



# Evidence into practice

## The Reykjavik Leisure Card

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## Aim of Drug free Iceland

- To change the actual behavior of youth and not only their attitudes
- Change the life-style environment of our children so that they would be in lesser risk of substance use



## Evidence

### The practical role of research

1. Monitoring of risk and preventive factors for substance use every year
2. Practical information immediately to municipalities and the prevention field



## Evidence

### The importance of LOCAL

- Local information INTO all levels of prevention work is a key issue - Every school, every parent, every prevention worker can see the current situation in their close community and can act accordingly.



## Evidence

# Local information fuels dialogue

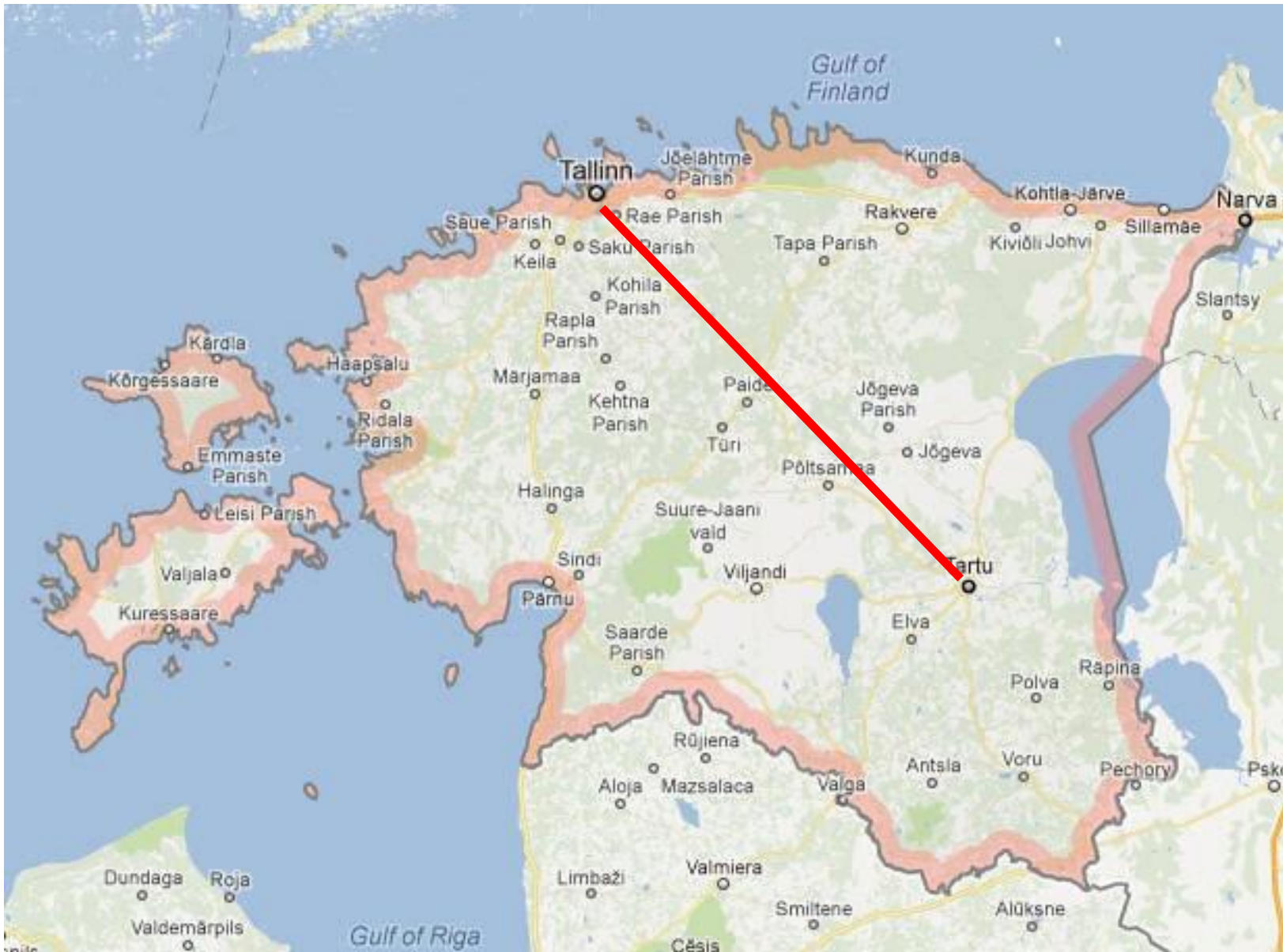
- Dialogue between key stakeholders
  - Politicians, municipalities and local authorities
  - Parental groups and family planners
  - School authorities and school workers
  - Health educators, health and social services
  - Leisure time workers, prevention workers
  - Sports and youth institutions



