



WHAT IS IT?

Planet Youth is a **strategy** where the **whole community** helps to improve the health and lives of young people.

GOAL

Prevent or reduce use of alcohol, tobacco or drugs among youth to improve their health, happiness, and life success.

PLANET YOUTH

Planet Youth (also known as the Icelandic Prevention Model) was developed in Iceland to make sure children and youth have the supports they need to live their best lives. This includes using less alcohol, tobacco and drugs, less violence, better mental health, and feeling like they belong.

Due to its success, Planet Youth has been adopted in 34 countries and hundreds of cities and towns around the world.

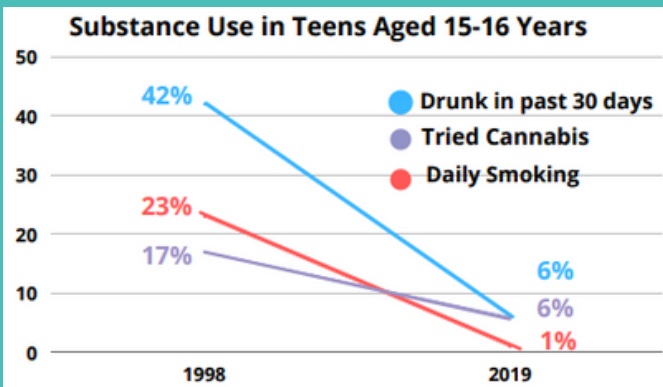
HOW IS THIS DONE?

Youth complete **surveys** to help us understand the local situation. Planet Youth reviews the numbers and shares a report that highlights the risk and protective factors (things that make it more or less likely for someone to make healthy choices) of each community.

Local partners come together to create **action plans** based on the survey results & community feedback.

Actions focus on **increasing protective factors** & **reducing risk factors** in four key areas where children and youth spend the most time: with family, friends, at school and free time.

**RESULTS IN ICELAND
SINCE STRATEGY STARTED**



e.g. spending more time with parents

e.g. having a supportive group of friends

e.g. affordable options for activities

e.g. feeling safe at school

