



PARTNER /reland

PLANET YOUTH

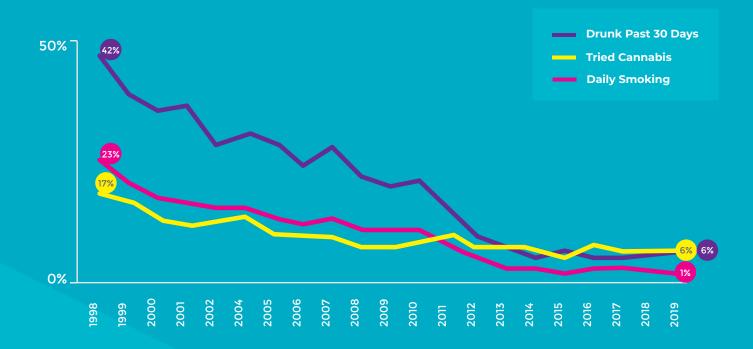
STRATEGY & IMPLEMENTATION FRAMEWORK

Galway, Mayo & Roscommon

"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking." - Albert Einstein

CHANGE THROUGH PRIMARY PREVENTION

SUBSTANCE USE IN ICELANDIC 15-16 YEAR OLDS (1998 - 2019)



Planet Youth has produced amazing results through an investment in systemic change, evidence-based prevention activities, collaboration between stakeholders and local community involvement.

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HOW TO USE THIS FRAMEWORK

If you are interested in Planet Youth, use this booklet as a starting point to help you understand your role in prioritising primary prevention approaches to enhancing young people's health and wellbeing. We are all Planet Youth stakeholders; whether a parent, teacher, coach, community worker, youth worker, Garda, health professional, funder, public servant or politician. This booklet offers brief, easy-to-read information on Planet Youth and gives guidance on implementing it locally. It contains three sections:

SECTION 1: INTRODUCTION SECTION 2: STRATEGY FRAMEWORK SECTION 3: IMPLEMENTATION GUIDE

Section 1: Introduction

Section 1 lays out the background to Planet Youth. It explains the concept of primary prevention, describes how the Planet Youth model works and highlights why the data is important. It also describes Planet Youth's stakeholders and key milestones since its introduction to the Western Region. Section 2: Strategy Framework

Section 2 outlines the programme's strategic parameters by setting out its vision, mission, principles and objectives. By providing a clear vision and strategy for the programme, the aim is to support stakeholders in adhering to the Planet Youth model and become part of embracing a prevention approach to young people's alcohol and drug use.

Section 3: Implementation Guide

Section 3 provides guidance to stakeholders on implementing Planet Youth. It supports stakeholders to embed primary prevention approaches into their day-to-day activities. Although there can be some variation in how stakeholders implement Planet Youth, maintaining fidelity to the model is central to ensuring the best outcomes for young people.

We ALL have a role in enhancing young people's health and wellbeing

Alcohol and drug use rates amongst young people in Ireland remain high. The first Western Region Planet Youth survey, which was published in 2019, shows that young people continue to engage in high risk behaviour, despite national policy efforts to improve youth outcomes. They also show that there are significant challenges relating to young people's lifestyles, environment and wellbeing. Prevention of alcohol and drug use in young people is not just about alcohol and drugs. It requires integrated and holistic approaches that support young people's overall development. Effective prevention does not need to explicitly address or refer to alcohol or drugs. Success occurs when factors which contribute to a young person's alcohol or drug use are reduced and when factors which prevent use are strengthened. We all have a role to play in addressing these **risk and protective factors** - from those developing national policy and legislation through to those interacting daily with young people.

