

# 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

- 1 Scalable**  
Support communities to build a strong evidence-informed foundation for continuous expansion and success
- 2 Sustainable**  
Achieve sustainability through effective and collaborative partnerships at the community level
- 3 Cultural Adaptation**  
Adapt the IPM to reflect the diverse cultural perspectives, practices and values in Canada
- 4 Health Equity**  
Ensure fair and just opportunities for all to attain their highest level of health
- 5 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)

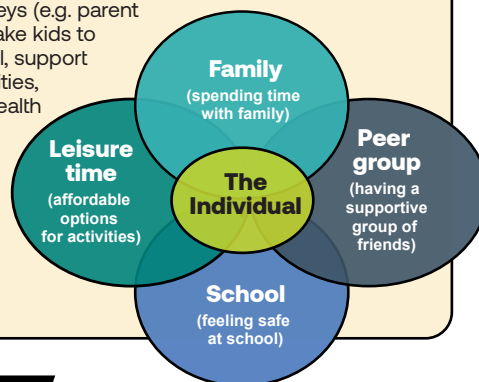
### What is the Icelandic Prevention Model?

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

#### Examples of protective factors



### THE IPM IS BUILT ON A FOUNDATION OF 5 GUIDING PRINCIPLES

- 1** Society is the patient
- 2** Meaningful connection is treatment
- 3** Sustained attention as a treatment
- 4** Builds community-specific and institution-level capacity for leadership and problem-solving
- 5** The scope of the solution matches the scope of the problem

### 10 CORE STEPS OF THE IPM

