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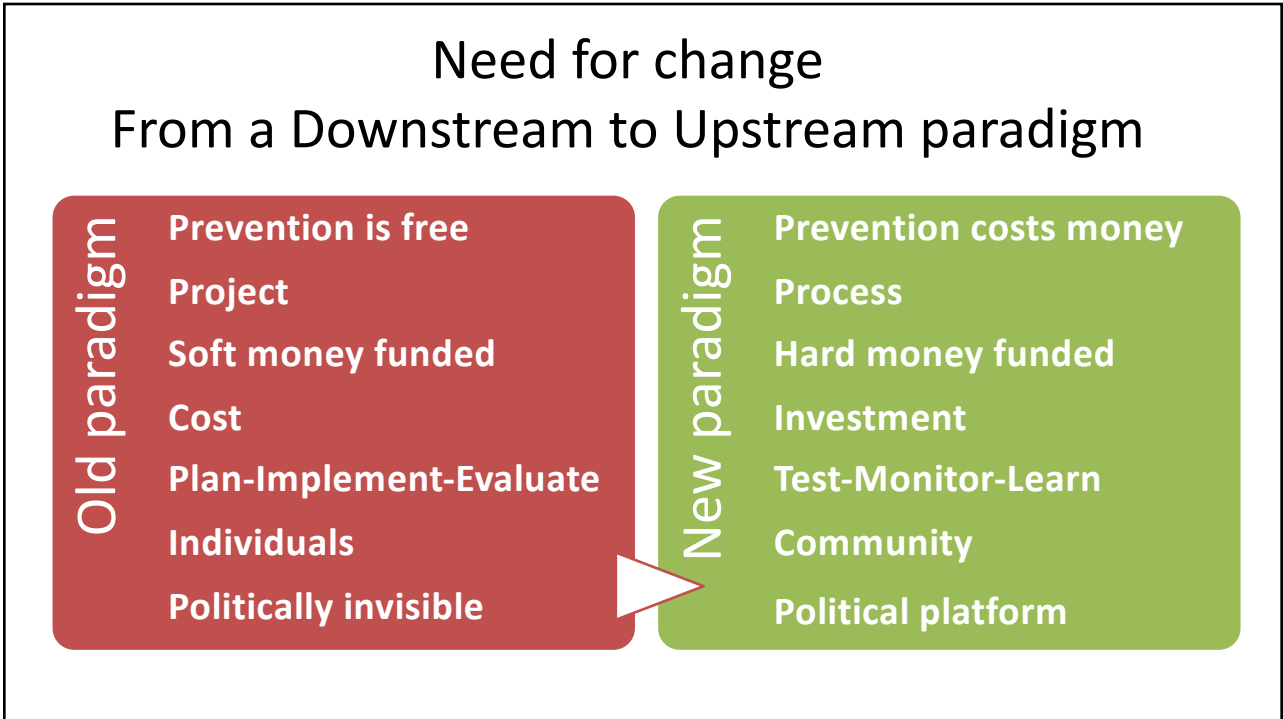
## Agenda

- Overview
- The need for a paradigm shift in primary prevention
- The Icelandic Prevention Model: Origins and development
- Guiding principles and implementing the model
- Planet Youth: Origins and evolution
- The Planet Youth organization, projects, and current partners
- Emerging results in the US and across the world
- Wrap up and Q&A

