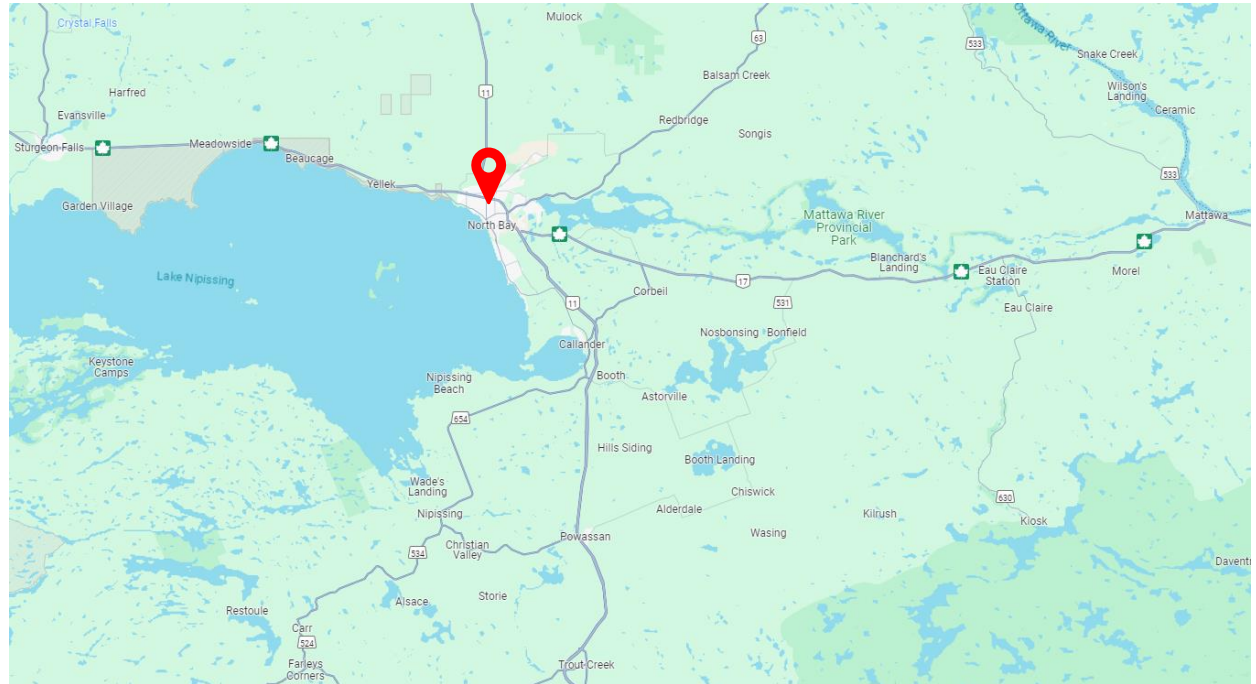




PLANET YOUTH

North Bay & Surrounding Area

This report contains data from students who live in North Bay or surrounding areas.



PLANET
Youth®

PLANÈTE jeunesse
NIPISSING

The Icelandic Prevention Model: Background Context

In the 1990s, Iceland ranked comparatively high on adolescent alcohol, tobacco, and other harmful drug use as evidenced by results from the European School Project on Alcohol and Drugs (ESPAD). In 1999, the rate of ever-smoking tobacco among 10th-grade youth in Iceland was 56% and 69% on average in Europe; the rate of drunkenness in the past 12 months was 56% in Iceland and 52% in Europe; and 15% had reported using cannabis substances in Iceland, similar to other parts of Europe.

For many years leading up to this point, Iceland had been utilizing traditional methods of substance use prevention, namely, individual, school-based instructional, and educational programs, with the aim of educating or leading youth away from initiating substance use.

Using global research findings, as well as local observations about individual and societal factors that contribute to the likelihood of adolescent substance use the Icelandic Prevention Model was developed. Based on the literature, and informed by the work that was being done in Iceland, a community-based approach was designed to deter adolescent substance use. The emphasis of the approach was on getting all relevant stakeholders to the table to build a network of support, monitoring and opportunities for positive youth development at the local community level.

Evidence

Community

Dialogue



ICELAND

Then

ICELAND

Now

PLANET
Youth®

VS



42%

Drunk in the past 30 days

6%



23%

Smoke daily

1%



17%

Lifetime cannabis use

6%



37%

Time spent with parents during weekends

72%



25%

Sport participation 4x a week or more

41%



Then = 1997-2000

Now = 2023

Domains of Intervention

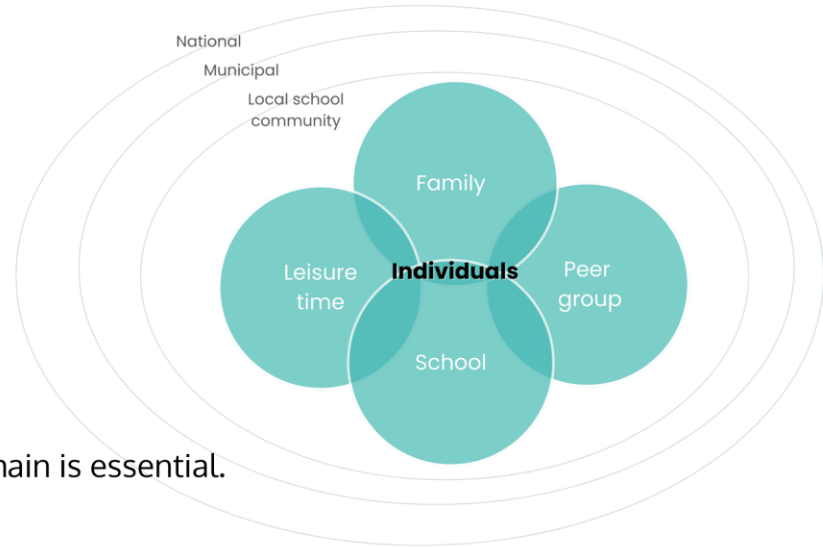
Building a strong community around children is the healthiest and the most cost-effective way to promote their well-being in the future.

Such a task takes time, effort, and the commitment of key stakeholders focusing on four major domains of the environment surrounding children and adolescents.

Understanding the risk and protective factors of each domain is essential.

Here are some examples:

- **Parents and family:** Time spent with parents, parental support, parental monitoring (know where they are and with whom), parental co-communication and collaboration
- **School environment:** School engagement and commitment to studies, school well-being (positive school climate), school safety (e.g., bullying and other violence)
- **Leisure time:** Participation in organized recreational and extracurricular activities (e.g., sports, youth clubs, scouts, drama club, etc), late outside hours, prevent unsupervised gatherings such as parties
- **Peer group:** Decrease engagement with substance using friends, parents knowing friends and parents of friends (social capital)



Icelandic Prevention Model

Research has shown that children and adolescents who are surrounded by positive environments within the four major domains are much less likely to use or consider using legal or illicit substances and drop out of school. Furthermore, engaging in behaviors in one area greatly increases the risks associated with the other areas. For example, young people who use illicit drugs are also more likely to drop out of school than those who do not use drugs.

Dropping out of school is especially problematic, as the most reliable predictors of adult health throughout the lifespan are educational attainment and socioeconomic status (SES) with SES being largely predicted by educational attainment.

As such, interventions that successfully delay the onset of adolescent substance use and encourage students to stay in school, contribute to their health and well-being not only in the present, but also for decades to come.

Planet Youth provides a wholistic approach through the Icelandic Prevention Model which focuses on strengthening protective factors and reducing risk factors for substance use and school drop-out in communities. To that end, this report is organized as a tool to promote collaboration between all concerned community members.



The Five Guiding Principles of The Planet Youth Guidance Program



1

Apply a primary prevention approach that is designed to enhance the social environment.

2

Emphasize community action and embrace public schools as the natural hub of the neighborhood/ efforts to support child and adolescent health, learning, and life success.

3

Engage and empower community members to make practical decisions using local, high quality, accessible data and diagnostics.

4

Integrate researchers, policy makers, practitioners, and community members into a unified team dedicated to solving complex, real-world problems.

5

Match the scope of the solution to the scope of the problem, including emphasizing longterm intervention and efforts to marshal adequate community resources.



The 10 core steps of the Icelandic Prevention Model



Step 1

Local coalition identification, development, and capacity building



Step 2

Funding identification, development, and capacity building



Step 3

Pre-data collection planning and community engagement



Step 4

Data collection and processing, including data driven diagnostics



Step 5

Enhancing community participation and engagement



Step 6

Dissemination of findings



Step 7

Community goal setting and other organized responses to the findings



Step 8

Policy and practice alignment



Step 9

Adolescent immersion in primary prevention environments activities, and messaging



Step 10

Reflect on the work that has been completed and build upon it by repeating the steps again in a new cycle



Method and Data Collection

In 2024, 9 schools within two pilot communities in the District of Nipissing, Ontario took part in the Planet Youth survey. These communities are the city of North Bay and the municipality of West Nipissing and are collectively referred to as Planet Youth Nipissing under this initiative. For space in this report, they will be referred to as "Nipissing".

Participants were primarily grade 10 students present on the survey day. Additionally, two schools included students from grades 9 and 11 to meet the minimum student count threshold.

The surveys were conducted from April to May 2024. The total response rate for Nipissing was 72%.

15 cases were removed from the dataset during data cleaning due to implausible response patterns.

Data was collected with an online questionnaire using the Alchemer platform. The survey was conducted during classroom hours. Participation was voluntary, and students were free to answer the survey in whole or in part, to skip any question at will, and to change their mind about participation at any time.

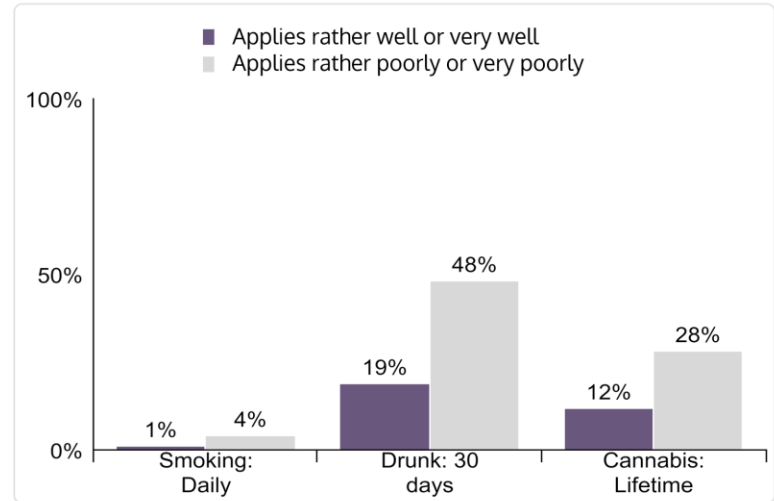


Interpret Cross Tabulations

The cross tabulation shows frequencies of one variable for each level of the other variable. In this example it shows the participants who smoke daily, became drunk in the past 30 days, and have used cannabis once or more in their lifetime compared to whether parents know where they are in the evening.

The **purple** bars show the percentage of adolescents who report that it applies rather or very well to them that their parents know where they are in the evenings and who have used cannabis in their lifetime, smoke daily and were drunk in the past 30 days.

The **gray** bars show the percentage of adolescents who report that it applies rather or very poorly to them that their parents know where they are in the evenings and who have used cannabis in their lifetime, smoke daily, and have become drunk once or more in the last 30 days.



Cross tabulation example of interpretation: 19% of adolescents who say the statement, “My parents know where I am in the evening”, applies rather or very well to them have been drunk in the last 30 days. Compared to 48% of students who say the statement applies rather poorly or very poorly to them got drunk in the past 30 days.

Number of Participants

		Male	Female	Other Response*	Total	
2024	North Bay & Surrounding Area	273	226	26	525	
	Nipissing	354	316	34	704	
		Grade 9	Grade 10	Grade 11	Unknown	Total
2024	North Bay & Surrounding Area	20	487	16	2	525
	Nipissing	40	617	43	4	704

This report compares data on total respondents, males, and females. However, it does not provide specific numbers for those who identified as another gender or did not respond to this question. This decision is made to protect the anonymity of this sensitive group, as their numbers are relatively small. Instead, individuals who identify as another gender are included within the total respondent count, ensuring their representation while maintaining their privacy.

North Bay & Surrounding Area

2024



WELLBEING

35% Sleep on average 8 hours or more a night



31%

Of females say their mental health is good or very good



49%

Of males say their mental health is good or very good



56% Of females say their physical health is good or very good



62% Of males say their physical health is good or very good



LEISURE

44% Spend on average 3 hours or more on social media a day



28%

Spend on average 3 hours or more playing video games a day



38% Play sports with a club 3 times a week or more

26%

Stayed outside after midnight once or more in the past week



SUBSTANCE

18%

Were drunk in the past 30 days



27%

Sometimes or often drink in the home of others



15% Use e-cigarettes daily



14%

Used cannabis in the last 30 days



3%

Smoke cigarettes daily



SCHOOL

63% Often or always feel safe at school

56% Think the adults at school care about them

31% Feel bad at school



80%

Have friends at school that care about them



72%

Get along with their teacher often or always



SUBSTANCE USE

Substance Use

2024

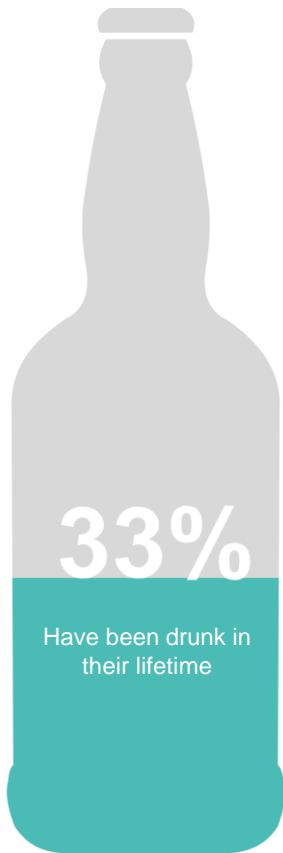


25%
Tried alcohol at the age 13 or younger

18%
Have been drunk in the last 30 days

24%
Drink alcohol at their own home

25%
Get alcohol from a family member



E-cigarettes

30%

Used an e-cigarette in their lifetime

15%

Use e-cigarettes (vape) daily

Cigarette Smoking

19%

Have smoked a cigarette in their lifetime

3%

Smoke cigarettes daily



Cannabis Use

25%

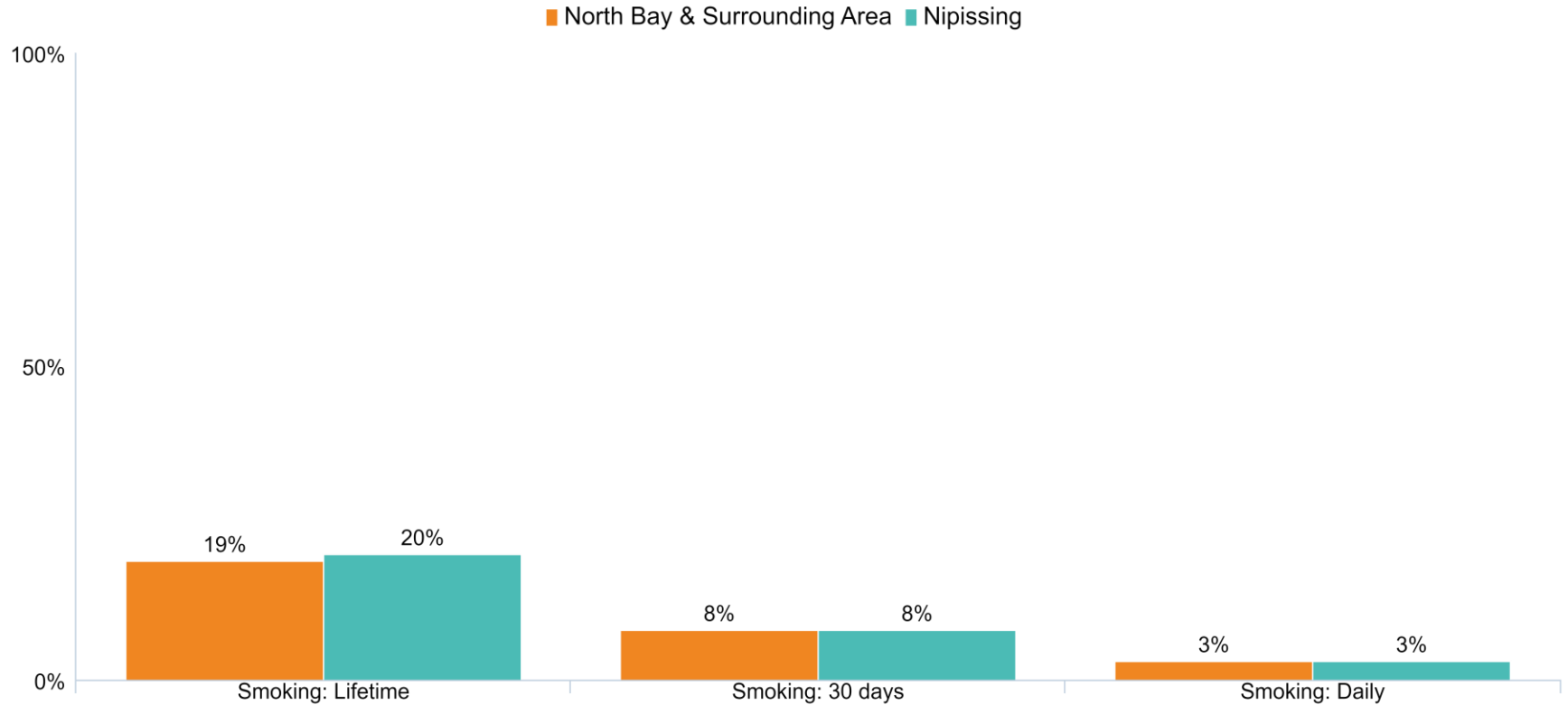
Have used cannabis in their lifetime

14%

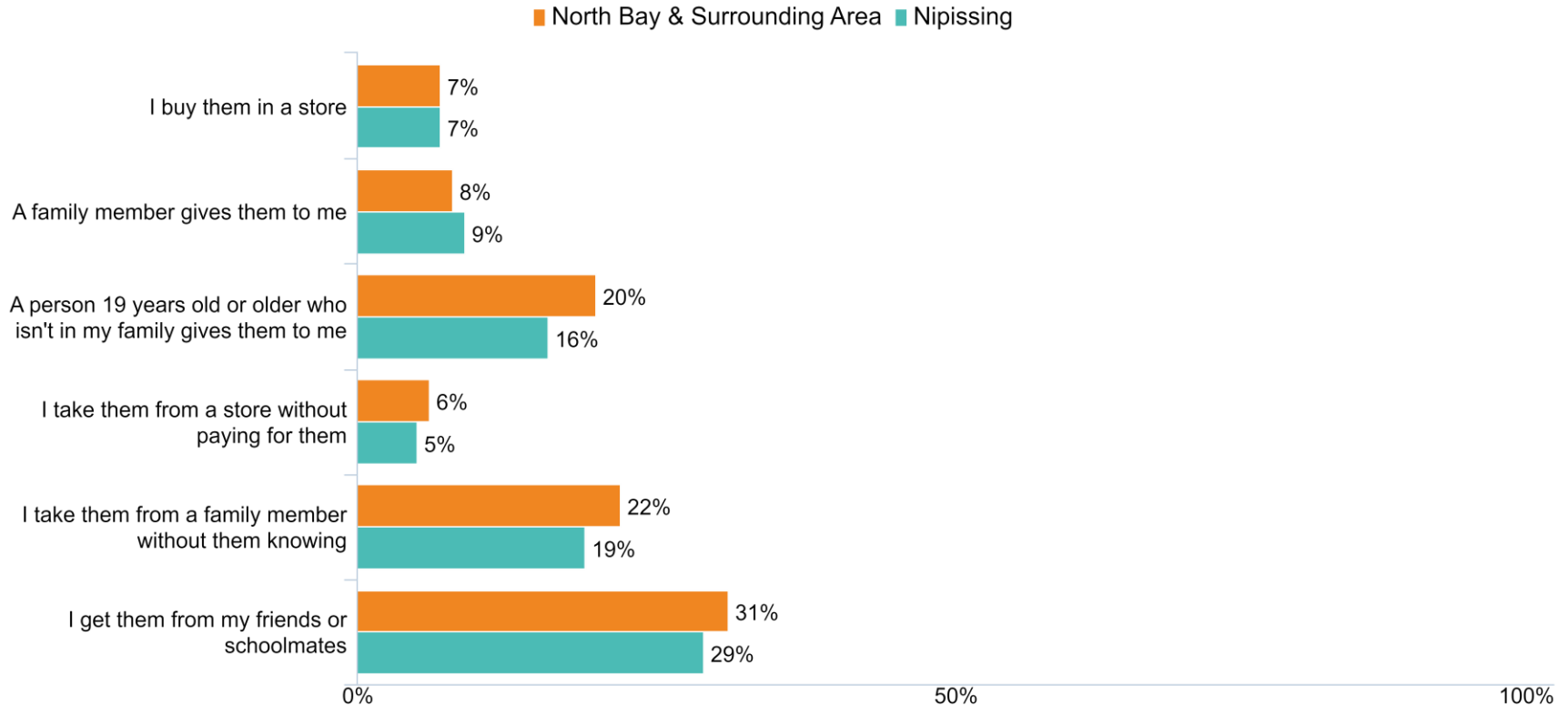
Used cannabis in the last 30 days



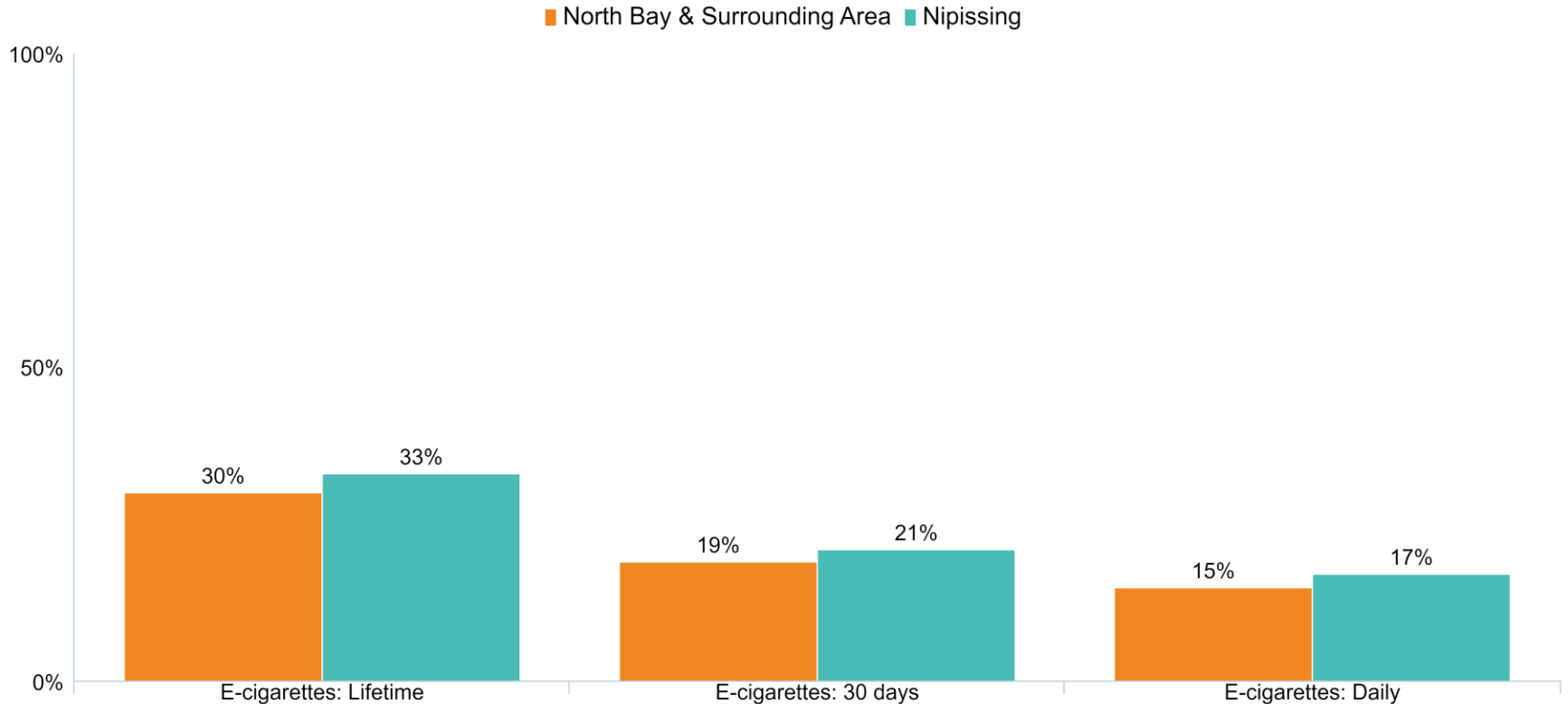
Proportion of adolescents in North Bay & Surrounding Area who have smoked cigarettes once or more in their lifetime, in the last 30 days, and smoke on a daily basis



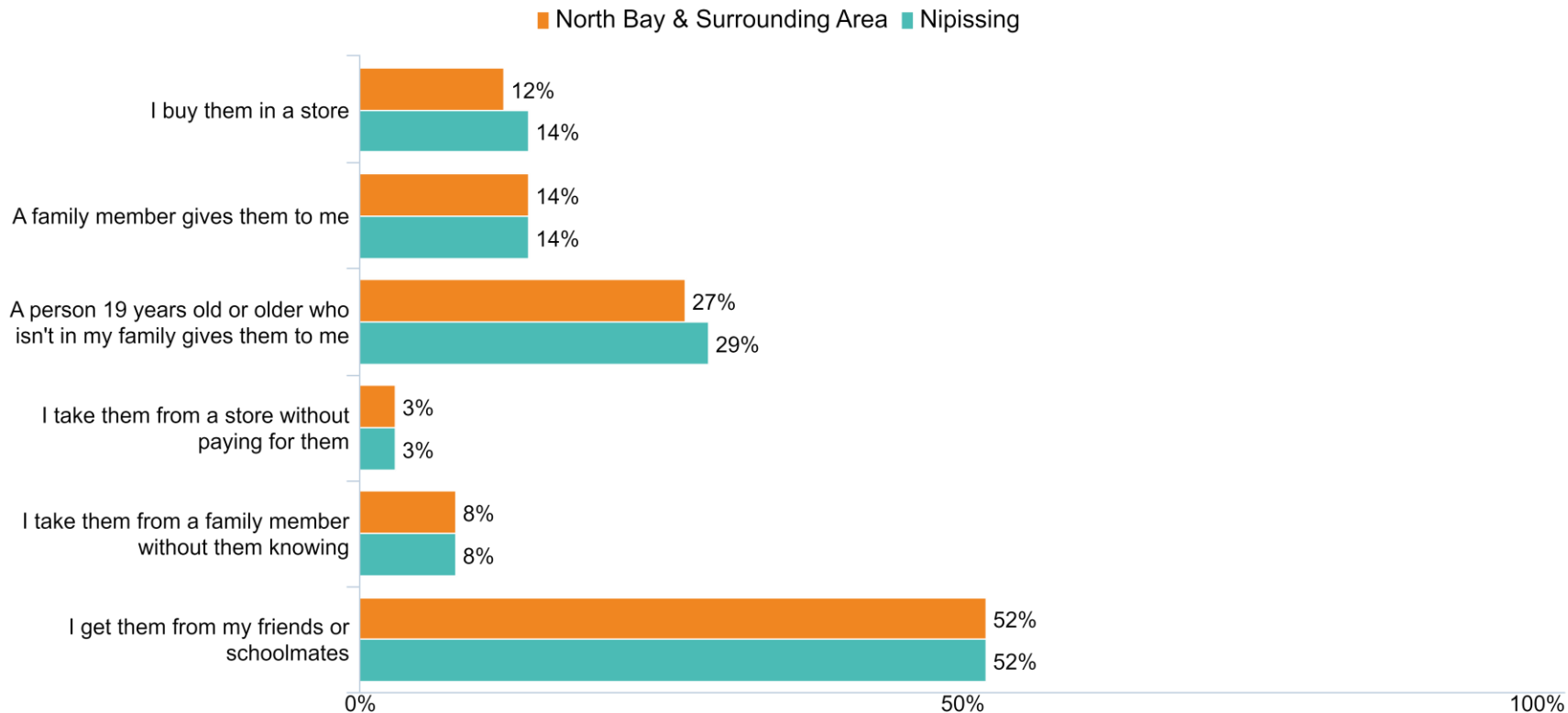
Proportion of adolescents in North Bay & Surrounding Area who have smoked once or more in their lifetime, and report getting their cigarettes **sometimes** or **often** the following way