- PREVENTION IS investing in young people's wellbeing
- PREVENTION IS building community and social capital
- **PREVENTION IS** increasing young people's engagement in structured leisure activities
- **PREVENTION IS** supporting young people to have healthy lifestyles and social environment
- PREVENTION IS cultivating healthy relationships between young people and the adults in their lives

PLANET YOUTH IS LEADING A PROCESS OF CHANGE IN HOW WE ALL:

- Prioritise and resource primary prevention
- Base primary prevention approaches on evidence
- Use bottom-up approaches to primary prevention
- Enable ongoing dialogue between researchers, policymakers and practitioners

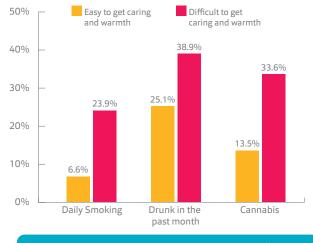


PLANET YOUTH SURVEY

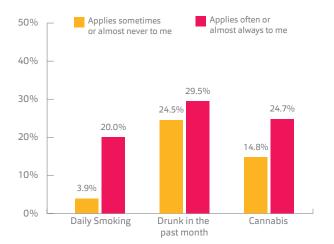
Sample Findings



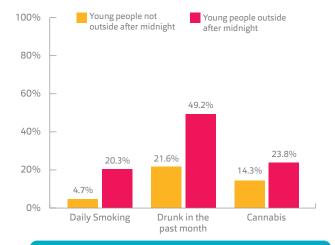
4,480 15-16 year olds surveyed in Galway, Mayo and Roscommon



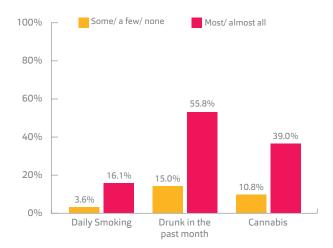
Correlation between substance use and how easy/ difficult it is to receive caring and warmth from parents (Mayo)



Correlation between substance use and finding schoolwork pointless (Roscommon)



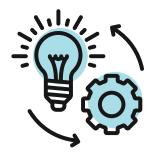
Correlation between substance use and being outside after midnight in the past week (Roscommon)



Correlation between substance use and young people's perception of their friends' monthly drunkenness (Galway)

PLANET YOUTH IN THE WESTERN REGION

The Western Region Drug and Alcohol Task Force (WRDATF) introduced the Planet Youth model to Ireland in 2018. In partnership with local agencies, communities and organisations, the WRDATF is leading the roll-out of the programme in Galway, Mayo and Roscommon for the period 2018 - 2023.



KEY TERMS & PHRASES

These terms and phrases appear regularly in this framework. For the sake of clarity, this is what we mean when we refer to them.

- Prevention Activity: A policy, strategy, action, initiative, programme or service delivered by a person, group or organisation that helps to prevent a problem before it arises
- Dataset: All data collected from the Planet Youth surveys on the relationships, lifestyle, environment and wellbeing of young people in the Western Region
- Domain: A field of interest that can be controlled or influenced
- ICSRA: Icelandic Centre for Social Research and Analysis

- Protective Factors: Conditions or attributes of individuals, their families, communities, peer groups or wider society that reduce risk and promote healthy development
- Risk Factors: These are conditions or attributes that increase risk and negatively impact healthy development
- Stakeholder: Any person, group, organisation or community that has an interest, concern or role in an issue
- Western Region: Counties Galway, Mayo and Roscommon
- Whole-population Approach: Where an activity is directed at the health of an entire population rather than at individuals or target groups



Section 1 Introduction

PLANET YOUTH & PRIMARY PREVENTION

Planet Youth is an international evidence-based primary prevention programme developed by the Icelandic Centre for Social Research and Analysis (ICSRA) at Reykjavik University. Its goal is to prevent alcohol and drug use in young people and to improve their health and life outcomes.

Planet Youth takes a whole population approach and focuses on all young people, rather than targeting specific vulnerable groups. It requires a transformative change in policies, practice and resources and promotes evidence-based approaches using robust local data. Primary prevention is about preventing problems before they arise. This means diverting young people away from alcohol and drug use by enhancing their relationships, lifestyles, environment and wellbeing. Planet Youth is based on the principle that, in order to change young people's alcohol and drug behaviour, we need to understand and focus on the factors that contribute to it. This is achieved by identifying and reducing risk factors, and strengthening protective factors, in young people's lives.

Risk factors are characteristics at the biological, psychological, family, community, or cultural level that are associated with a higher likelihood of negative outcomes. Protective factors are associated with a lower likelihood of negative outcomes or reduce a risk factor's impact. Protective factors may be seen as positive countering events.