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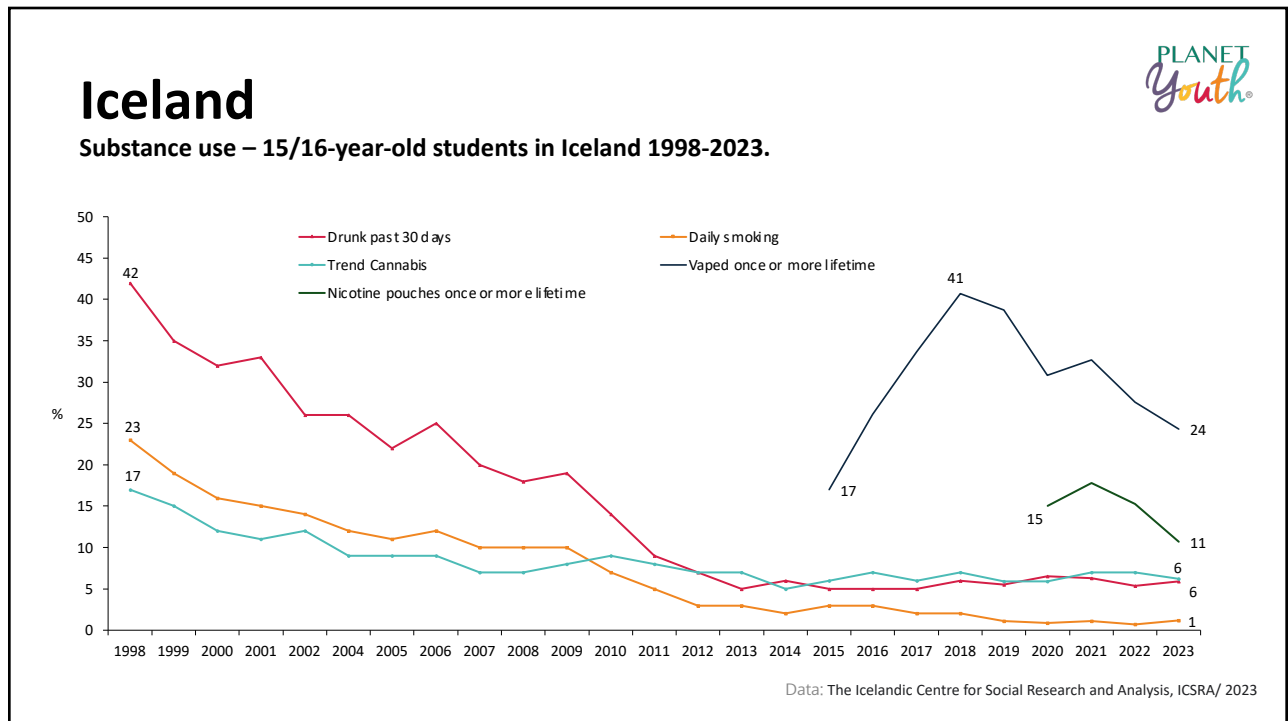
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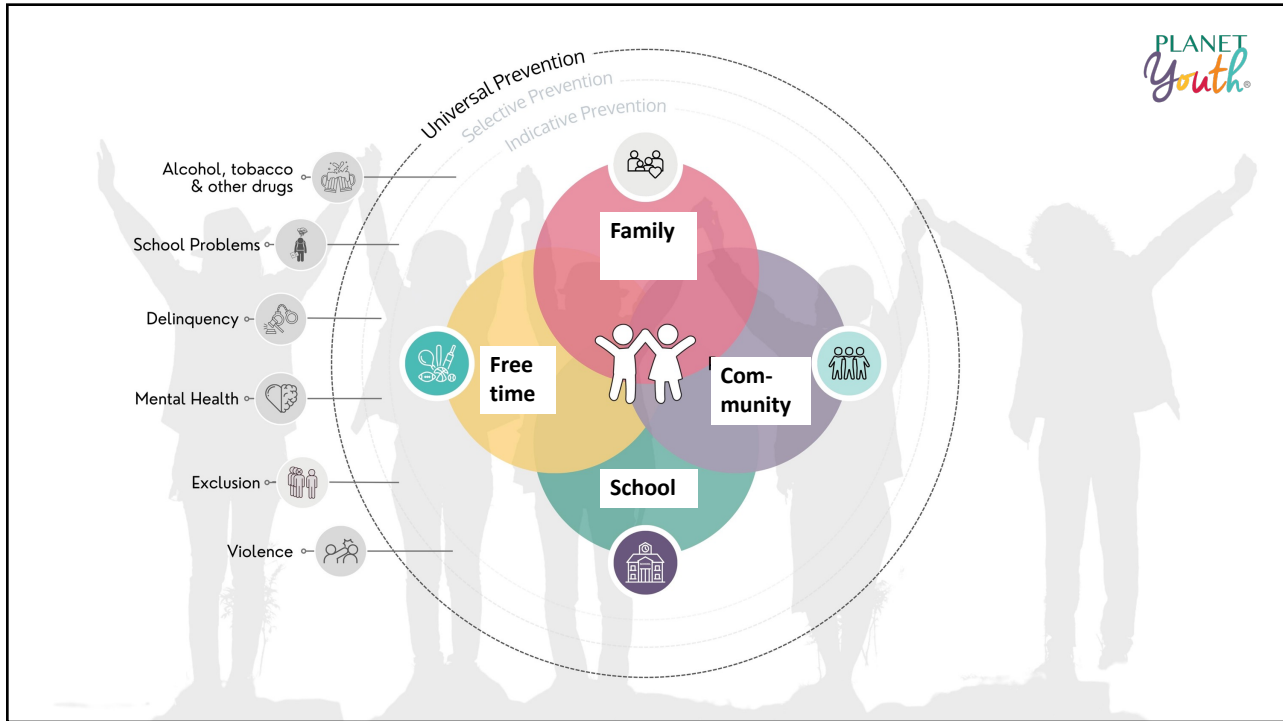
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## The Five Guiding Principles of The Icelandic Prevention Model

PLANET Youth

Kristjansson et al., (2020)

<p><b>1</b></p> <p><b>Apply a primary prevention approach</b> that is designed to enhance the social environment.</p>	<p><b>2</b></p> <p><b>Emphasize community action</b> and embrace public schools as the natural hub of the neighborhood/ efforts to support child and adolescent health, learning, and life success.</p>	<p><b>3</b></p> <p><b>Engage and empower community members</b> to make practical decisions using local, high quality, accessible data and diagnostics.</p>	<p><b>4</b></p> <p><b>Integrate researchers, policy makers, practitioners, and community members</b> into a unified team dedicated to solving complex, real-world problems.</p>	<p><b>5</b></p> <p><b>Match the scope of the solution to the scope of the problem,</b> including emphasizing longterm intervention and efforts to marshal adequate community resources.</p>
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## The 10 implementation steps of the Icelandic Prevention Model

Kristjansson et al., (2020)