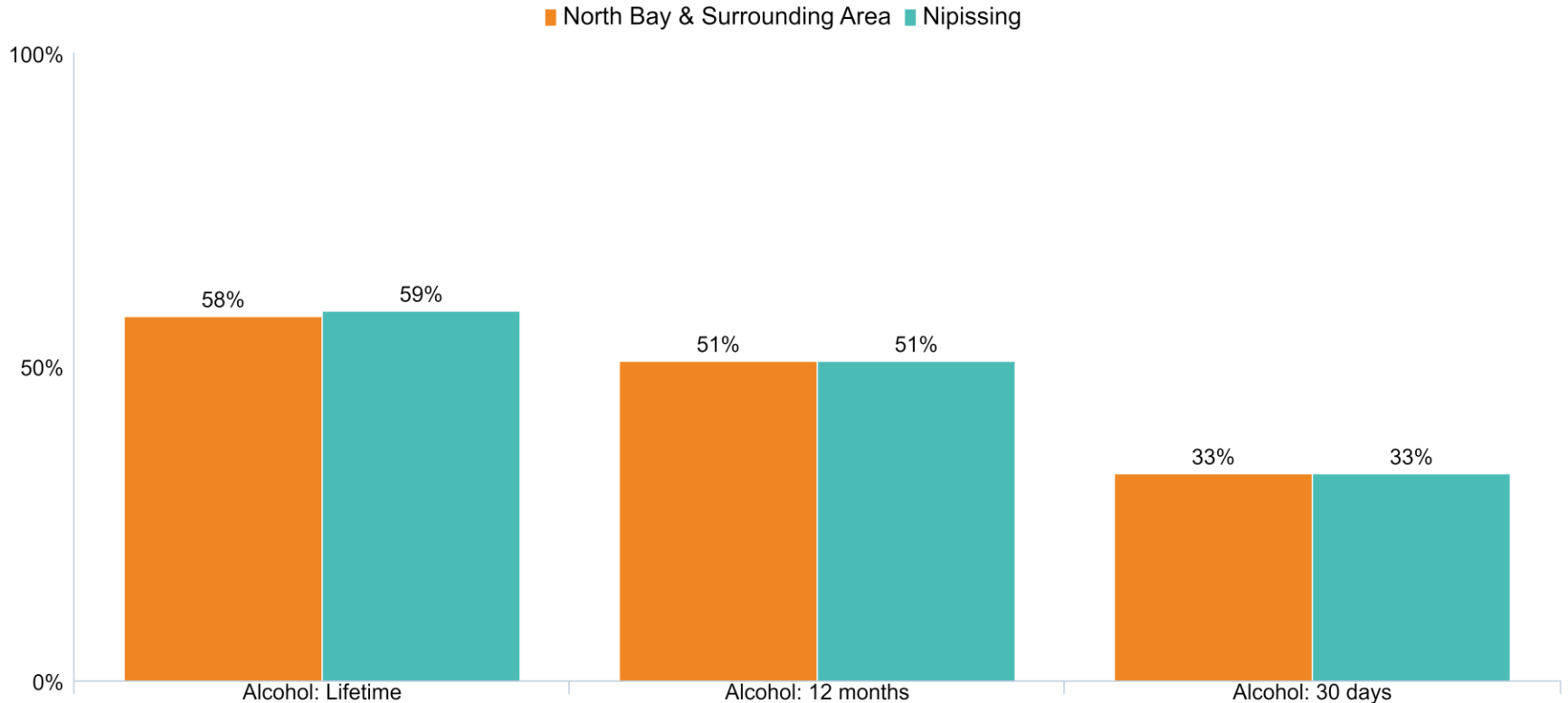
Proportion of adolescents in North Bay & Surrounding Area who have used e-cigarettes once or more in their lifetime, the past 30 days, and use e-cigarettes on a daily basis



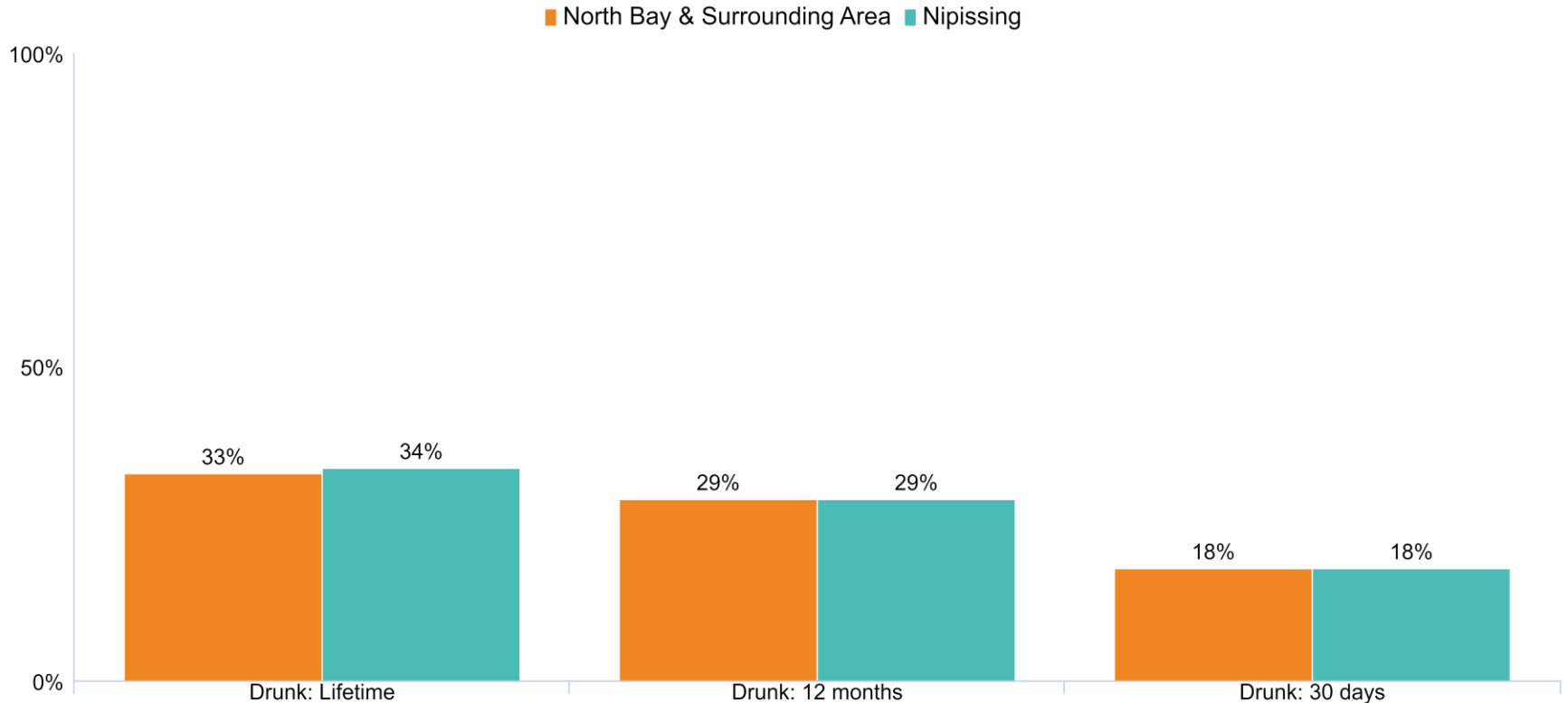
Proportion of adolescents in North Bay & Surrounding Area who have vaped once or more in their lifetime, and report getting their e-cigarettes or vaping products **sometimes** or **often** the following way



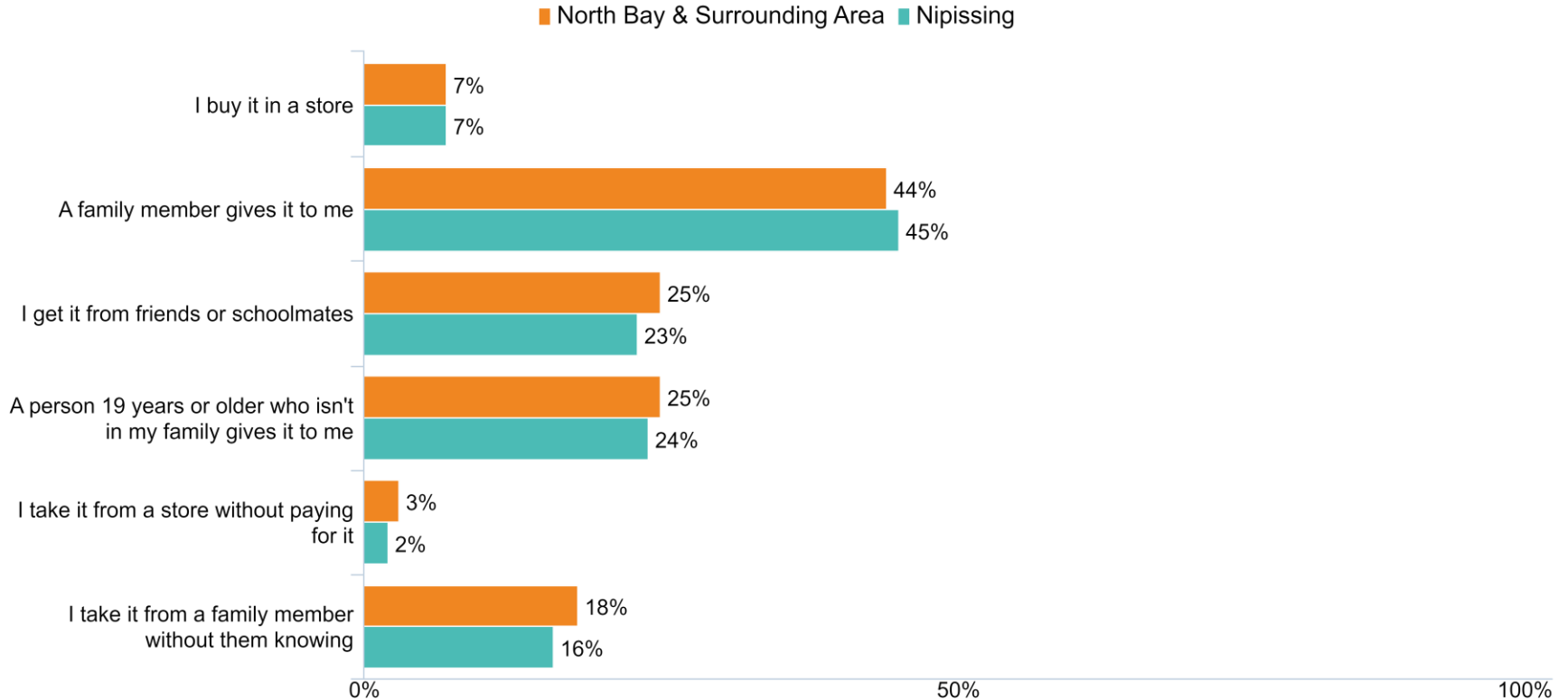
Proportion of adolescents in North Bay & Surrounding Area who have consumed alcohol once or more in their lifetime, the past 12 months, and in the past 30 days



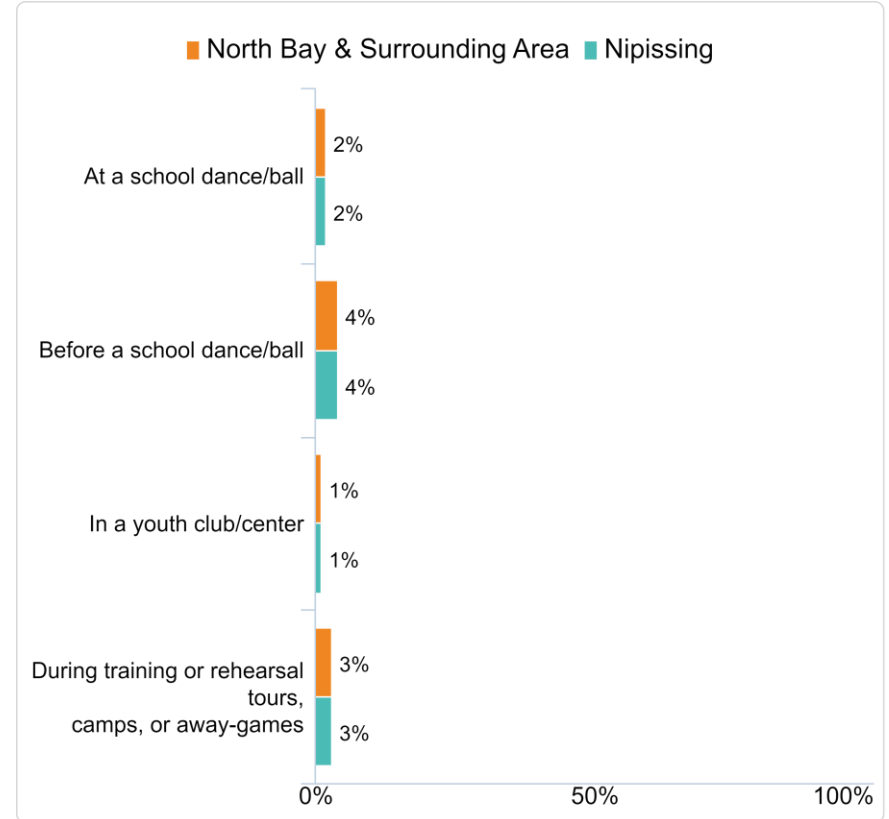
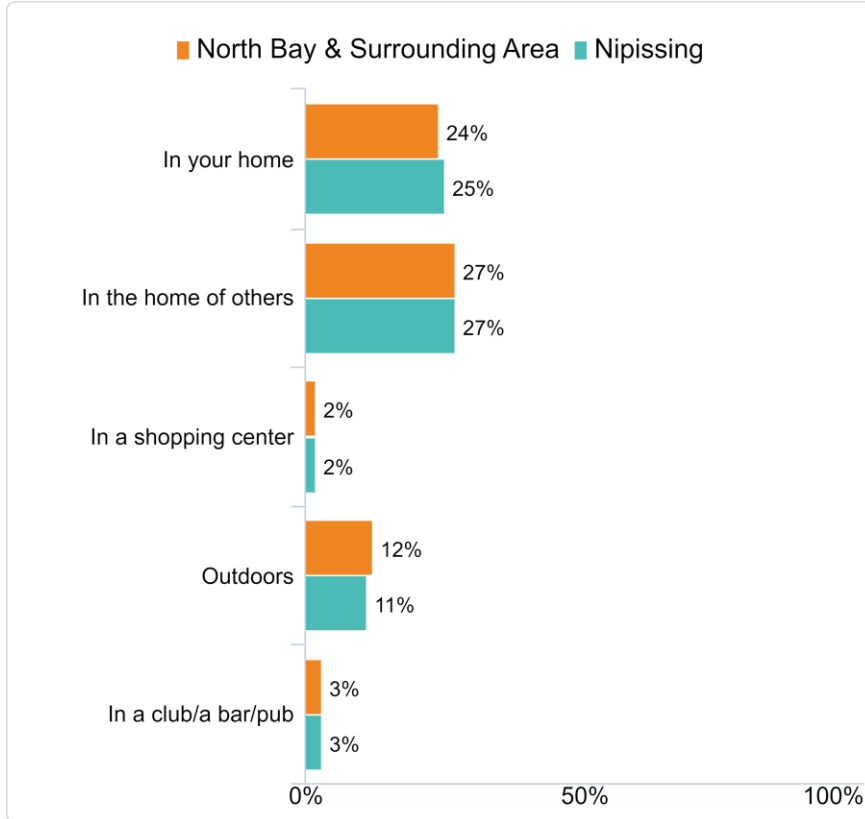
Proportion of adolescents in North Bay & Surrounding Area who have been drunk once or more in their lifetime, the past 12 months, and in the past 30 days



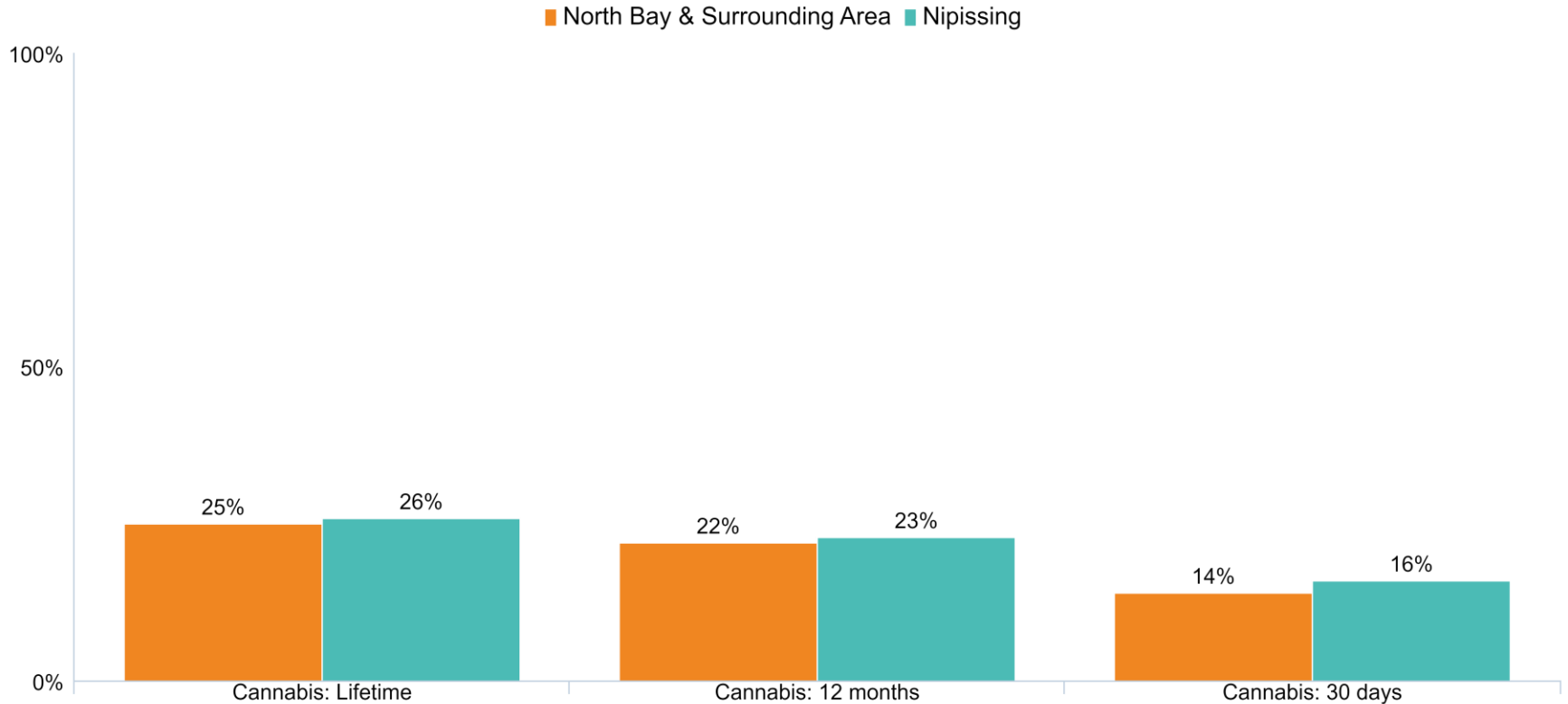
Proportion of adolescents in North Bay & Surrounding Area who have drunk alcohol once or more in their lifetime, and report getting their alcohol **sometimes** or **often** the following way



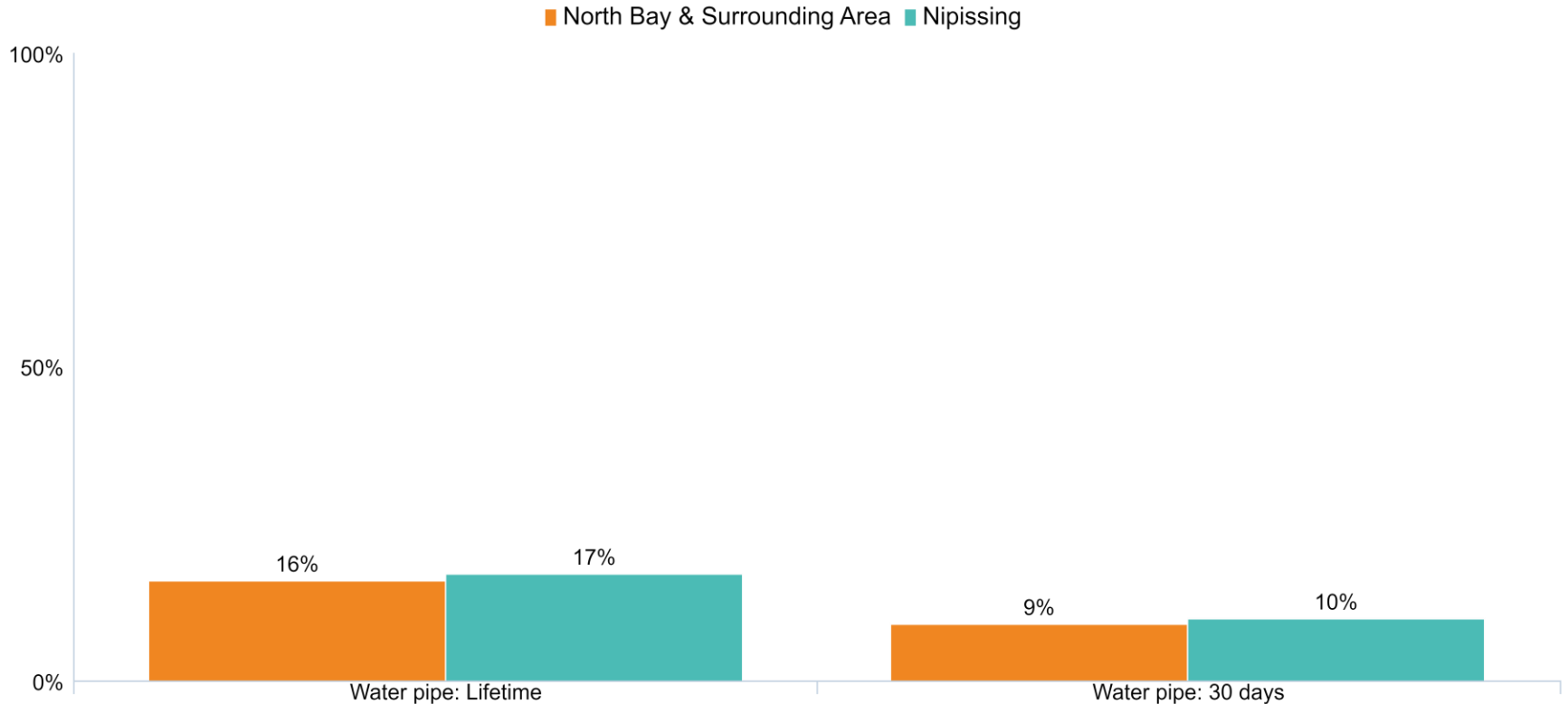
Proportion of adolescents in North Bay & Surrounding Area who drink alcohol **sometimes** or **often** in the following places



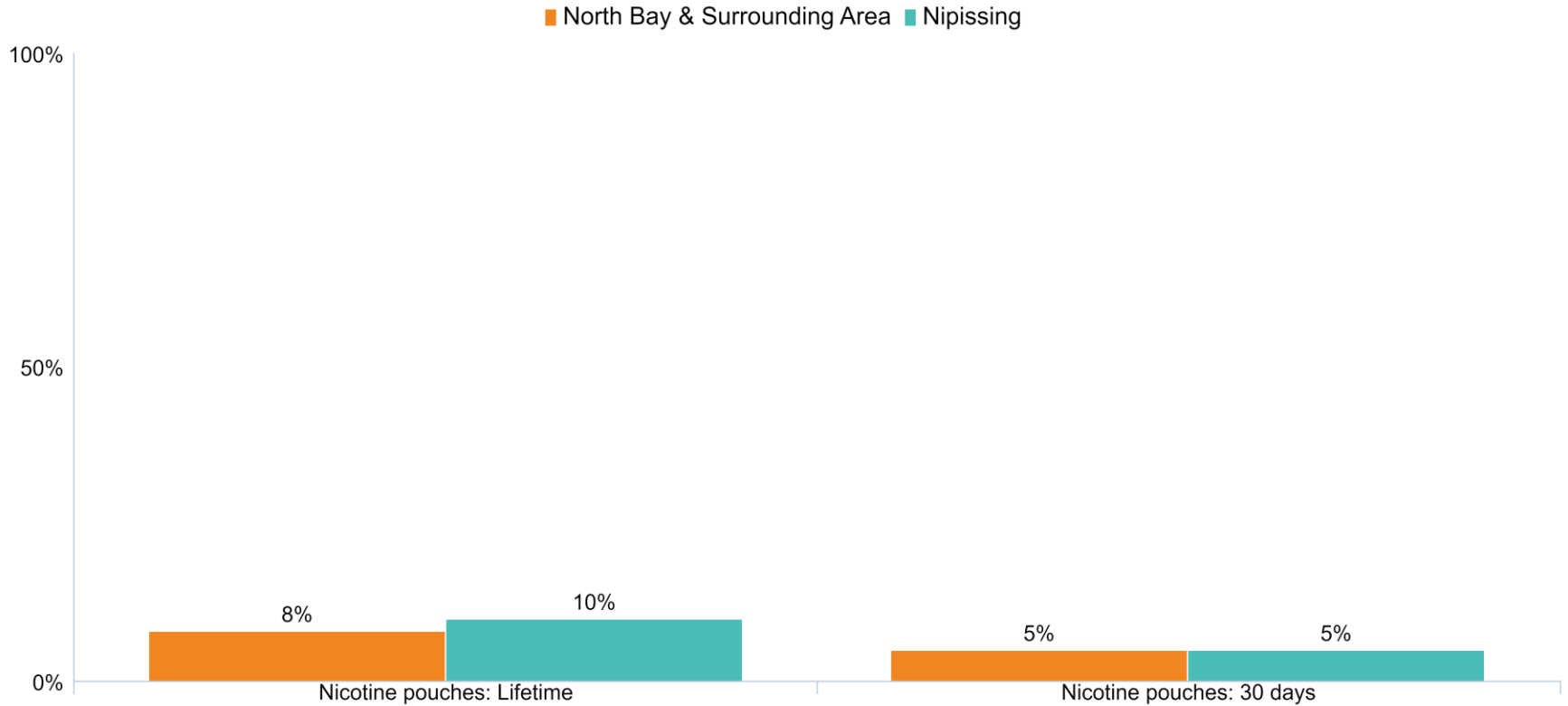
Proportion of adolescents in North Bay & Surrounding Area who have used cannabis once or more in their lifetime, the past 12 months, and in the past 30 days



