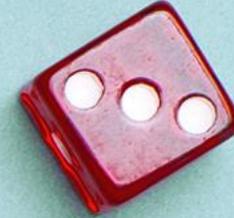


EHYT Finnish Association for Substance Abuse Prevention – Activities in the field of alcohol, tobacco and drug prevention

Nina Karlsson, Head of Development

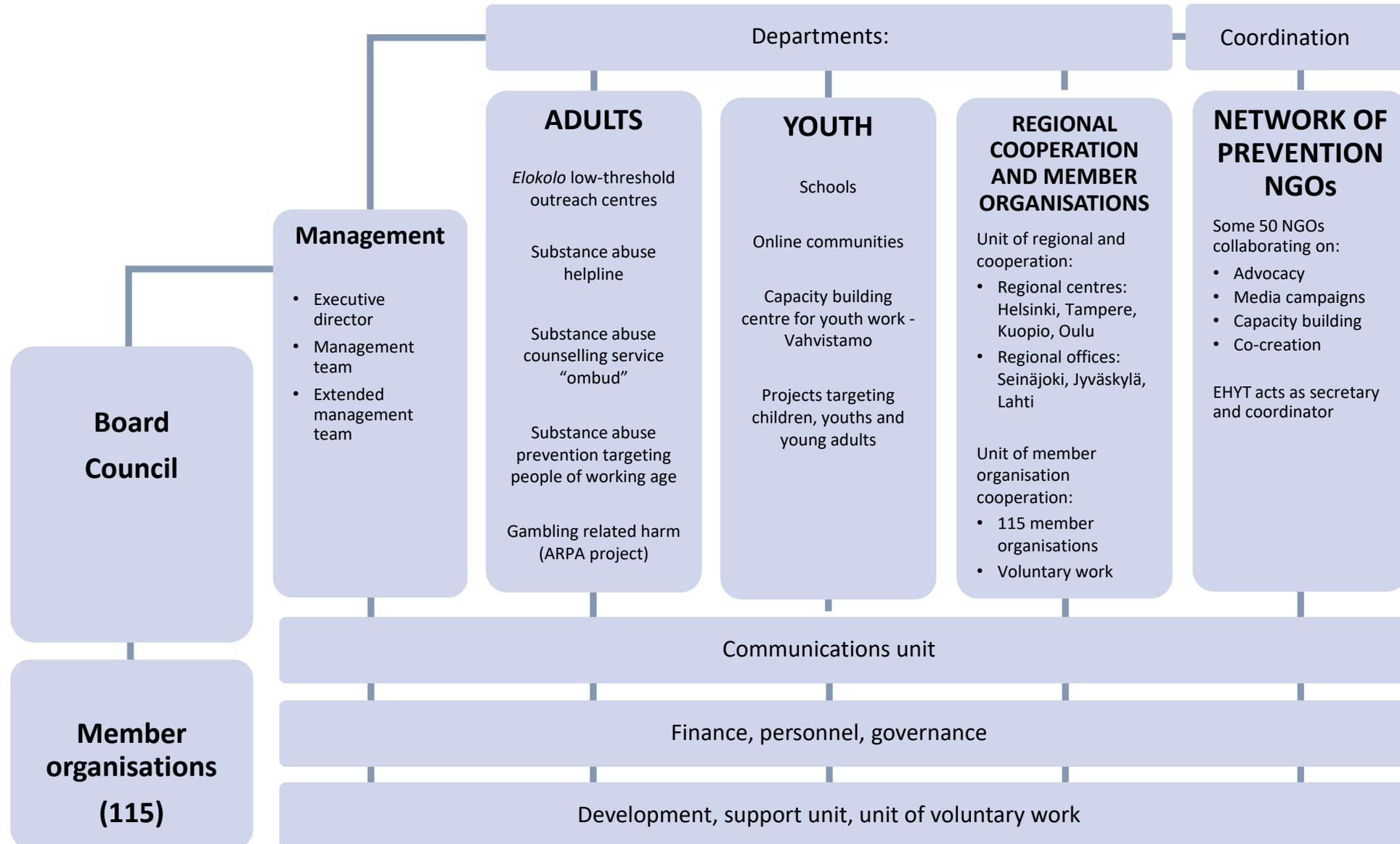


EHYT Finnish Association for Substance Abuse Prevention

- EHYT = NGO and expert organisation, combining community empowerment with public health advocacy
- Our focus areas: alcohol, nicotine and drug abuse prevention as well as gaming and gambling harm prevention
- We aim at improving well-being across the society
- Our working levels
 - Individual
 - Community
 - National
 - Global level
- We target all age groups, from children to youths, adults and the elderly
- We target individuals, professionals, communities, policymakers, and the public opinion

About EHYT

- We rely on evidence and evidence-based methods in all our activities
- We produce methods, training programmes, information and assistance that supports healthy life-styles across all age groups
- We believe alcohol and other drugs have no place in working life, in traffic, during pregnancy, childhood and adolescence