RISK AND PROTECTIVE FACTORS

We are all exposed to both risk and protective factors. While they can be complex, they represent conditions found in everyday life. From the earliest stages, the more risk factors in a young person's life, the more likely they are to engage in problematic behaviours. On the other hand, the more protective factors a young person has, the less likely they are to do so. Risk and protective factors interact continually; while some factors cannot be changed, their impact can be lessened or strengthened. Planet Youth risk and protective factors are assigned to the following four domains:

- Parents and Family
- Leisure Time and Local Community
- School
- Peer Group

Parents and Family

- Parent's own alcohol and drug use
- Parental support
- Parental monitoring
- Time spent with parents
- Parental social capital knowing your child's friends and the parents of those friends
- Perceived parental reactions to alcohol and drug use

Leisure Time & Local Community

- Unorganised, unsupervised leisure time
- Access to, and participation in, hobbies, recreation and sport
- Staying out late
- Location where alcohol and drug use takes place
- Unsupervised parties
- Access and availability of alcohol and drugs
- Community attachment and cohesion
- Young people's sense of safety in their community

RISK AND PROTECTIVE FACTORS cont.





WHO IS PLANET YOUTH FOR?

Planet Youth focuses on teenagers and pre-teens. By investing our energy and resources in this age cohort, we will optimise the impact of Planet Youth across the Western Region.

A core principle of Planet Youth is that prevention activities should engage the whole population of young people, rather than targeting particular individuals or groups.

THE 3 STAGES OF PLANET YOUTH

STAGE 1: Data collection and analysis

- Every two years, data is collected from young people using a comprehensive school-based survey. This survey explores background factors such as family, school, community, substance use, social circumstances, mental health, physical activity, peer group.
- Analysis of the surveys is undertaken by ICSRA who report the main risk and protective factors experienced by young people, and return the full dataset to the WRDATF.

STAGE 2: Implementing prevention activities

- County reports are produced from the data for each of the three counties. School reports are
 produced for all schools that participate. The county reports are widely disseminated, while the
 school reports are confidential to each individual school.
- The reports are reviewed by Planet Youth stakeholders (see page 15) to identify key findings.
- Guided by the Planet Youth Planning Template (page 25), stakeholders devise prevention activities which address risk and protective factors in young people's lives.
- Prevention activities are agreed and supported by County Committees (see page 23).

STAGE 3: Reflection and learning

- The impact of Planet Youth activities are measured through biennial data collection. In addition, stakeholders review activities to assess their effectiveness and identify improvements.
- New prevention activities are devised based on this reflection and learning.





WHY IS THE DATA IMPORTANT?

Planet Youth is underpinned by a rigorous system of data collection, processing, dissemination and planned action





The data is important because it tells us about our young people in our communities and how they are living their lives right now. It is current, local and relevant. It tells us about the risk and protective factors experienced by our young people and allows us to devise local evidence-informed activities in response to these factors.

The data sometimes confirms what we already know or suspect about young people's lifestyle and environment. It nevertheless provides essential information on the mental and physical wellbeing of our young people and provides us with evidence to make informed decisions. It moves the conversation from anecdotal to factual.

Planet Youth data can be localised to a school, town or cluster of towns. It can also be interrogated on a thematic basis to

build a better understanding of particular trends or issues. This enables stakeholders to develop bespoke actions in response to issues of particular concern or interest.

The survey asks about important issues in young people's lives, including: mental health, physical health, lifestyle and leisure time activities, local community networks, negative life events and strain, parents and family, peer group, economic and psychological issues, internet usage, studies and school, substance use, values and attitudes, violence and anti-social behaviour, and much more...

PLANET YOUTH STAKEHOLDERS

We are all stakeholders in Planet Youth. Everyone has a role to play in creating an environment where young people in our communities are active, healthy, happy and achieving their potential.