## Evidence

### The importance of LOCAL

- An average figure on alcohol use amongst adolescents in Tallinn can not help prevention workers in Tartu?





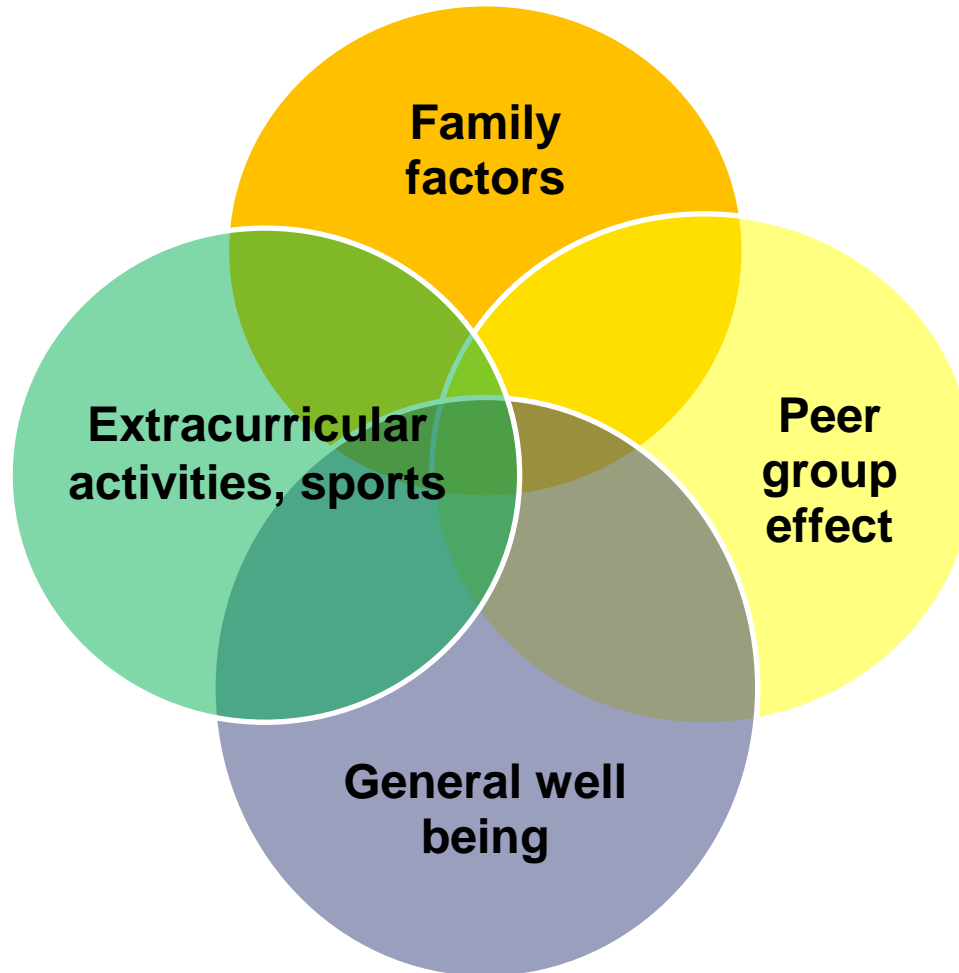
## Indicators

Health status indicators, anxiety, depressive symptoms, physical health status, lifestyle and leisure time activities, local community networks, negative life events and strain, parents and family, peer group economic and psychological issues, studies and school, substance use, values and attitudes, violence and delinquency, and more...



