culture

- Many elementary schools have a prevention plan – all secondary schools (prevention councilors)
- Education for students – mandatory for elementary and secondary schools
- Health promoting schools
- Prevention plans in schools against bullying
- Support for learning disabled

What is Iceland doing beneficial for youth prevention?

Marketing – advertisement

- Ad ban on alcohol and tobacco - not functioning properly
- Active parents organization against alcohol marketing

Public health fund

Role: to support public health practice consistent with the objectives of the Directorate of Health and public health in order to promote health and prevention.

Grants are awarded to **projects** and on specific **applied research.**

Income: 1% of the alcohol tax and 0.9% of gross sales of tobacco.