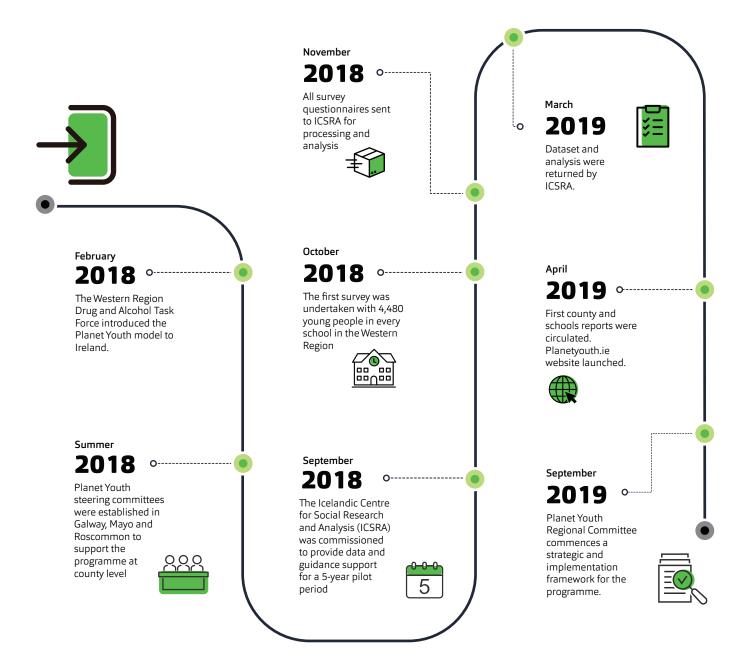
Planet Youth is founded on partnership, collaboration and community involvement. Key groups and agencies that have a role to play include:

- Parents
- Young People
- Schools
- Community and Voluntary Organisations

- Education and Training Boards
- Health Service Executive
- Local Authorities and Local Government
- Tusla Child and Family Agency
- Children and Young People's Services Committees
- An Garda Síochána
- Local Development Companies
- Sports Partnerships
- Sport and Recreation Groups
- Third Level Institutions
- Government Departments and Agencies
- Drug & Alcohol Task Forces

Each stakeholder contributes to Planet Youth in their own unique way. Whether it is through day-to-day interactions with young people, or providing leadership, resourcing or policy changes, we all work together to achieve Planet Youth's mission.

KEY EARLY MILESTONES



Section 2 Strategy Framework



All young people are active, healthy and happy, connected to their families and communities, and achieving their full potential.



Our mission is to lead a process of transformative change by **embedding primary prevention approaches which enhance young people's health, relationships, environment and wellbeing.**

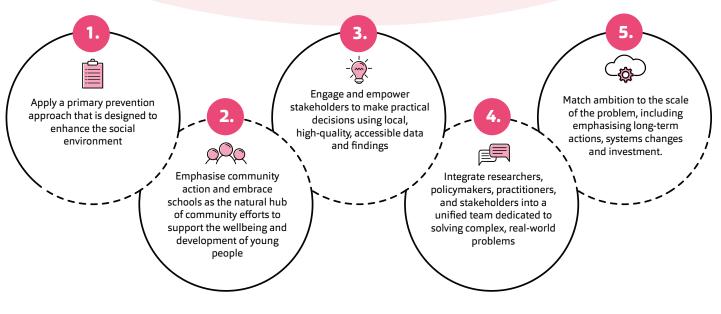
POLICY CONTEXT

Better Outcomes, Brighter Futures, the national policy framework for children and young people, 2014-2020 commits to a whole-of-Government approach to supporting young people to achieve good physical, mental, social and emotional health and wellbeing. It aims to enable young people to make positive choices, to be safe and protected from harm and to realise their potential. The national drugs strategy, *Reducing Harm, Supporting Recovery*, a health-led response to drug and alcohol use in Ireland 2017 - 2025, states that the aim of prevention is to reduce the negative health and social consequences of drug and alcohol use and to promote healthier lifestyles and a healthy society.

While public bodies and non-profit organisations are already working together to improve outcomes for young people, evidenced-based prevention needs greater priority. Planet Youth provides an opportunity for all stakeholders to change the way they think about prevention and their role in it. Agencies and organisations – big and small – must consider what they can do within their remit, either directly or indirectly. This includes reassessing their activities with a view to minimising risk factors and maximising protective factors. While stakeholders will approach Planet Youth in different ways, ultimately the shared objective is to achieve better outcomes for young people.

