

Youth Substance Use Prevention Program (YSUPP)

WHAT IS THE YOUTH SUBSTANCE USE PREVENTION PROGRAM (YSUPP)?

A community-based funding program designed to help prevent and delay substance use among youth in Canada

WHAT ARE WE WORKING TOWARDS?

Preventing and delaying substance use in youth, and lowering experiences of substance use and associated harms into adulthood

Generating knowledge on:

- The implementation and adaptation of the Icelandic Prevention Model (IPM) in the Canadian context
- What population-level interventions work, in what ways, and in what contexts

YSUPP GUIDING PRINCIPLES



Scalable

Support communities to build a strong evidence-informed foundation for continuous expansion and success



Sustainable

Achieve sustainability through effective and collaborative partnerships at the community level



Cultural Adaptation

Adapt the IPM to reflect the diverse cultural perspectives, practices and values in Canada



Health Equity

Ensure fair and just opportunities for all to attain their highest level of health



Youth-centred

Engage youth as essential partners to inform action at the community level



What is Planet Youth?

An organization based out of Iceland, that supports communities worldwide to adapt and implement a substance use prevention approach called the Icelandic Prevention Model (IPM)

What is the Icelandic Prevention Model?

The IPM was developed in Iceland to ensure children and youth have the supports they need to live their best lives. This includes using less alcohol, tobacco and other drugs, experiencing less violence, better mental health, and feeling like they belong. The IPM has been adopted in more than 18 countries and hundreds of cities and towns around the world

What does the IPM Look Like in Practice?

- Building local coalitions of community members, community-based organizations, policy-makers, researchers, professionals, schools, youth service and health organizations, public health practitioners and youth
- Conducting youth Surveys every two years in schools and providing user-friendly reports to give communities real-time data on youth substance use behaviors and risk and protective factors (things that make it more or less likely for a youth to use substances)
- Community engagement
- Based on local findings, communities design programs and policies that address the risk and protective factors identified in the surveys (e.g. parent

time

(affordable options for activities)

groups, buses that take kids to activities after school, support for recreational activities, and school-based health promotion activities)

Examples of protective factors Family
(spending tim
with family)

The Individual

group (having a supportive group of friends)

School (feeling safe at school)

THE IPM IS BUILT ON A FOUNDATION OF 5 GUIDING PRINCIPLES



Society is the patient



Meaningful connection is treatment



Sustained attention as a treatment



Builds community-specific and institution-level capacity for leadership and problem-solving



The scope of the solution matches the scope of the problem

10 CORE STEPS OF THE IPM

STEP 1

Local coalition identification, development, and capacity building

STEP 2

Local funding identification, development, and capacity building

STEP 3

Pre-data collection planning and community engagement

STEP 4

Data collection and processing including data-driven diagnostics

STED 5

Enhancing community participation and engagement

STEP 6

Dissemination of findings

STEP 7

Community goal setting and other organized responses to the findings

STEP 8

Policy and practice alignment

STEP 9

Child and adolescent immersion in primary prevention environments, activities, and messages

STEP 10

Repeat steps 1–9 annually

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