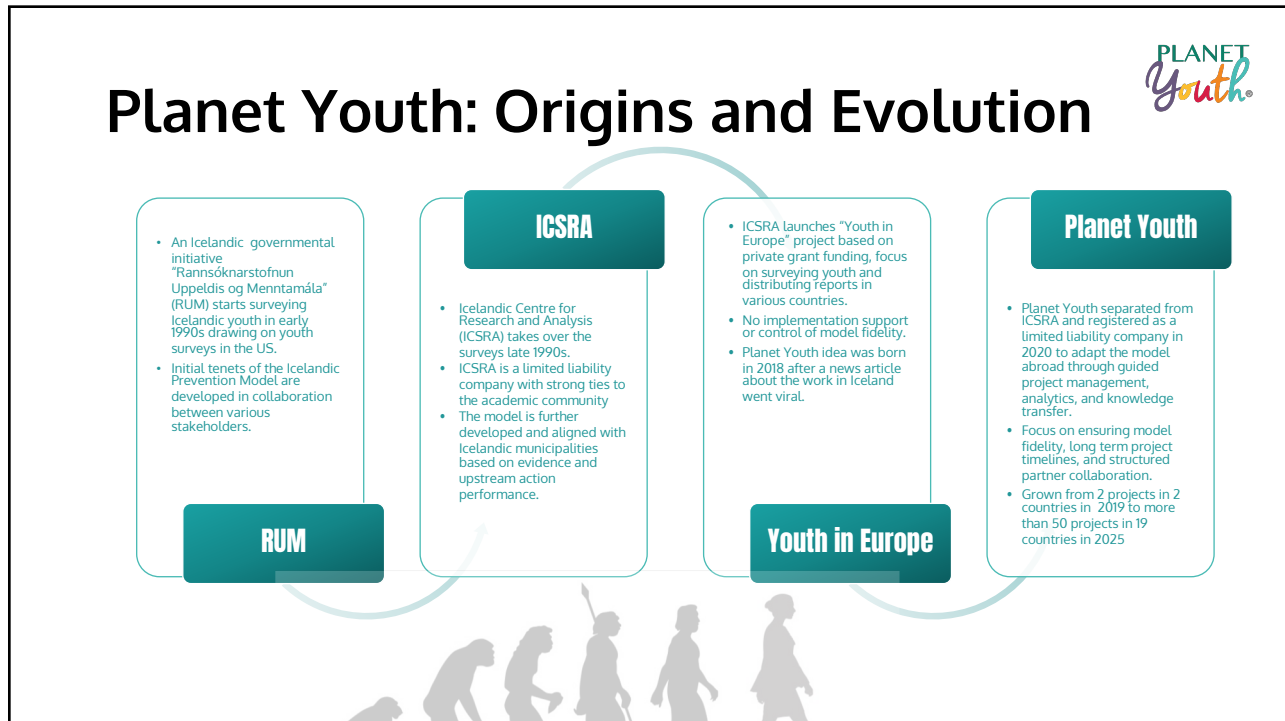


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# Planet Youth



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## What is the Planet Youth organization?

We are a social economy organization owned by our employees. With no investors, no dividends, and no debt, we sustain our operations by charging our partners for our services

Our mission is to empower communities to create healthier environment for youth. Our strategic objective is to reach as many kids as possible

We are upstream prevention solution architects helping our partners to strengthen their youth focused prevention infrastructure.

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# What Planet Youth does

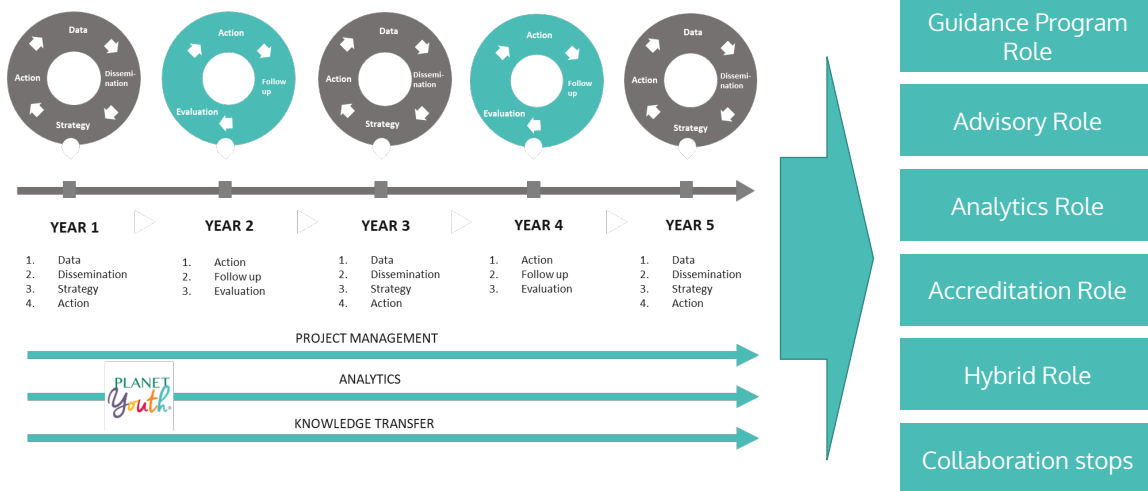
- Planet Youth Guidance Program (flagship)
- Upstream Strategy, Policy & System Design
- Data, Analytics & Insight
- Planet Youth Academy – Short courses, Professional & Executive Education
- Conferences, Learning Journeys & Study Visits

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# Planet Youth Guidance Program©



The PYGP is partner based. Planet Youth does not implement interventions or drive local initiatives or processes. This is the responsibility of the local partner



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# The Planet Youth Team

Project managers, data analysts, knowledge specialists, communication specialists, ambassadors, and advisors  
13 FTE  
3 full time contractors  
12 Ambassadors



A grid of 27 individual portraits of team members, arranged in four rows: the first row has 5 portraits, the second and third rows have 5 portraits each, and the fourth row has 7 portraits.


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Annually 5000+ people implement Planet Youth

Planet Youth has reached more than 1 Million Students

Planet Youth has worked in 500+ Communities

Planet Youth has been used in 30+ countries



Partners and projects  
Legal entities  
Trademark registrations

A world map showing the global reach of Planet Youth. The map is color-coded in shades of blue and green. It features several location markers: red pins for 'Partners and projects', orange building icons for 'Legal entities', and red dots for 'Trademark registrations'. The markers are distributed across North America, Europe, Africa, and Australia.