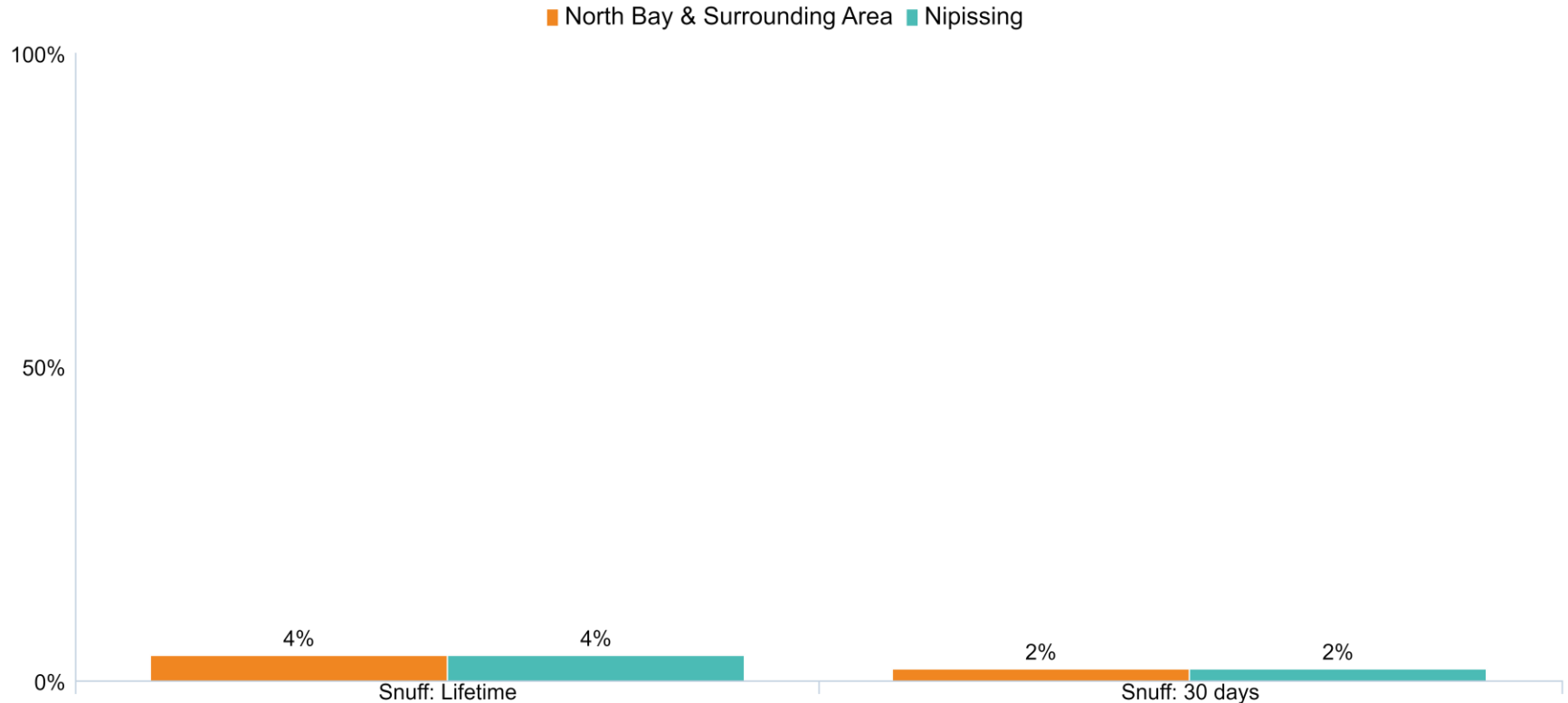
Proportion of adolescents in North Bay & Surrounding Area who have used water pipe / hookah / bong once or more in their lifetime and in the past 30 days



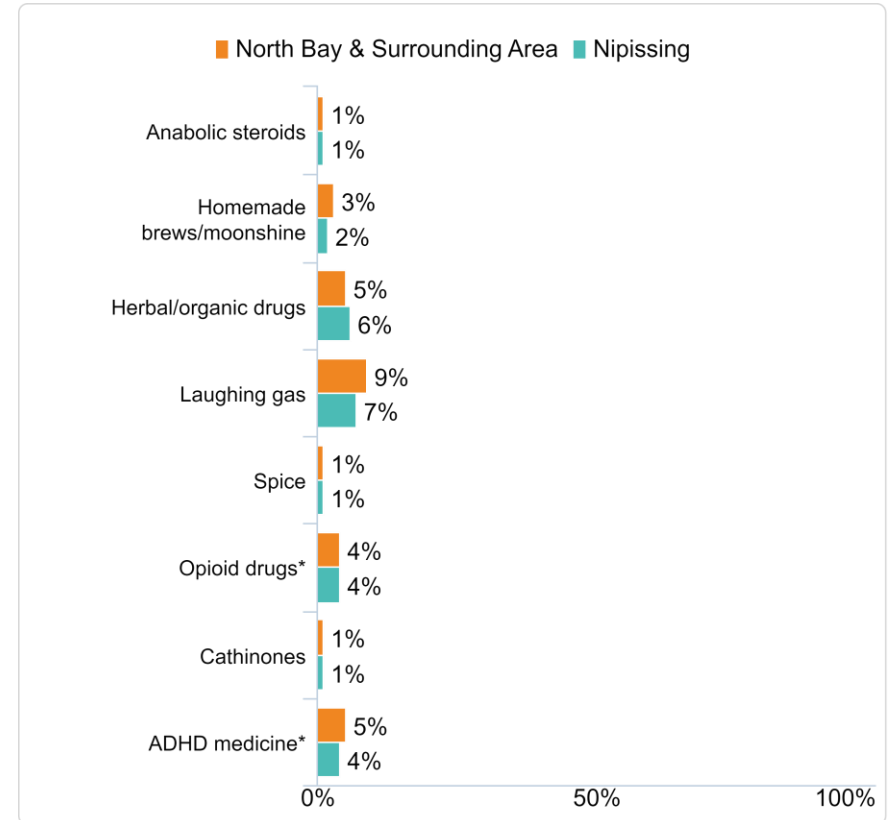
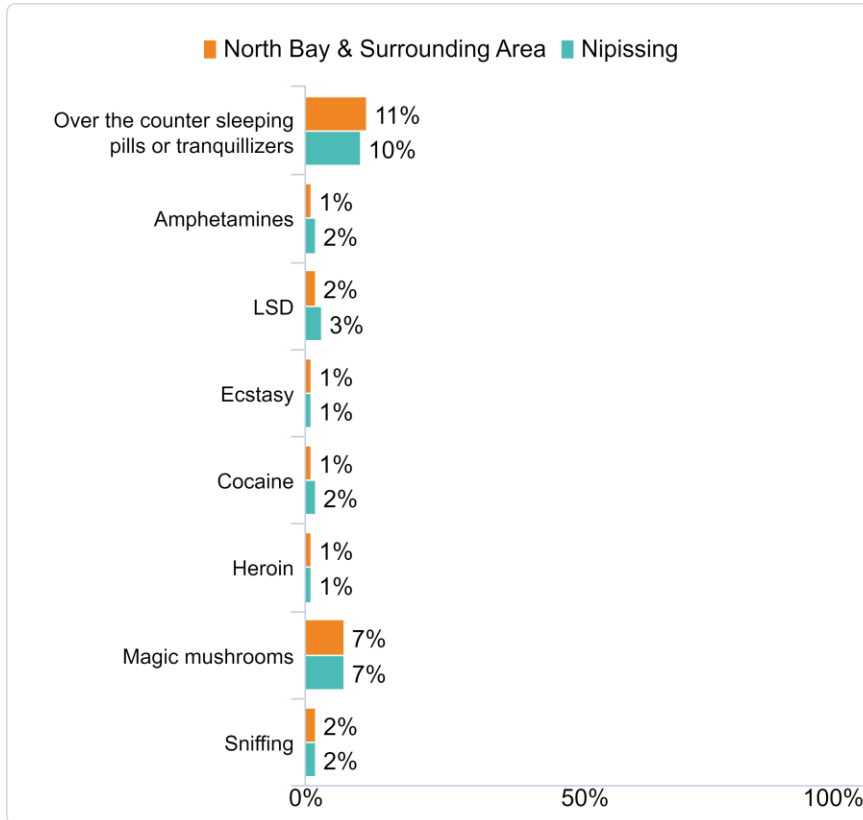
Proportion of adolescents in North Bay & Surrounding Area who have used nicotine pouches once or more in their lifetime and in the past 30 days



Proportion of adolescents in North Bay & Surrounding Area who have used snuff, chewing tobacco or other tobacco inserted in mouth once or more in their lifetime and in the past 30 days

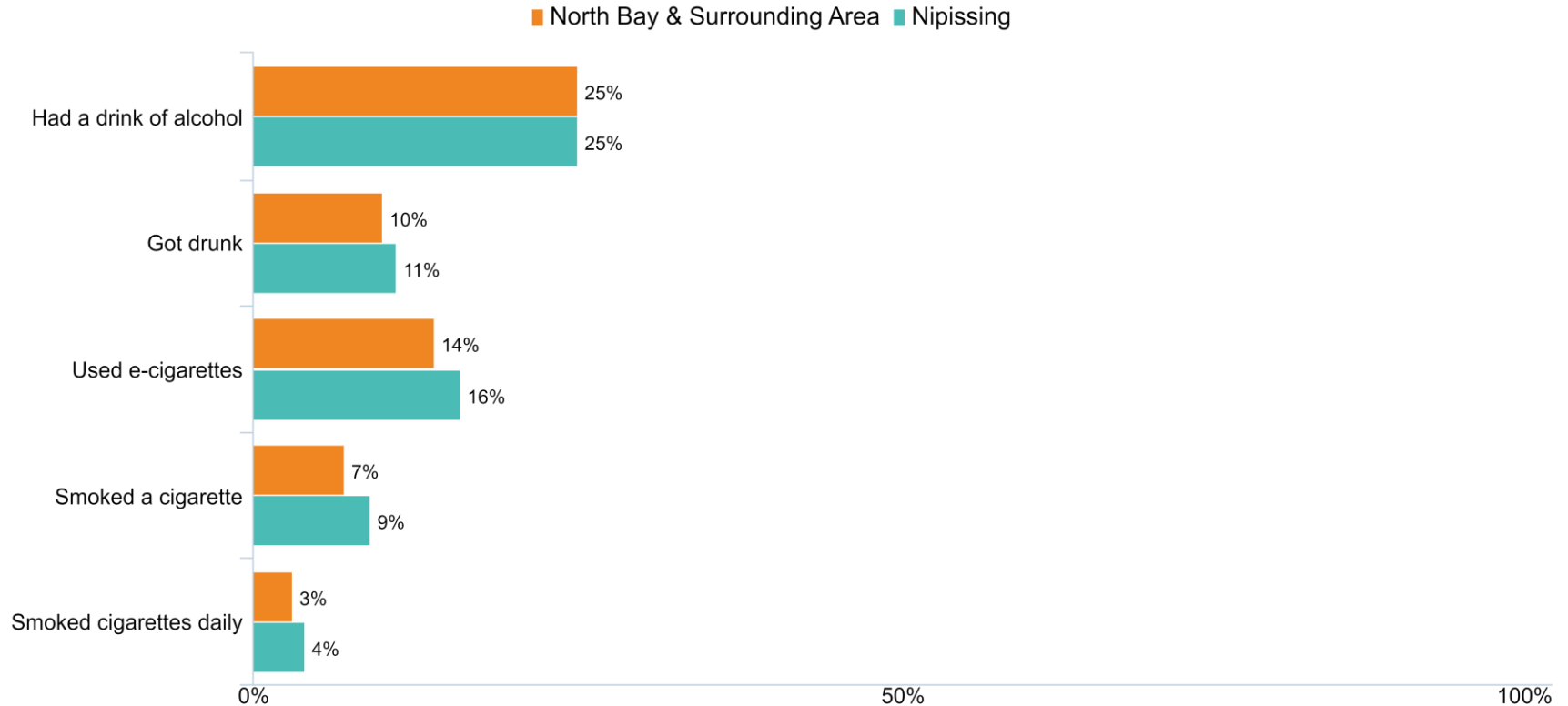


Proportion of adolescents in North Bay & Surrounding Area who have used the following substances once or more in their lifetime

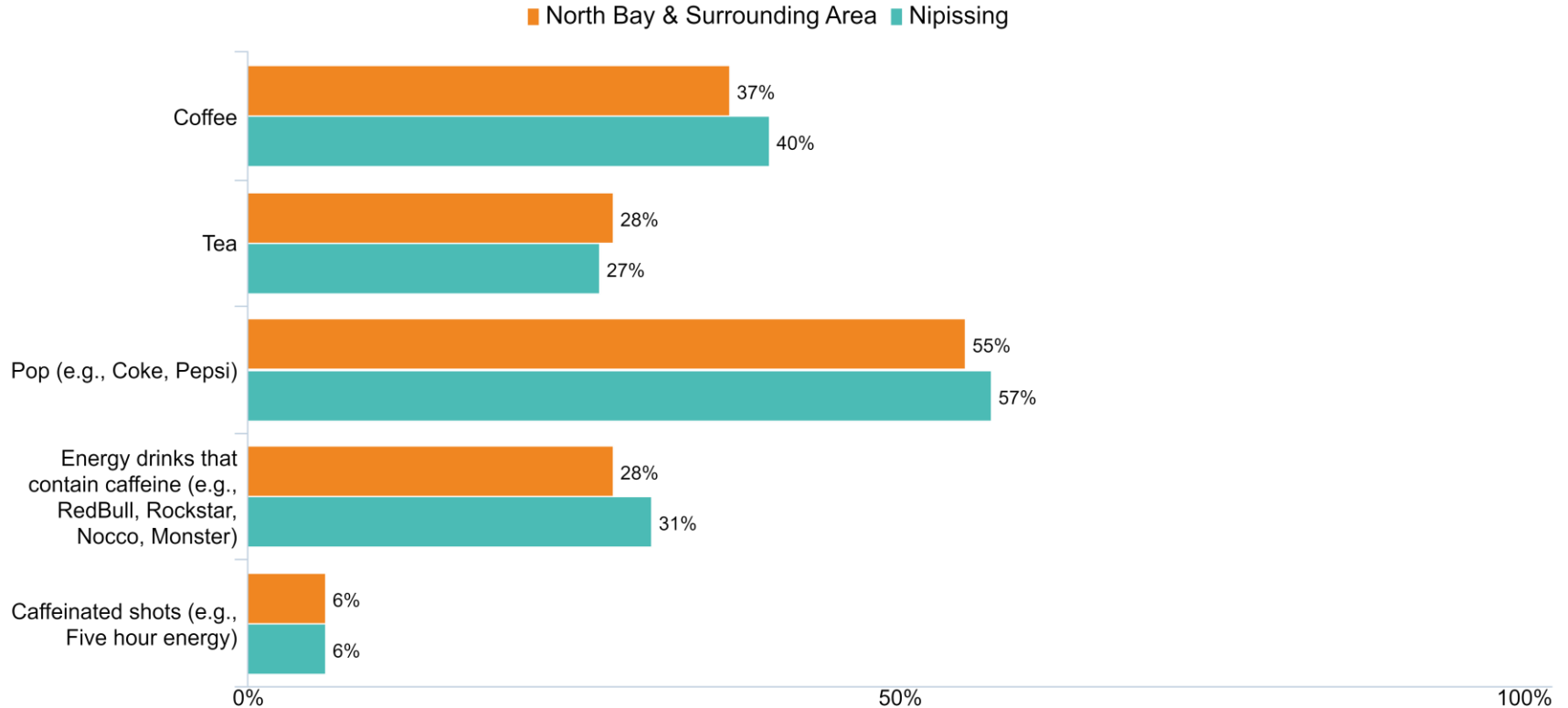


*Without a doctor's prescription

Proportion of adolescents in North Bay & Surrounding Area who did the following for the first time when they were **13 years old** or younger



Proportion of adolescents in North Bay & Surrounding Area who drink at least one drink of the following every day



FAMILY

Family

84%

Of parents/
caregivers
disapprove of*
cannabis use



69%

Of parents/
caregivers
disapprove of*
drunkenness



86%

Of students say it
is easy to receive
caring and
warmth from
their parents/
caregivers



Time with parents/caregivers on weekends

62%



Often or always spend time with
their parents/caregivers on
weekends

Time with parents/caregivers on weekdays

57%

Often or always spend time with their
parents/caregivers on weekdays



Parental monitoring

92%

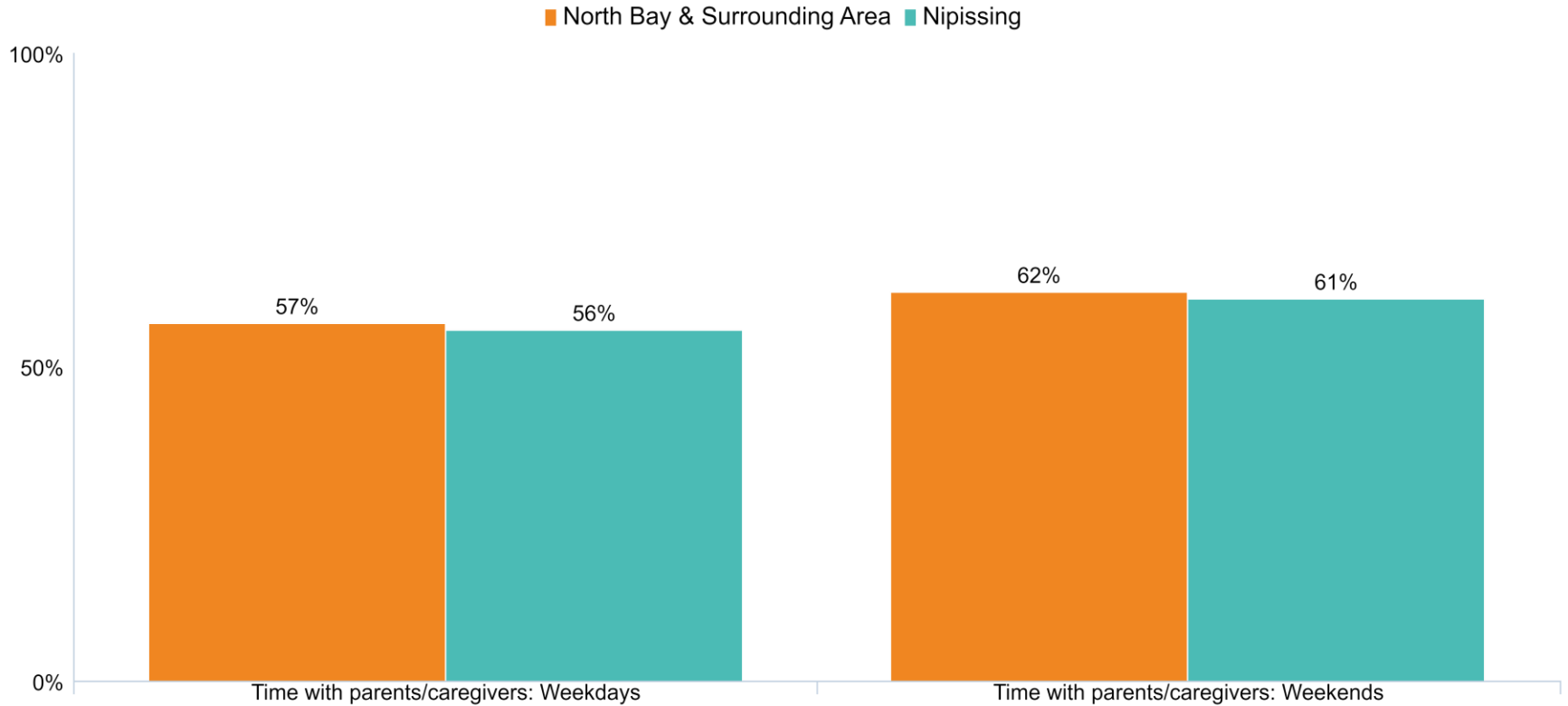


Of parents/caregivers know
where their teenagers are in
the evenings

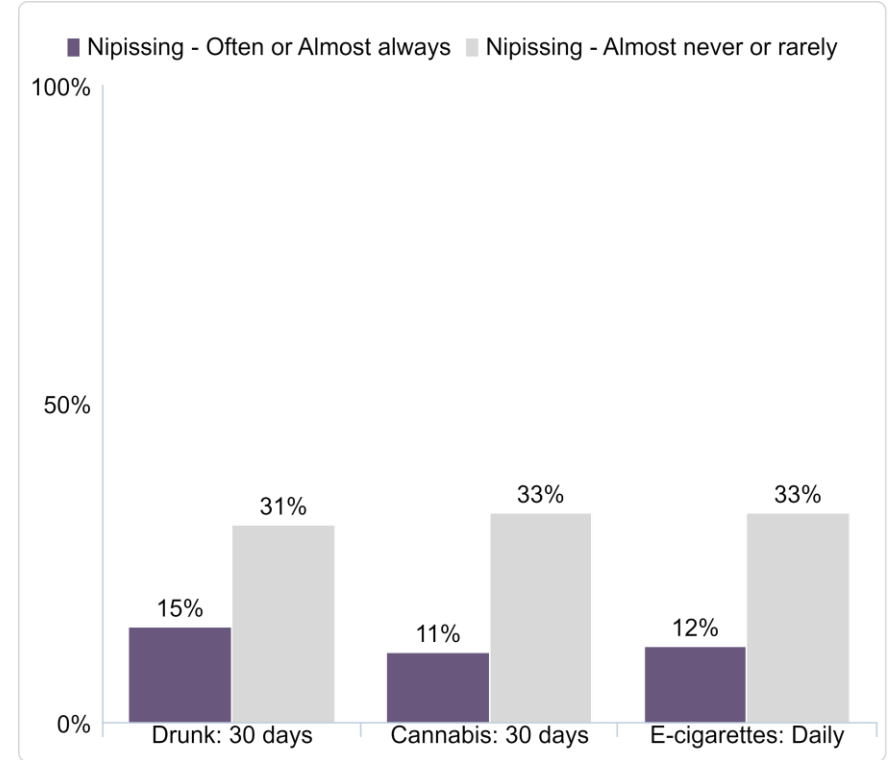
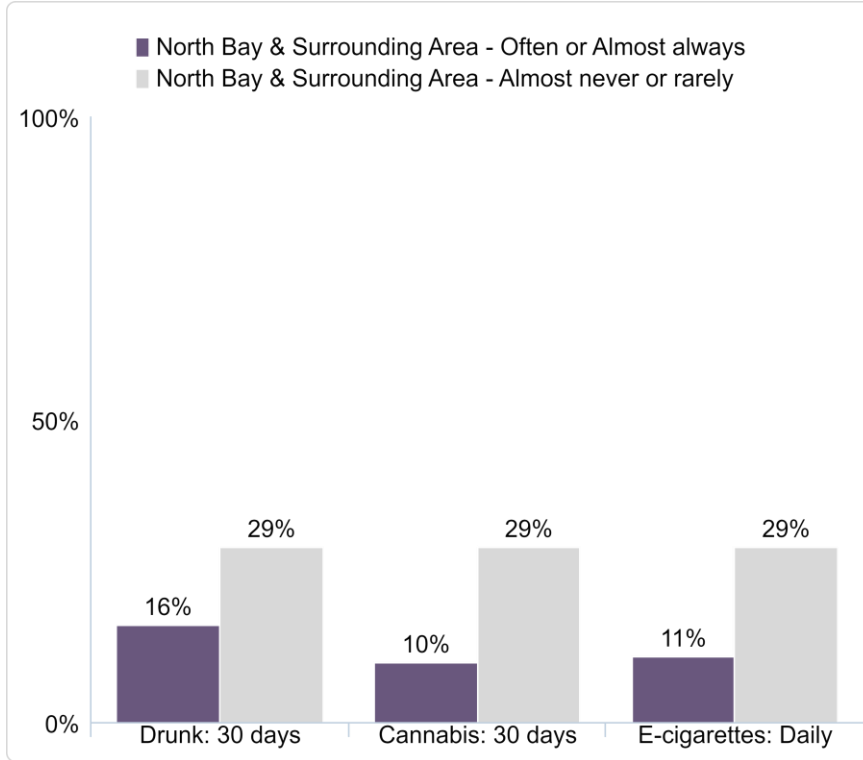
PLANET
Youth.

*Disapprove of: are totally or very much against

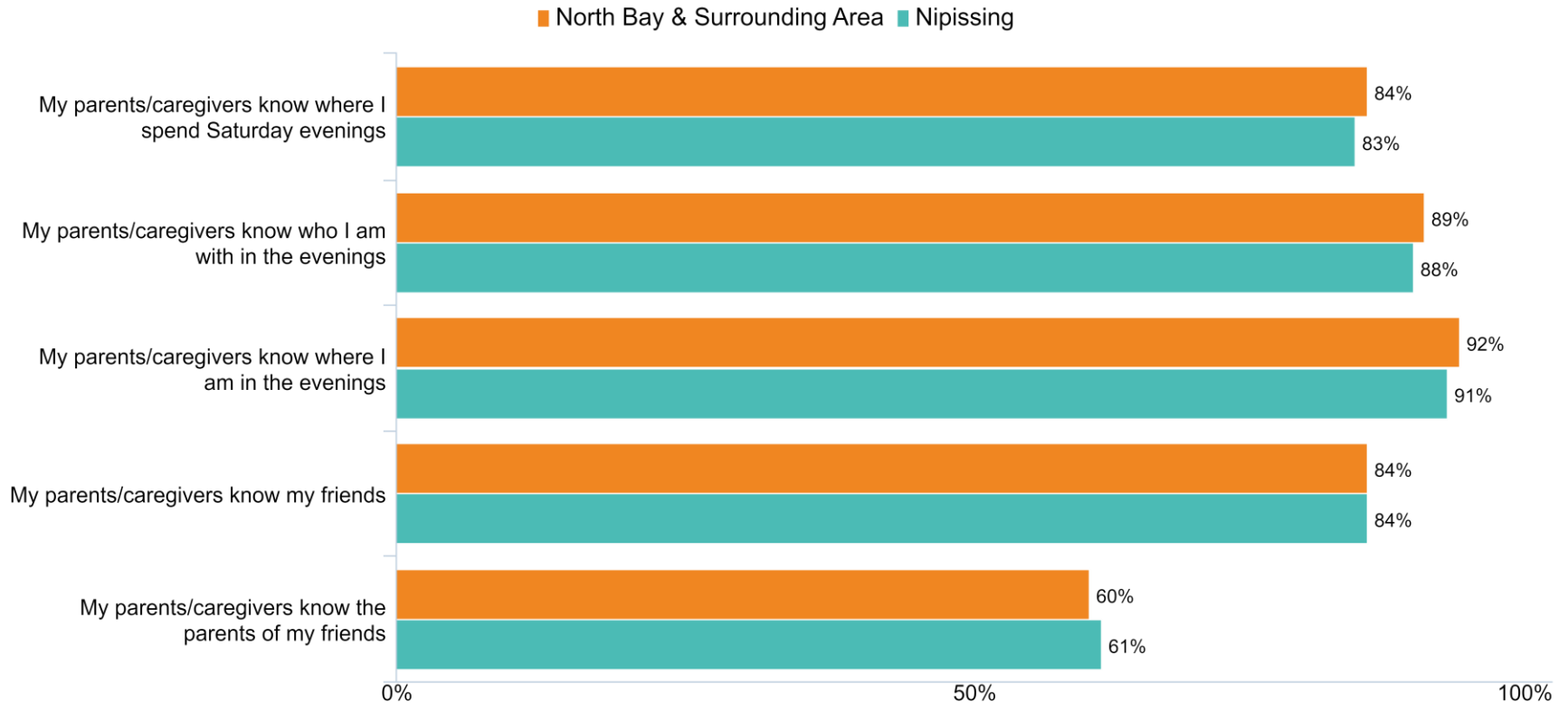
Proportion of adolescents in North Bay & Surrounding Area who spend time with their parents/caregivers often or always on weekdays and weekends