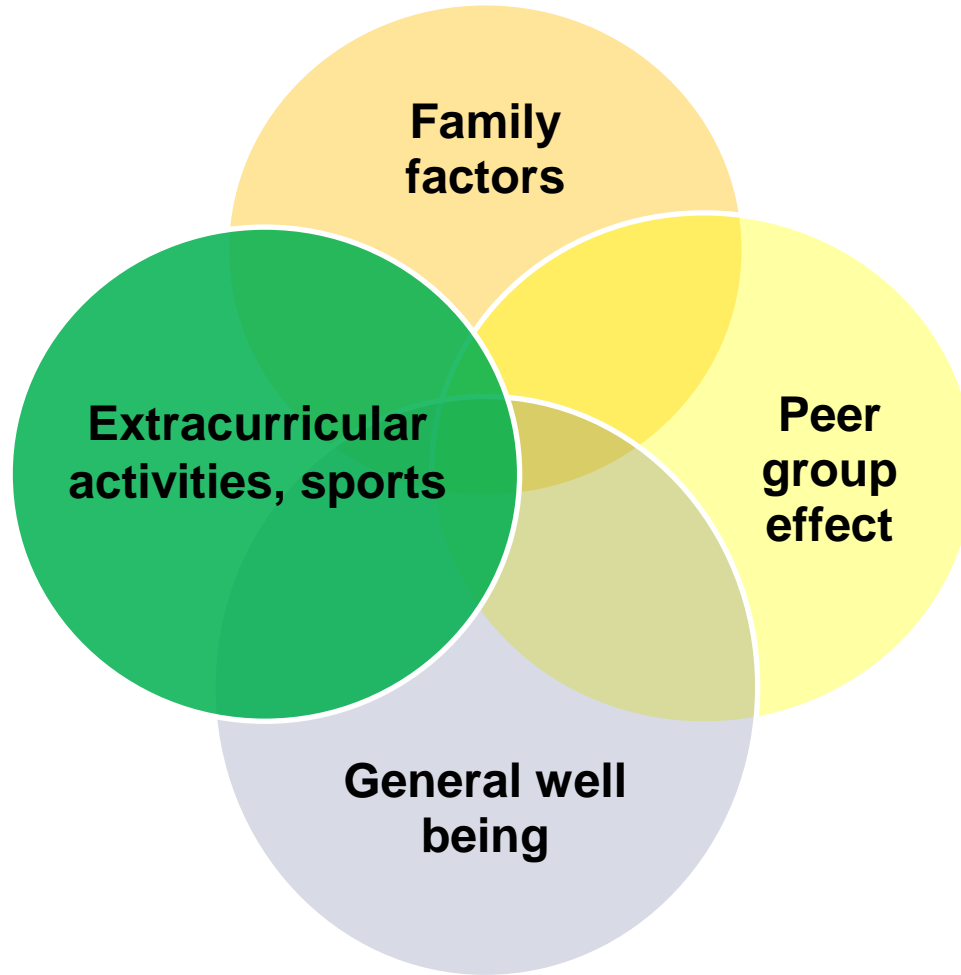
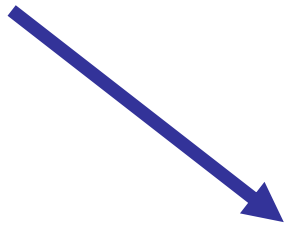


