

Just Say YES: Lessons from a Kentucky County implementing the Icelandic Prevention Model to Prevent Youth Substance Use

Amelia Berry, MA

Ellery Denny, MPH

Wednesday, June 14, 2023



Kentucky Public Health
Prevent. Promote. Protect.



TEAM 
KENTUCKY[®]
CABINET FOR HEALTH
AND FAMILY SERVICES

The presenters have no financial interest to disclose.

JUST SAY YES



Public Health
Prevent. Promote. Protect.

Franklin County
Health Department

**FOLLOW US
ON SOCIAL MEDIA**



www.FCHD.org | 502-564-7647

**PLANET
Youth**[®]

PARTNER *Franklin County*

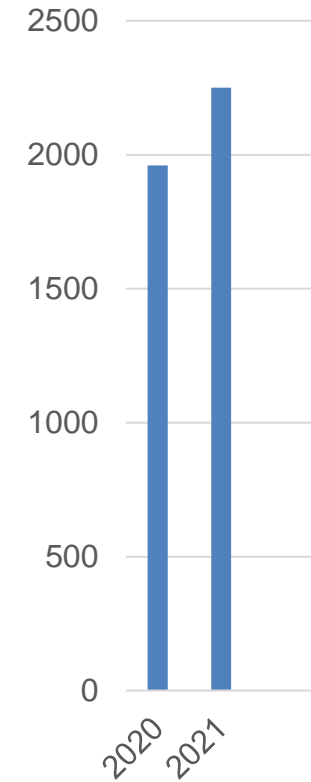
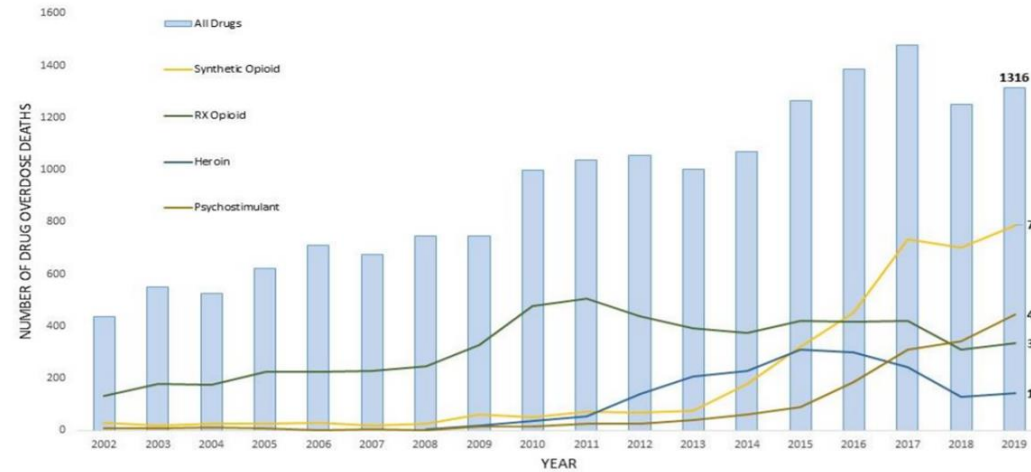


Just Say Yes: Lessons from a Kentucky County Implementing the Icelandic Prevention Model to Prevent Youth Substance Use

Learning Objectives:

- Describe the guiding principles of the Icelandic Prevention Model (IPM).
- Compare differences and similarities between the IPM and their communities' current approaches to primary substance use prevention.
- Identify one lesson from the IPM that they can realistically implement in their communities.

Drug Overdose Deaths Among KY Residents 2002-2019

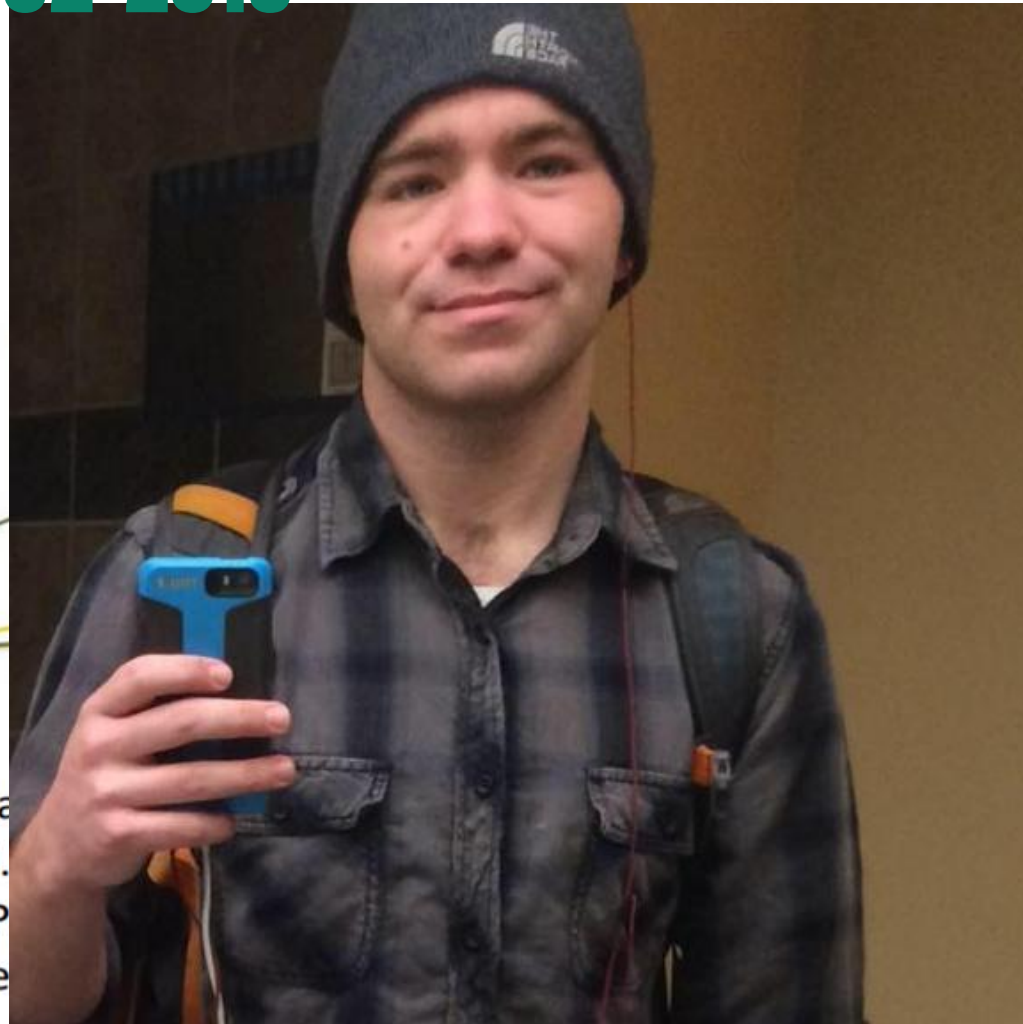


Data source: Kentucky Death Certificate Database, Kentucky Office of Vital Statistics, Cabinet for Health and Family Services, 2002-2019. Data from 2009-2019 are provisional and subject to change. Produced by the Kentucky Injury Prevention and Research Center as bona fide agent for the Kentucky Department for Public Health. September 2020.