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## Overview of Planet Youth contracts

<b>AFRICA</b>		
1. UCT and The Health Authority of George, South Africa (health authority and a university)	17. Undercurrent Youth Society, Nova Scotia, Canada ( NGO)	32. Winning Scotland, Scotland (NGO)
2. Government of Uganda, Uganda (National Government)	18. Yukon Public Health, Yukon, Canada (Health Center)	33. City of Vilnius, Lithuania (local government)
<b>AUSTRALIA AND THE PACIFIC</b>		
3. Community Connect/Touch New Zealand, Papakura, New Zealand (Incorporated society)	<b>UNITED STATES</b>	
<b>CANADA</b>		
4. United Way Calgary and area, Calgary, Canada (NGO)	21. North Portland Indian Health Authority, Washington State, USA (Health authority)	34. Politzone, Blankenberge, Belgium (local government)
5. Open Doors, Lanark County, Canada (NGO)	22. Lummi Nation, Washington State, USA (Tribal authority)	35. Cavan and Monaghan Education and Training Board, Ireland (local government)
6. North Bay Parry Sound District Health Unit, Canada (local government)	23. Confederated Tribes of Colville Reservation, Washington State, USA (Tribal authority)	36. City of Lleida, Spain (local government)
7. Haldiman Norfolk Health Unit, Ontario, Canada (health authority)	24. Jamestown S’Klallam Tribe, Washington State, USA (Tribal authority)	37. North Dublin Regional Drug and Alcohol Task Force, Dublin, Ireland (local government West Ireland)
8. Southwestern Public Health, Ontario, Canada (health authority)	25. Tulalip Tribes, Washington State, USA (Tribal authority)	38. Regional Drug and Alcohol Task Force, Galway, Ireland (local government)
9. Porcupine Health Unit, Canada (local government)	26. Seward Prevention Coalition, Alaska, USA (NGO)	39. Health Service Executive/Midland Regional Drug & Alcohol Task Force (MRDATF), Midlands, Ireland (health authority)
10. Timiskaming Health Unit, Canada (local government)	27. Estli County, Kentucky USA (local government)	40. City of Giessen, Germany (University)
11. Government of New Brunswick, Canada (state government)	28. South Kenai Peninsula Resilience Coalition, Homer, Alaska, USA (NGO)	41. City of Tallin, Tallin, Estonia (local government)
12. United Way of Thunder Bay, Ontario, Canada (NGO)	29. Three Rivers District Health Department, Kentucky, USA (health authority)	42. Sipoo Municipality, Finland (local government)
13. Chaleur Regional Service Commission, Chaleur, New Brunswick, Canada (regional service commission)	30. Kentucky Rivers Health Department, Kentucky, USA (health authority)	43. City of Nitra, Slovakia (local government)
14. The DAM, Ontario, Canada (NGO)	<b>EUROPE</b>	
15. Peterborough Health, Ontario, Canada (Health Authority)	31. City of Amposta, Spain (local government)	44. Municipality of Bucharest, Romania (local government)
16. Battle River Treaty 6 Health Centre Inc. Saskatchewan, Canada	<b>LATAM</b>	
		45. Tipparary – Wicklow, Ireland ( local government)
		46. Centre Hospitalier Valvert, Aubagne, France (health center)
		47. Kópavogur – Iceland (local government)
		48. Kaunas – Lithuania (local government)
		49. Trimbos Institute – The Netherlands (Consultancy)
		50. San Fernando, Argentina (local government)