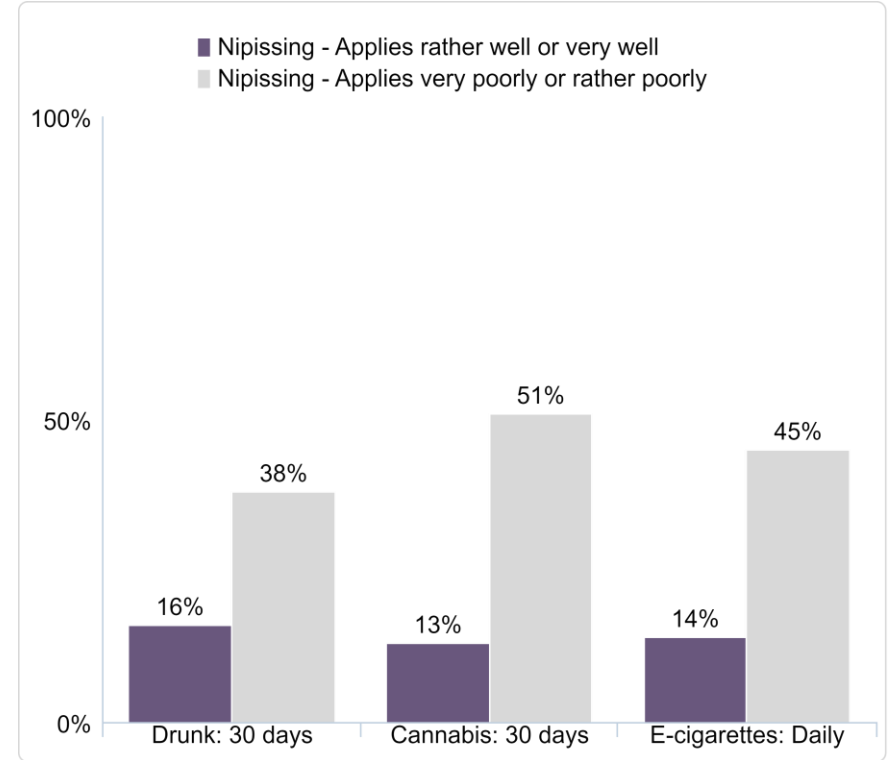
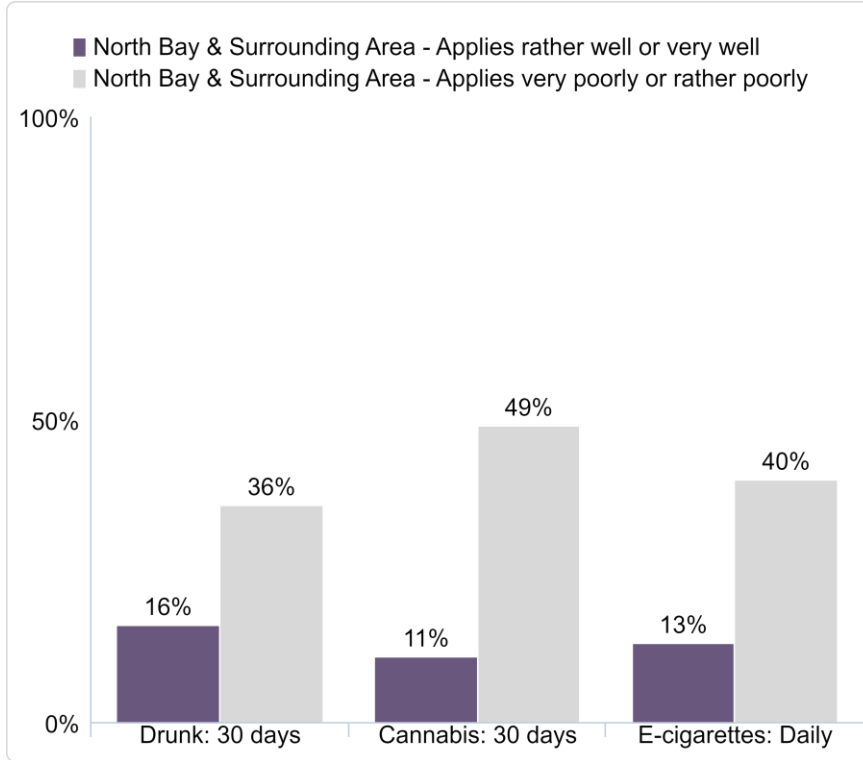
Substance use cross-referenced with spending time with parents/caregivers on the weekends



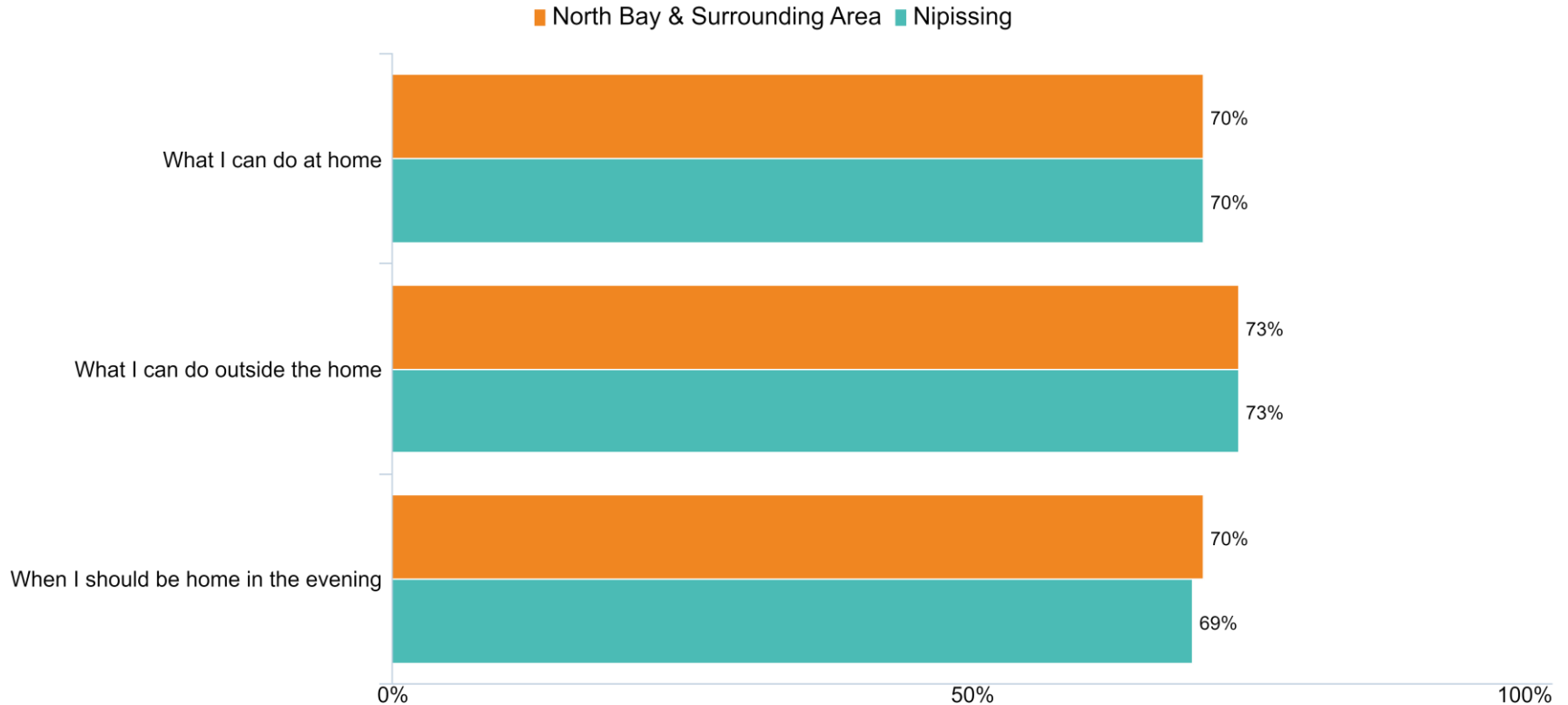
Proportion of adolescents in North Bay & Surrounding Area who report the following parental monitoring applies **rather well** or **very well** to them



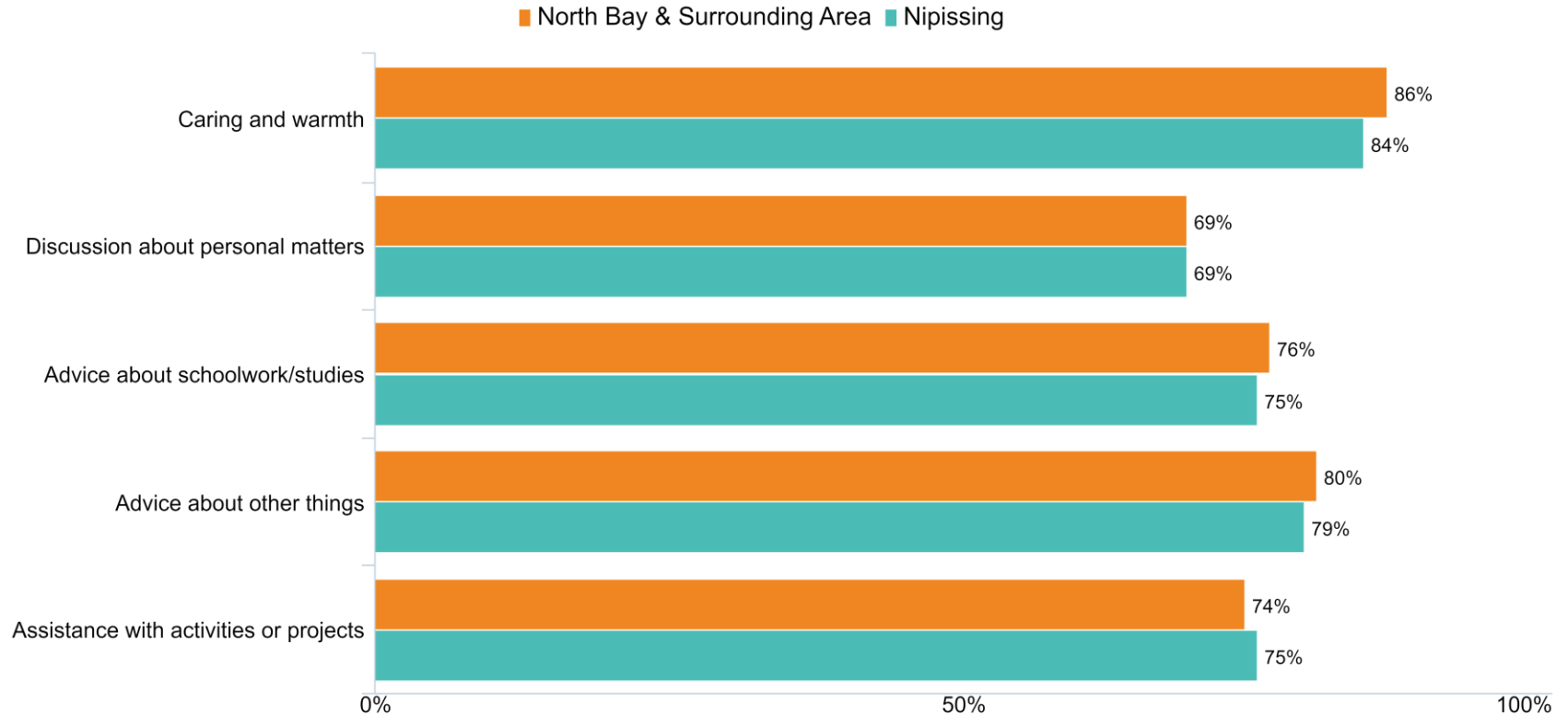
Substance use cross-referenced with parents/caregivers knowing adolescent's whereabouts in the evenings



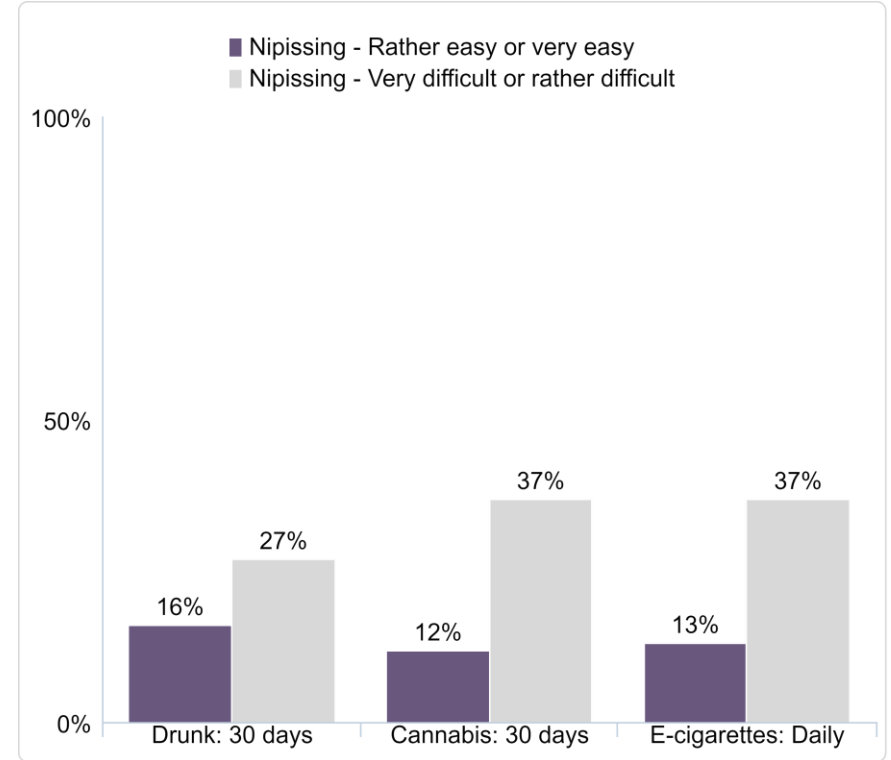
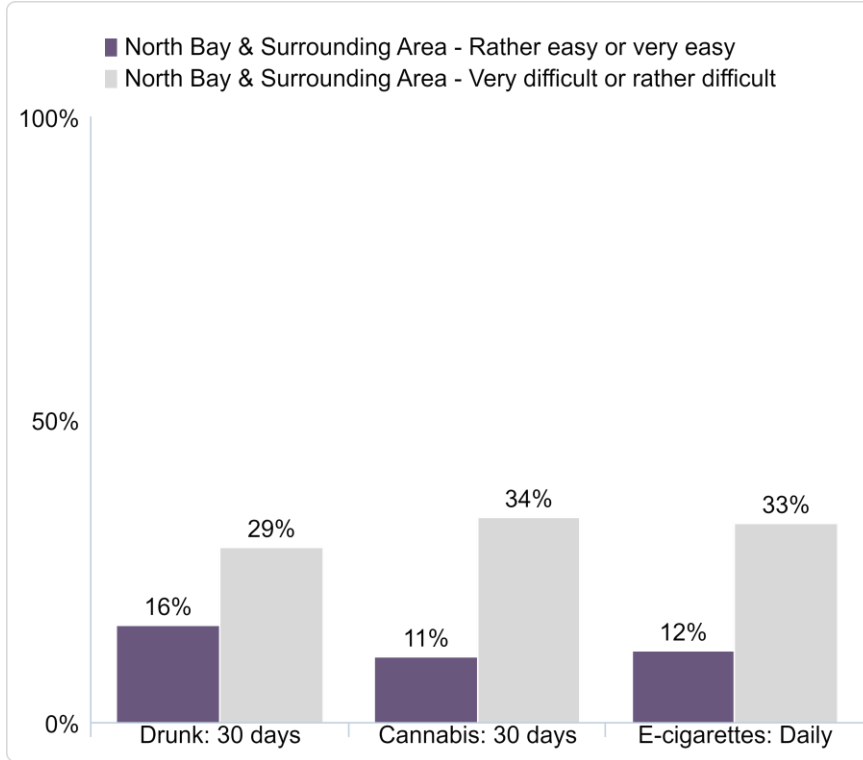
Proportion of adolescents in North Bay & Surrounding Area who say the following rules apply rather well or very well to them: My parents/caregivers set definite rules about...



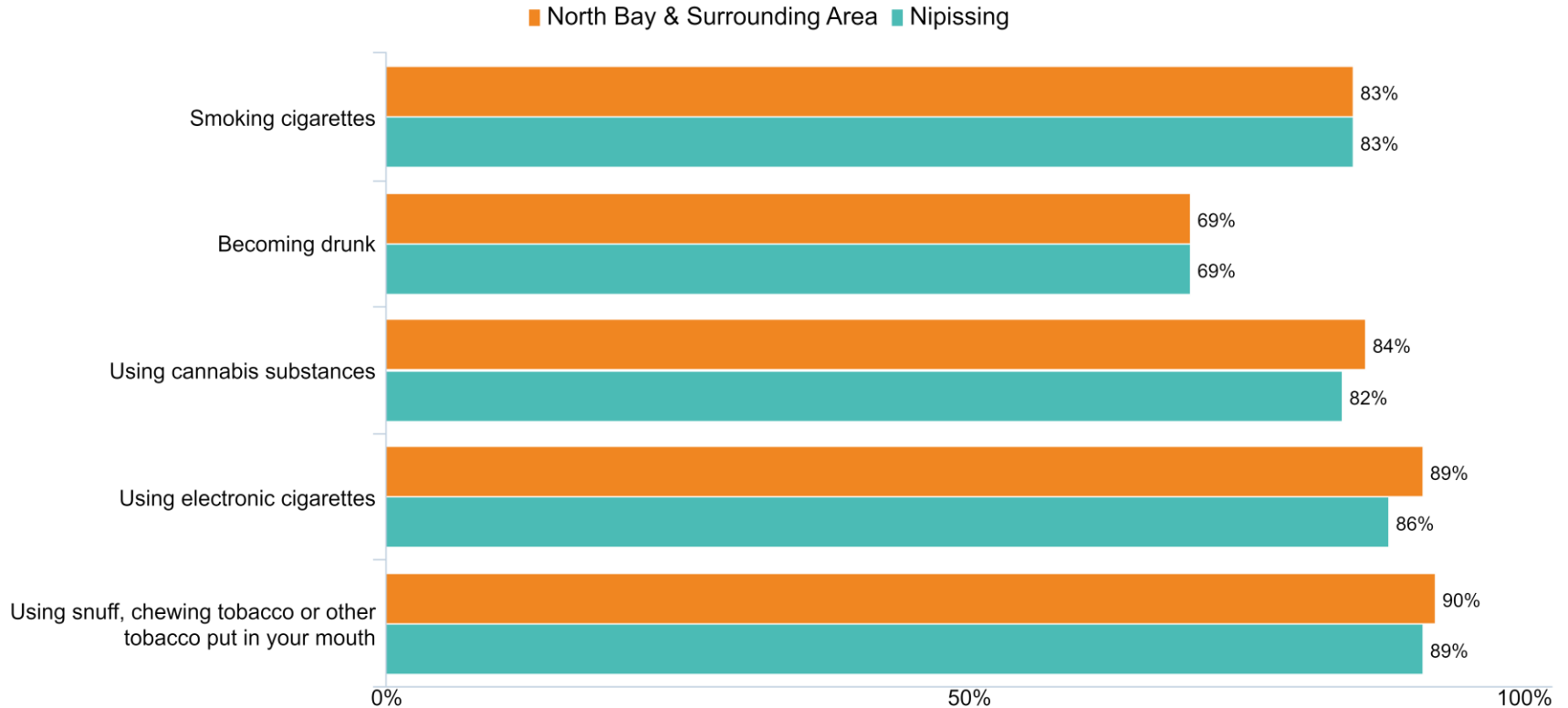
Proportion of adolescents in North Bay & Surrounding Area that report it is **very** or **rather easy** to receive the following parental support



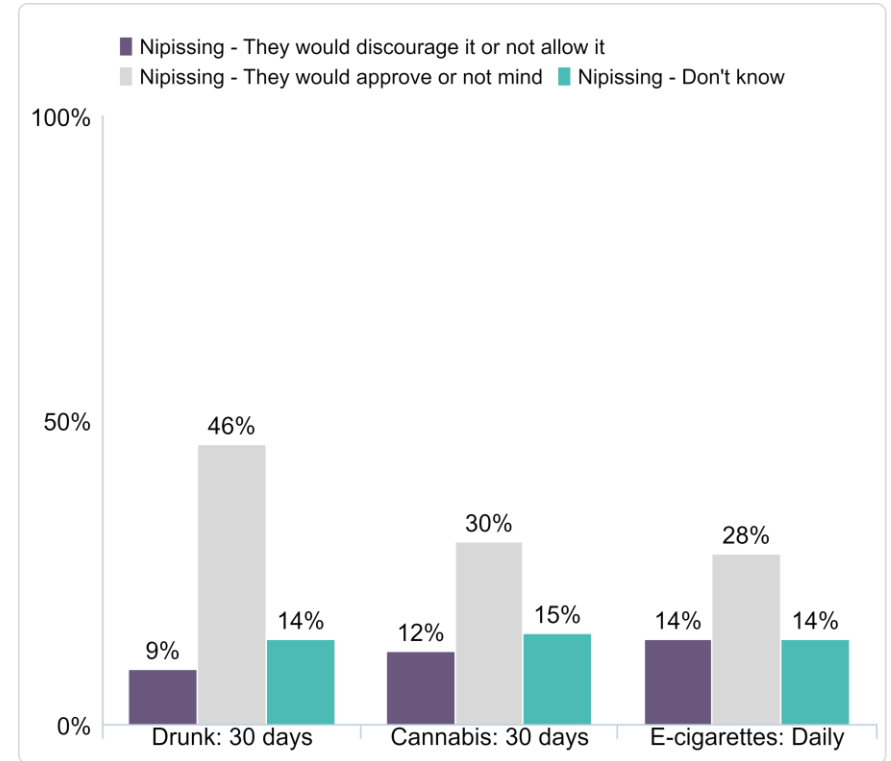
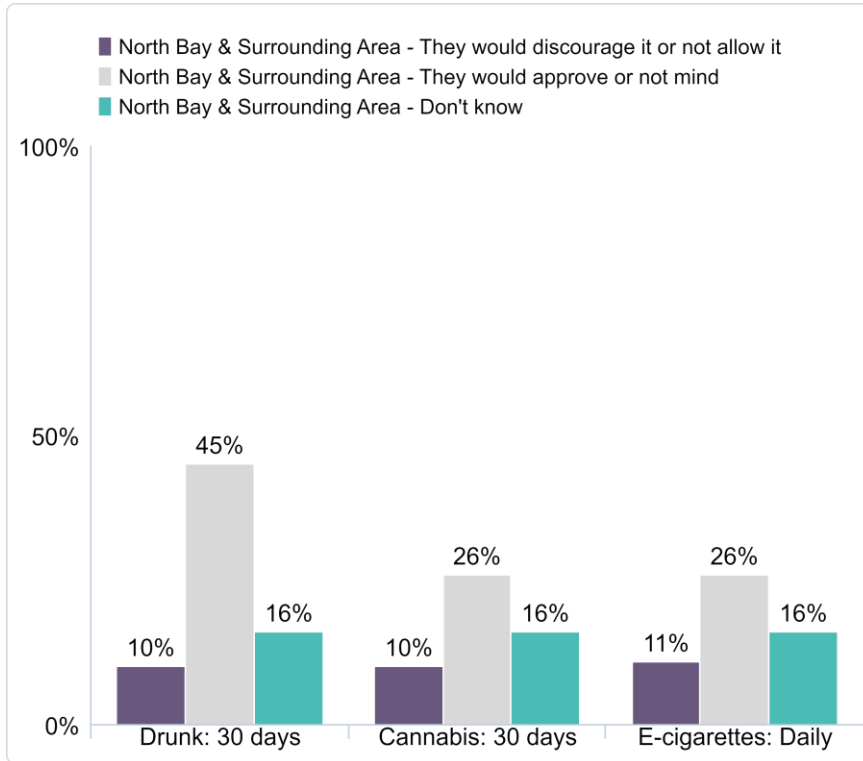
Substance use cross-referenced with whether it is easy or difficult to receive caring and warmth from parents/caregivers



Perceived parental reactions to substance use. Student perceptions of parents/caregivers that would not allow or they would discourage the following substance use



Substance use cross-referenced with perceived parental reactions to becoming drunk



SCHOOL

School

Females

53%

Are often or always bored with school

61%

Think the adults at their school care about them

82%

Have friends at school that care about them



Males

54%

Are often or always bored with school

54%

Think the adults at their school care about them

81%

Have friends at school that care about them

63%

Feel safe at school



15%

Want to change schools

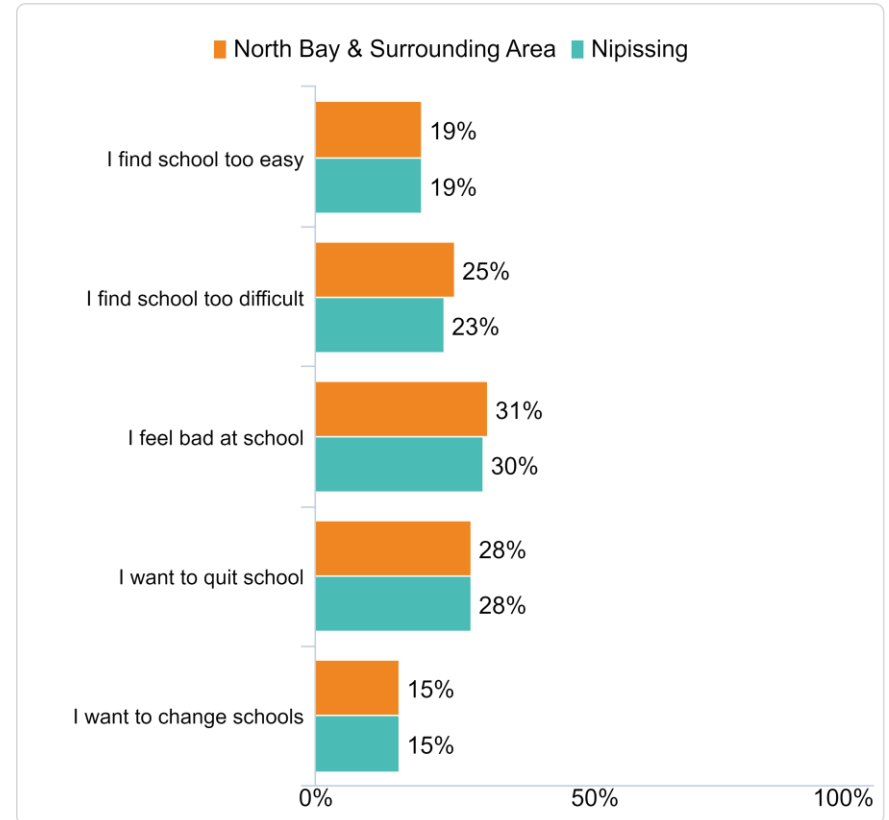
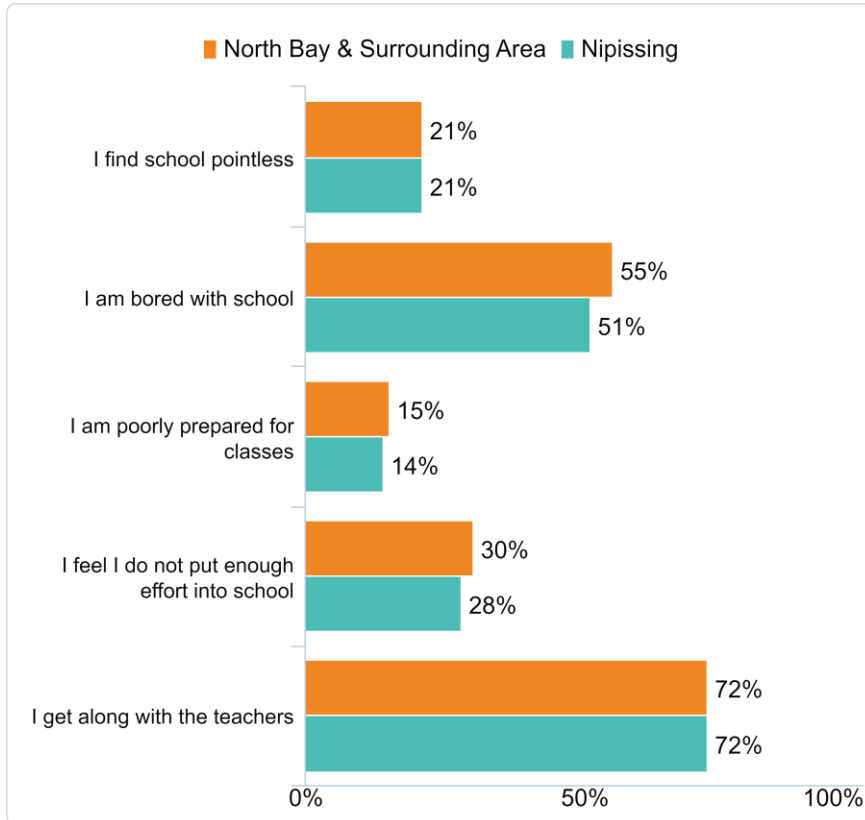