Drug Overdose Deaths Among KY Residents 2002-2019

1600

All Drugs

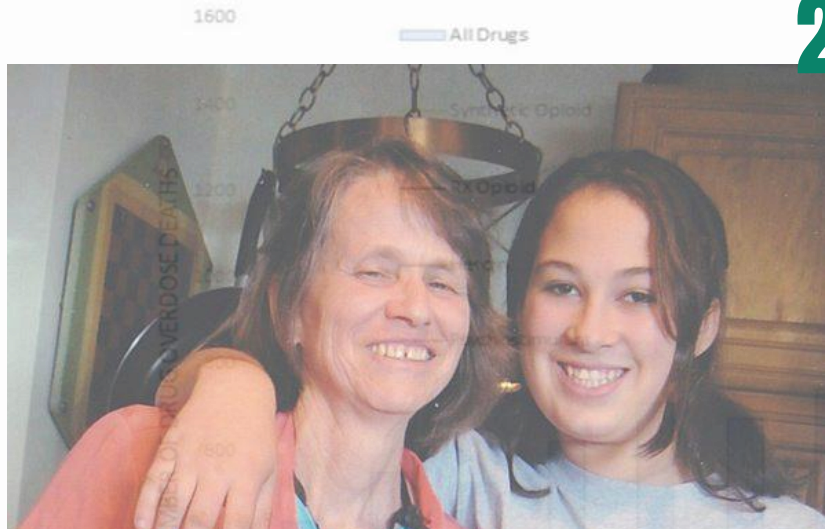


008

e Da
019.
y P
He

C

Drug Overdose Deaths Among KY Residents 2002-2019





COLUMNS

Guest columnist: Prevention is key to stemming tide of opioid crisis

By State Journal Opinion Jul 31, 2018

By Ed Council

COLUMNS

Guest columnist: Frankfort continues work on drug problem

By State Journal Opinion Dec 11, 2018

By Ed Council

COLUMNS

Guest columnist: Community conversation on opioids scheduled Nov. 19

By State Journal Opinion Oct 22, 2018

By Ed Council

COLUMNS

Guest columnist: KidsGrowKentucky working to stem tide of drug use

By State Journal Opinion Mar 16, 2018

Ed Council

HEALTH

How Iceland Got Teens to Say No to Drugs

Curfews, sports, and understanding kids' brain chemistry have all helped dramatize the country.

EMMA YOUNG JANUARY 19, 2017



“

**IT IS EASIER TO
BUILD STRONG
CHILDREN
THAN TO
REPAIR
BROKEN MEN.**

FREDERICK DOUGLAS

”

“

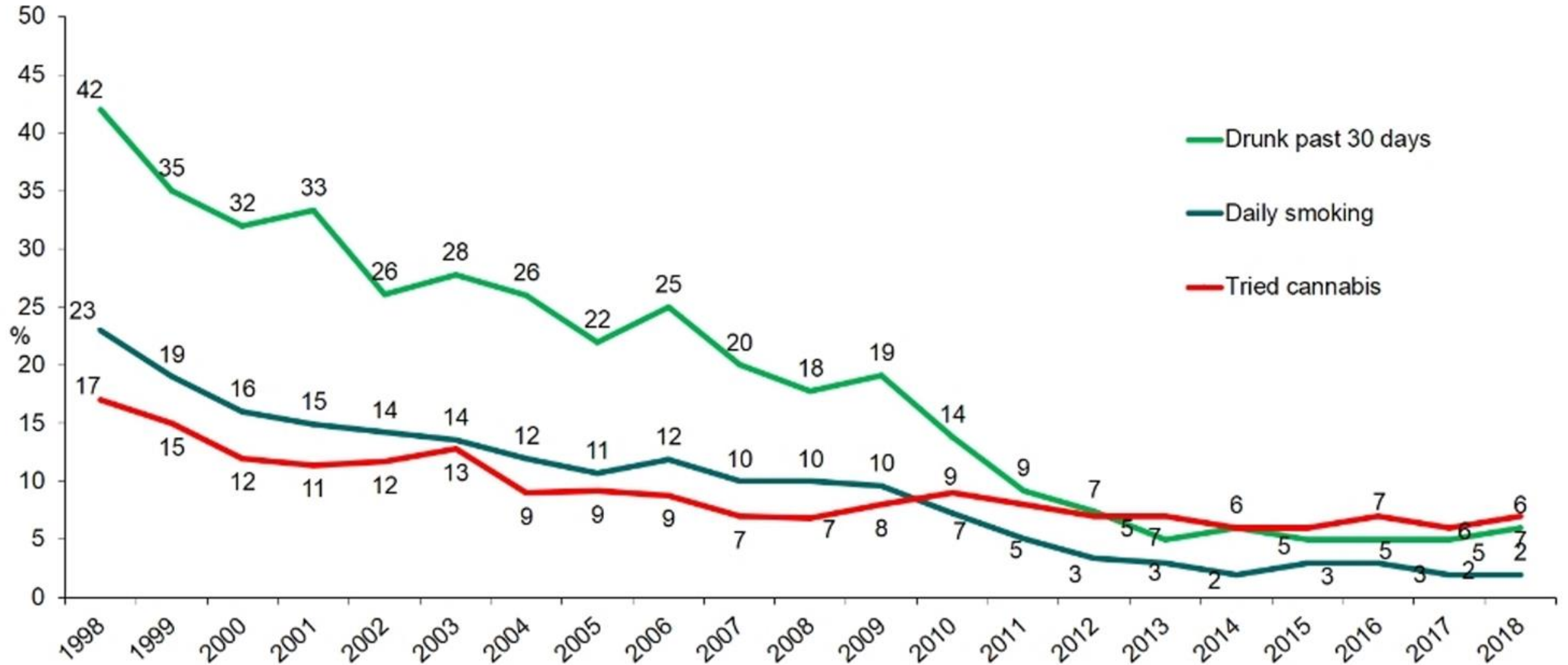
**IT IS TOO LATE
TO COVER THE
WELL WHEN THE
CHILD HAS
FALLEN INTO IT.**

ICELANDIC PROVERB

”

Reflection / Discussion

Substance Use Among 10th Graders in Iceland 1997-2018



The Five Guiding Principles of the 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 neighborhood/area 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.

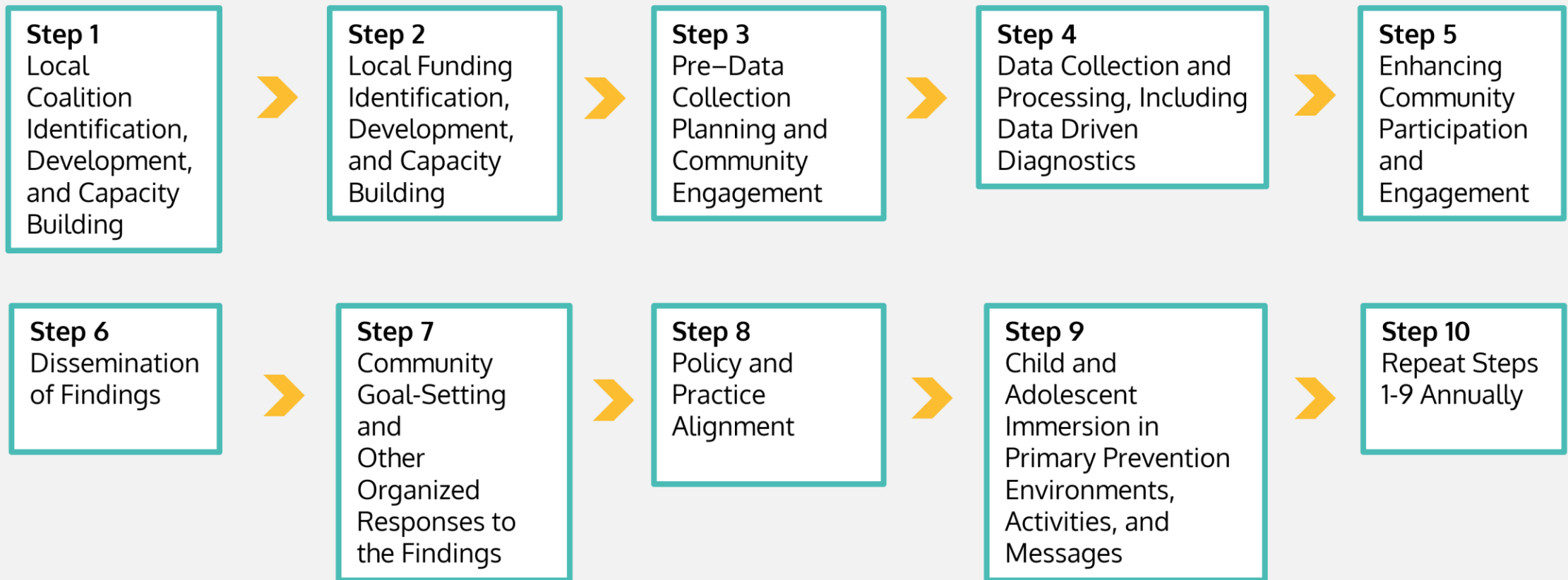
4

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 long-term intervention and efforts to marshal adequate community resources.

