

Icelandic Prevention Model

An upstream community-based substance use prevention approach

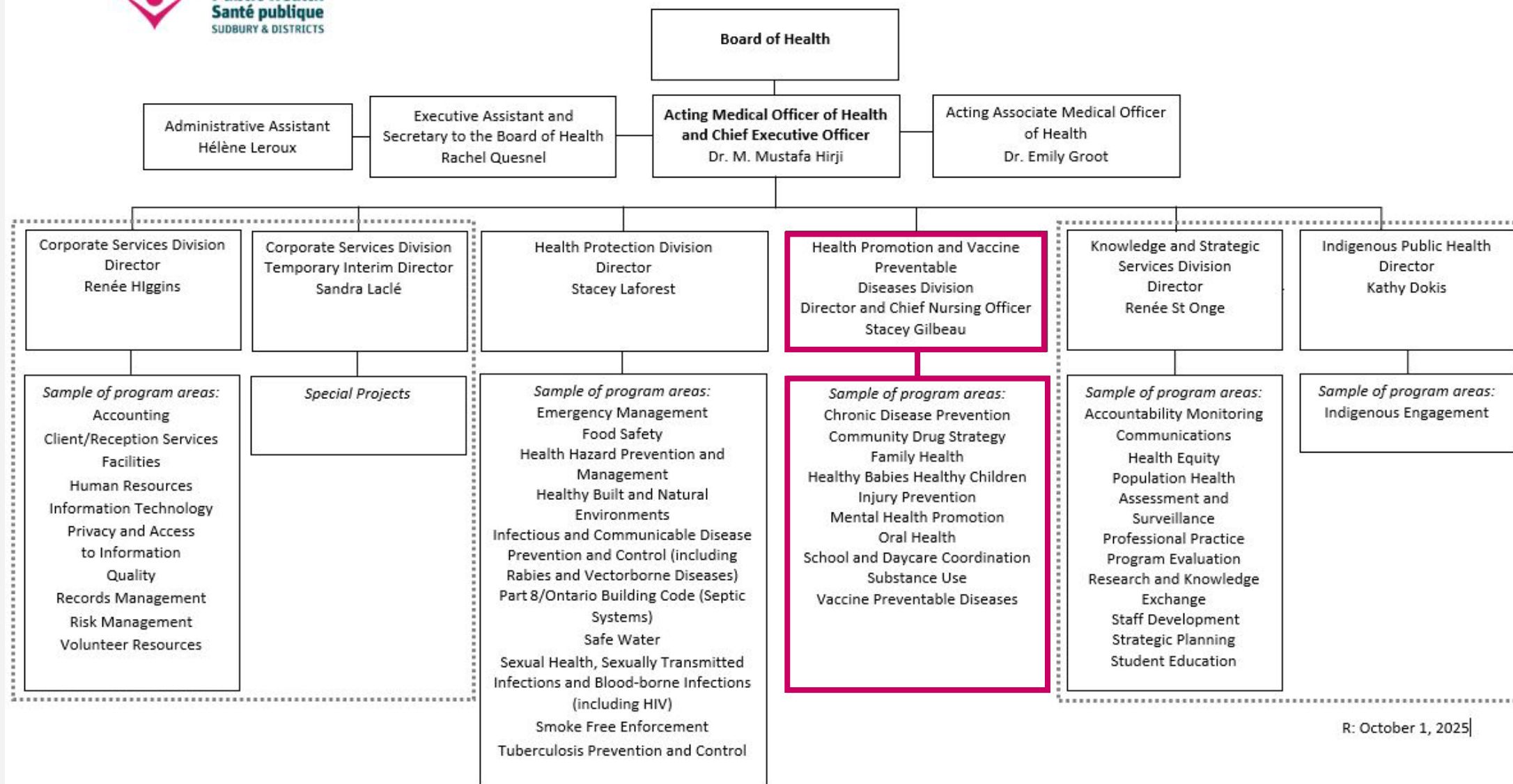
Michaela Penwarden-Watson
Health Promotion and Vaccine Preventable Division

Jackie Balleny
Sudbury District Restorative Justice

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R: October 1, 2025

Why start now?