Prevention activities are more likely to succeed when they are systematic, evidence-based and collaborative. While the need for prevention is increasingly recognised, it often occurs in an ad hoc manner. Planet Youth urges all stakeholders from national and local government to public bodies, schools and community-based organisations – to play their part in prioritising prevention in an integrated and holistic way.

GUIDING PRINCIPLES



OBJECTIVES OF PLANET YOUTH IN THE WESTERN REGION

- 1. Improve outcomes and opportunities for young people across the programme's four domains (see page 11)
- 2. Deliver a wide range of evidenced-informed prevention activities which address risk and protective factors
- At county, regional and national level, build and maintain a strong, collaborative, well-informed partnership of community, agency and political stakeholders
- 4. Build strong brand recognition and stakeholder involvement throughout the Western Region

- 5. Secure sustainable investment for development and coordination of Planet Youth in the Western Region
- 6. Capture learning and track activities in order to inform the future development of Planet Youth
- Develop a strategy for sustaining Planet Youth linked to relevant national policies, including *Better Outcomes Brighter Futures*, the national policy framework for children and young people, and *Reducing Harm*, *Supporting Recovery*, a health-led response to drug and alcohol use in Ireland 2017 - 2025

RETHINKING HOW WE MANAGE RESOURCES

Short-Term Actions

Short-term grants and funding are suitable for smaller, one-off prevention activities which divert young people away from drug and alcohol use. These may be low-

cost / no-cost activities which are delivered using existing resources or, alternatively, local stakeholders may source additional funding. However, short-term grants and funding are insufficient to initiate and sustain the long-term change necessary to achieve Planet Youth's mission.

Sustainable Resourcing

The long-term positive outcomes envisaged by Planet Youth will only be created through systemic change,

significant investment and realignment of financial resources. This transformative change requires a rethinking of how agencies and organisations invest in prevention and allocate their resources. A sustainable focus on prevention will be only be achieved through prioritising integrated and holistic approaches designed to prevent problems before they arise.



Section 3 Implementation Guide

IMPLEMENTING PLANET YOUTH

Planet Youth is implemented through the efforts of a wide range of stakeholders, as described on page 15, who create an environment where young people become progressively less likely to engage in alcohol and drug use. This process is supported locally by County Committees and overseen by a Regional Committee. The aim of the implementation stage is to:

- enhance all stakeholders' understanding of prevention
- build a coalition of stakeholders to implement Planet Youth's mission
- deliver of a wide range of prevention activities
- monitor and assess the progress and impact of prevention activities



PREVENTION ACTIVITIES TO ADDRESS RISK AND PROTECTIVE FACTORS

LOCAL STAKEHOLDERS

Effective implementation requires a wide range of stakeholders devising prevention activities; from parents in the home to elected representatives and Government departments. All stakeholders play a different role; some activities will require leadership and resourcing from national or local organisations and agencies, while others will be based on the day-to-day actions of the adults in young people's lives, such as parents, teachers and sports/recreation leaders. Stakeholders decide themselves how to become involved in Planet Youth by choosing to develop prevention activities which respond to risk and preventive factors that are within their sphere of influence.

However you choose to get involved, the diagram on page 24 provides a step-by-step guide to help you to follow the Planet Youth model.

COUNTY COMMITTEES

County Committees are comprised of members from local community, voluntary, statutory and 3rd level organisations. Their overall role is to promote Planet Youth across the County and to support local stakeholders to devise prevention activities that adhere to the Planet Youth model.

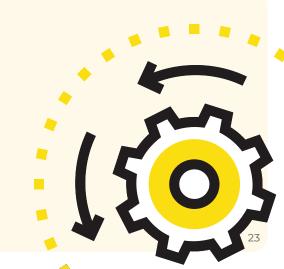
County Committees support the implementation process by:

- championing Planet Youth within the community
- influencing policy and driving change at County level

- supporting stakeholders to devise, deliver and monitor prevention activities
- facilitating access to the Planet Youth dataset
- developing a County Action Plan of local prevention activities
- where appropriate, sourcing funding to support the delivery of prevention activities
- sharing learning and ideas across the Region

REGIONAL COMMITTEE

The Regional Committee is comprised of representatives from around the region. It has members from the community, voluntary, statutory and 3rd level sectors. Its role is to steer the programme's strategic direction, support County Committees and monitor progress towards achieving the mission. It also has an oversight role to ensure that actions are delivered consistently and adhere to the Planet Youth model. The Regional Committee leads the process of promoting Planet Youth at political, government department and agency level.