The Planet Youth Guidance Model: The 10 core steps of the Icelandic Prevention Model





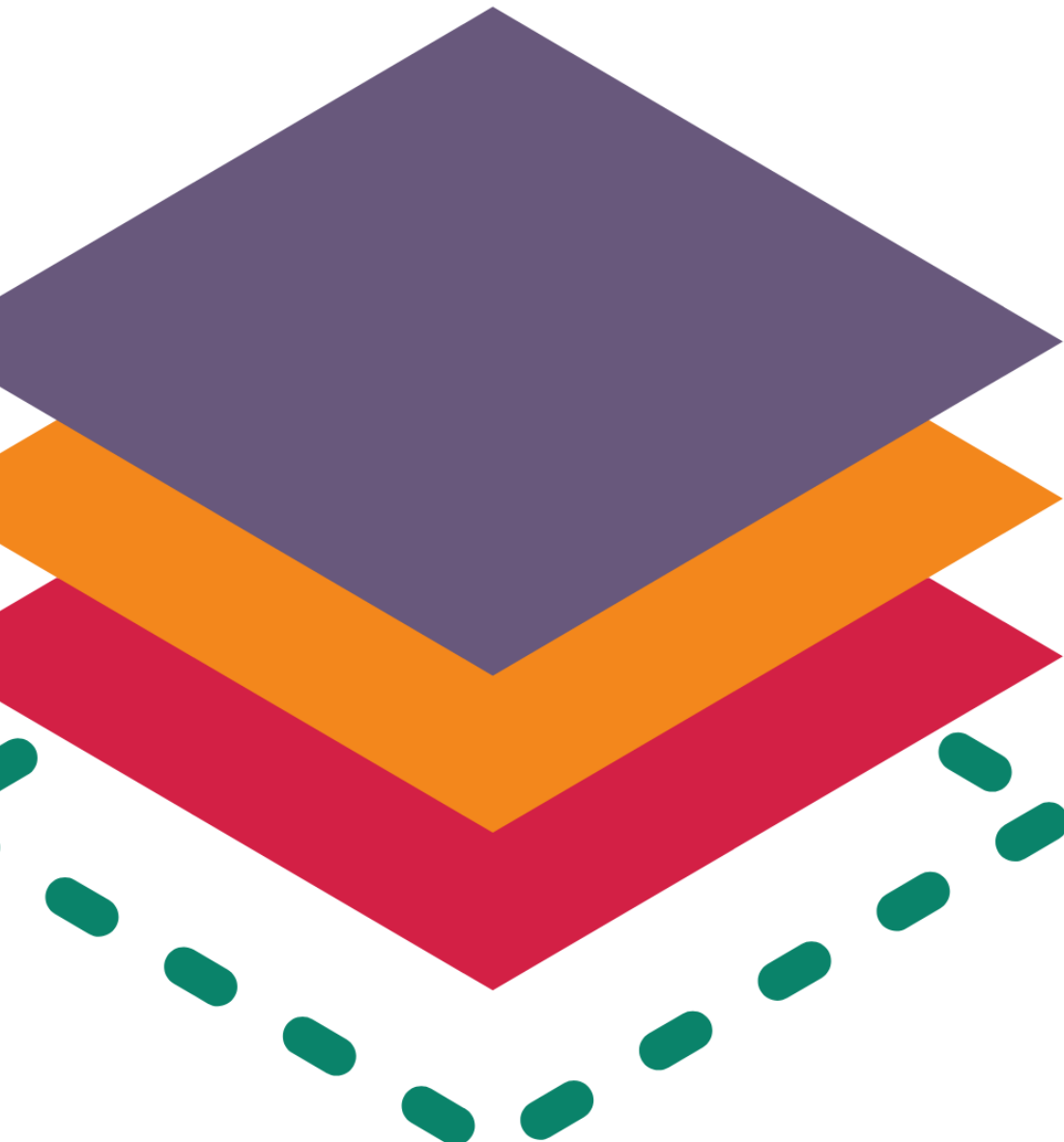
PLANET
Youth®

Highly adaptable

Franklin County, Kentucky



- STATE CAPITAL
- POPULATION:
51,682
- PUBLIC SCHOOL
DEMOGRAPHICS:
 - 70% economically disadvantaged
 - 30% racial / ethnic minority
- POLITICALLY DIVERSE
- HIGH RATES OF CHILDHOOD TRAUMA



Icelandic Prevention Model

Trauma-Informed Practices

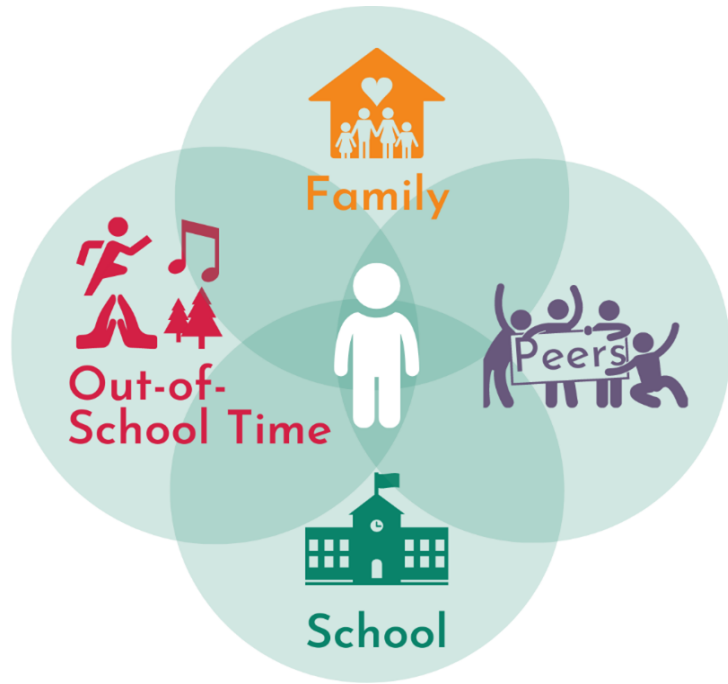
Equity, Diversity & Inclusion Lens

Community Building



JUST SAY NO

Effective population-level prevention is



**ECOLOGICALLY
FOCUSED**

**DATA
DRIVEN**

**RADICALLY
COLLABORATIVE**

Reflection / Discussion



RADICALLY COLLABORATIVE

The Franklin County Health Department is the administrative and fiscal home of Just Say Yes.





DATA
DRIVEN

PLANET
Youth®

PARTNER *Franklin County*



Franklin County Youth Survey

Administered in December 2020 to every 7th, 8th, 9th & 10th grader in Frankfort Independent & Franklin County Schools



FRANKLIN COUNTY YOUTH SURVEY



Results will help our community support students by:

- Informing recommendations for parents & other caregivers
- Providing information for schools, coaches, faith leaders & others on what kids are facing now and what support they need
- Helping local elected officials make policy & funding decisions

- Asks about substance use and other adverse outcomes PLUS risk & protective factors
- Partnership with Planet Youth
- IRB-approved
- Administered each fall to 7th-10th grade students county-wide
- Passive parental consent
- 71% response rate in 2020-21
- 74% response rate in 2021-22
- County & school reports available within 8 weeks
- Results shared quickly and widely

Help your students' voices be heard:

- Survey takes 30-45 minutes
- Asks about risk & protective factors
- Responses are 100% confidential
- Key data findings in 8 weeks



Public Health

Franklin County Health Department

HEY, SECOND STREET FAMILIES!

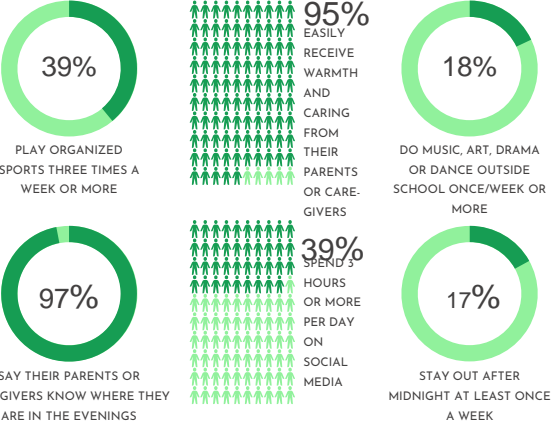
WHAT'S GOING ON WITH OUR KIDS?

COVID-19 IMPACT COUNTY-WIDE DATA AMONG 7TH-10TH GRADERS IN FRANKLIN COUNTY...