Demonstrated need



Community readiness



Organizational capacity

Understanding drivers of substance use



Key influences include

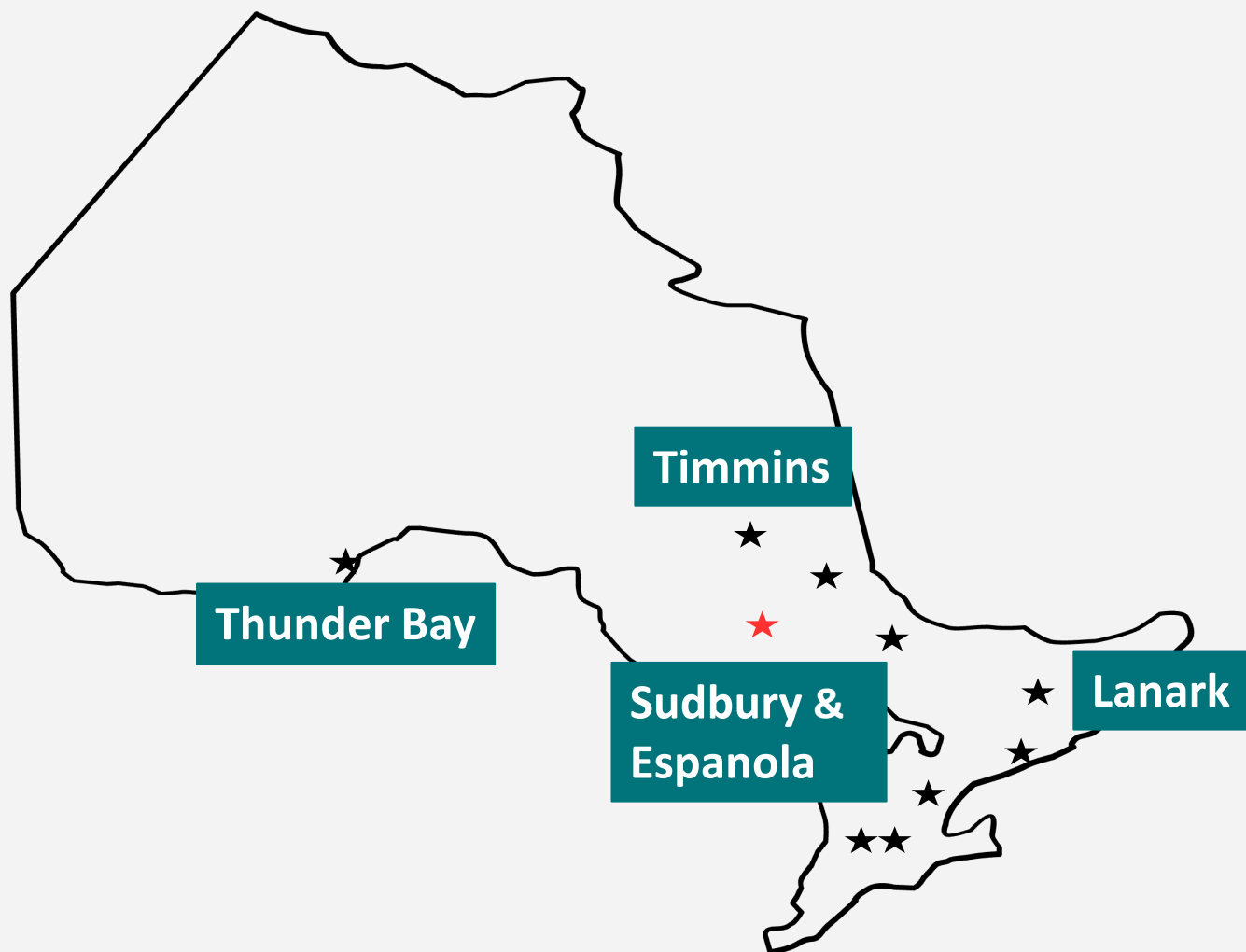
- genetics and family history
- peer and family dynamics
- early life experiences
- social determinants of health (for example, housing stability, income)