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## Planet Youth

### Determinants of Process and Result Sustainability



**FUNDING  
AVAILABILITY**



**MENTAL  
MODEL  
CHANGE**



**PROCESS  
EMBEDDED-  
NESS**



**PROJECT  
EXPERIENCE  
RETENTION**



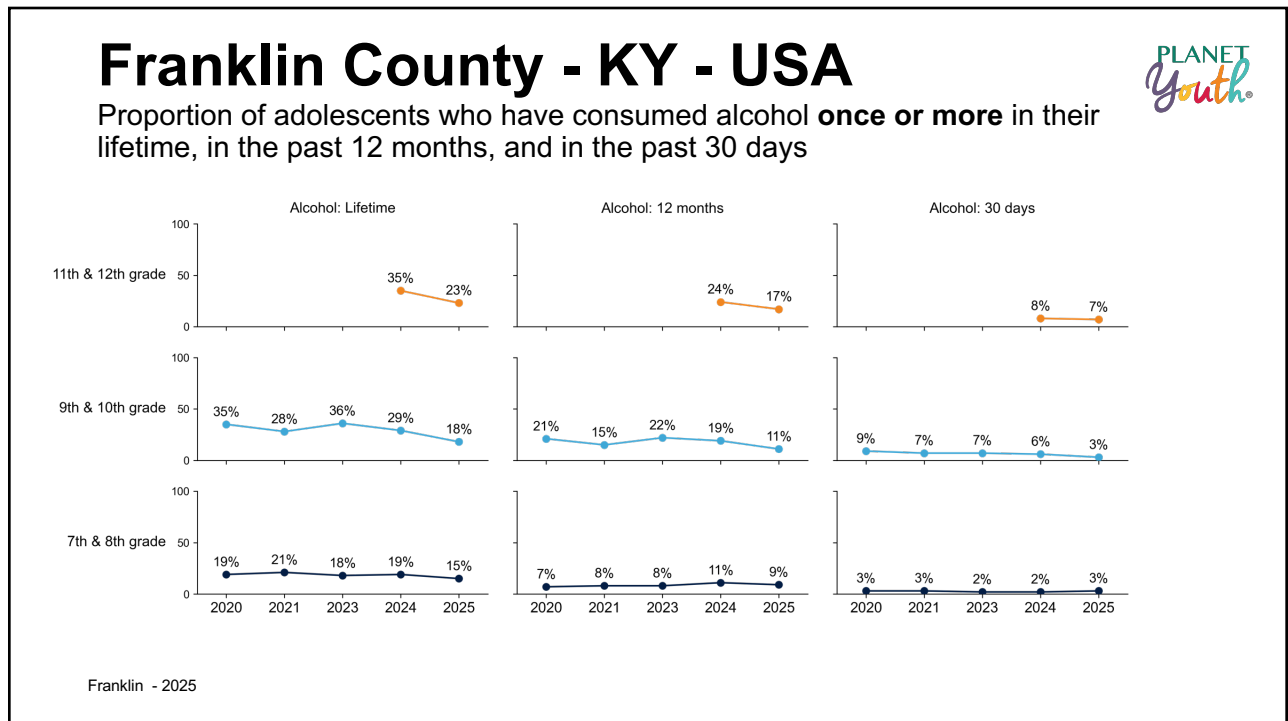
**POLITICAL  
PRIORITIES**

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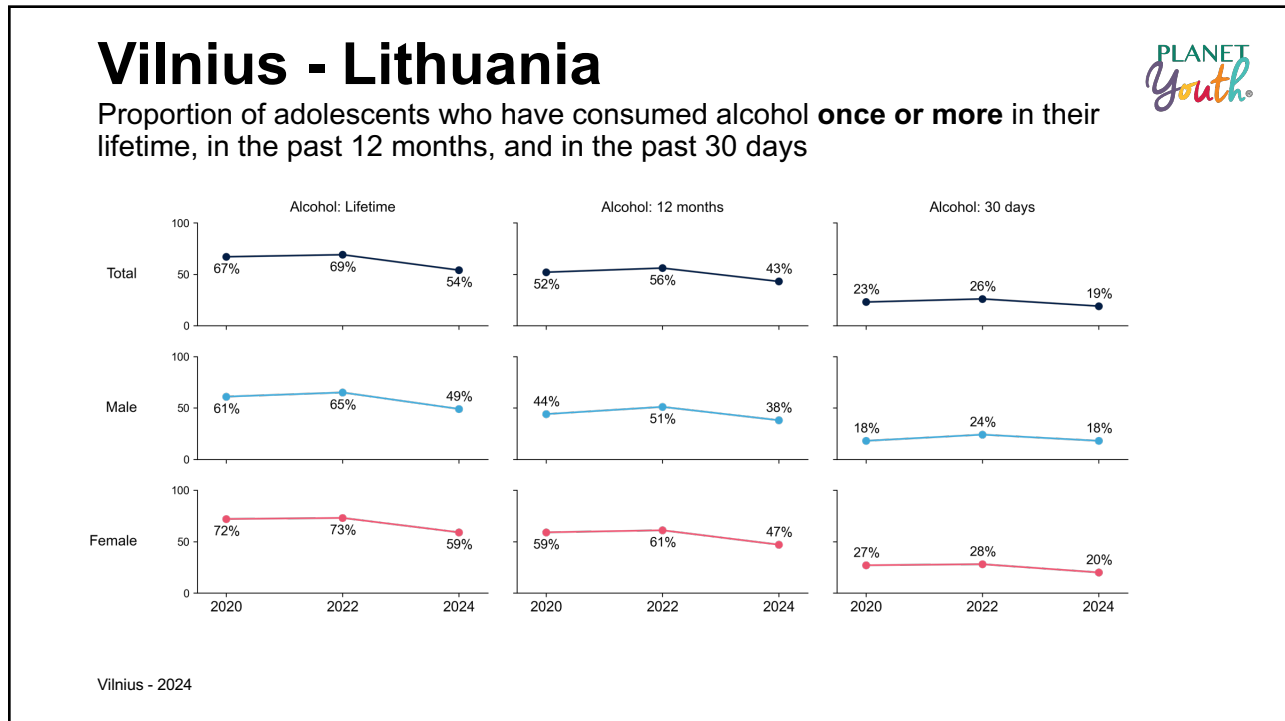