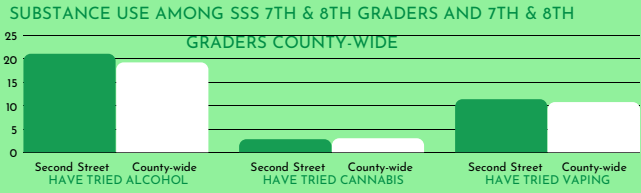
THE RESULTS OF THE FRANKLIN COUNTY YOUTH SURVEY ARE IN!

In December 2020, over 1,700 7th-10th graders in Franklin County - including 80% of 7th & 8th graders at SSS - answered questions about their lives in an anonymous survey designed to help families, schools, healthcare providers, faith leaders, policymakers and others make the best decisions to support the health and wellbeing of our kids.

HERE'S WHAT WE LEARNED AMONG 7TH & 8TH GRADERS AT SECOND STREET SCHOOL...

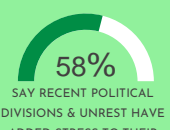
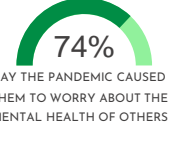
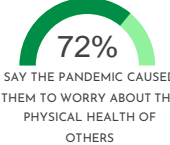
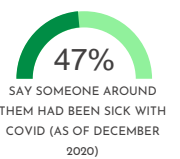
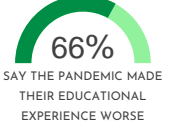
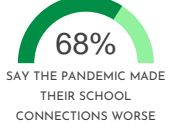
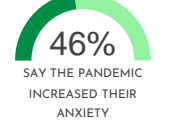
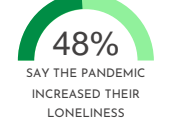
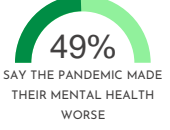
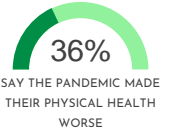
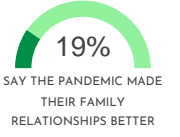
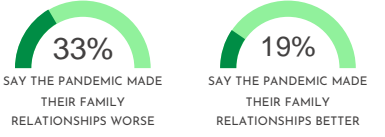


Family & peer support, parental/caregiver monitoring, and access to organized activities they enjoy helps kids grow up healthy, happy and strong.



DID YOU KNOW? Starting to use alcohol, tobacco or other drugs at a young age puts kids at higher risk of substance misuse & dependence in adulthood. It also raises their lifetime risk of physical & mental health problems. Getting kids to WAIT as long as possible before using alcohol, tobacco or other drugs helps them stay healthy now and in the future.

JUST SAY YES Healthy Youth Franklin County



QUESTIONS? CONTACT YOUR JUST SAY YES SCHOOL REP, SARA TAYLOR, AT SARATAYLOR@FRANKFORT.KV.SCHOOLS.US

HEY, SECOND STREET FAMILIES!

WHAT'S GOING ON WITH OUR KIDS?

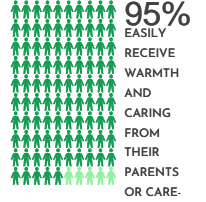
COVID-19 IMPACT COUNTY-WIDE DATA AMONG 7TH-10TH GRADERS IN FRANKLIN COUNTY...

THE RESULTS OF THE FRANKLIN COUNTY YOUTH SURVEY ARE IN!

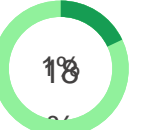
In December 2020, over 1,700 7th-10th graders in Franklin County - including 80% of 7th & 8th graders at SSS - answered questions about their lives in an anonymous survey designed to help families, schools, healthcare providers, faith leaders, policymakers and others make the best decisions to support the health and wellbeing of our kids. **HERE'S WHAT WE LEARNED AMONG 7TH & 8TH GRADERS AT SECOND STREET SCHOOL...**



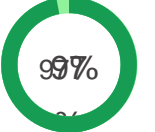
PLAY ORGANIZED SPORTS THREE TIMES A WEEK OR MORE



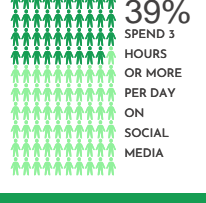
EASILY RECEIVE WARMTH AND CARING FROM THEIR PARENTS OR CAREGIVERS



DO MUSIC, ART, DRAMA OR DANCE OUTSIDE SCHOOL ONCE/WEEK OR MORE



SAY THEIR PARENTS OR CAREGIVERS KNOW WHERE THEY ARE IN THE EVENINGS

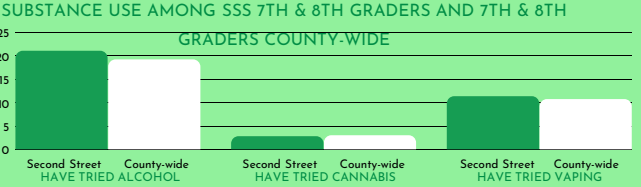


SPEND 3 HOURS OR MORE PER DAY ON SOCIAL MEDIA

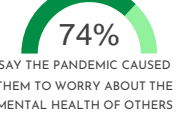
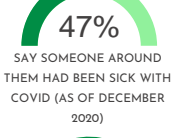
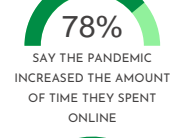
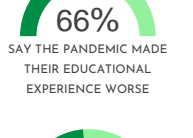
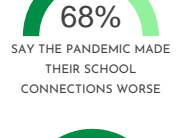
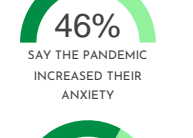
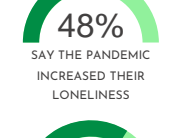
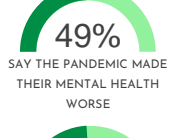
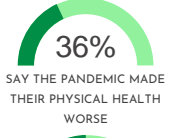
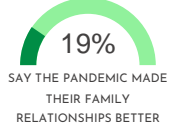
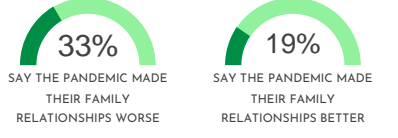


STAY OUT AFTER MIDNIGHT AT LEAST ONCE A WEEK

Family & peer support, parental/caregiver monitoring, and access to organized activities they enjoy helps kids grow up healthy, happy and strong.



DID YOU KNOW? Starting to use alcohol, tobacco or other drugs at a young age puts kids at higher risk of substance misuse & dependence in adulthood. It also raises their lifetime risk of physical & mental health problems. Getting kids to WAIT as long as possible before using alcohol, tobacco or other drugs helps them stay healthy now and in the future.



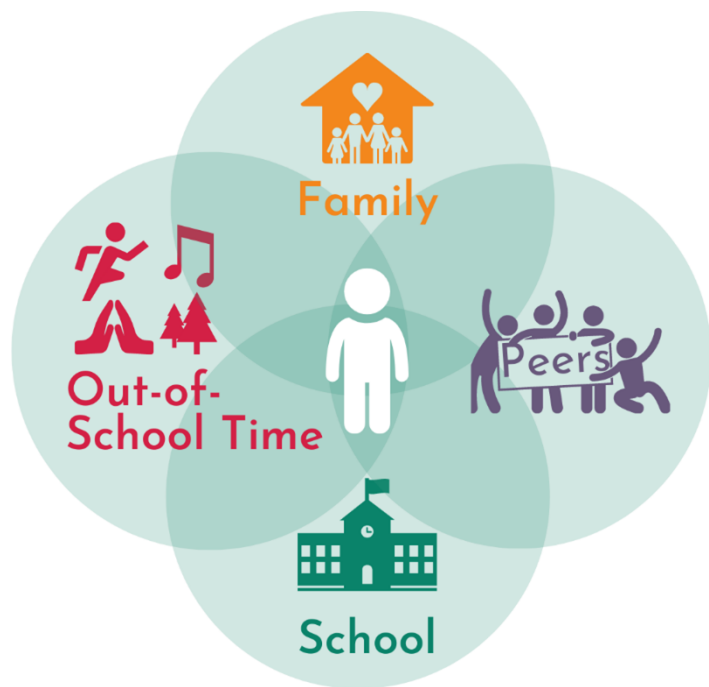
Hey, Franklin County!