Topical issues at EHYT:

1. Snus

Media debate on snus /EHYT's views:

- Snus consumption is increasing, in particular among adolescents in vocational education (both girls and boys)
- Snus is harmful, particularly to young people's health
- Sweden should be more responsible in making sure snus does not end up on the black market in Finland (products targeting Finnish youth)

Topical issues at EHYT:

1. Snus

Should snus be legalised in Finland in order to regulate it?

- EHYT: No.
- Finnish police and customs should do more to prevent smuggling
- Snus is not a national issue
- Should we do more on an EU level to enforce the EU-wide ban on selling snus? (prohibit flavouring, sanctions to Sweden?)

Topical issues at EHYT:

2. The Icelandic prevention model

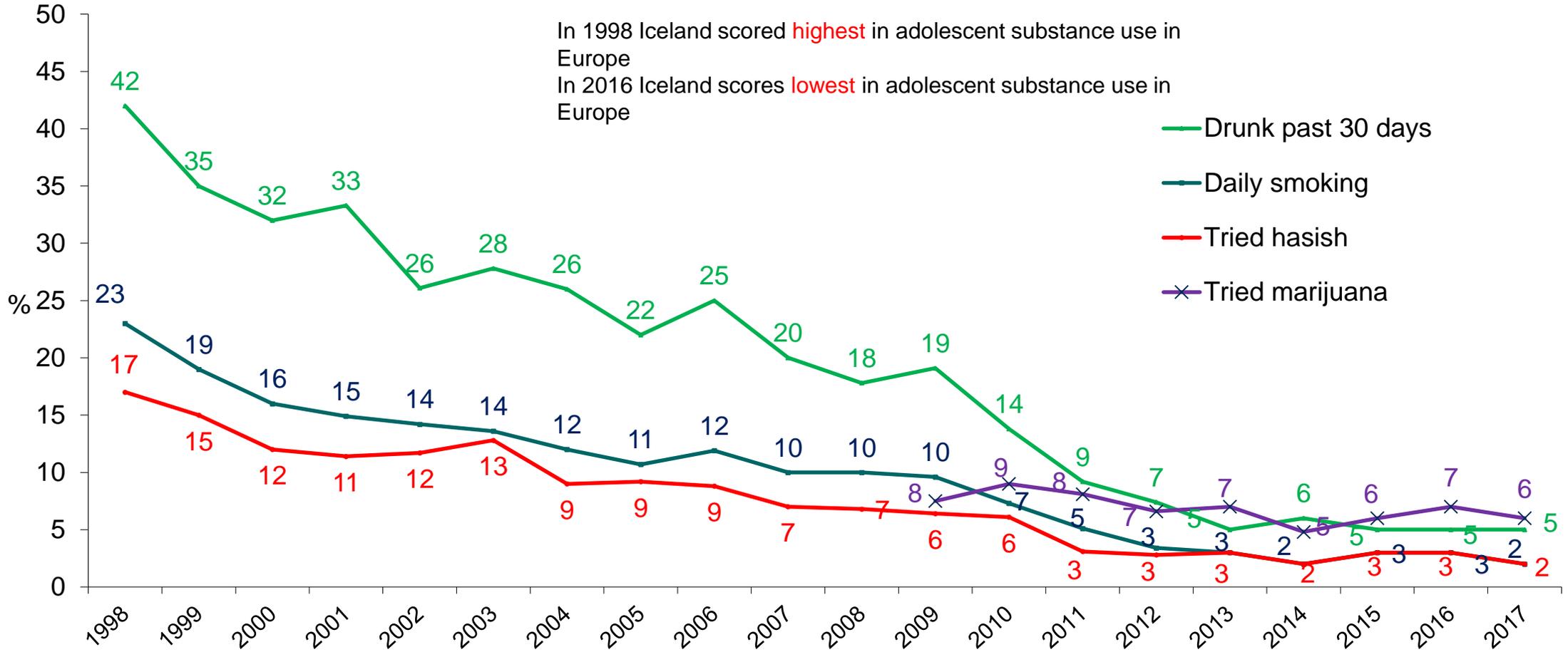
- Considerable political interest in Finland in the results achieved by focusing on community prevention work in Iceland (“Icelandic prevention model”)
- A considerable amount of ongoing activities to import the model
 - Capital region
 - Other regions and municipalities