72%

Get along with their teacher

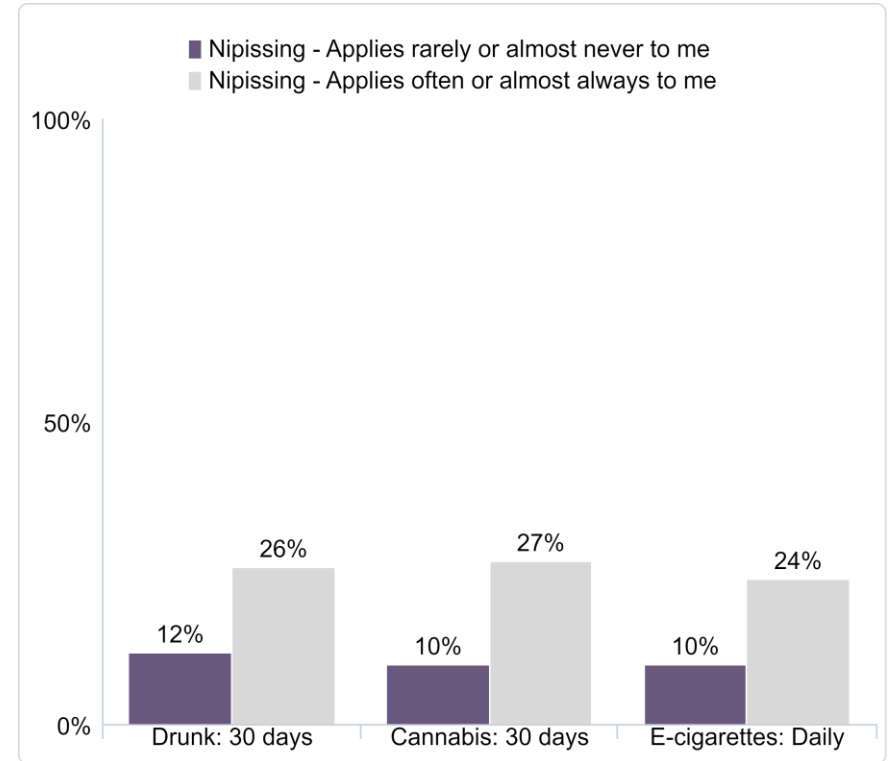
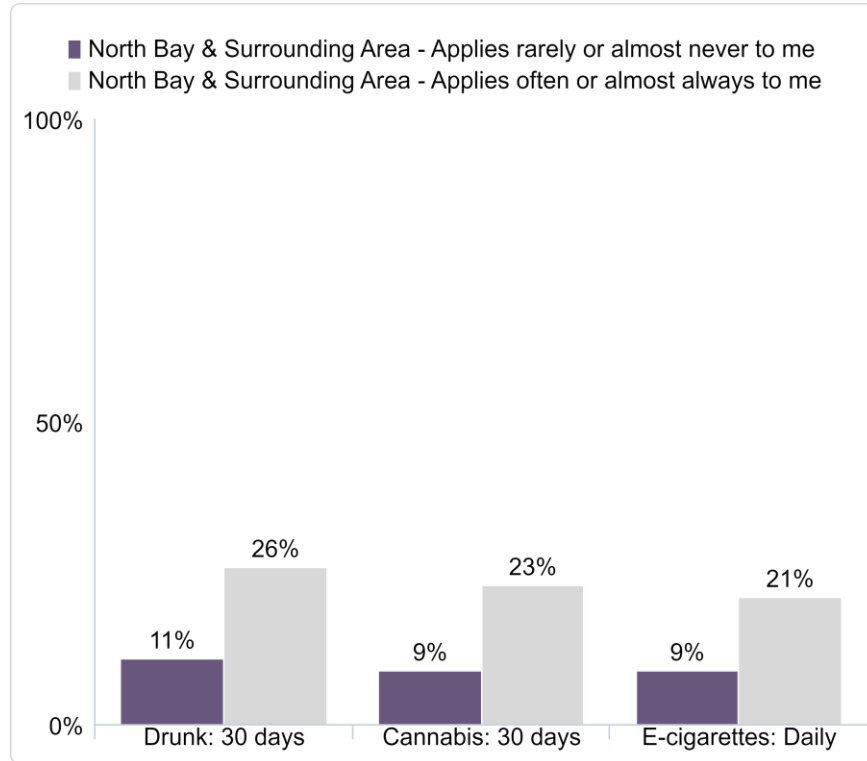


Proportion of adolescents in North Bay & Surrounding Area who report that the following school/study attitude applies **often** or **almost always** to them



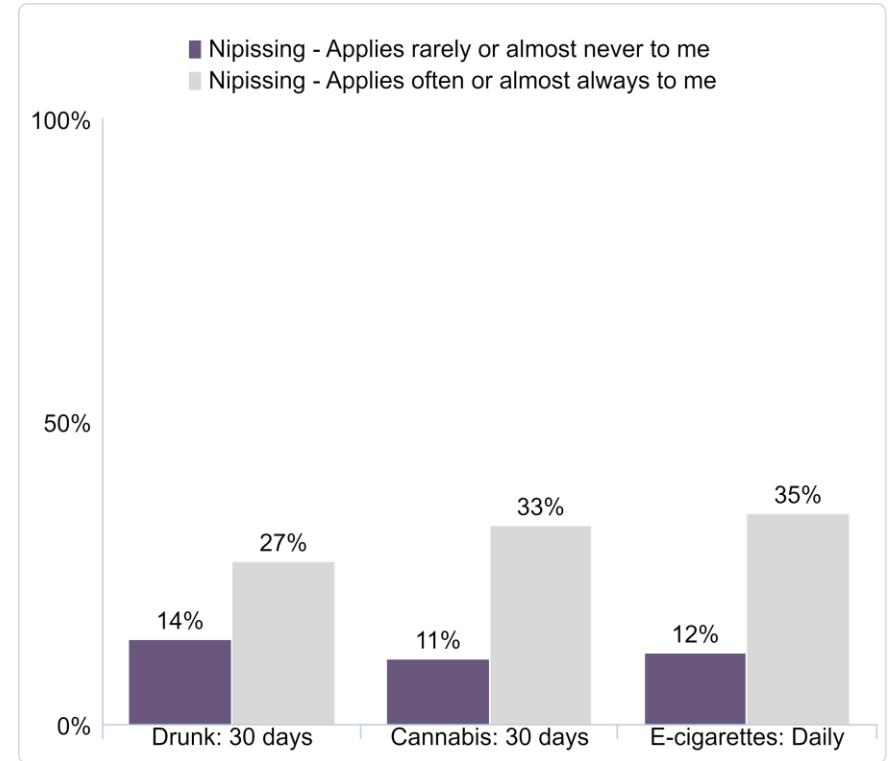
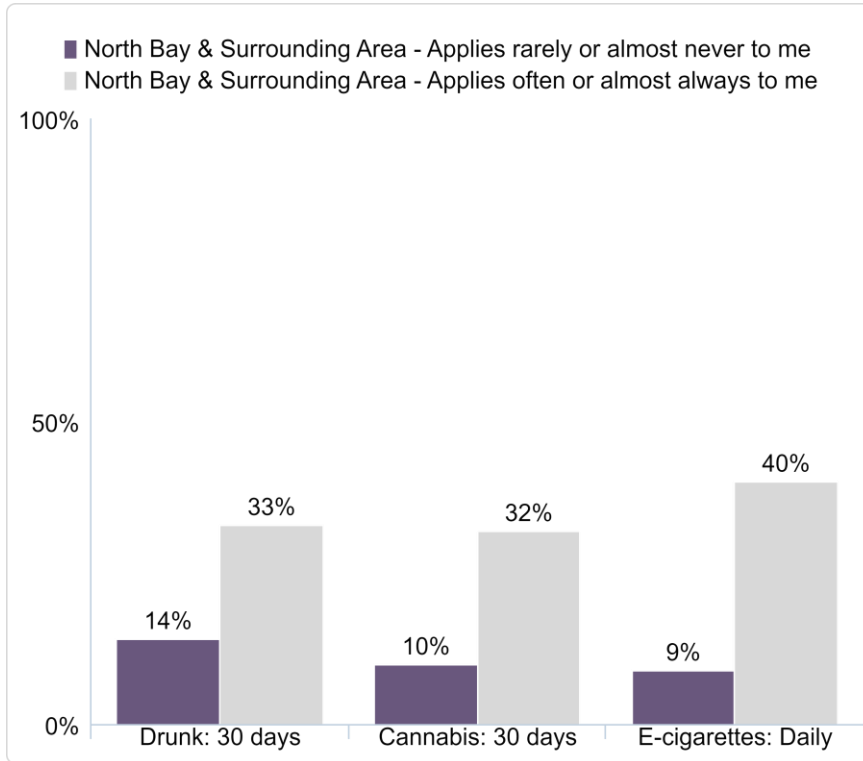
Substance use cross-referenced with attitude towards school

"I find school pointless"

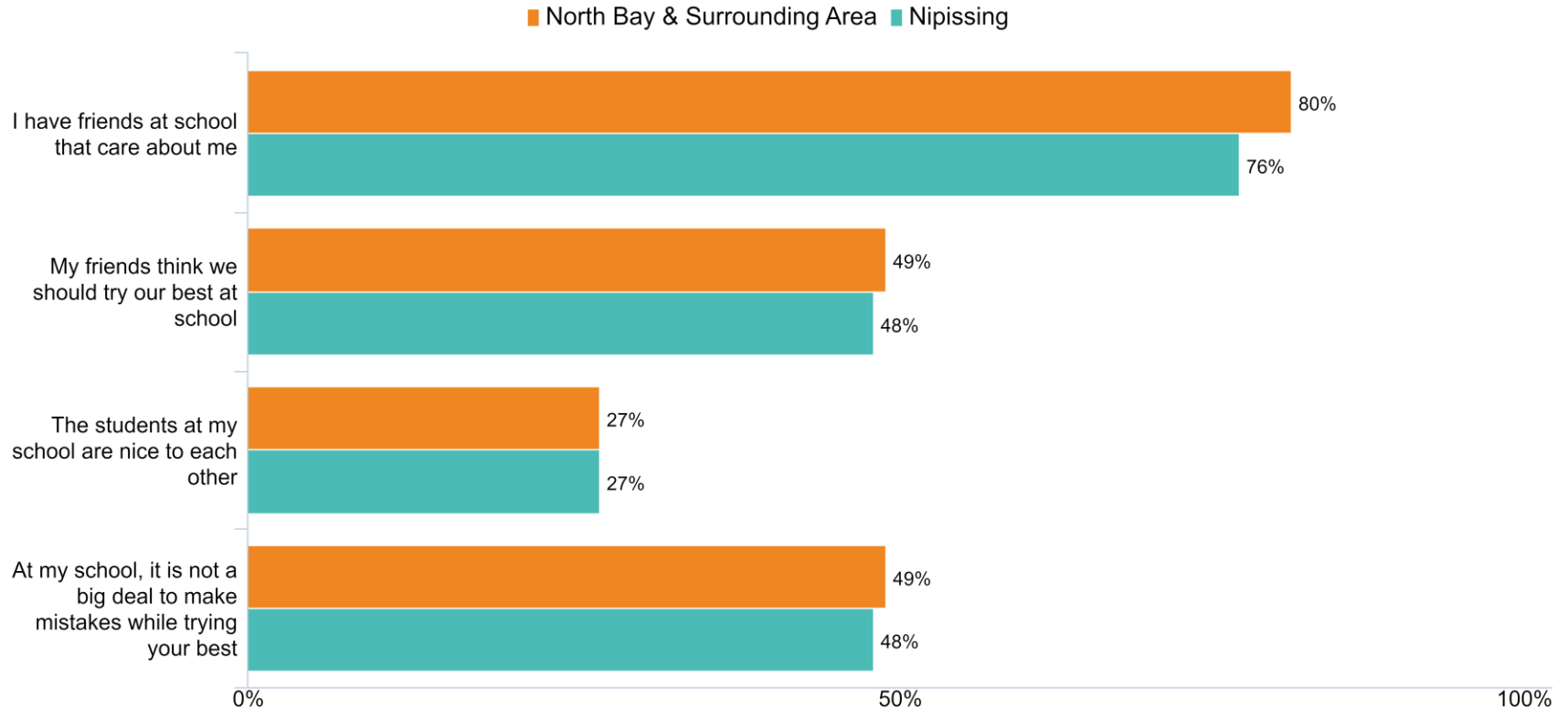


Substance use cross-referenced with attitude towards school

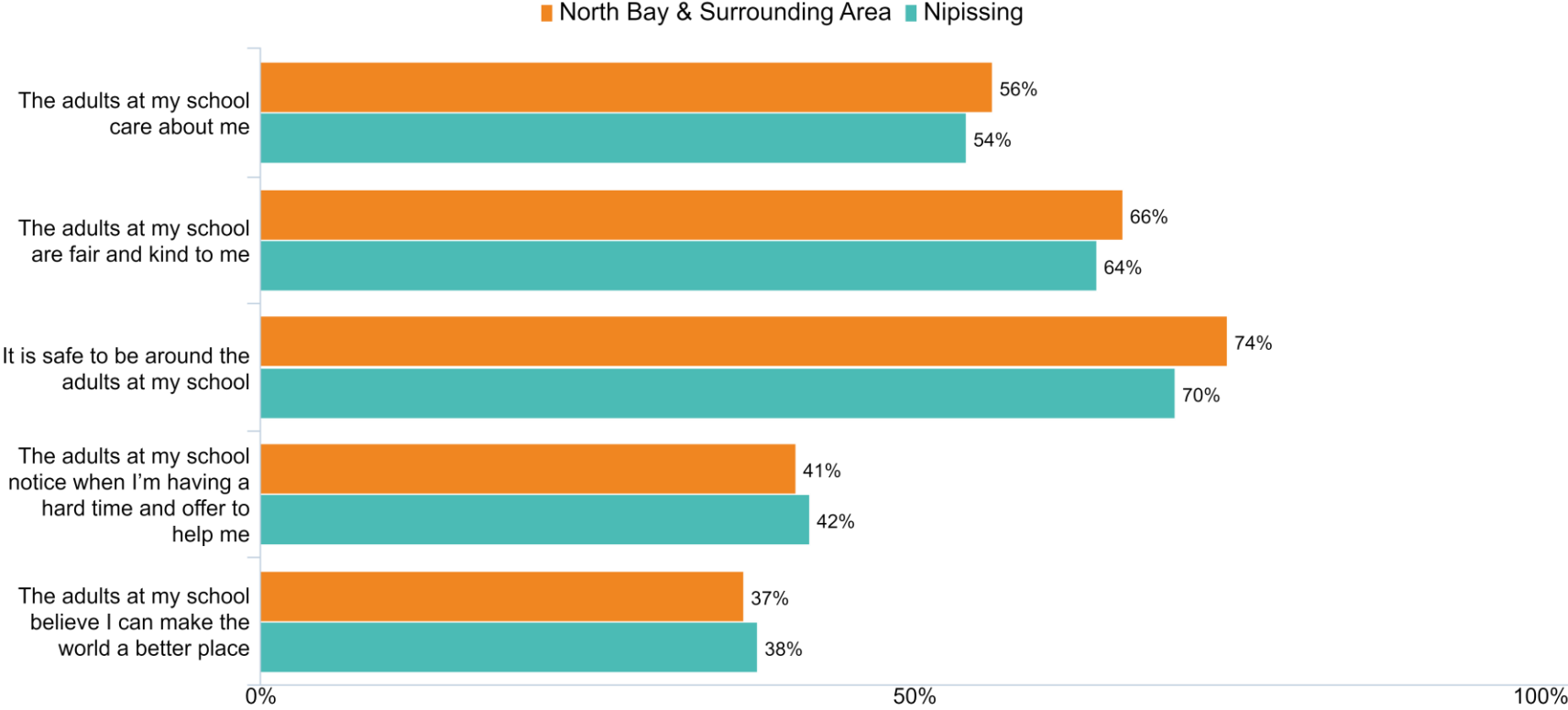
"I want to change schools"



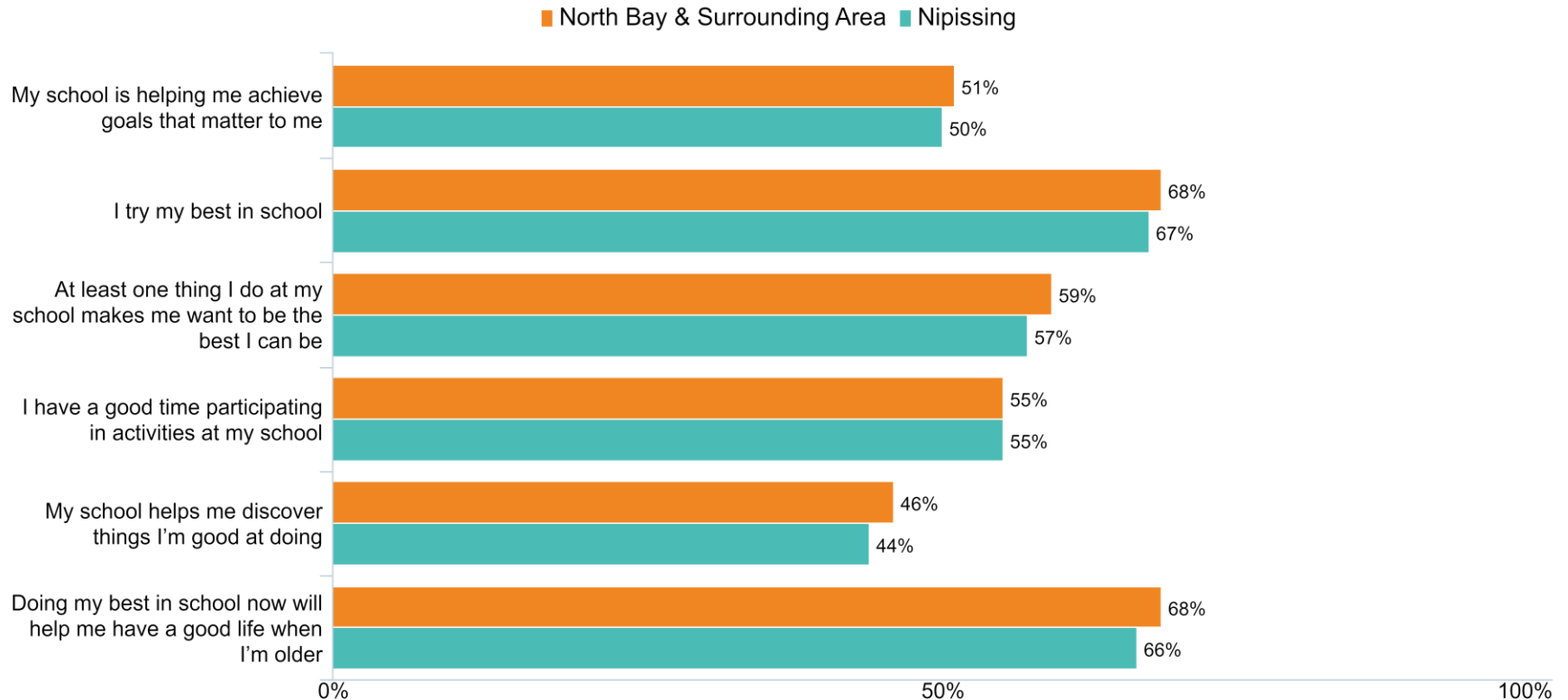
Proportion of adolescents in North Bay & Surrounding Area that **agree** or **strongly agree** with the following statements about peer environment in school



Proportion of adolescents in North Bay & Surrounding Area that **agree** or **strongly agree** with the following statements about adult support at school



Proportion of adolescents in North Bay & Surrounding Area that **agree** or **strongly agree** with the following statements about school activities and efforts



LEISURE

Leisure activities

39%

Of males play sports with a club or a team three times a week or more



40%

Of females play sports with a club or a team three times a week or more



33%

Of males spend 3 hours or more on social media a day



58%

Of females spend 3 hours or more on social media a day



19%

Of teenagers were outside after 10 PM three times or more in the past week

26%



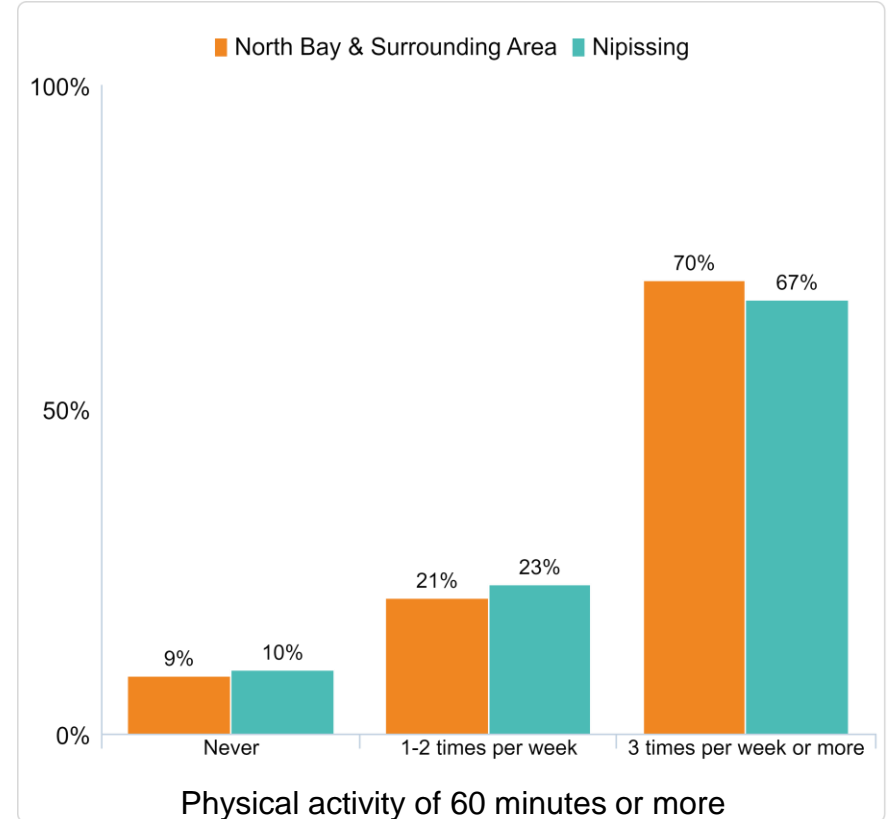
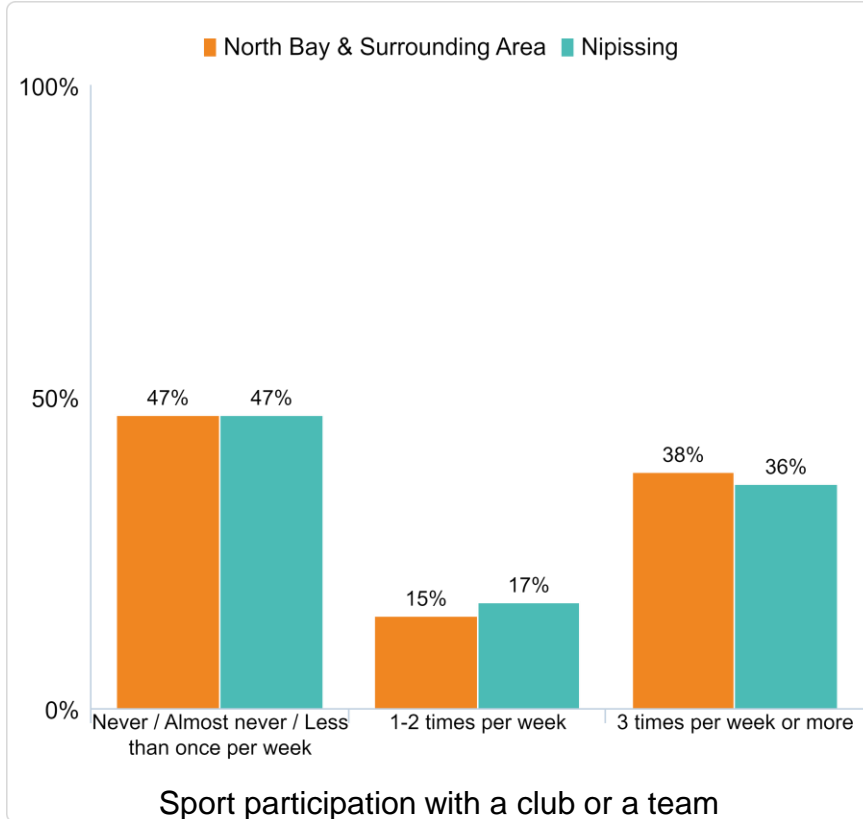
Of teenagers were outside after midnight once or more in the past week



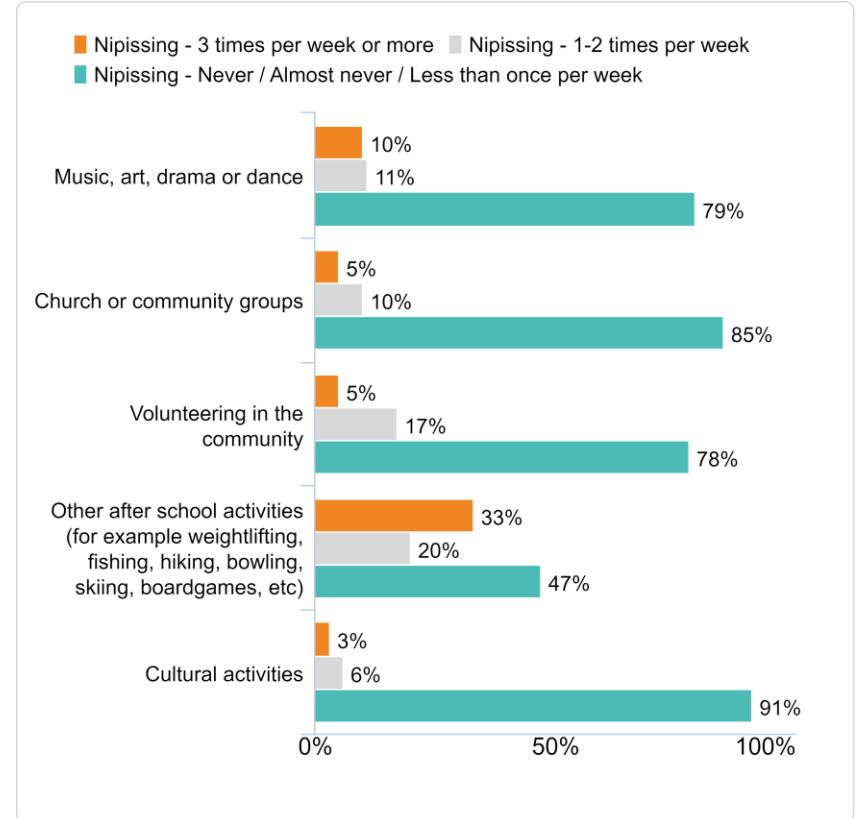
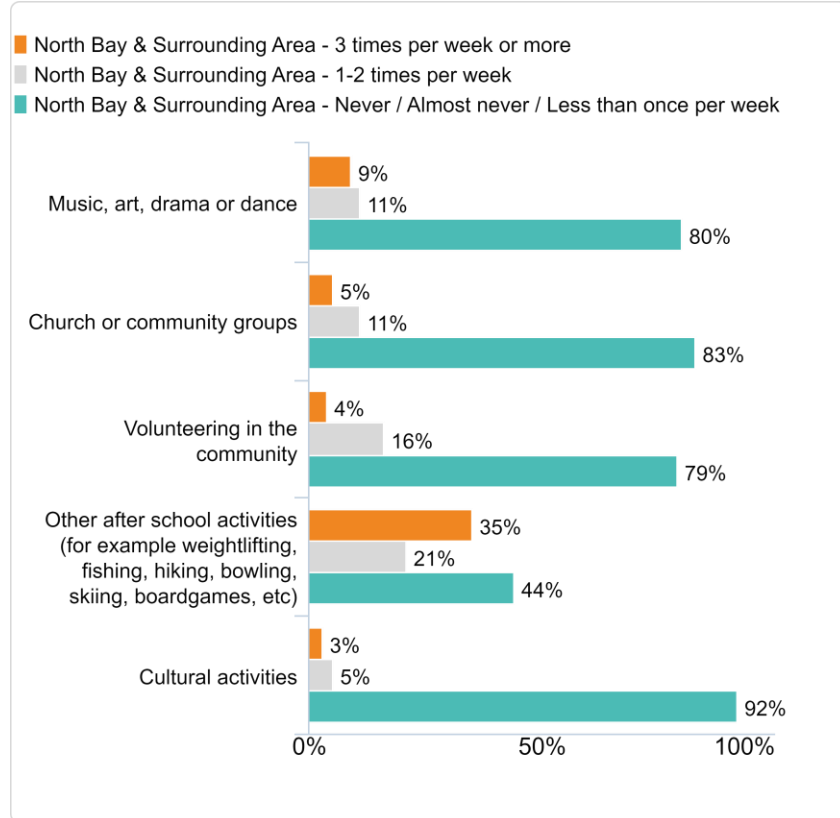
12%