What's going on with our kids? Community-Wide Data Highlights Franklin County Youth Survey - 2021/22

Since fall 2020, the Franklin County Youth Survey has been administered yearly to students in 7th-10th grades. **74% of public school 7th-10th graders in Franklin County** completed the survey in fall 2021. Just Say Yes works with parents, youth, schools, local government, churches and other community partners to stop youth substance use before it starts. Together, we're creating conditions that make it easy for kids to

grow up healthy and substance-free in Franklin County.

Family Life	88% have an easy time getting warmth & care from their parents	68% say their parents know their friends' parents	93% say their parents know where they are in the evenings
School Experience	69% say the adults at school care about them	77% say they have friends at school who care about them	33% say students at school are usually nice to each other
Out-of-School Time	32% play school sports 3x/week or more & these students are nearly 2X LESS LIKELY to have used cannabis	45% spend 3+ hours per day on social media	21% do music, art, drama or dance once a week or more
Health & Wellbeing	72% say their physical health is good	43% exert themselves & break a sweat 3x/week or more	24% often have trouble sleeping
Substance Use	24% have had a drink of alcohol	6% have been drunk	7% often have used cannabis
		the #1 location students say they drink is in someone's home	17% have used e-cigarettes



**ECOLOGICALLY
FOCUSED**

RISK & PROTECTIVE FACTORS

data-driven policy &
practice favorably shift
the balance over time

In Franklin County, 9th & 10th graders who do organized out-of-school time activities once a week or more are...

2.3 TIMES

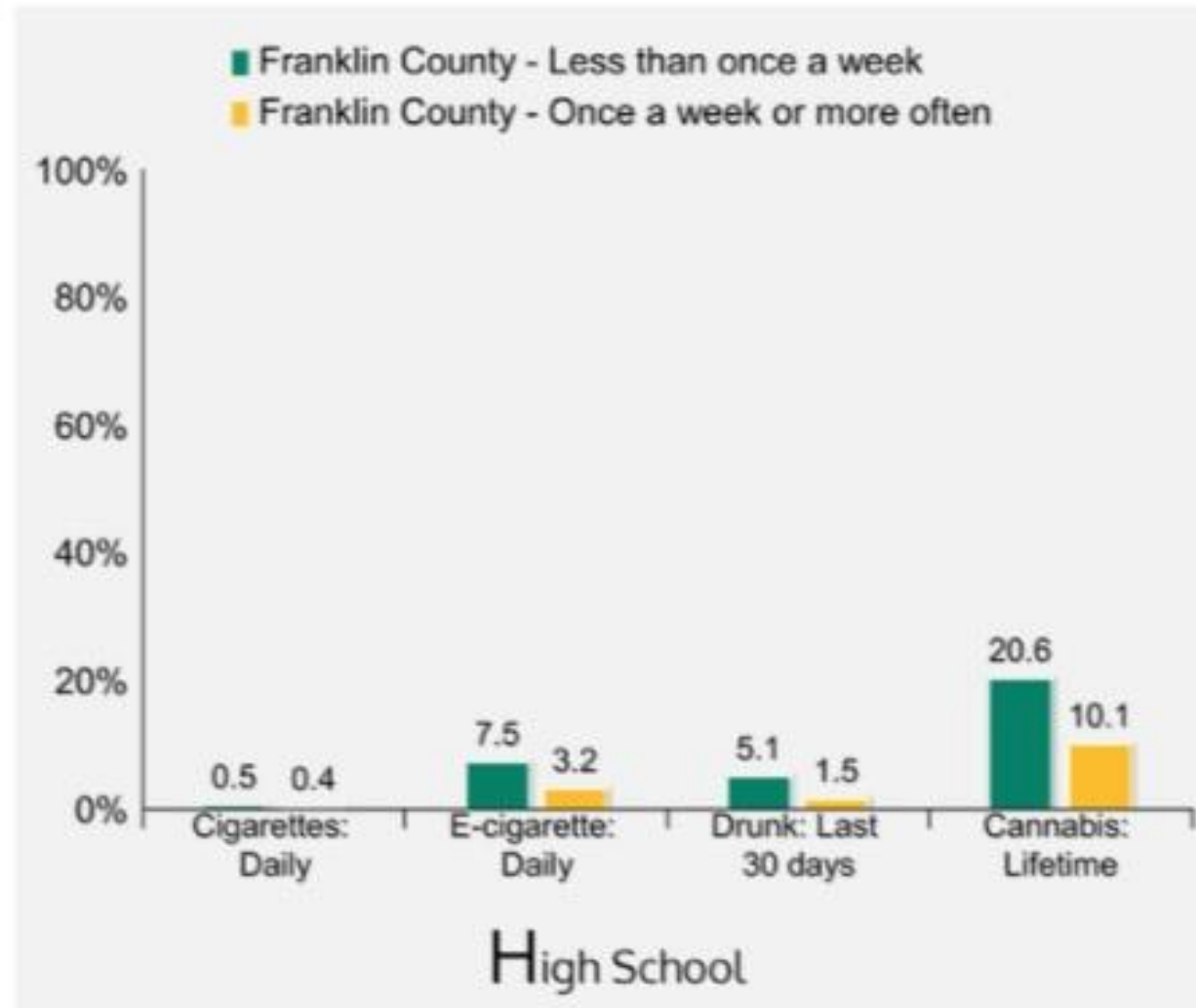
less likely to vape daily

3.4 TIMES

less likely to have been drunk
in the last 30 days

2 TIMES

less likely to have used
cannabis





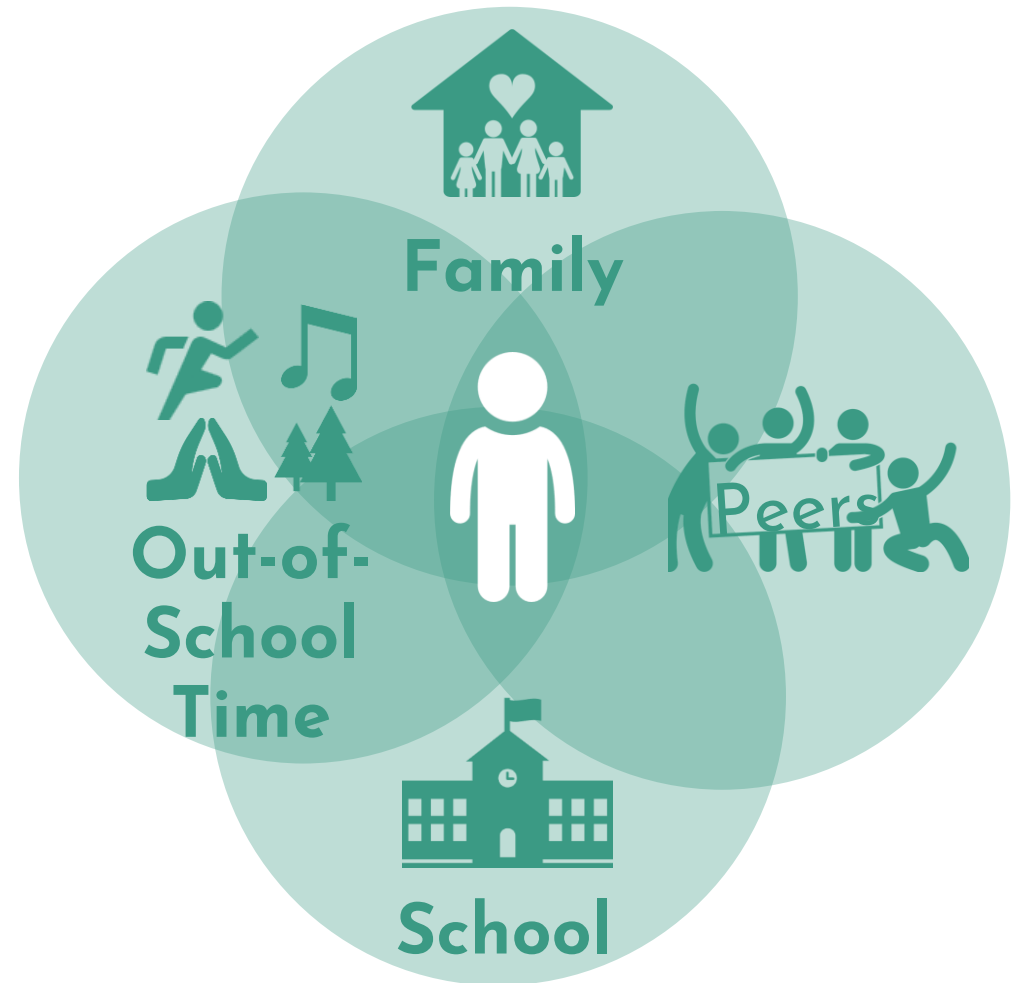
Coalition Partners adjust policy & practice based on timely local data about what's going on in kids' lives:

School district:

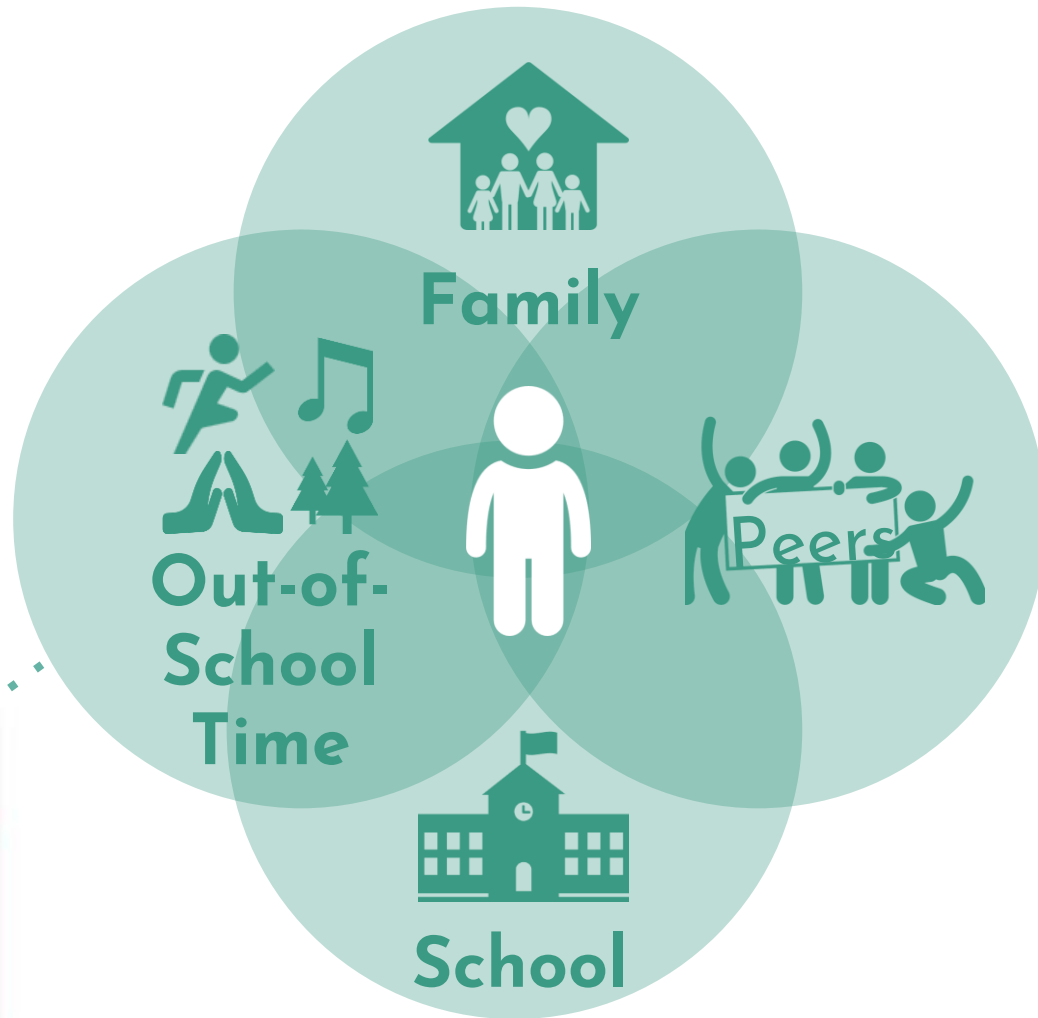
- “Equity audit” of extracurriculars
- Consideration of “no cuts” policy for middle school sports

City government:

- Community arts center at City Hall



JUST SAY YES

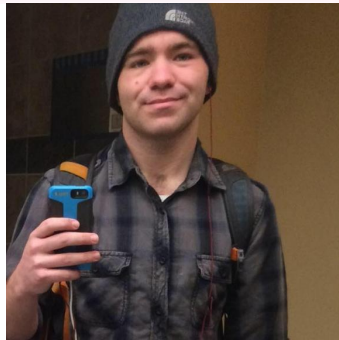


Launched Sept 2020

About the YES Card



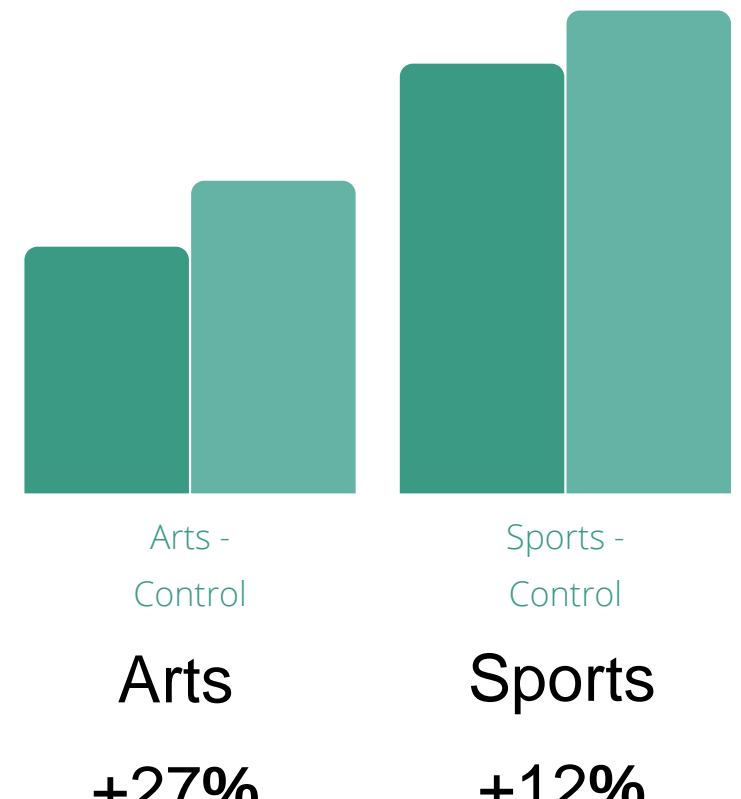
- \$400/year for youth activities
- Pilot: 300 students for four years
- Universal benefit for one local middle school (210 students)
- Remainder are need-based:
 - Parental incarceration
 - School-identified need
- Providers approved by Franklin County Health Department
- 28 approved activity providers



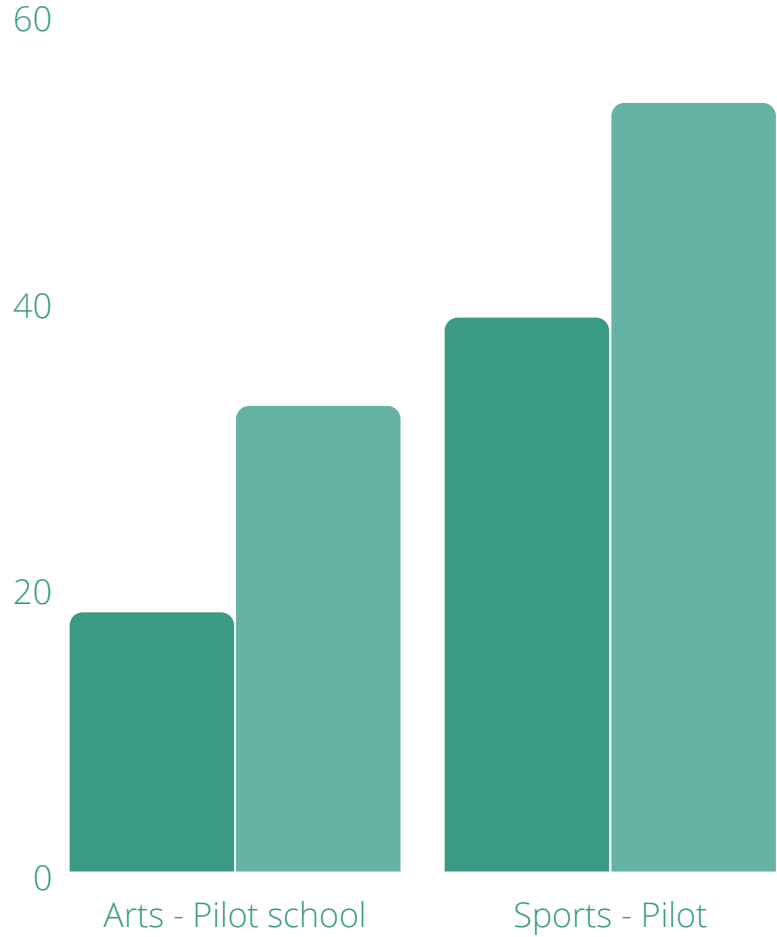
Changes in regular participation in arts & sports activities