# Emerging Results

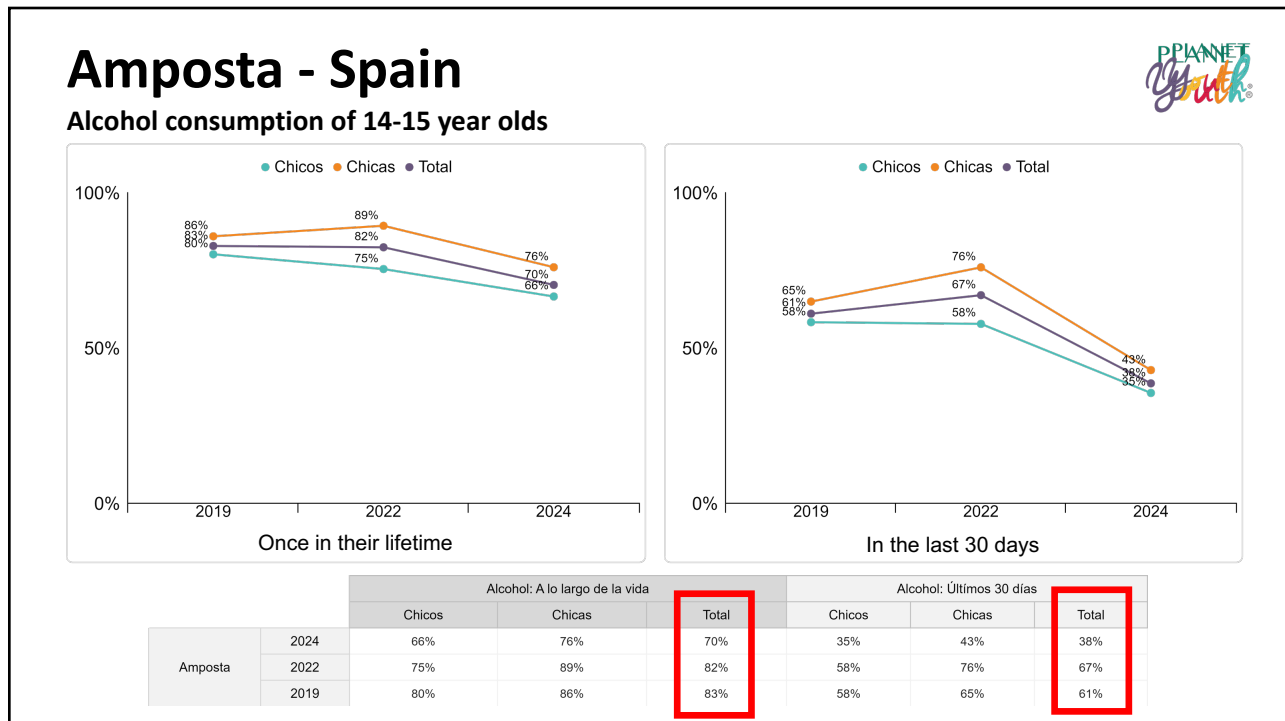
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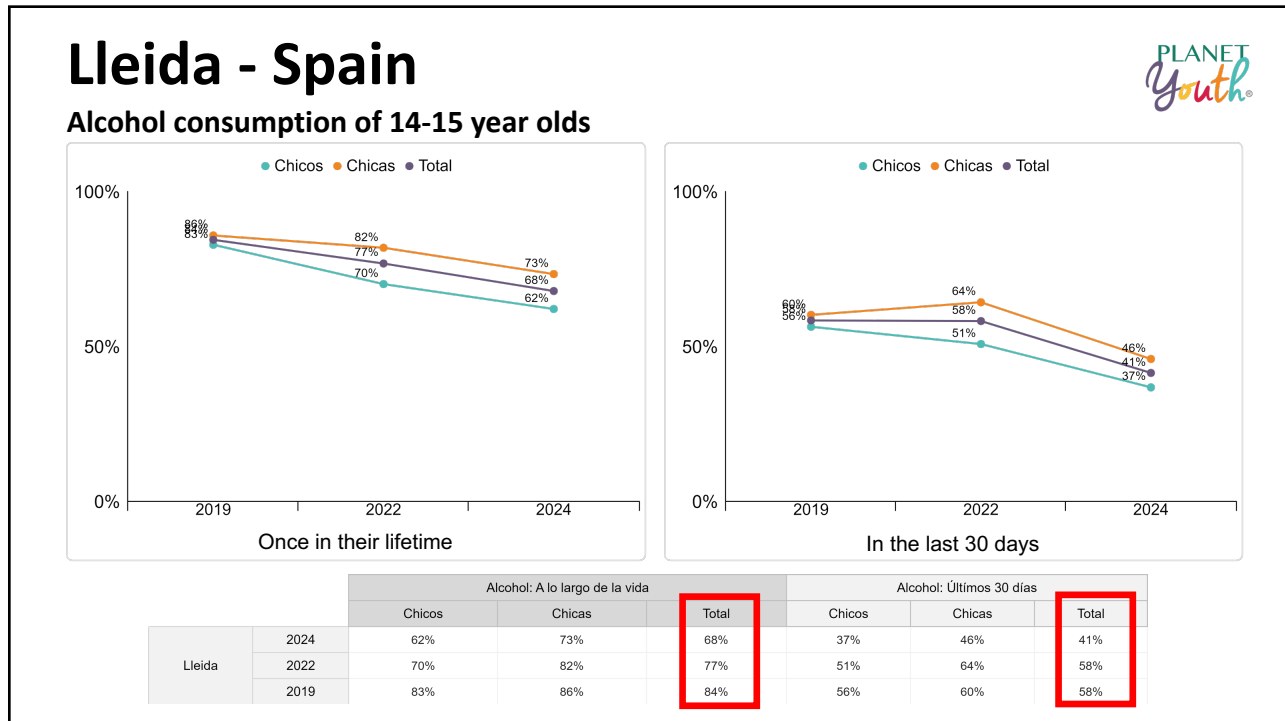
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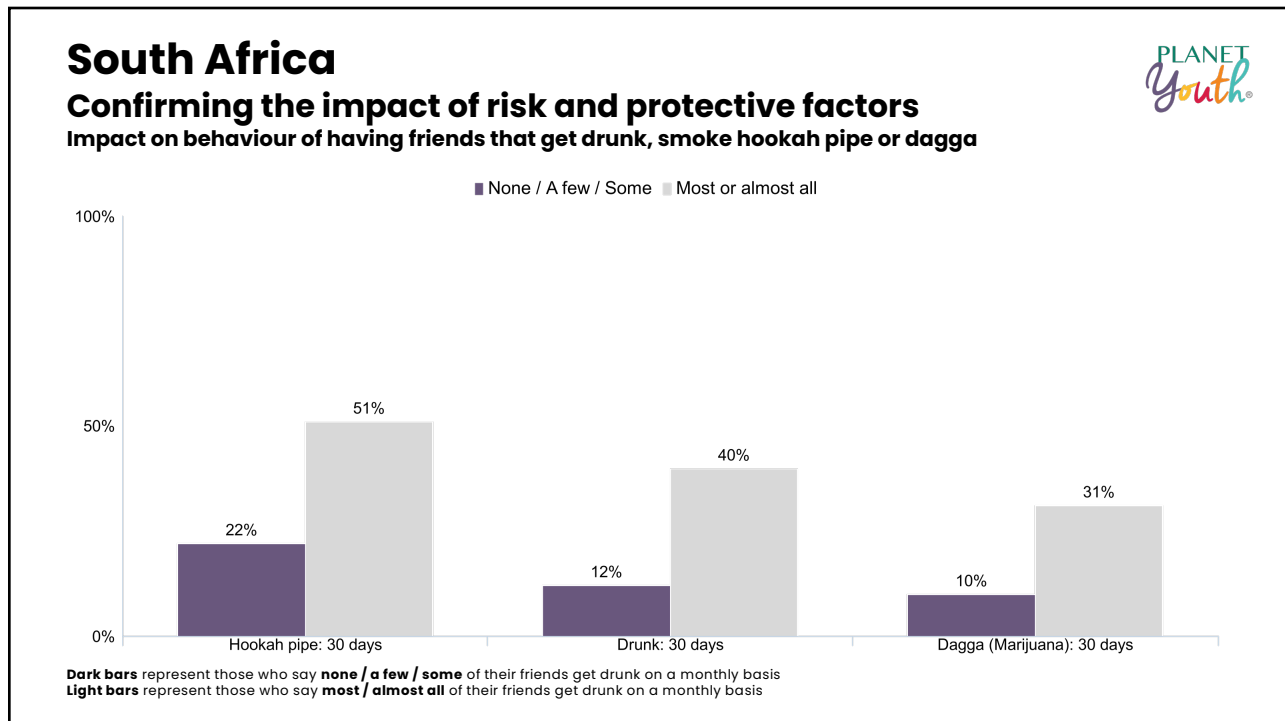
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# Ireland