Of teenagers do not participate in any organized out-of-school activities supervised by adults

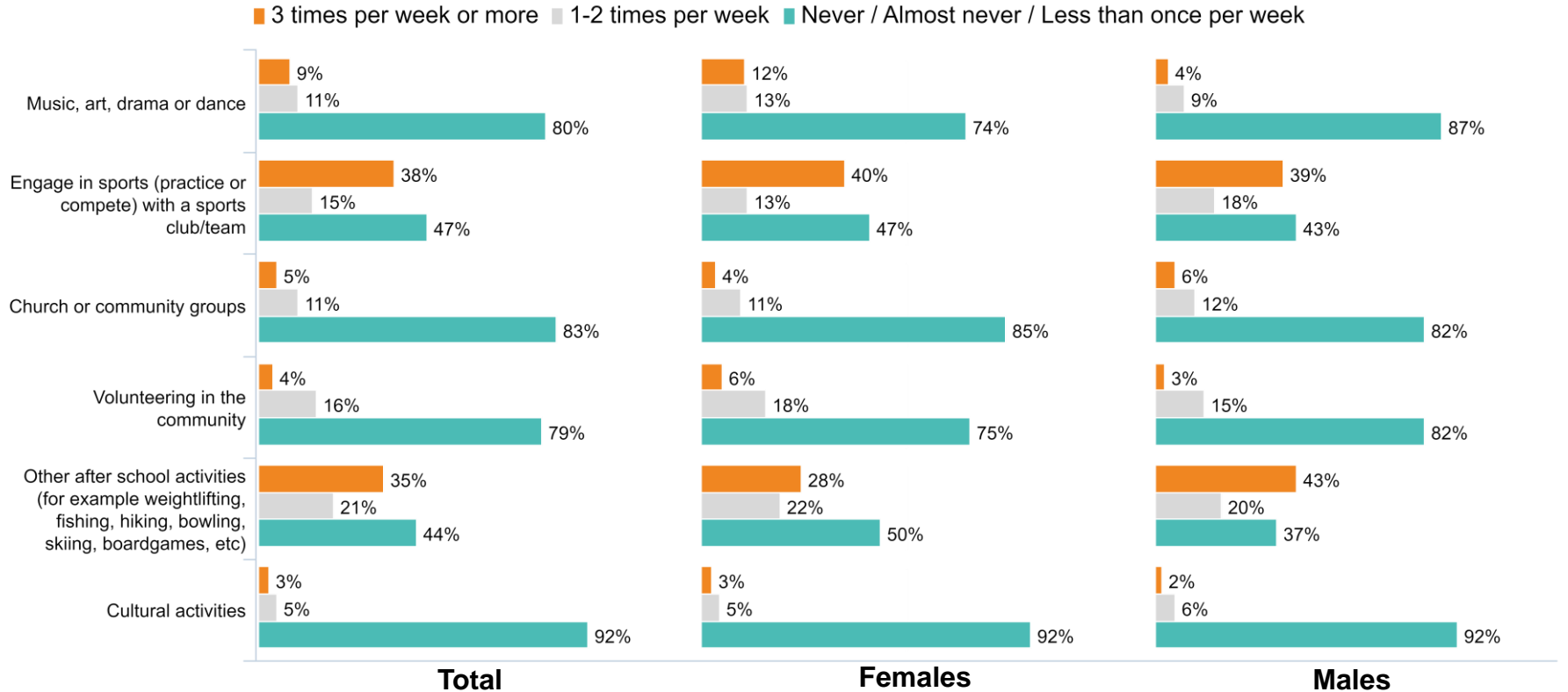
Number of times a week adolescents in North Bay & Surrounding Area participate in sports with a club or a team outside of school, and do physical activity of 60 minutes or more



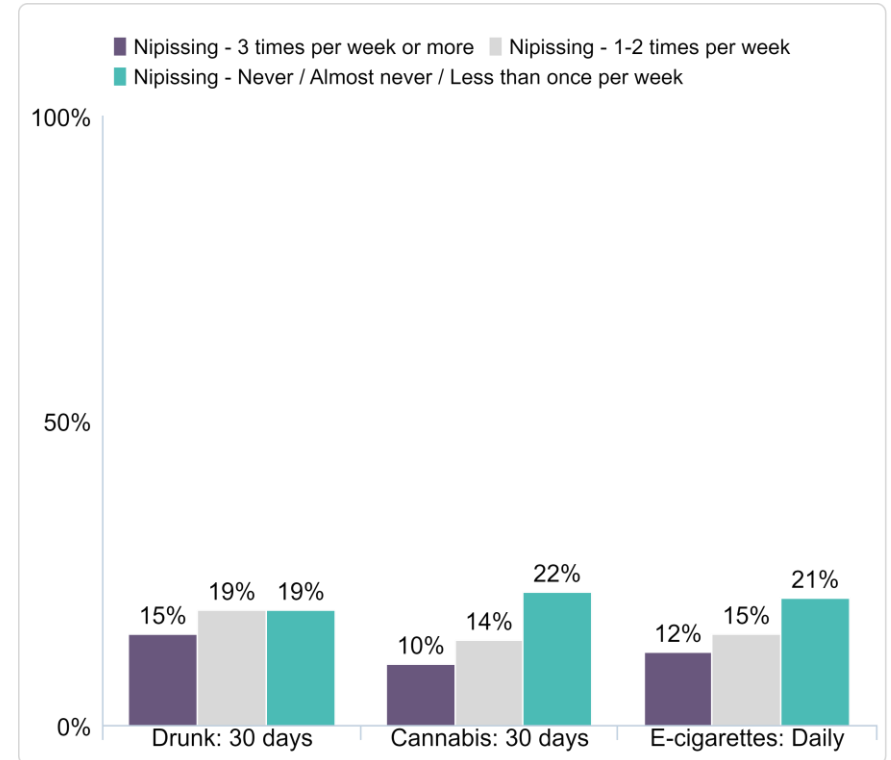
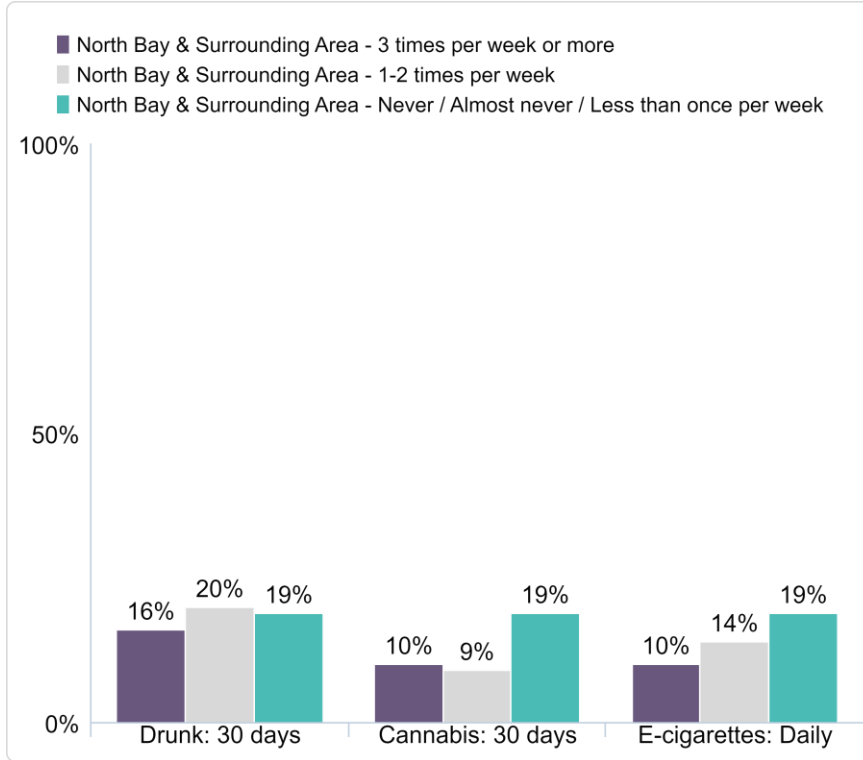
Number of times a week adolescents in North Bay & Surrounding Area participate in the following out-of-school activities that are supervised by adults



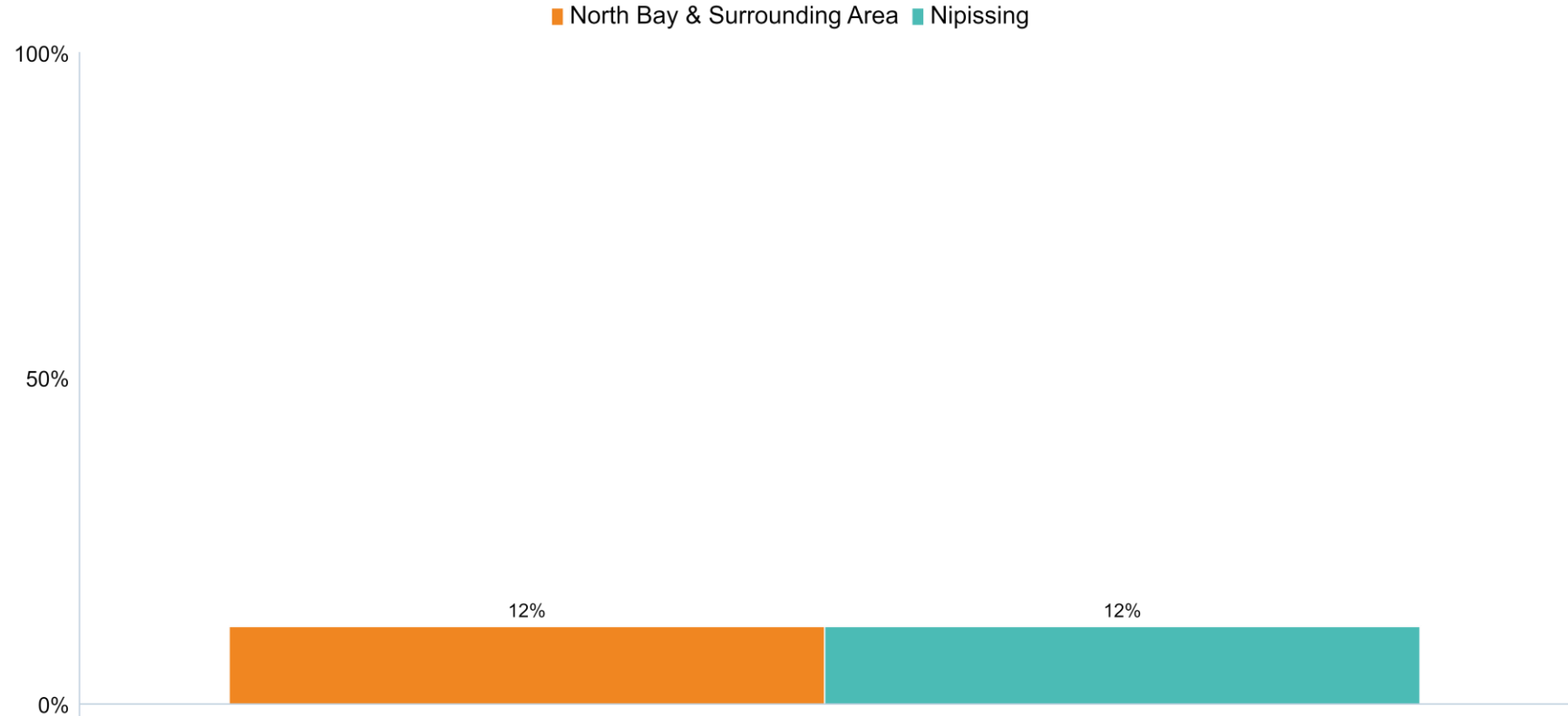
Number of times a week adolescents in North Bay & Surrounding Area participate in the following out-of-school activities that are supervised by adults, by gender



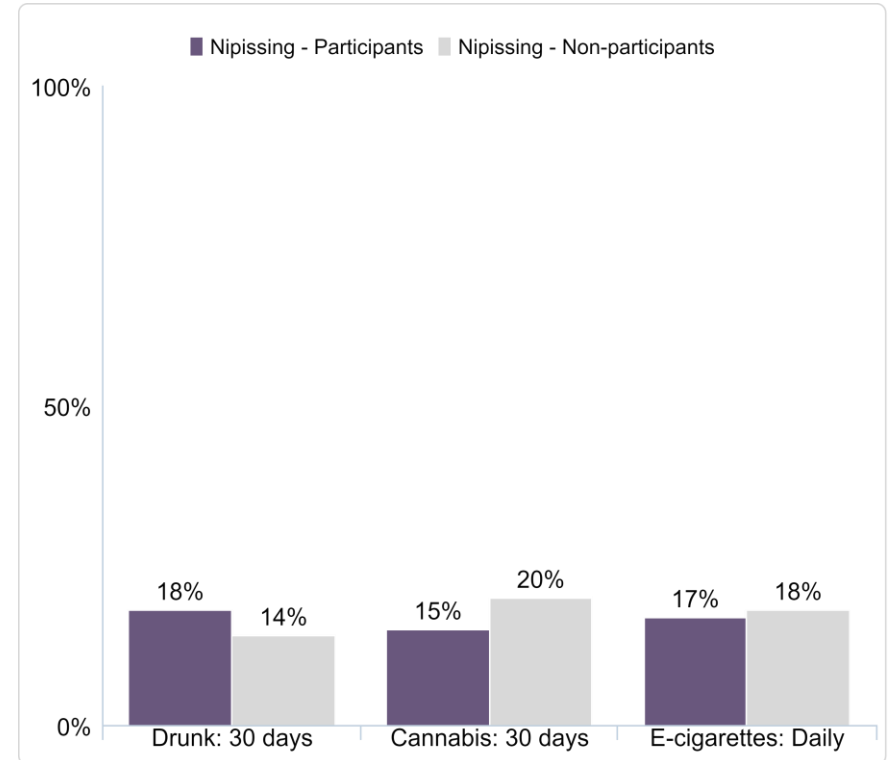
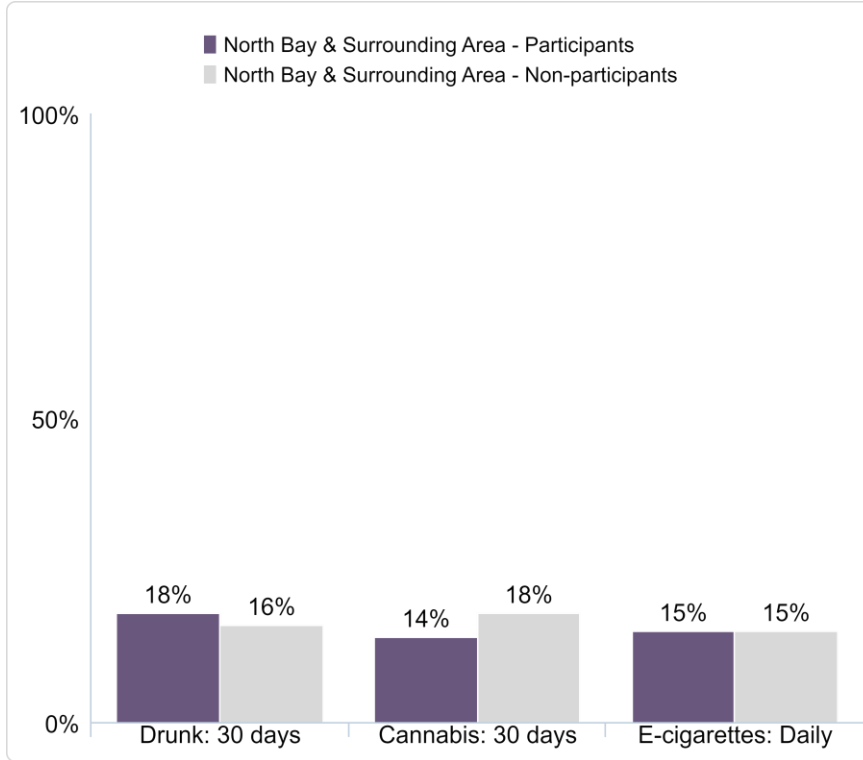
Substance use cross-referenced with sport participation with a club or a team



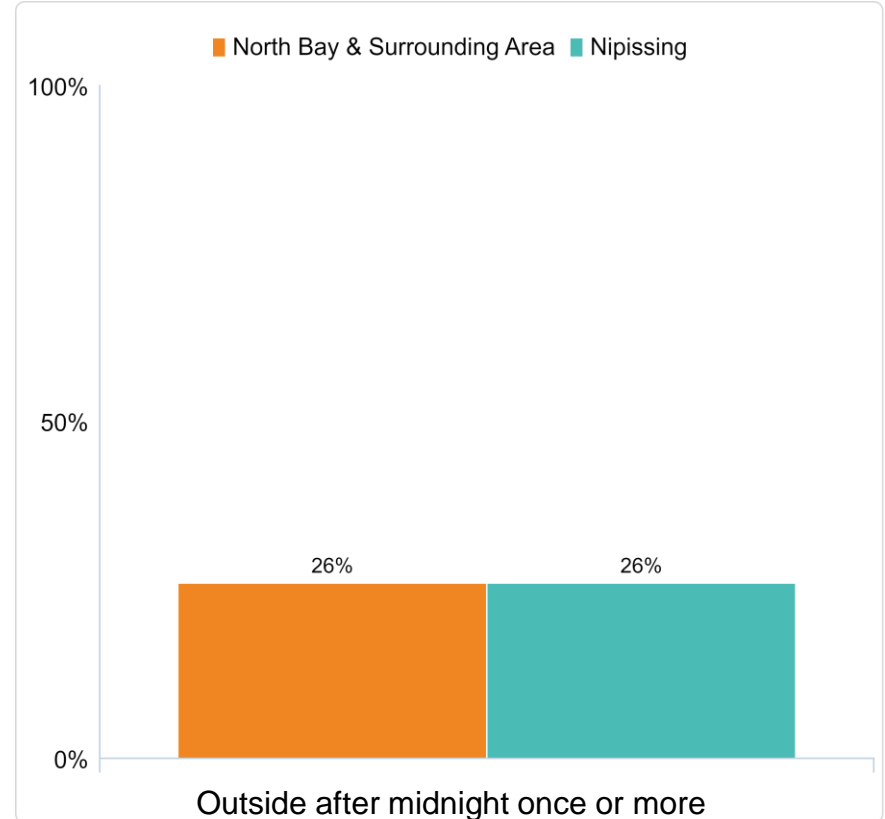
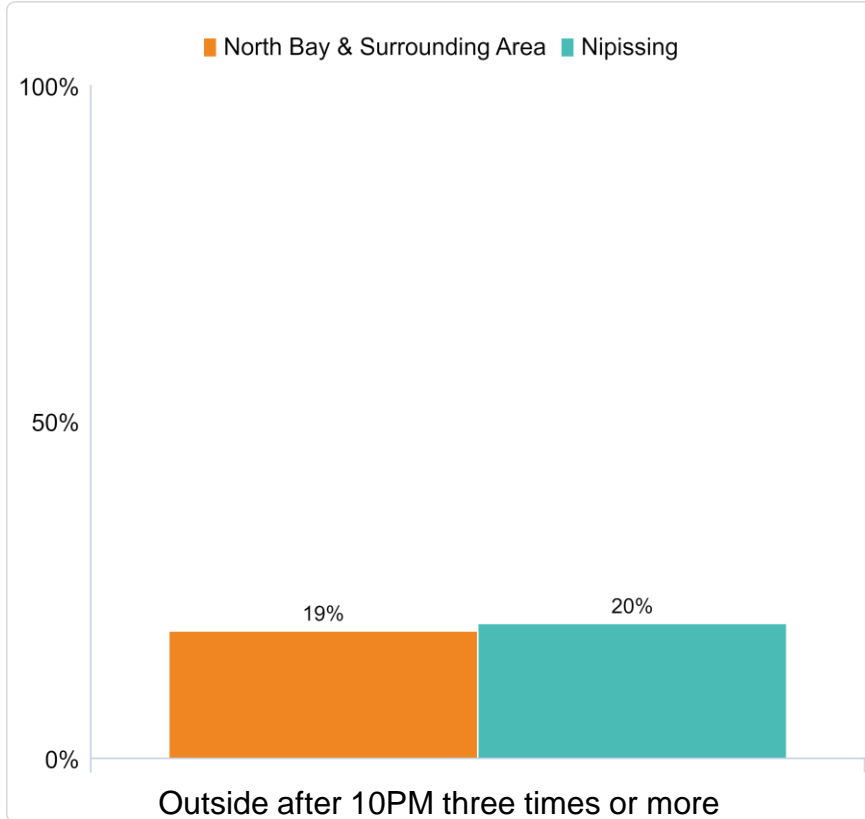
Proportion of adolescents who **do not** participate in any organized out-of-school activities that are supervised by adults



Substance use cross-referenced with participation in organized out-of-school activities

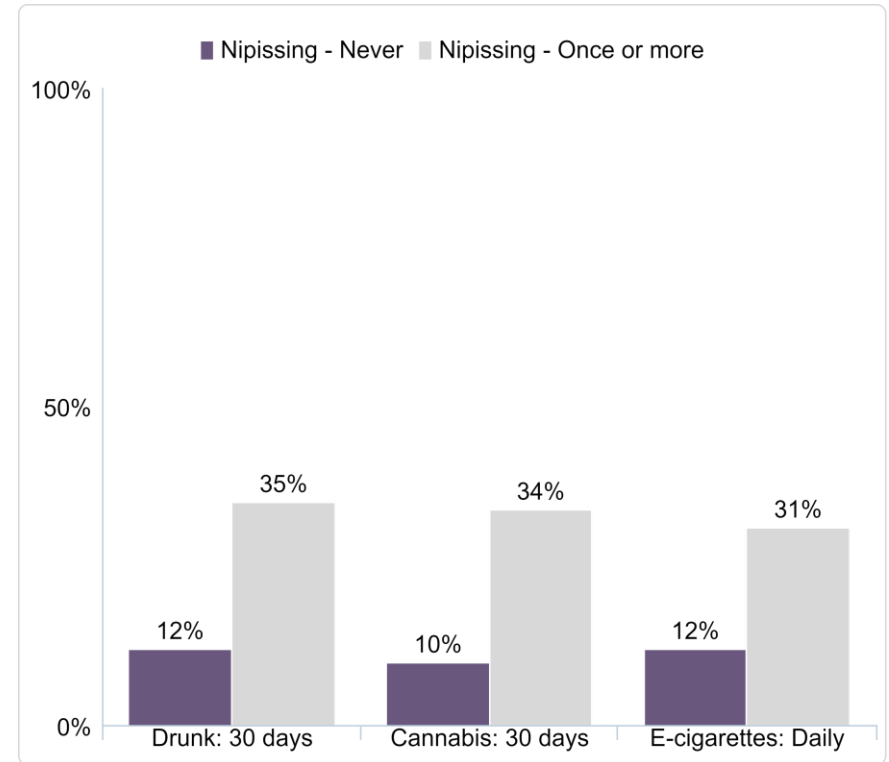
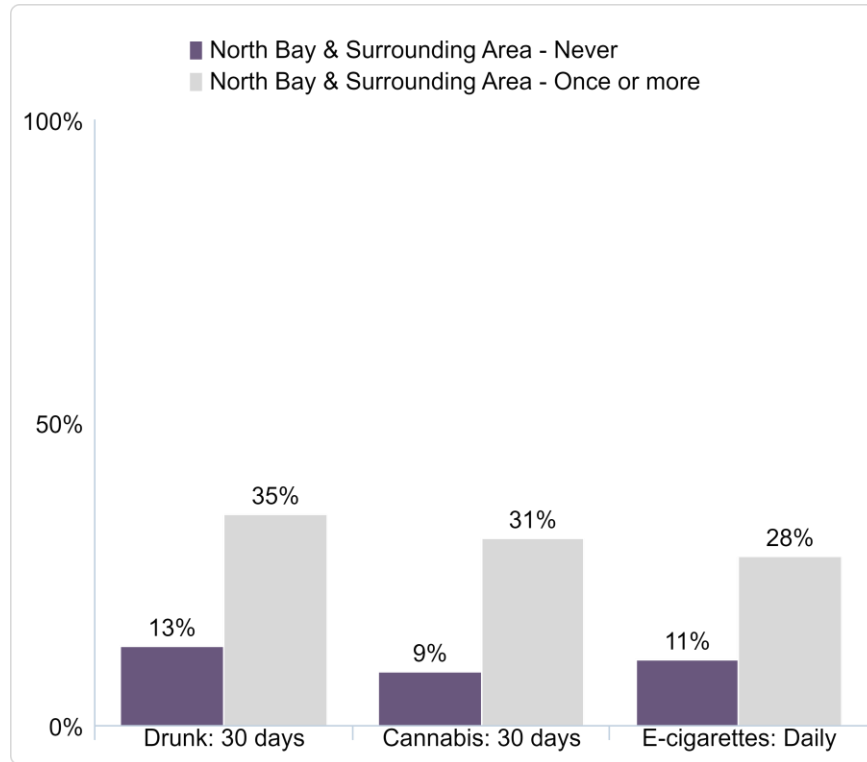