Fall 2020 -> Fall 2021

Control Group



YES Card Group



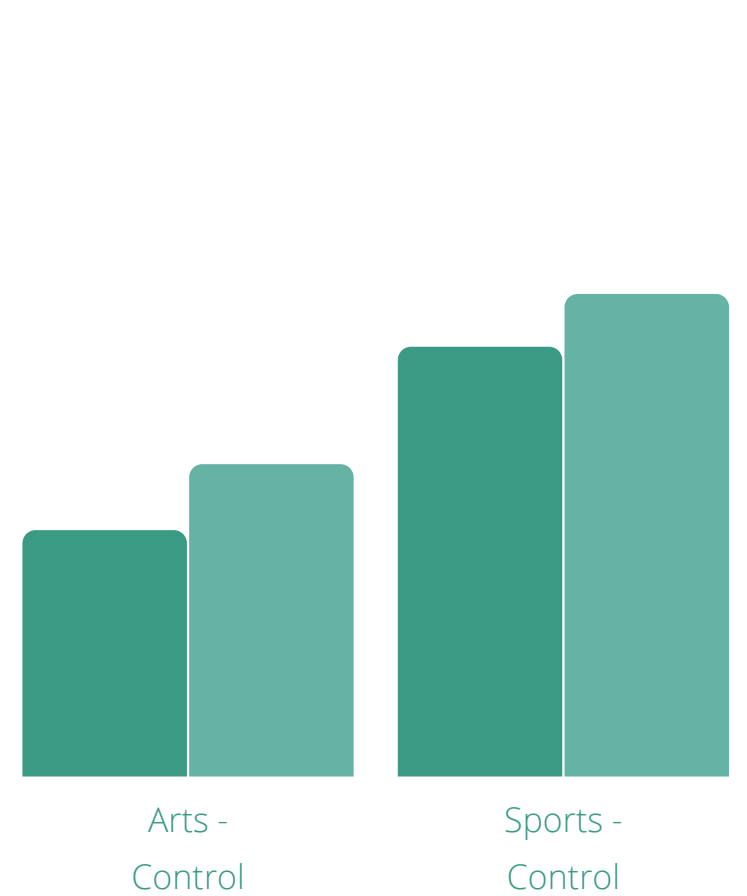
Arts

+80%

Sports

+39%

Control Group



Arts

+27%

Sports

+12%

YES Card Group

Control Group

60

3X bigger increase in arts & sports

(weekly participation)

20

0

Arts - Pilot school

Arts

+80%

Sports - Pilot

Sports

+39%

Arts -

Control
Arts

+27%

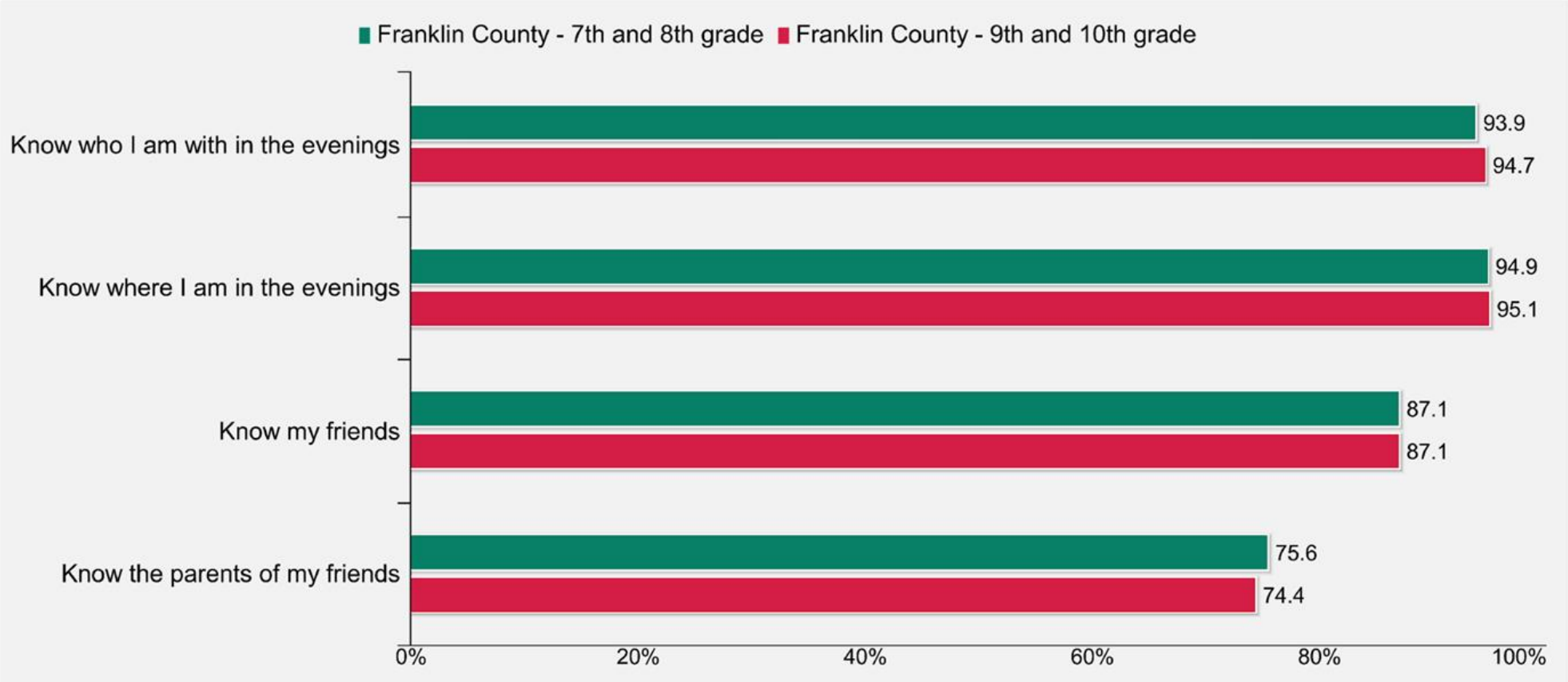
Sports -

Control
Sports

+12%



Students in Franklin County that report that it applies rather or very well that their parents/caregivers know whom they are with in the evenings, know where they are, know their friends and know their friends' parents