Topical issues at EHYT:

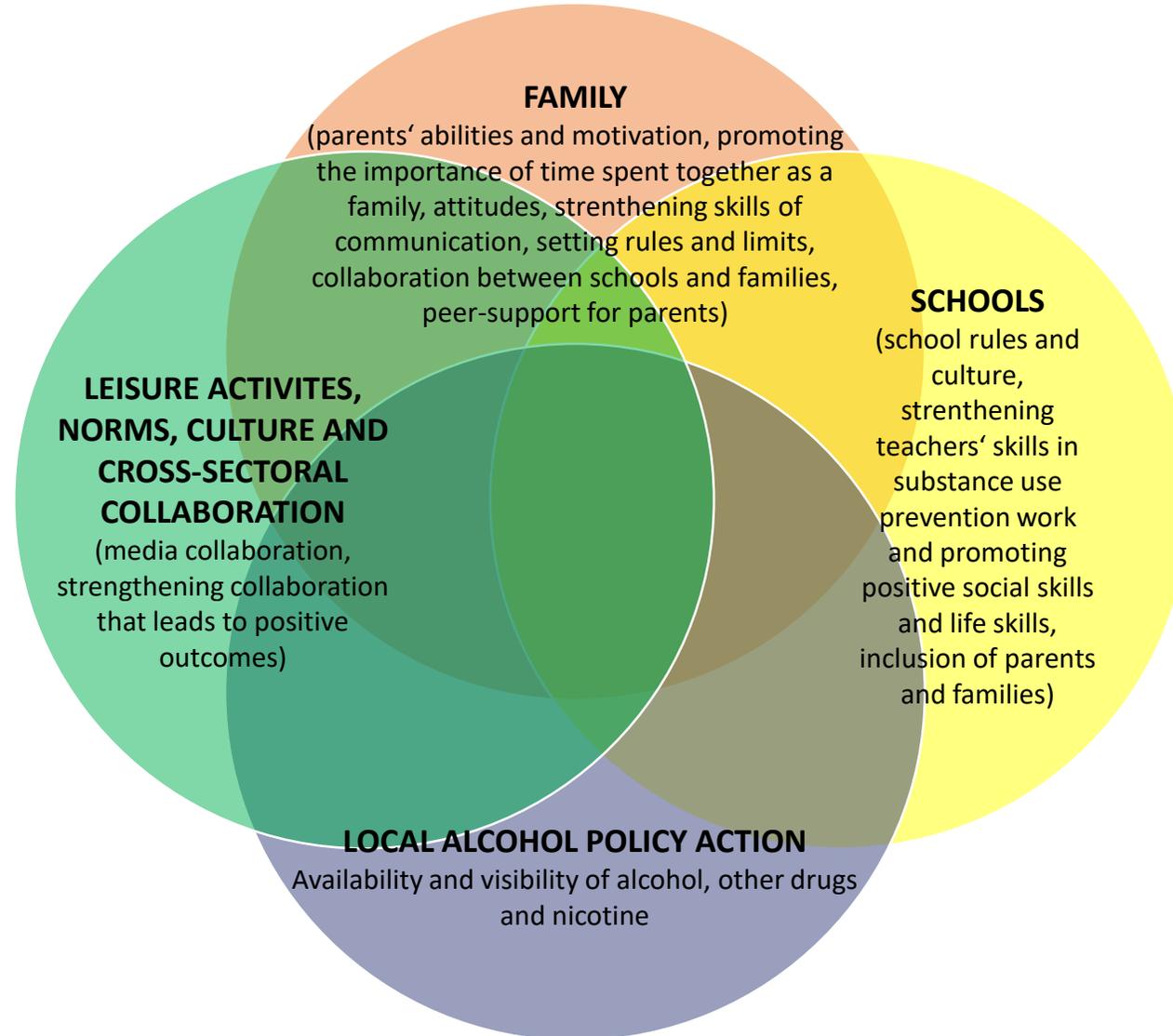
2. The Icelandic prevention model

- Government programme 2019:
 - Opportunities for all children and youths to pursue a leisure activity as part of the school day – Finnish version of the Icelandic model – EUR 14,5 million
 - Additionally a one-off investment: Opportunities for all to pursue a leisure activity as part of the school day – Finnish version of the Icelandic model
2020-2022: **EUR 40 million**
 - Most planned actions seem to be focused on increased funding for leisure time activities and hobbies
- EHYT: this is not the Icelandic prevention model

'Icelandic model – how was it created?



The Icelandic model – a comprehensive approach in strengthening positive outcomes in youth and reduce substance related harm





Key elements in making a difference:

- Base all action on topical information about the current state of health and wellbeing among youth in the municipality. What are the facts? What are the trends?
- Strengthening existing prevention work and structures
- Promoting and strengthening policies that prevent substance related harm
- Cross-sectoral and cross-disciplinary collaboration
- Preventing substance use and strengthening wellbeing among youth by:
 - Supporting schools in promoting healthy life styles and strengthening life skills and social skills to youth using evidence based methods
 - Offering better access to leisure time activities and training professional in preventing substance use and promoting wellbeing among youth
 - Strengthening families by using evidence based methods for supporting parenting skills
 - Educating professionals who work with youth and parents

Topical issues at EHYT:

2. The Icelandic prevention model



- We have applied for funding for a comprehensive model of community action to reduce substance related harm among youth
 - To be piloted in two municipalities: Espoo and Kauniainen
 - Planned project period 3 years
 - Currently waiting for a decision regarding funding
- We do advocacy work aiming at keeping the magnitude and comprehensiveness of the prevention actions carried out in Iceland when importing it to Finland
- Avoid narrowing the model down to supporting hobbies and leisure activities, as doing so is not likely to achieve the desired benefits regarding decreased substance related harm

Topical issues at EHYT:

3. NGOs and NDPHS in the new strategy?

- Is NDPHS interested in closer collaboration with NGOs?
- Are there possibilities to establish a ground for NGO collaboration in the new NDPHS strategy?
- Bridging the gap between policy and public authority, and the civil society → potential benefit for
 - Agenda setting and coordinating activities across the countries
 - Exchange of information
 - Strengthened impact by collaboration on projects and other activities

Thank you for your
attention!

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