Late outside hours in the previous week

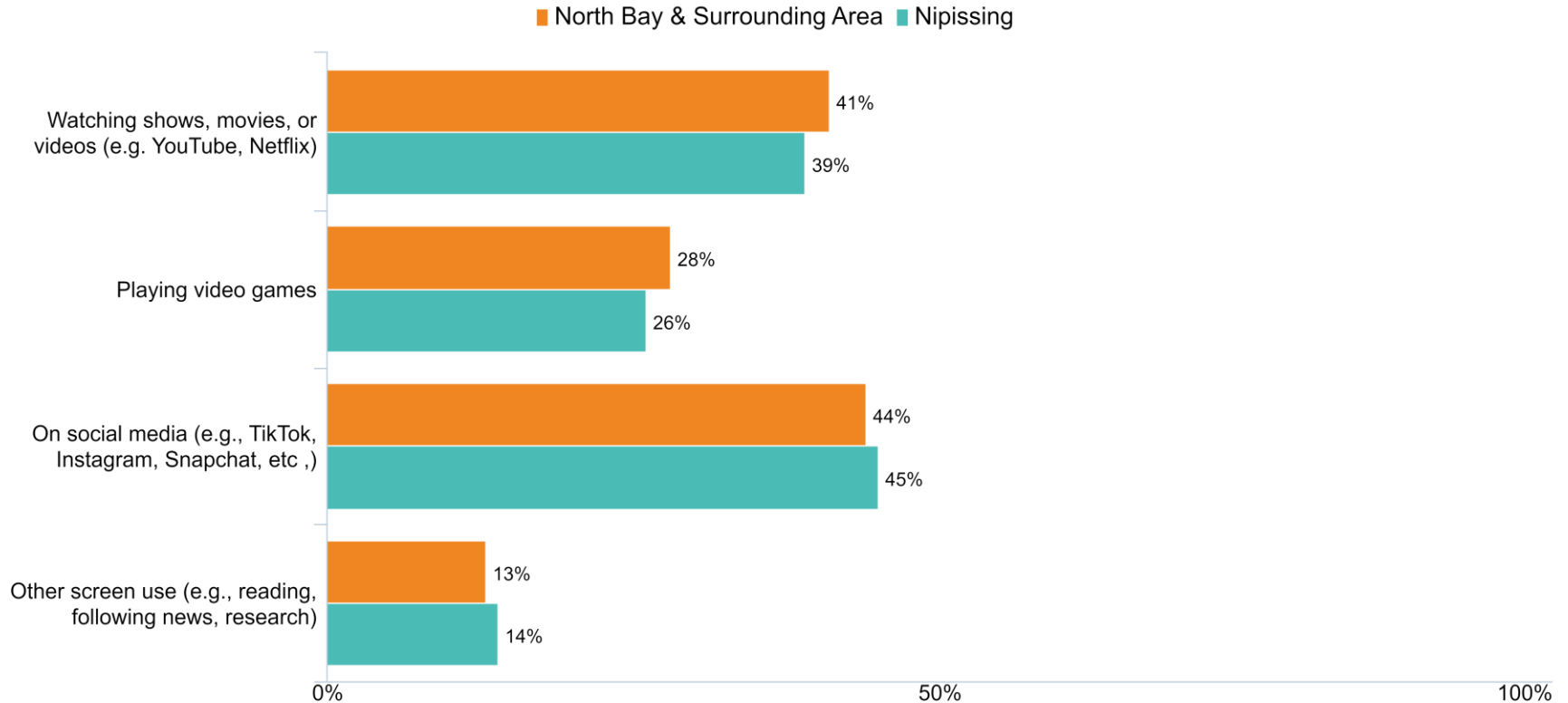


Substance use cross-referenced with late outside hours

Being outside after midnight once or more in the past week

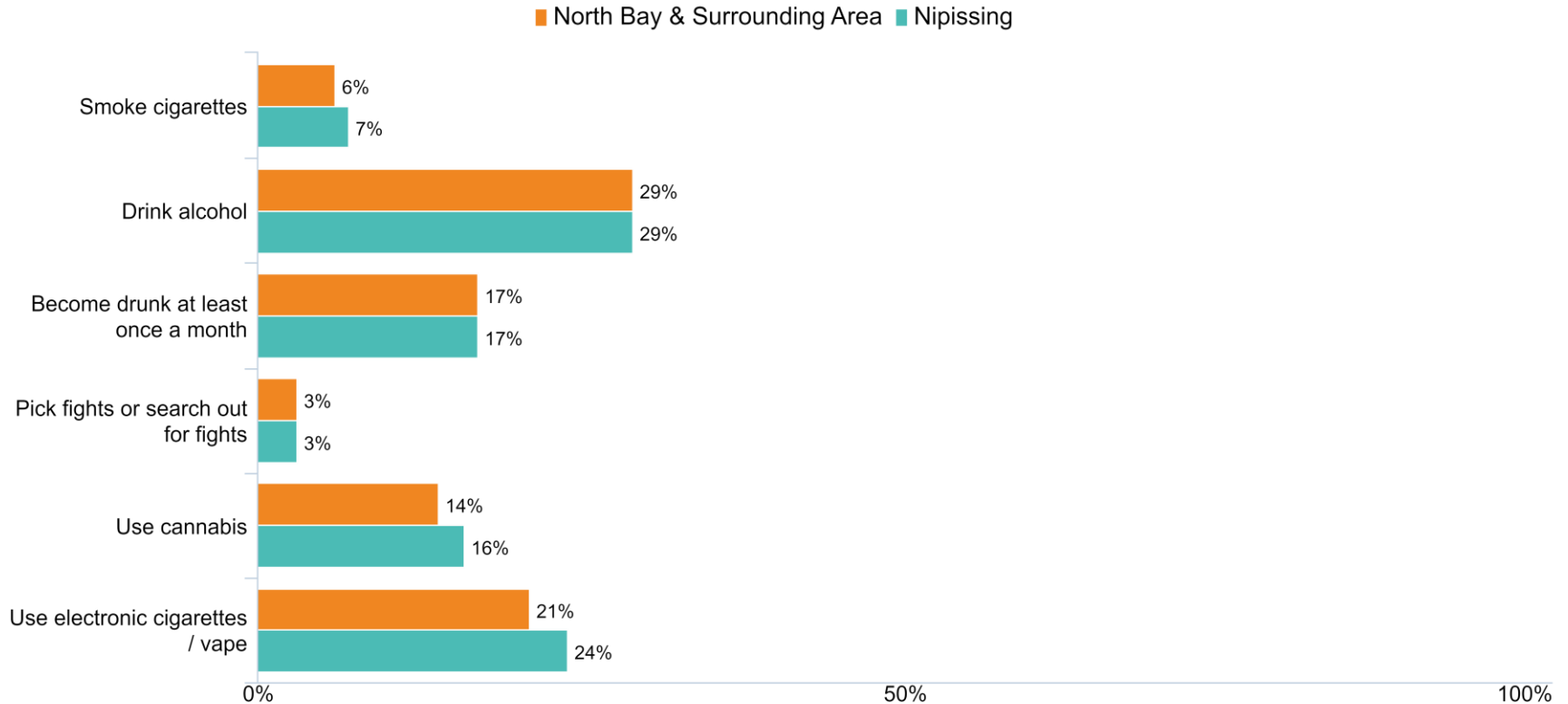


Proportion of adolescents who spend **3 hours or more** a day on the following screen based activities

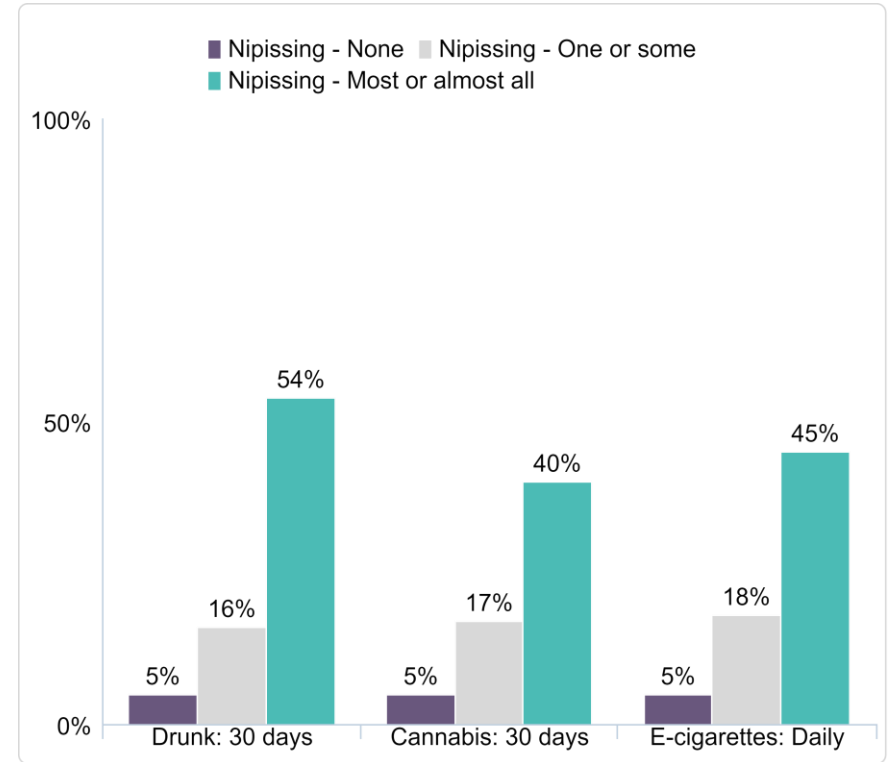
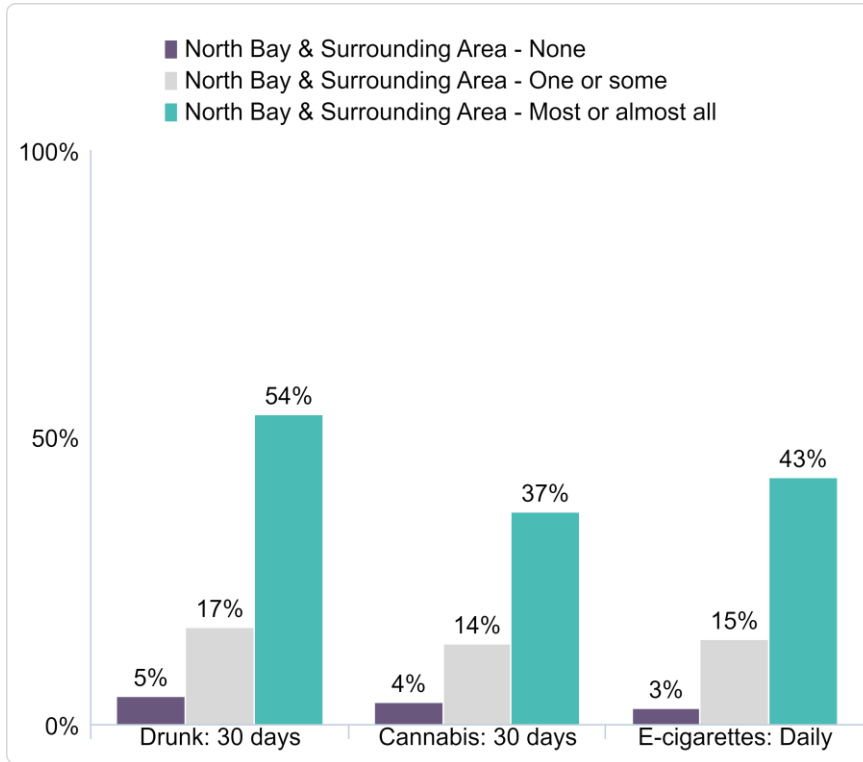


PEER GROUP

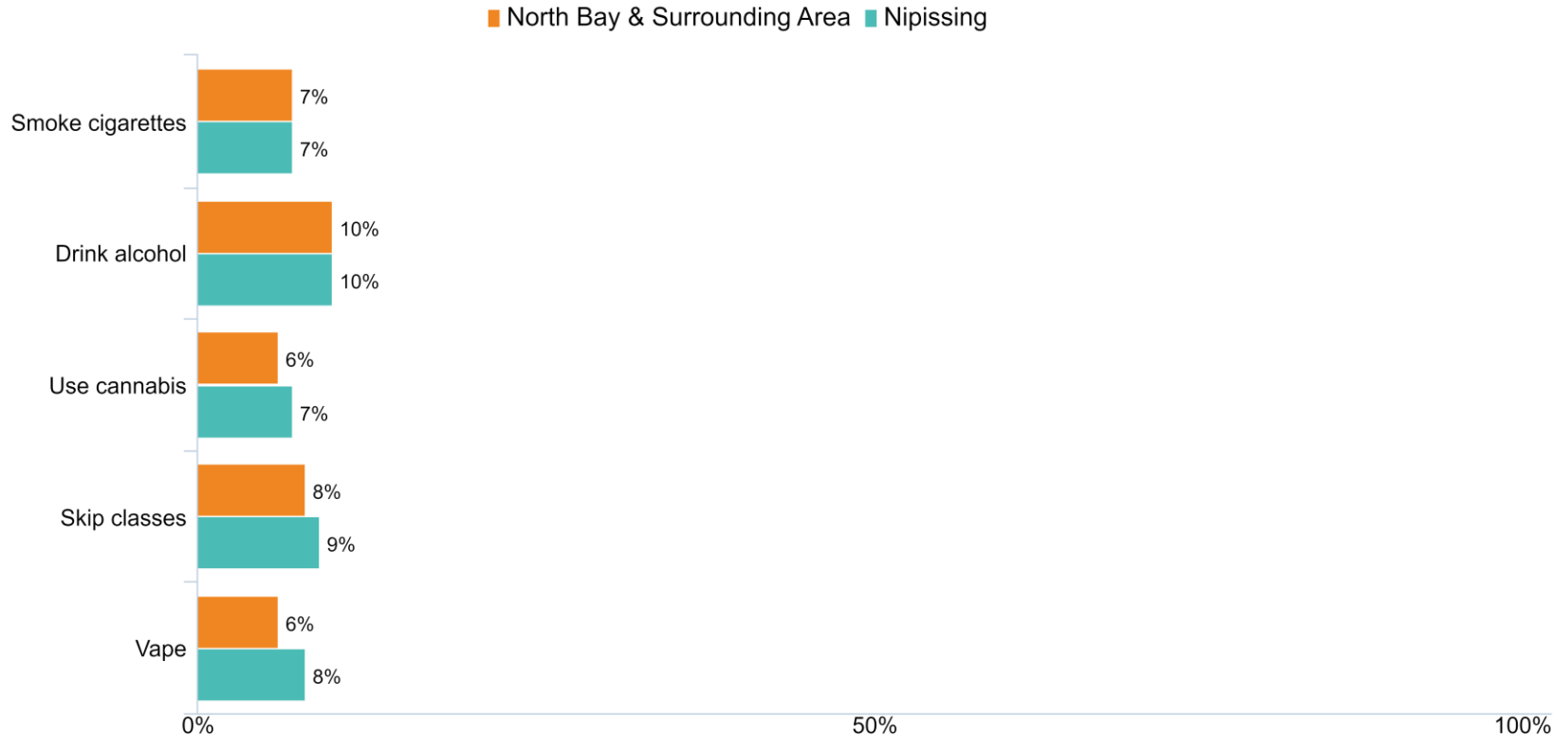
Proportion of adolescents in North Bay & Surrounding Area who report **most** or **almost all** of their friends do the following:



Substance use cross-referenced with perceived level of peer monthly drunkenness



Proportion of adolescents in North Bay & Surrounding Area who **strongly agree** or **agree somewhat** that it is necessary to do the following in order not to be left out of the peer group



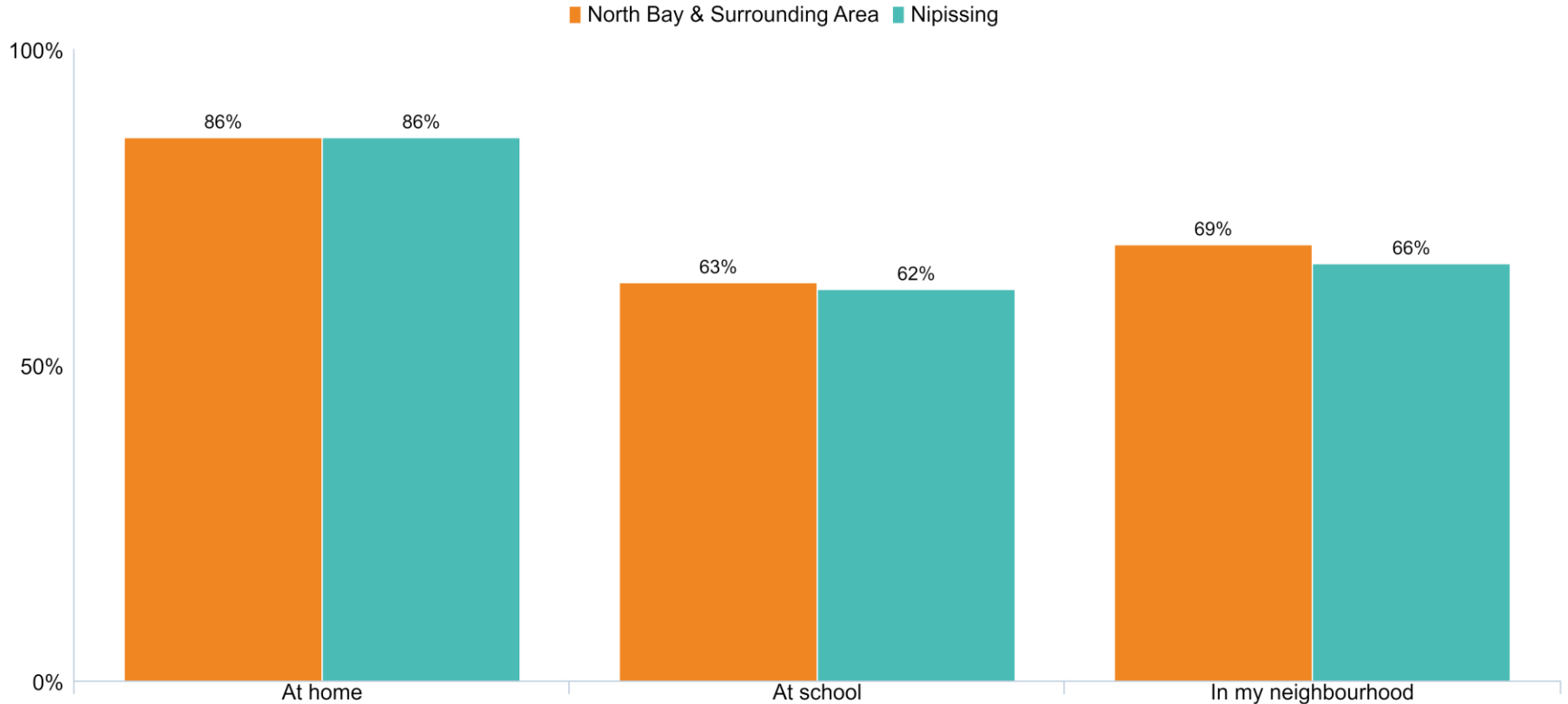
COMMUNITY

2024

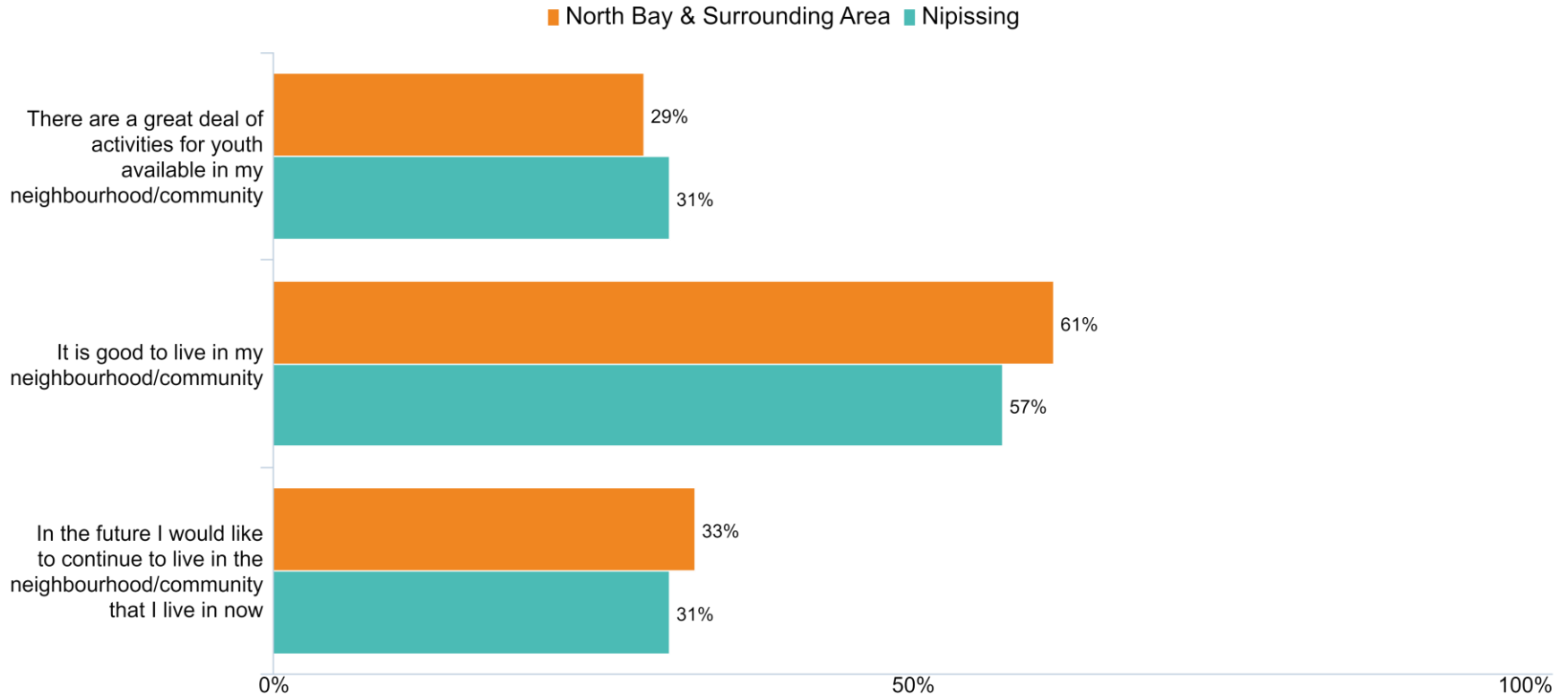
Community



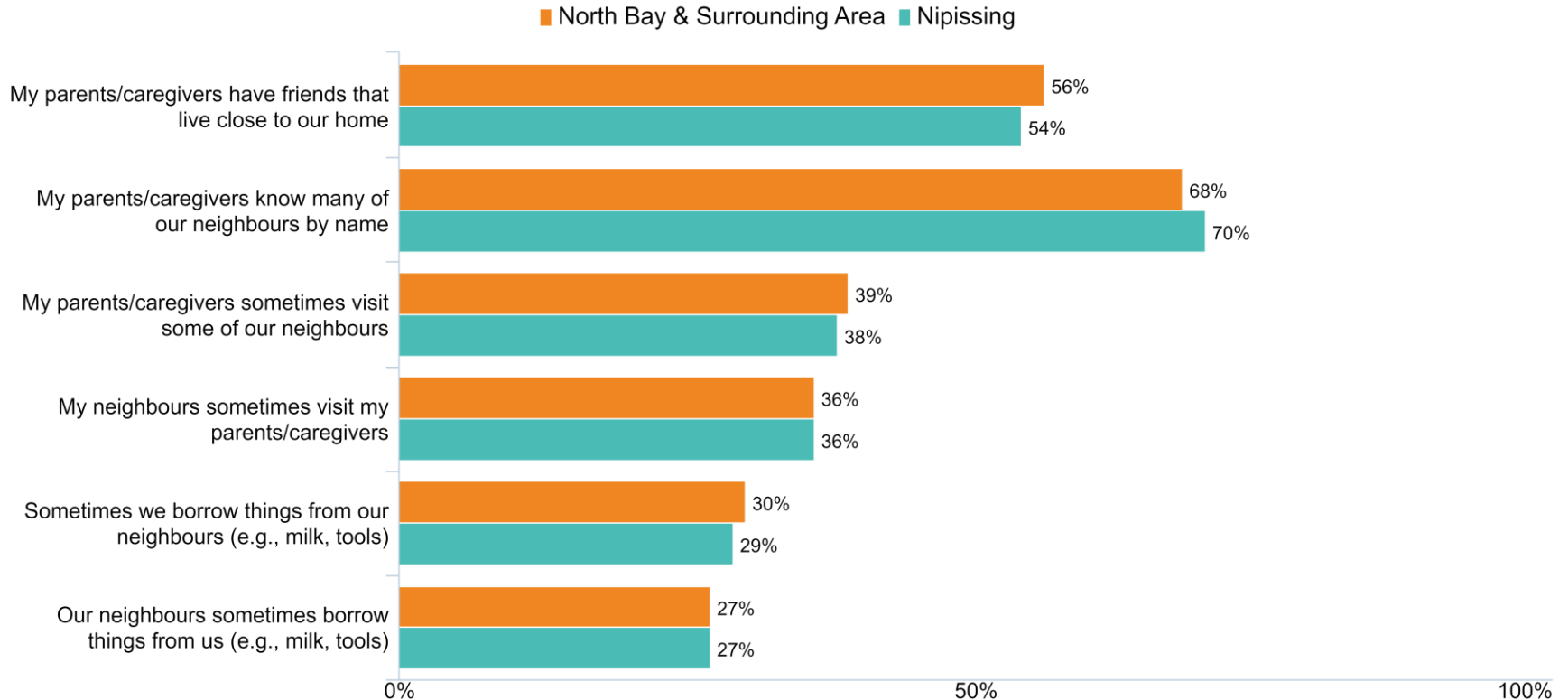
Proportion of adolescents in North Bay & Surrounding Area who report feeling safe at the following locations **often** or **almost always**



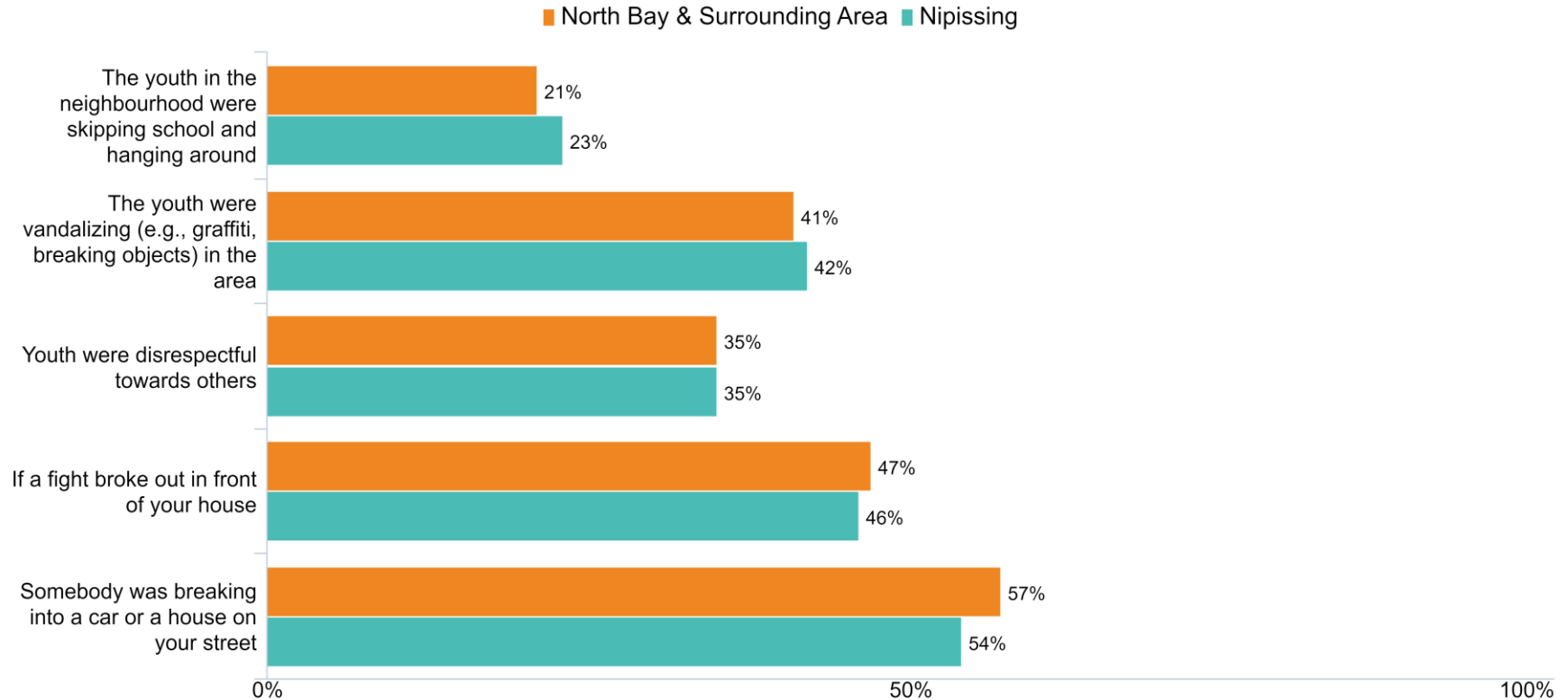
Proportion of adolescents in North Bay & Surrounding Area who **strongly agree** or **agree** to the following statements:



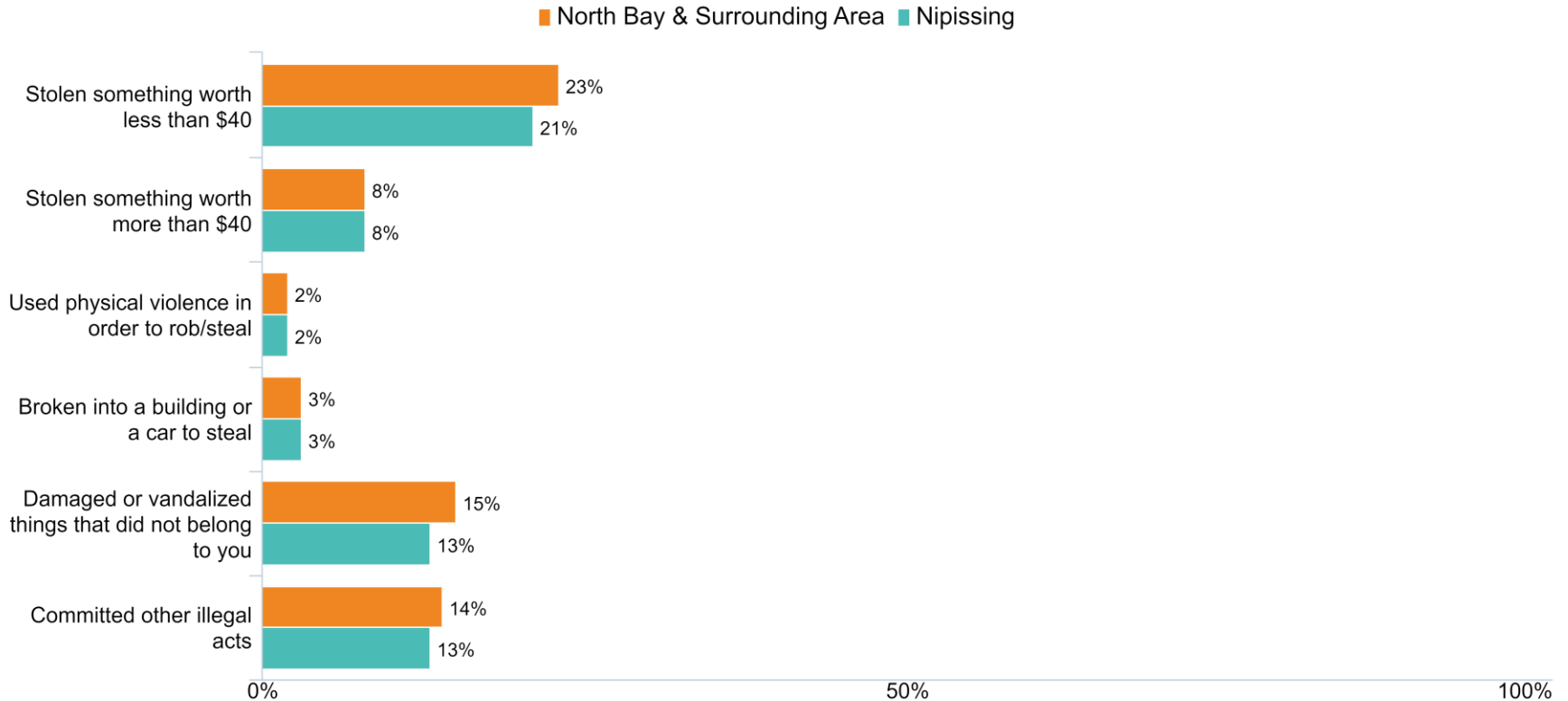
Proportion of adolescents in North Bay & Surrounding Area who say the following statements apply to them **very well** or **rather well**



Proportion of adolescents in North Bay & Surrounding Area who report that it is **very** or **quite likely** that their neighbours would do something in the following situations



Proportion of adolescents in North Bay & Surrounding Area who report having done the following **once or more** in the past 12 months



WELLBEING

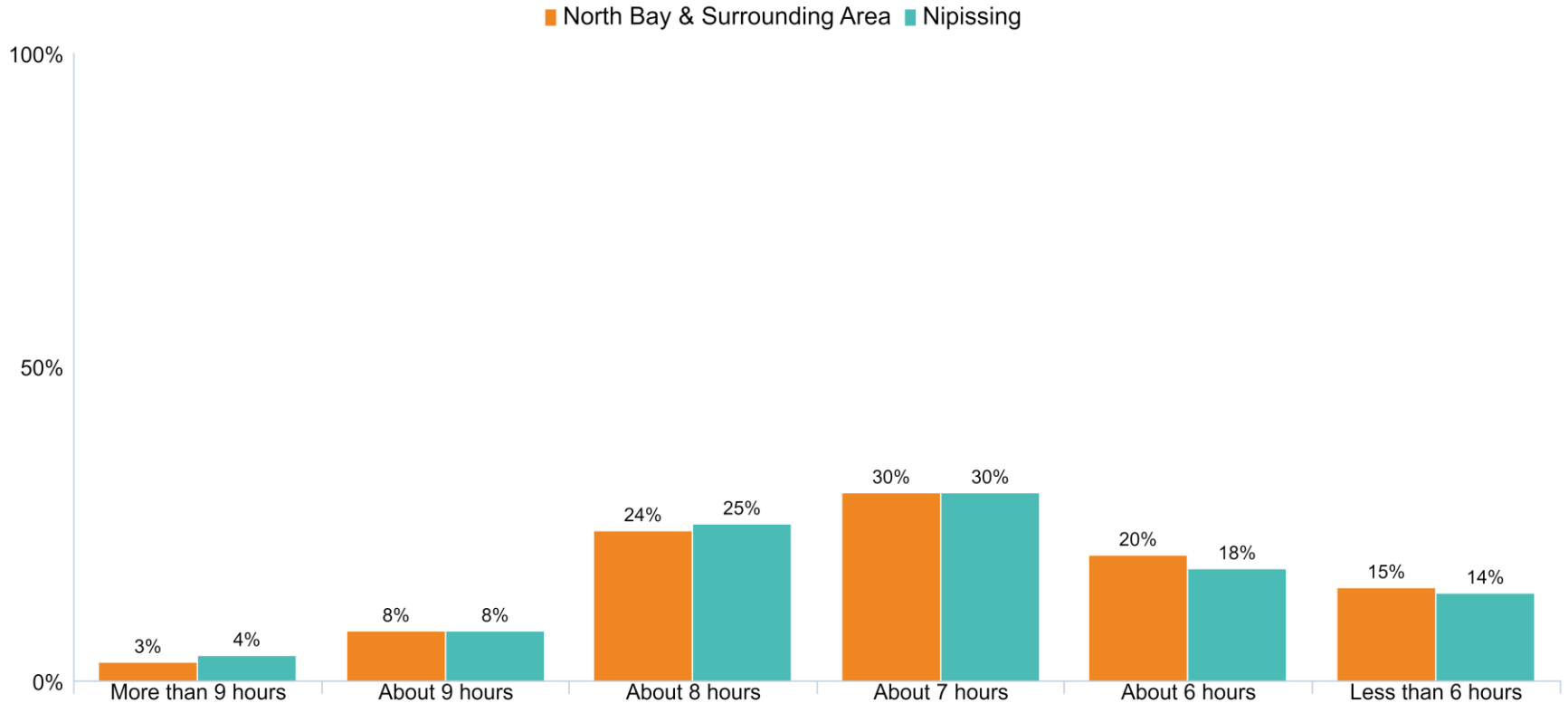
Wellbeing


Females

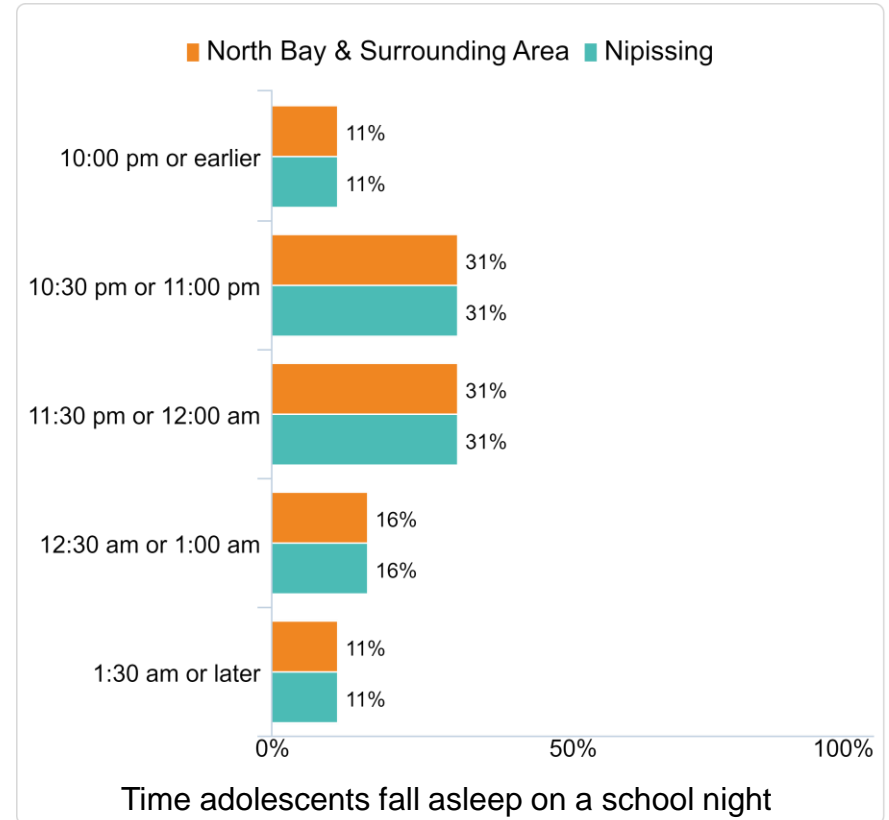
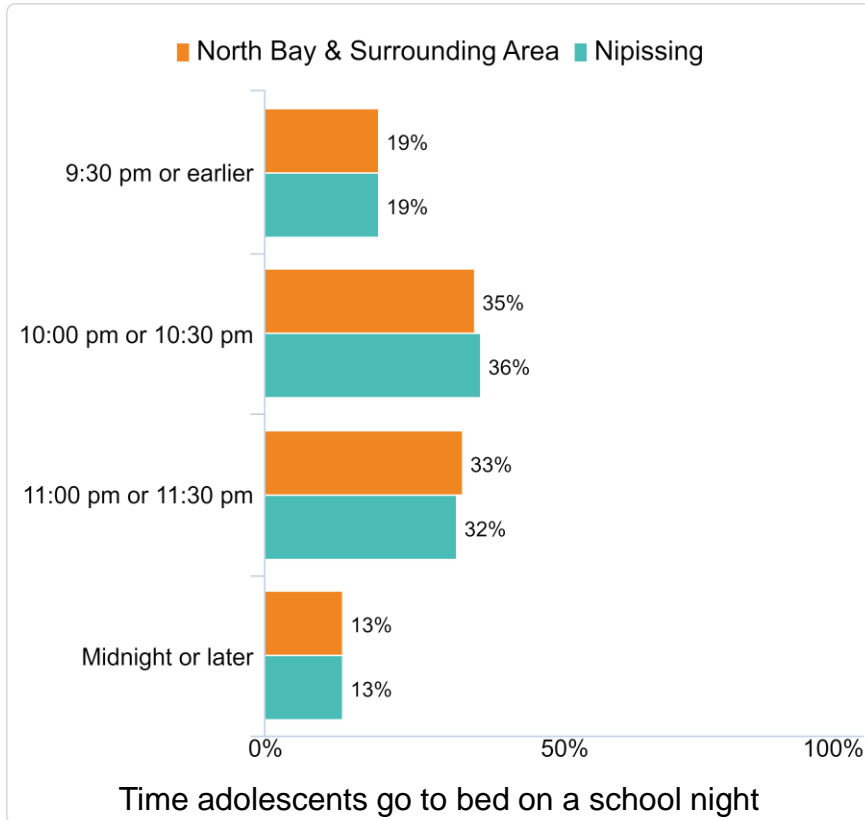

Males



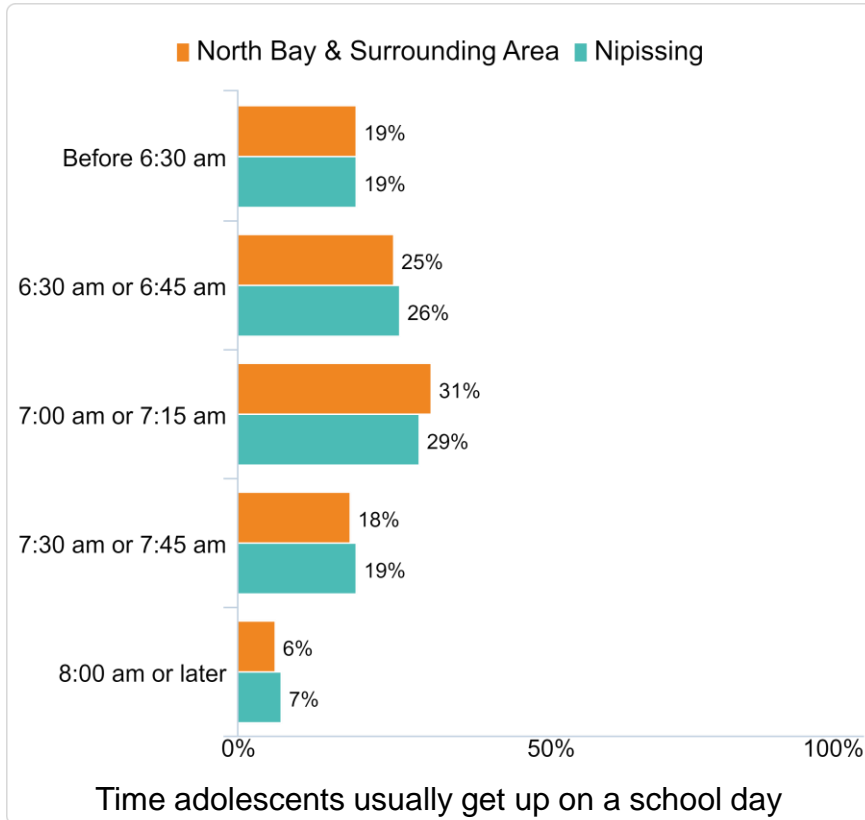
Sleep - Average number of sleeping hours of adolescents in North Bay & Surrounding Area



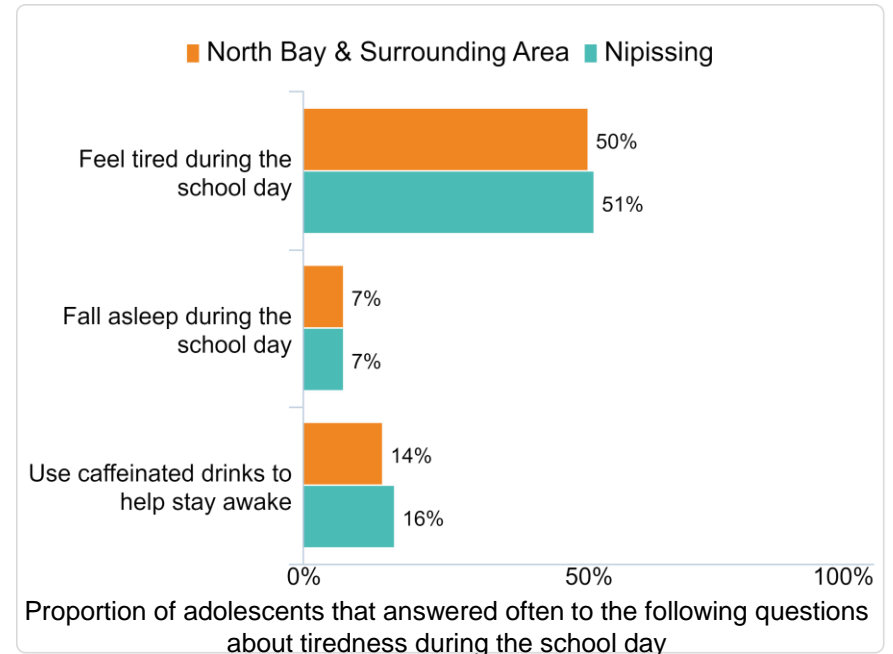
Sleep - The usual time adolescents in North Bay & Surrounding Area go to bed, and fall asleep on a school night



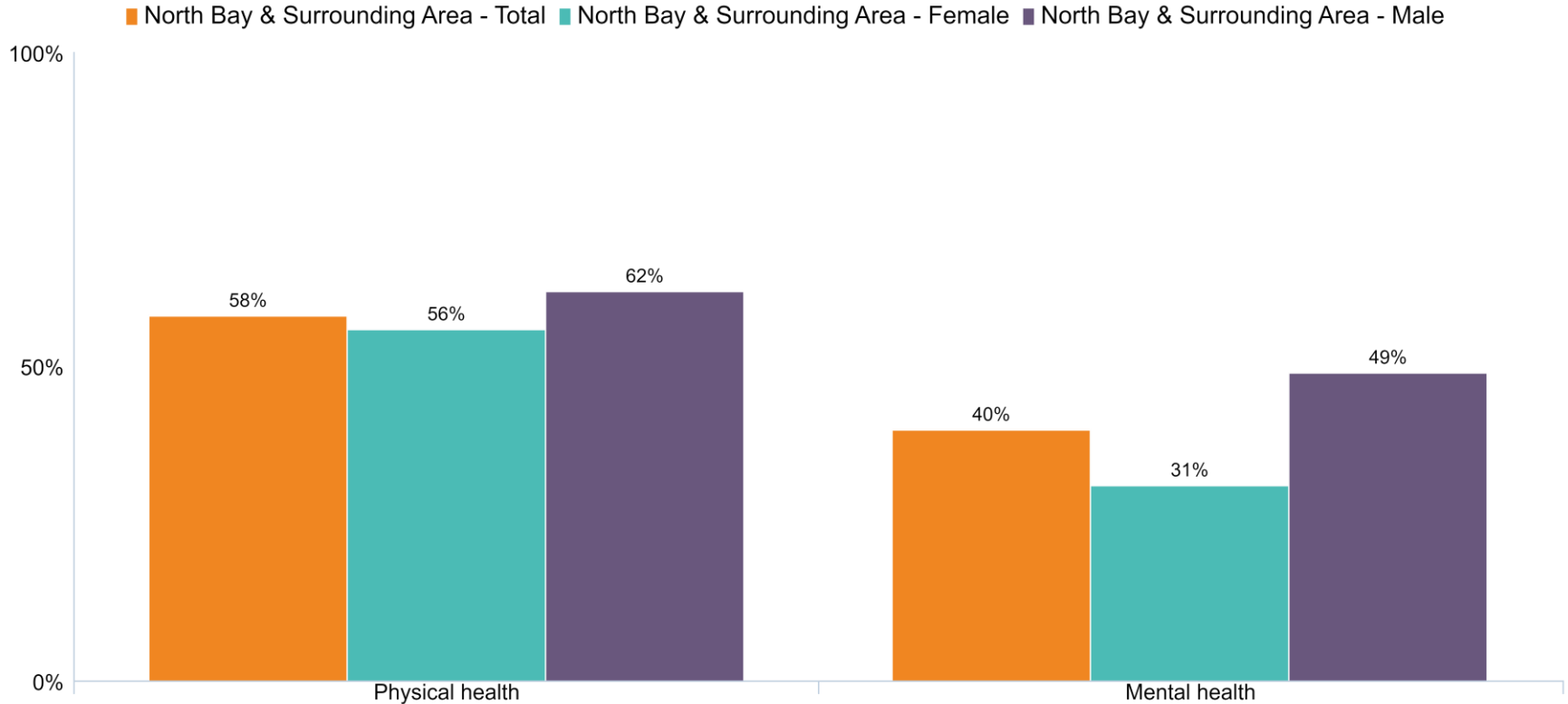
Sleep - The usual time adolescents in North Bay & Surrounding Area get up on a school day, and say the statements about tiredness **often** apply to them



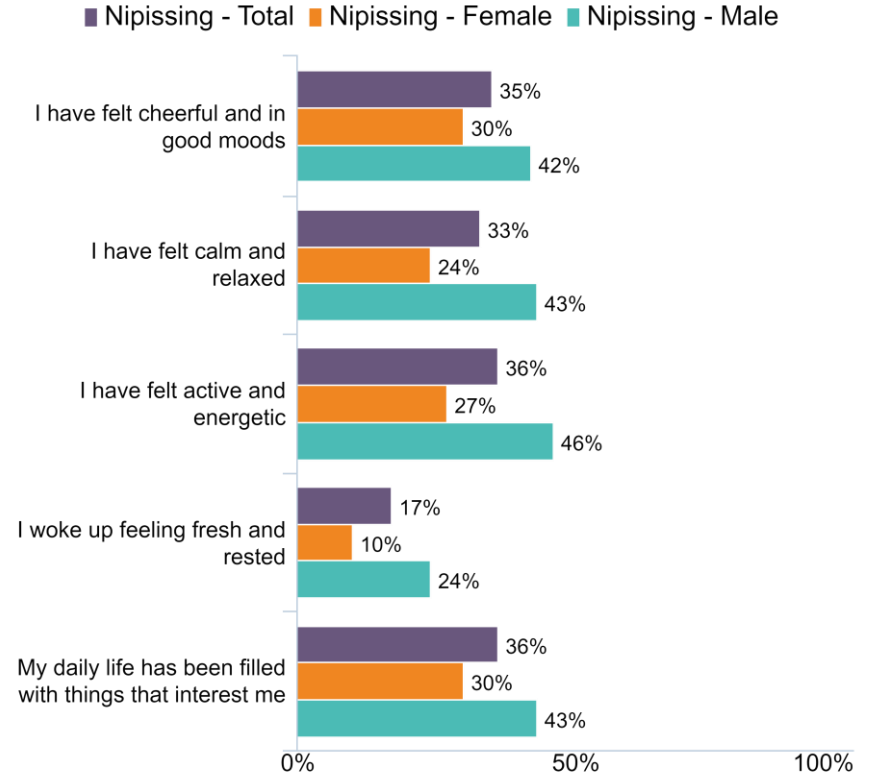
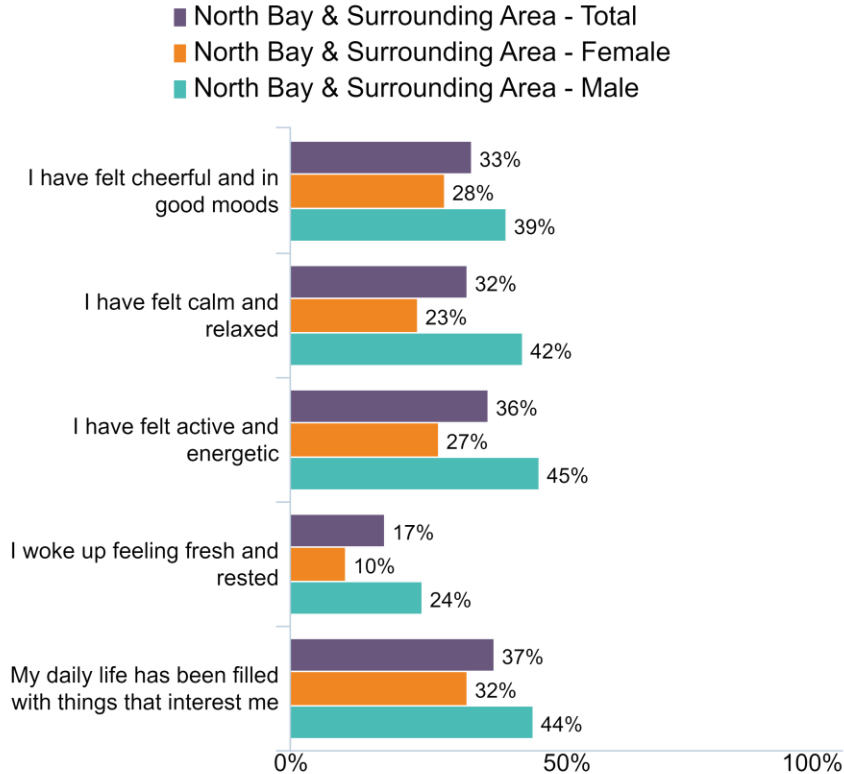
77% Have a smart device in their bedroom at night



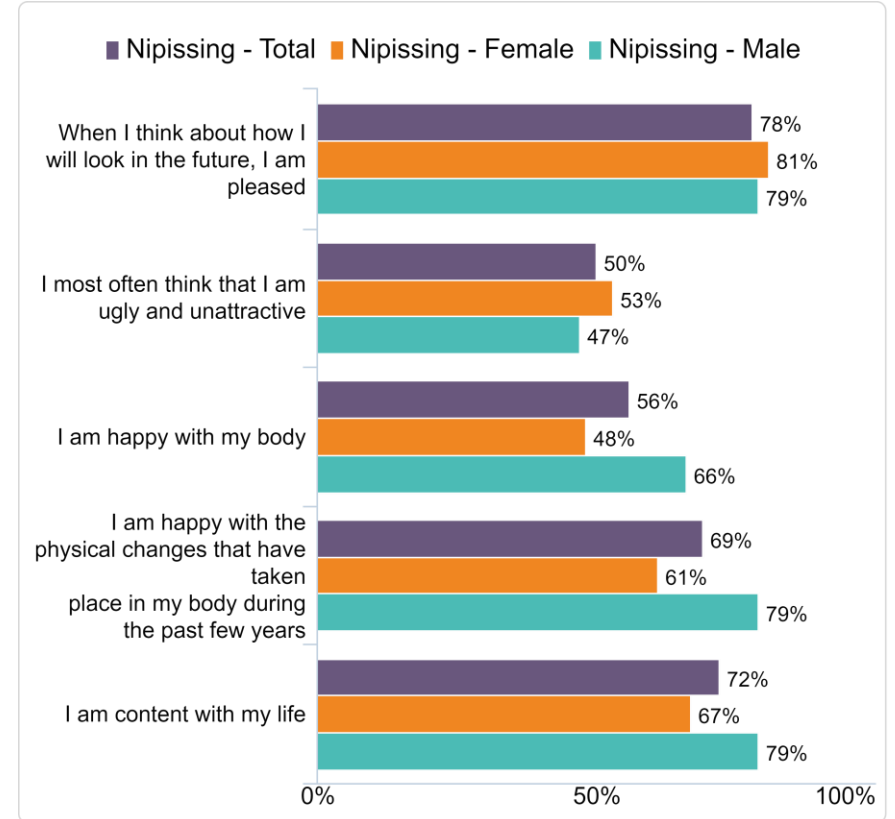
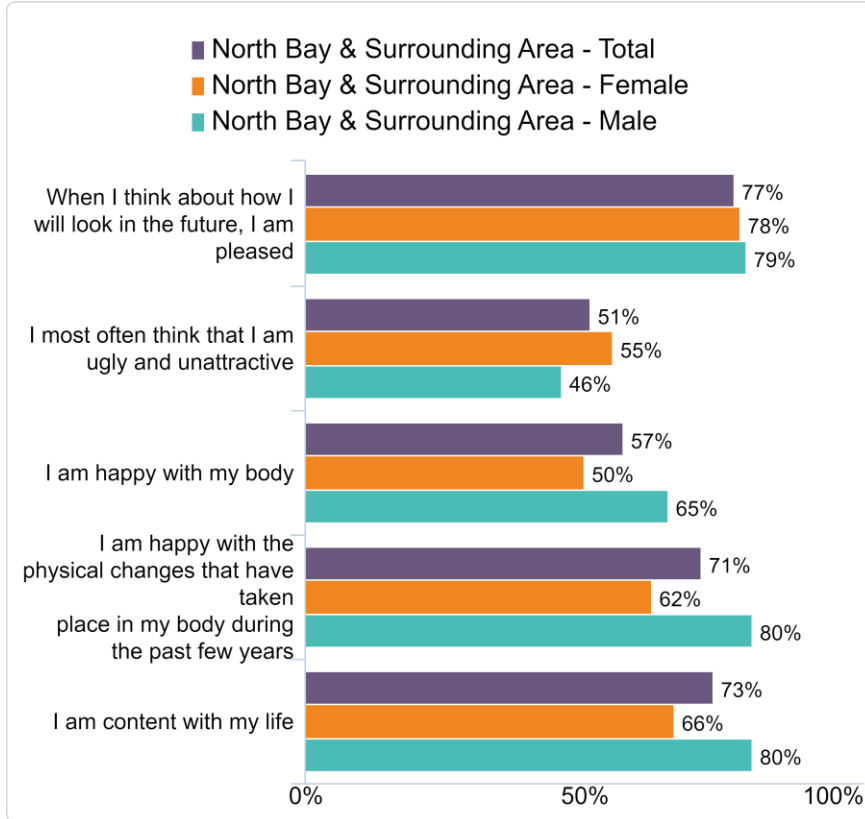
Proportion of adolescents in North Bay & Surrounding Area who rate their physical health and mental health as **good** or **very good**



Proportion of adolescents in North Bay & Surrounding Area that report the following statements applied to them **all of the time** and **most of the time** in the last 2 weeks



Proportion of adolescents in North Bay & Surrounding Area that report the following statements applied to them **rather** or **very well**



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