my

May-16-2021 06:25 PM 1/1

Engaged tight-knit comm



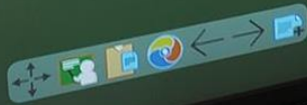
Parents don't know one another

Transportation - to activities

Things outside parent control

Activities outside school

Mentors w/ comm leaders

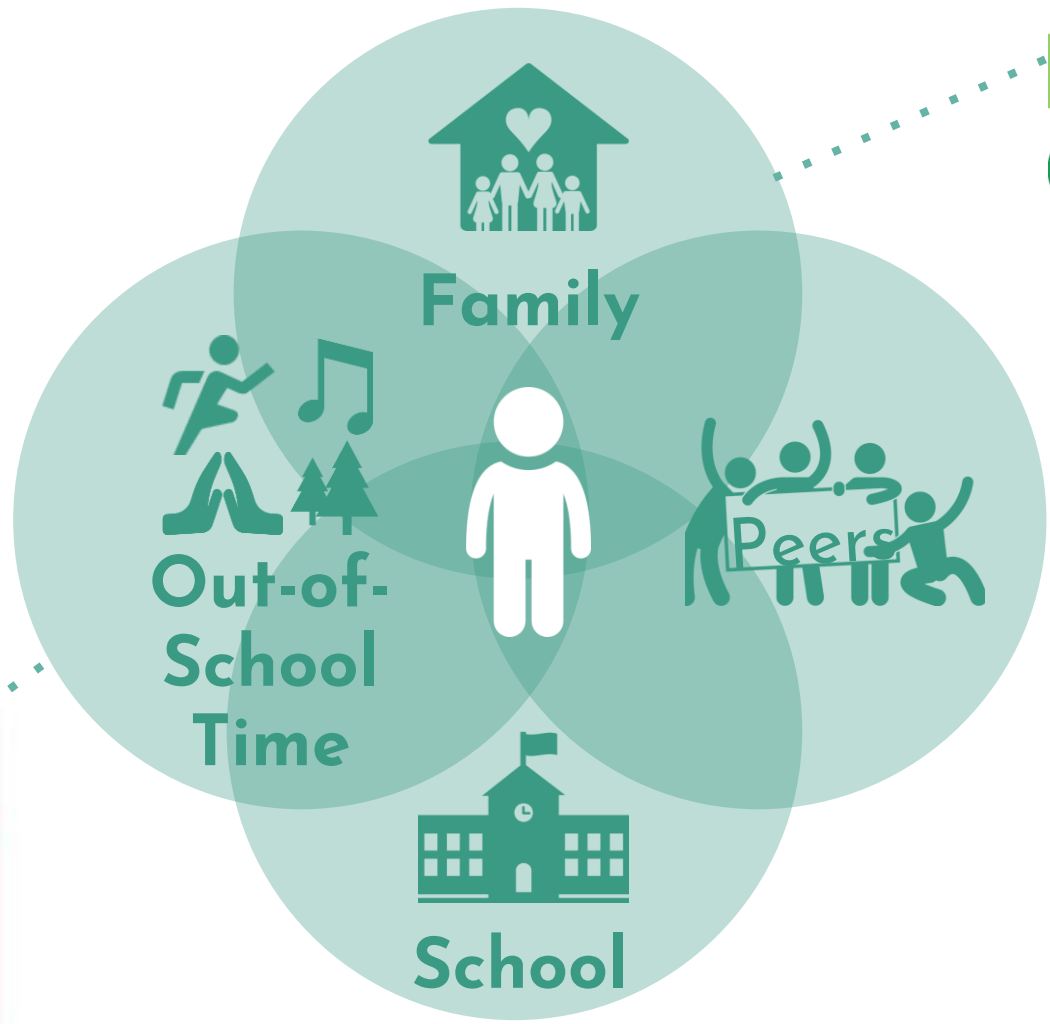


JUST SAY YES

JUST SAY YES **BE STRONG FAMILIES**

PARENT CAFES

Launched
March 2022



Launched Sept 2020



JUST SAY YES PARENT CAFE



Strong families, healthy kids

Raising kids. It's the toughest, most important job there is.

That's why Just Say Yes has teamed up with schools, churches & other groups to offer Parent Cafes in Franklin County.

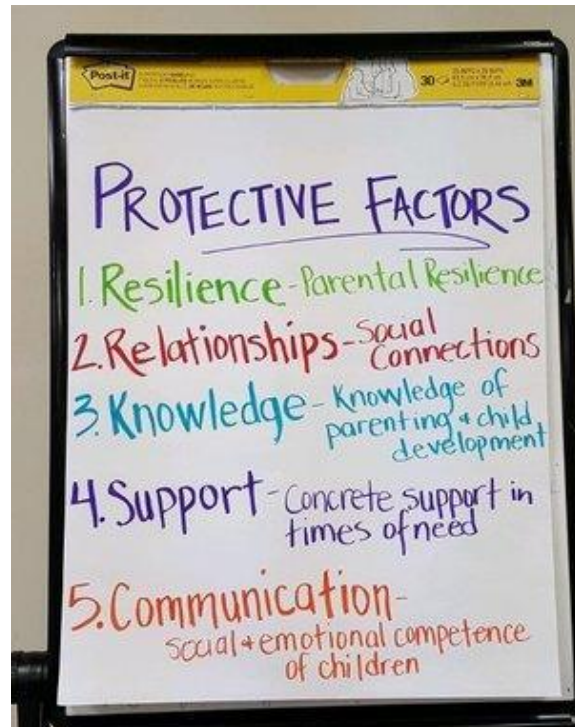
Parent Cafes are a proven way for parents & caregivers to strengthen their families, building the protective factors that help kids

What is a Parent Cafe?

A Parent Cafe uses structured, small group conversations to:

- facilitate transformation and healing within families
- build community
- develop peer-to-peer relationships
- engage parents as partners in the programs that serve them
- Build the evidence-based Strengthening Families protective factors within families

JUST SAY YES PARENT CAFES...



Connect parents/caregivers to one another

Parents benefit from having support from other parents, and parental collaboration is a powerful protective factor for kids



Get information to parents about building healthy kids & families

Strengthening Families protective factors & Franklin County Youth Survey data



Build parent/caregiver leadership

Build capacity of parents and partner organizations to engage parents and strengthen parent/family voice in our community & organizations



Why Be Strong Families Parent Cafes?

- Equity, Diversity & Inclusion integrated into all aspects of Be Strong Families Parent Cafe model
 - Developed, led by diverse families
 - Format promotes community-building
- Trauma-informed
- Peer-to-peer support is more effective at reaching parents when trust of institutions is low
- Grassroots approach but with strong capacity-building structure & ongoing support from Be Strong Families
- Evidenced-based Strengthening Families Protective Factors improve outcomes for youth & integrate well with Icelandic Prevention Model



Parent Cafe Partners (Teams)

- Franklin County Schools
- Frankfort Independent Schools/Frankfort High School
- Second Street School Parent Teacher Student Association
- Wanda Joyce Robinson Foundation
- Franklin County Women's & Family Shelter
- Simon House
- First Corinthian Missionary Baptist Church

South End Community Center

"What I loved most about the Parent Cafes is I made connections with people I did not know and found they were just like me."

-Marie, mother of 4



JUST SAY YES
BE STRONG FAMILIES
PARENT CAFES

"I didn't expect it to be so much fun!"

"A Parent Cafe is a place where parents can get together and talk about issues that they are facing in a setting that is free from judgement.

They can talk about the stresses they face as a parent and listen to other parents that are having similar experiences."

-Bart, father of 4



JUST SAY YES
BE STRONG FAMILIES
PARENT CAFES

Key Challenges

Launching and communicating about a novel project during COVID

Just Say Yes project staff capacity

Coalition partner capacity

Planning for sustainability

How can we head upstream when there are people drowning right now?

Key Successes & Opportunities

Survey data draws stakeholders in and focuses their attention

Early evidence of success in altering out-of-school environment

Parent Café participant evaluations indicate high levels of learning, connection & engagement

Partner organizations utilizing data to guide policy, practice, resources

Horizontal prevention - of overdose/substance use but also violence, suicide, bullying, adverse mental health outcomes, even obesity

Reflection / Discussion



Challenge

•

Sense of hopelessness

FRANKLIN COUNTY TEENS & TWEENS...
...WHATCHA DOIN' THIS SUMMER???

**CHECK OUT THE
FRANKLIN
COUNTY
YOUTH
ACTIVITY
CALENDAR**

**JUST SAY YES AVAILABLE
ONLINE!**

JUST SAY YES

SCAN or visit
bit.ly/jsycaledar

Opportunity:

The ultimate “why”

Local relationships

Hope

There are still some
things we can agree on...
and work together to do
something about



Amelia Berry amelia.berry@ky.gov

Ellery Denny Ellery.denny@ky.gov

www.fchd.org/just-say-yes-ky

Thank you!

This is supported by Cooperative Agreement Number NU17CE924971, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

This program is supported by the Office of National Drug control Policy (ONDCP) and the Centers for Disease Control and Prevention (CDC) of the US Department of Health and Human Services (HHS) as part of a financial assistance award funded by ONDCP. The contents are those of the authors and do not necessarily represent the official views of, nor an endorsement, by ONDCP, CDC/HHS, or the U.S. Government.