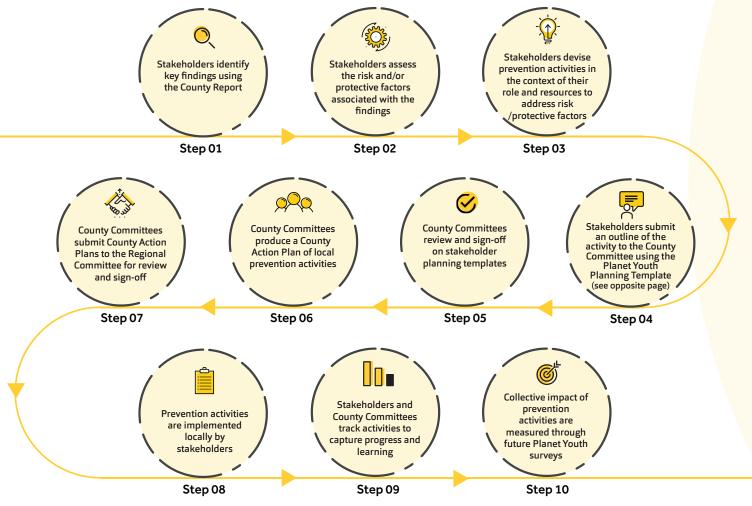


STEPS FOR IMPLEMENTING PREVENTION ACTIVITIES

Planet Youth is a unique programme that not only promotes the importance of primary prevention but also establishes an evidence-based approach to its implementation.

The Regional Committee has devised a step-by-step implementation process for stakeholders. These steps guide you from identifying risk and protective factors within your remit or scope to making changes to your policy, practice or resources that positively impact young people's lives.

The first step is to read to the County Report and consider how you can address findings within your sphere of influence. Stakeholders can request access to the dataset to conduct more detailed analysis on specific geographic or thematic issues.



STAKEHOLDER PLANNING TEMPLATE (Sample)

Key Finding: (Describe the key finding your prevention activity will address)

Describe risk and /or protective factors associated with the key finding:

- Risk Factors:
- Protective Factors:

Describe your overall goal relating to the key finding:

Describe the prevention activity or activities to achieve this goal	Domain*	Lead Agent	Partners	Resource (Existing/ New)	Measurement	Outcome
1.						
2.						
3.						
4.						

*Leisure Time and Local Community

EXAMPLES OF PREVENTION ACTIVITIES



- Communicate Planet Youth survey results to parents of all schoolchildren.
- Provide parental education programs and material at a variety of developmental stages.
- Increase the amount of quality time parents spend with young people each week.
- Improve young people's understanding of the value of time spent with family members.

- Increase parental monitoring of young people.
- Use parental contracts to agree on common goals and behavioural limits for young people.
- Develop collaborative parent groups and networks.
- Increase social cohesion amongst families through . shared activities and communications.
- Communicate the significance of parental alcohol and • drug use as a risk factor.
- Reduce access to alcohol and drugs in the home.



Local Community

- Increase opportunities for structured leisure time • activities and make accessible to all young people.
- Increase the number and variety of structured leisure . time activities available to reflect a wide range of young people's interests.
- Increase funding for structured leisure time activities. ٠
- Provide safe and healthy places for young people to • spend time with each other.
- Increase availability of area-based youth clubs for • all ages.

- Adults involved in the delivery of leisure time activities to be supported and suitably accredited.
- Reduce the number of unstructured and unmonitored leisure time hours available to young people.
- Reduce late outside hours.
- Engage with appropriate Garda service to enhance and support community policing efforts.
- Increase parental co-monitoring of their young peoples' activities and whereabouts.
- Reduce young people's access to alcohol or drugs during leisure time. This may include increased monitoring of outlets and enforcement of laws related to the sale or supply of alcohol to minors.