# The four main risk and protective factors



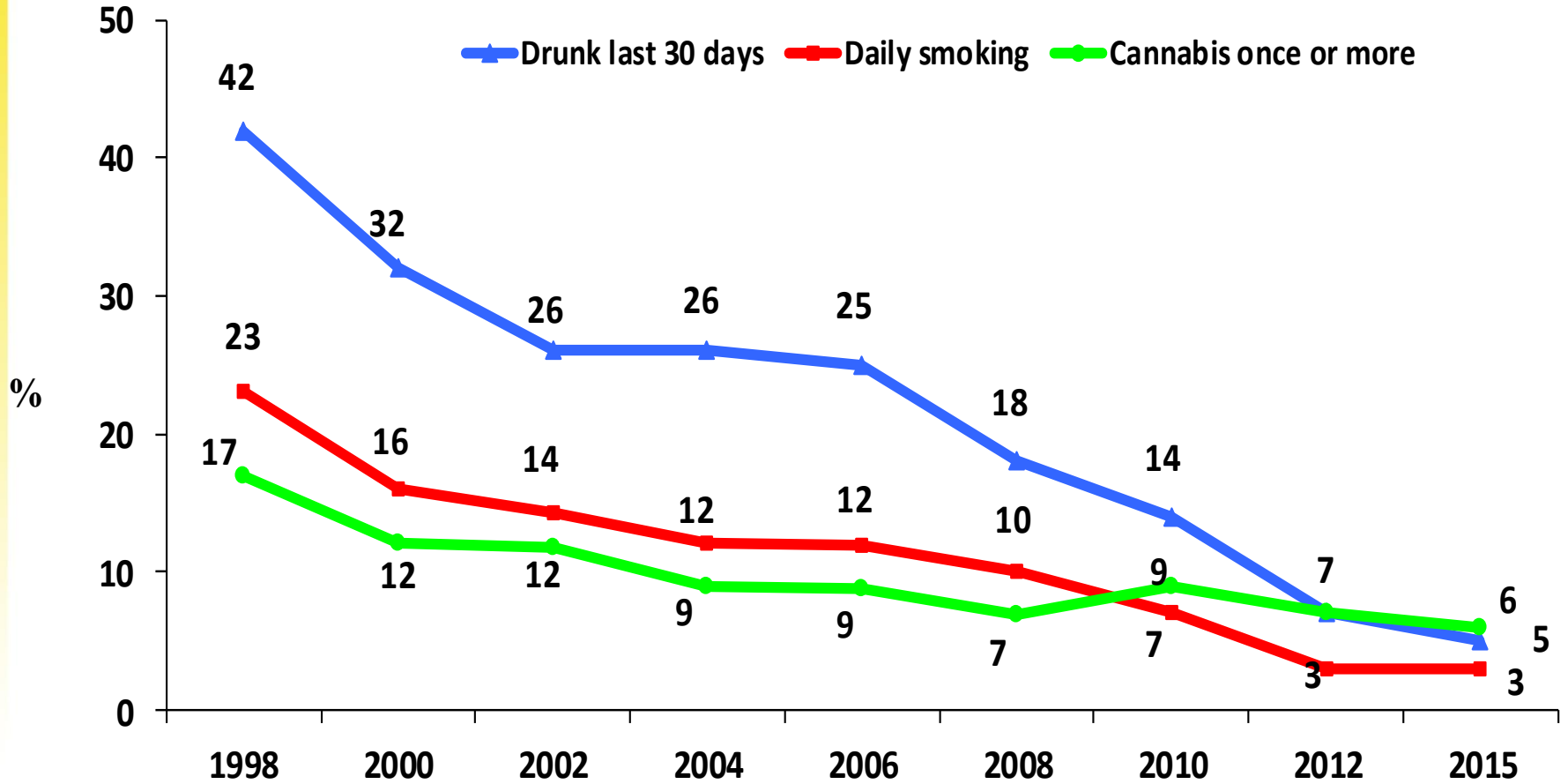


# The four main risk and protective factors





# Substance Use in Iceland Amongst 15-16 Year Old





## The Reykjavik campaign

A clear message to society about  
risk and protective factors



Total funding of grants to organizations and municipality services to youth c.a. 10% of the overall budget of Reykjavik city



The Leisure Card – 3.6 millj. Euro  
or 0,7% of the city budget annually



## The Leisure Card



- The grant is 250 Euro pr. child since the beginning of 2015.
- Parents have the right to allocate / transfer a certain amount in the name of their child, to refund the registration fees
- The purpose of the Leisure Card is that all children and adolescents in Reykjavik 6-18 years old can participate in constructive leisure activities regardless of economic or social circumstances

## Digital Reykjavik – registration and monitoring

- The Leisure Card is not an electronic card but a network access to allocate payment for participation in organized activities.
- All registration and management of the Leisure Card is done over the Internet in Digital Reykjavik.
- All children 6-18 years old, registered in the activities, go into the Leisure Card database, regardless of whether the contribution is used or not.



## Digital Reykjavik – registration and monitoring

- The database provides comprehensive information of all participation in this age group.
- The system is an important tool for the municipality's strategic planning and development.