## Galway, Roscommon, and Mayo

The impact of individual, risk, and protective factors on binge drinking  
Working with Planet Youth since 2018

- Youth whose parents disapprove of drinking drink less
- Youth who have friends who drink less also drink less
- Youth with poor mental health drink more
- Youth who get their alcohol from their parents drink more
- Youth who get alcohol from their friends drink more
- Youth with less engagement in school drink more



Kelly et al. BMC Public Health (2023) 23:1064  
https://doi.org/10.1186/s12889-023-15577-2


BMC Public Health

RESEARCH
Open Access

**Adolescent binge drinking in the West of Ireland: associated risk and protective factors**

Ciara Kelly<sup>1,2</sup>, Emmet Major<sup>3</sup>, Michéal Durcan<sup>4</sup>, Diarmuid O'Donovan<sup>5\*</sup> and Áine McNamara<sup>2</sup>

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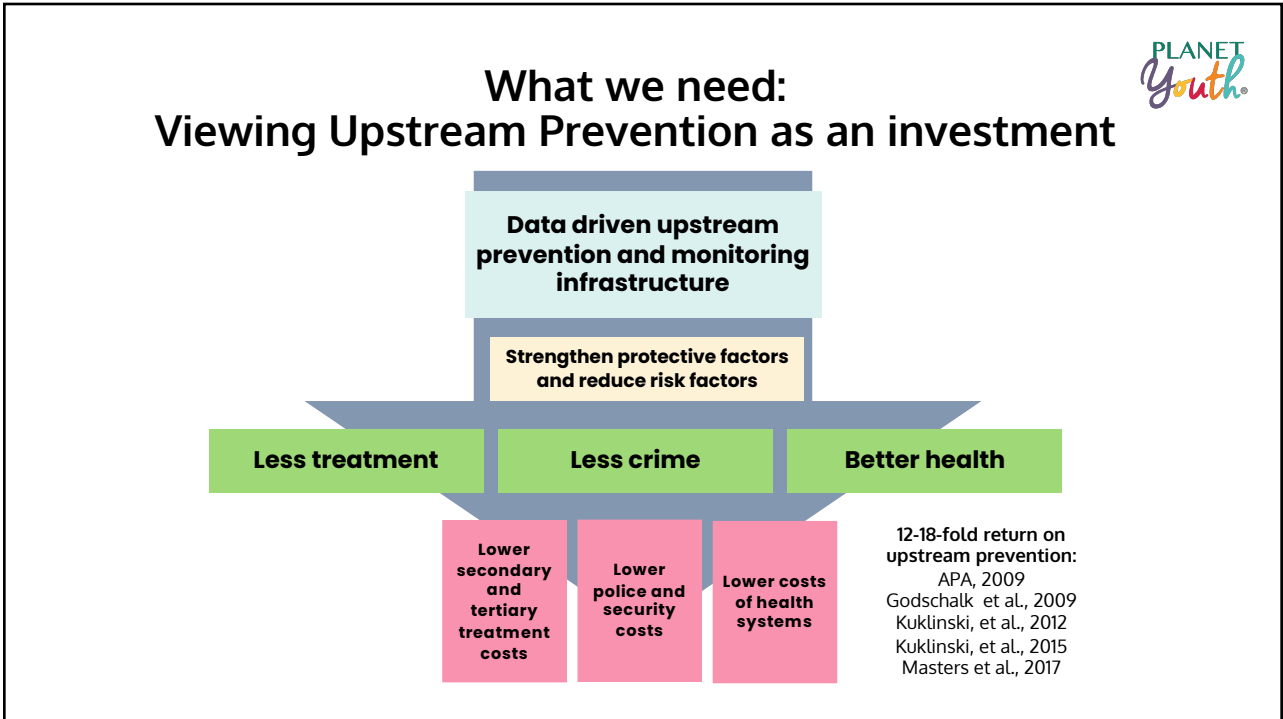
# Chile

- After 6 years of working with the Chilean government, the Chilean National Action Plan 2024-2030 now includes major tenets of the Icelandic Prevention Model
- Examples of this are:
  - Acknowledgement that prevention is more effective than treatment when addressing substance use
  - Use of reliable data and research is essential to effective and targeted action
  - Emphasis on the fact that family and school environments are critical in shaping youth behaviors
  - Focus on community-driven strategies as being more sustainable and context-sensitive than top-down strategies
  - Acknowledgement of that comprehensive drug policy requires joint responsibility across sectors, with an interministerial committee
  - Emphasis on the fact that prevention strategies must be inclusive and address structural inequalities
  - Public awareness and cultural change are needed to support healthy behaviors