School

- Conduct parent meetings in schools that communicate the local Planet Youth survey results.
- Introduce school-parent agreements based on the risk and protective factors.
- Increase the number of communications between parents and school personnel.
- Strengthen parent-teacher organisations and increase participation of parents as volunteers both in school and at school events.
- Improve and support access to extracurricular activities in and out of school.

- Consistently reward positive behaviour and role models.
- Ensure all young people can identify at least one adult they can ask for help with issues.
- Set and communicate clear expectations and consequences regarding using and distributing alcohol and drugs at school.
- Upskill designated teachers and prioritise the delivery of SPHE curriculum in both junior and senior cycles.
- Create a culture that supports delaying the use of alcohol and drugs.



Peer Group

- Use Planet Youth survey results to challenge social norms related to alcohol and drug use amongst peers.
- Provide educational programmes focused on building prosocial peer relationships and peer support.
- Increase associations with prosocial peers and decrease associations with peers using alcohol or drugs.

- Use Planet Youth survey results to address social media misuse.
- Promote a culture where social media misuse is challenged.
- Develop workshops that enhance and promote resilience in young people.



PLANET YOUTH CHECKLIST



Use this checklist to help you to proof your decision-making processes and ensure that your prevention activities adhere to the Planet Youth model

Is the activit	y focused on prevention?	Have young people been involved in developing the activity, where relevant?
Is the activit Planet Youtl	y evidenced-based, using the h data?	Is the activity no cost or low cost, or has funding been sourced for its implementation?
\bigcirc	tivity address identified risk ective factors?	Is there a process in place to monitor the progress and impact of the activity?
\bigcirc	tivity have a beneficial outcome for nd/ or pre-teens?	Have you completed the Planet Youth Planning Template?
\bigcirc	tivity take a whole population ather than targeting particular groups ople?	
\bigcirc	gency identified and committed nting the activity?	
Have partne developing	er stakeholders been involved in the activity?	

GET INVOLVED IN PLANET YOUTH!

We want to hear from you. Get in contact with us if you, your group, organisation or agency wants to become involved in Planet Youth.

We want to help you devise prevention activities that enhance young people's relationships, lifestyles, environment and wellbeing.

Contact the Planet Youth Regional Coordinator at **091 - 480044** or **planetyouth@wrdatf.ie**



ACKNOWLEDGEMENTS

The Planet Youth model was developed by the Icelandic Centre for Social Research and Analysis (ICSRA) at Reykjavik University.

The Western Region Drug and Alcohol Task Force commissioned Doody Facilitation and Consulting Ltd to produce this Strategy and Implementation Framework based on the Planet Youth model and this work was completed in consultation with WRDATF and the Regional and County Steering Committees.

Planet Youth is a collaborative programme and involves a broad range of stakeholders, all of whom have contributed to the development of this framework.

- An Garda Síochána
- ARD Family Resource Centre, Galway
- Castlerea Community School
- Comhairle na nÓg
- Foróige Roscommon
- Galway and Roscommon Education and Training Board
- Galway Children and Young People's Services Committee
- Galway City Council
- Galway City Partnership
- Galway County Council
- Galway-Mayo Institute of Technology
- Galway Rural Development Company
- Health Service Executive
- Jigsaw Galway
- Mayo Children and Young People's Services Committee
- Mayo, Sligo and Leitrim Education and Training Board
- Mayo County Council

- Mayo Sports Partnership
- Mayo Youth Network
- Mindspace Mayo
- National Association of Principals and Deputy Principals
- National University of Ireland, Galway
- Our Lady's College, Galway
- Roscommon Children and Young People's Services
 Committee
- Roscommon County Council
- Roscommon Leader Partnership
- SCCUL Enterprises CLG, Galway
- South West Mayo Development Company
- Tusla Child and Family Agency
- Vita House, Roscommon
- Western Region Drug and Alcohol Task Force
- Youth Work Ireland, Galway

Planet Youth is being introduced to the Western region with the aim of embedding it in a systematic and strategic manner. It requires a significant change in how we prioritise and invest in prevention. In order to support stakeholders to embrace this change, a series of resource documents will be produced over time to supplement this framework.

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