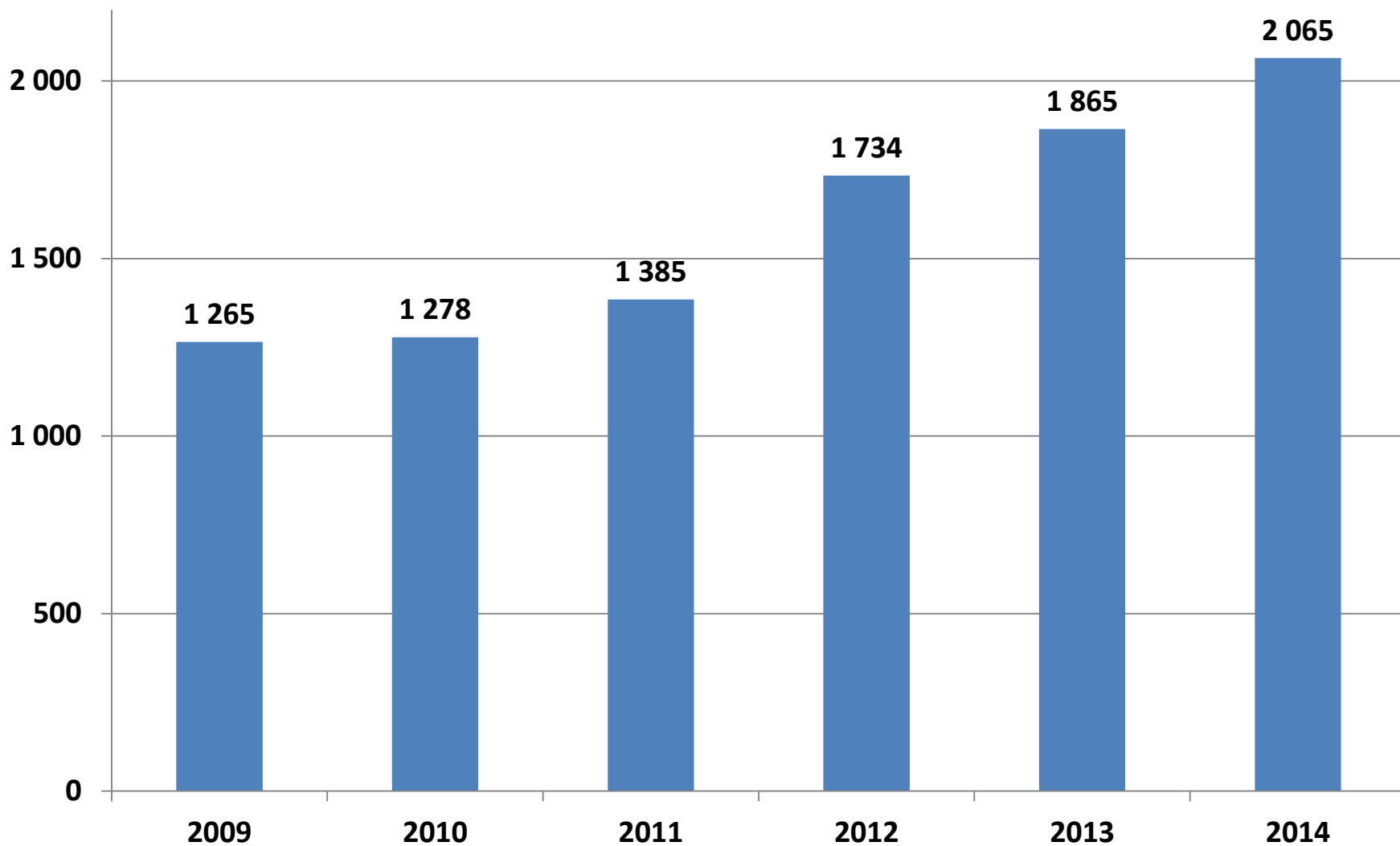
## With the Leisure Card many things changed within the organizations



- Better information for parents and participants
- Better quality control
- Easy access to information on all organizations and availability of activities in one place on the web – “[www.fristund.is](http://www.fristund.is)” - the leisure web portal