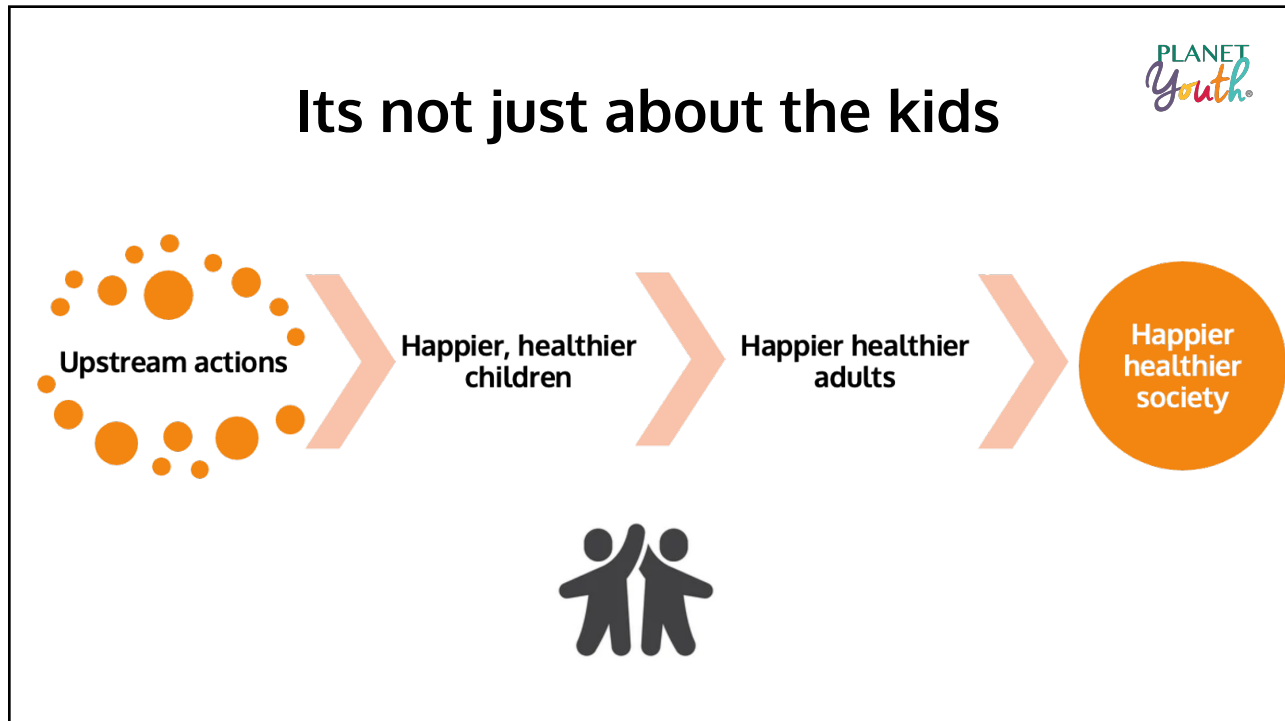
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**PLANET Youth**

## The 2026 Planet Youth Conference

# Communities Leading Sustainable Change

May 6-8, 2026, Hotel Reykjavik Grand, Iceland

This year's conference, *"Communities Leading Sustainable Change,"* will bring together practitioners, researchers, community leaders, and Planet Youth partners from around the world to exchange knowledge and practical experience in substance use prevention and community wellbeing, based on the Icelandic Prevention Model.

**Conference highlights include:**

- **Day 1 – Building the Framework:** The core principles of the Icelandic Prevention Model and the Planet Youth Methodology
- **Day 2 – Communities Leading Change:** How the model is adapted across diverse cultural and community contexts worldwide
- **Day 3 – The Icelandic Experience & Study Visits:** Practical insight into how prevention works in Iceland, with transferable strategies for other communities

**For more information and registration:** <https://planetyouth.org/planet-youth-conference-2026/>

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**Dr. Pall Rikhardsson** is the Chief Executive Officer of Planet Youth. Dr. Rikhardsson holds a bachelor's degree from the University of Iceland and both a master's and PhD from Aarhus University in Denmark. He brings a diverse background in academia and industry to his leadership role having served as Professor and Dean at Reykjavik University, held the position of Senior Manager at PwC in Denmark, and worked as a Business Advisor with the SAS Institute. As CEO of Planet Youth, he oversees the strategic and operational development of a fast-growing social economy organization, currently collaborating with more than 50 partners across 20 countries. In addition to his work with Planet Youth, Dr. Rikhardsson holds a visiting professorship at Copenhagen Business School, where he teaches and supervises at the master's and PhD levels. He is also an avid recreational and technical scuba diver with special interest in historical wrecks and maritime archeology.

**Dr. Ingibjorg Eva Thorisdottir** is Chief Analytics and Advisory Officer at Planet Youth, a global leader in upstream prevention and youth well-being. She safeguards the scientific integrity and analytical quality of Planet Youth's global work. Her background is in social psychology and public health, with a focus on mental health and population-level prevention. She specializes in translating data into actionable insights for policy and practice and has been closely involved in the development and implementation of the Icelandic Prevention Model. At Planet Youth, she leads analytics systems, data governance, and advisory frameworks, supporting communities and governments in using data to inform local decision-making grounded in ethical use, local ownership, and long-term sustainability.

**Mr. Nicolás Barreiro** is a Partner Relations Manager at Planet Youth. In his role, Nicolás leads and supports strategic, mission-aligned conversations with municipalities, public agencies, and organizations interested in adopting the Planet Youth Guidance

Program. He serves as a key relationship builder between prospective partners and the global Planet Youth team, helping stakeholders understand the program's value, structure, and long-term commitment. His work focuses on partnership development, alignment with community goals, and supporting organizations as they assess how Planet Youth can effectively advance their prevention priorities.