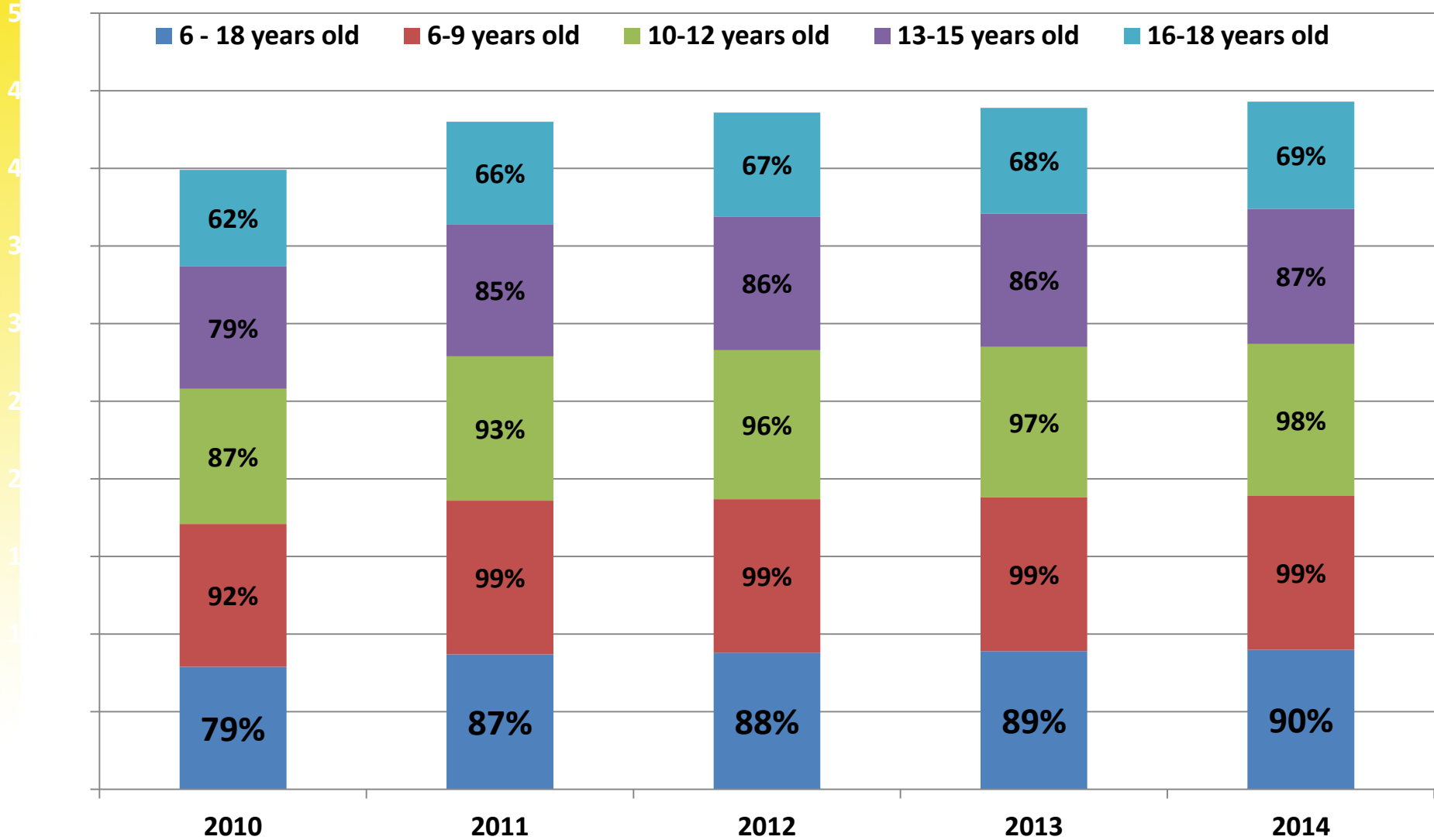


# Number of courses / categories 2009 - 2014





# Registration for activities - development



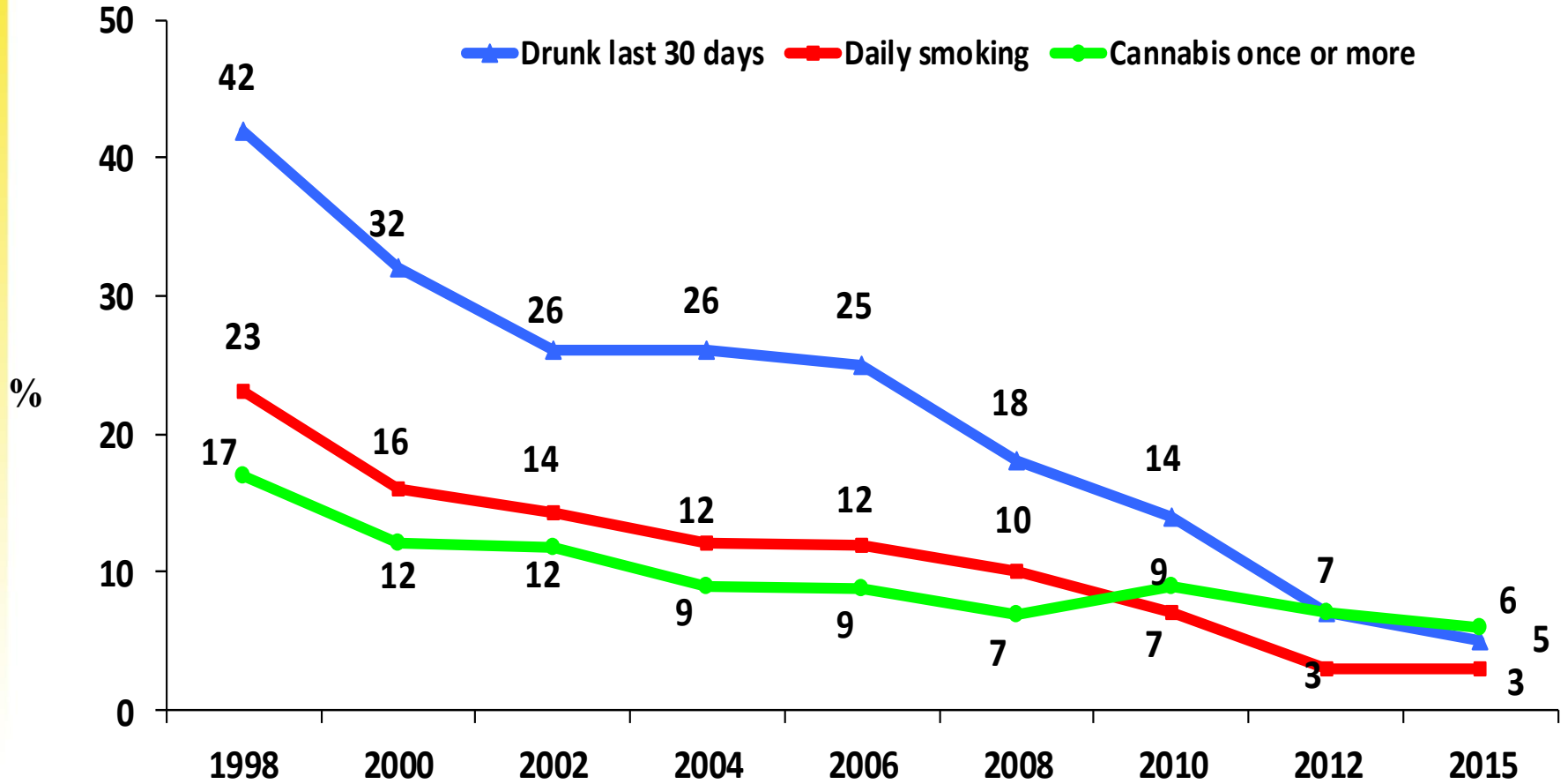


## Prevention saves money

- Increased participation of young people in organized youth work
- More responsible parents
- Greater responsibility in local communities and neighborhoods - more cooperation
- Broad consensus among politicians and authorities
- Increased support for those who work with young people
- More knowledge of prevention - what works



# Substance Use in Iceland Amongst 15-16 Year Old





Doing nothing is the most  
expensive “method”



Tallinn 2015

Thank you for listening and  
good luck in your work