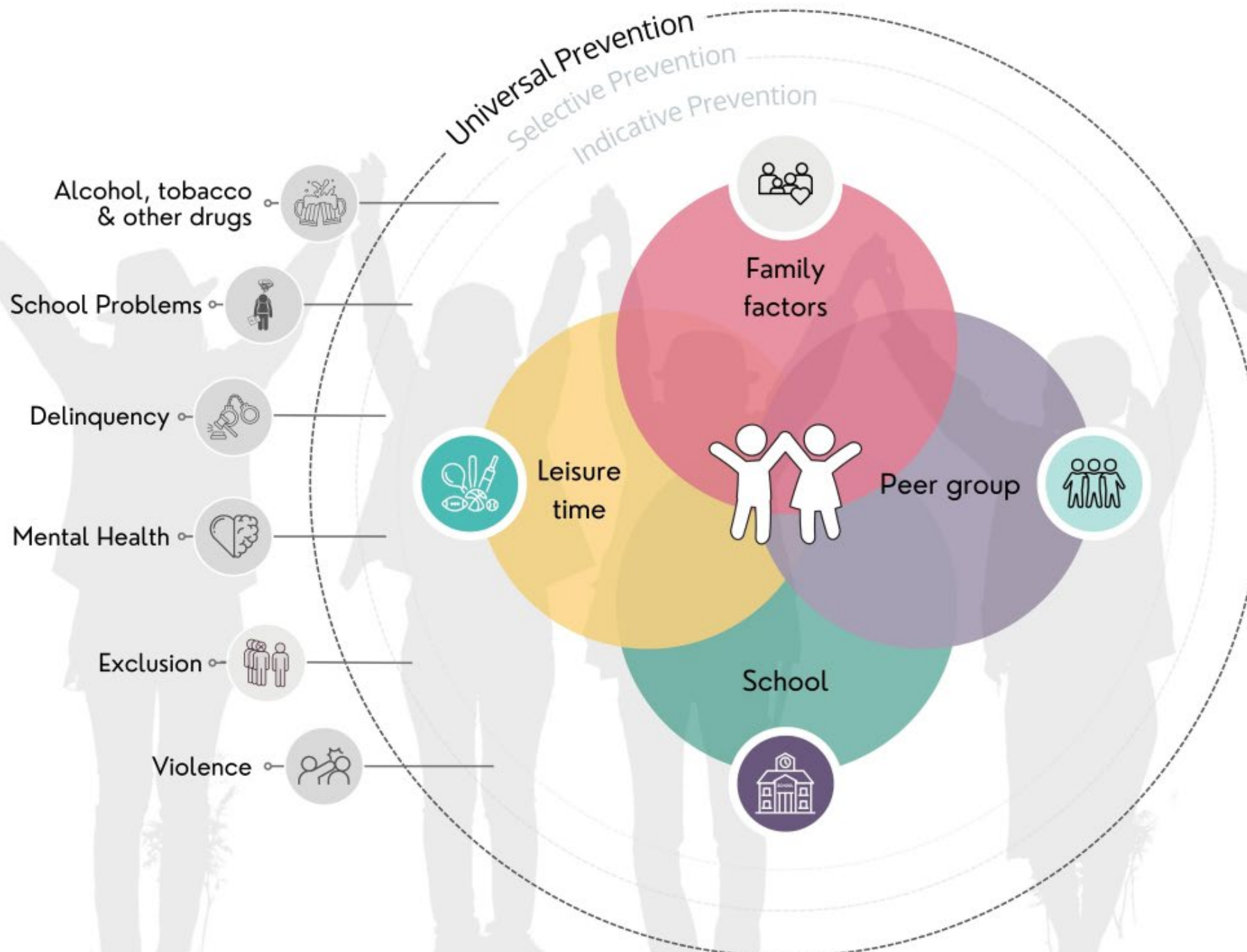
Upstream prevention

- Focuses on changing our environment so the **healthier** choice is the **easier** choice
- Reduces burden on downstream systems
- Prevents and delays substance use



Icelandic Prevention Model (IPM) in Ontario





Core elements of the IPM

Community led

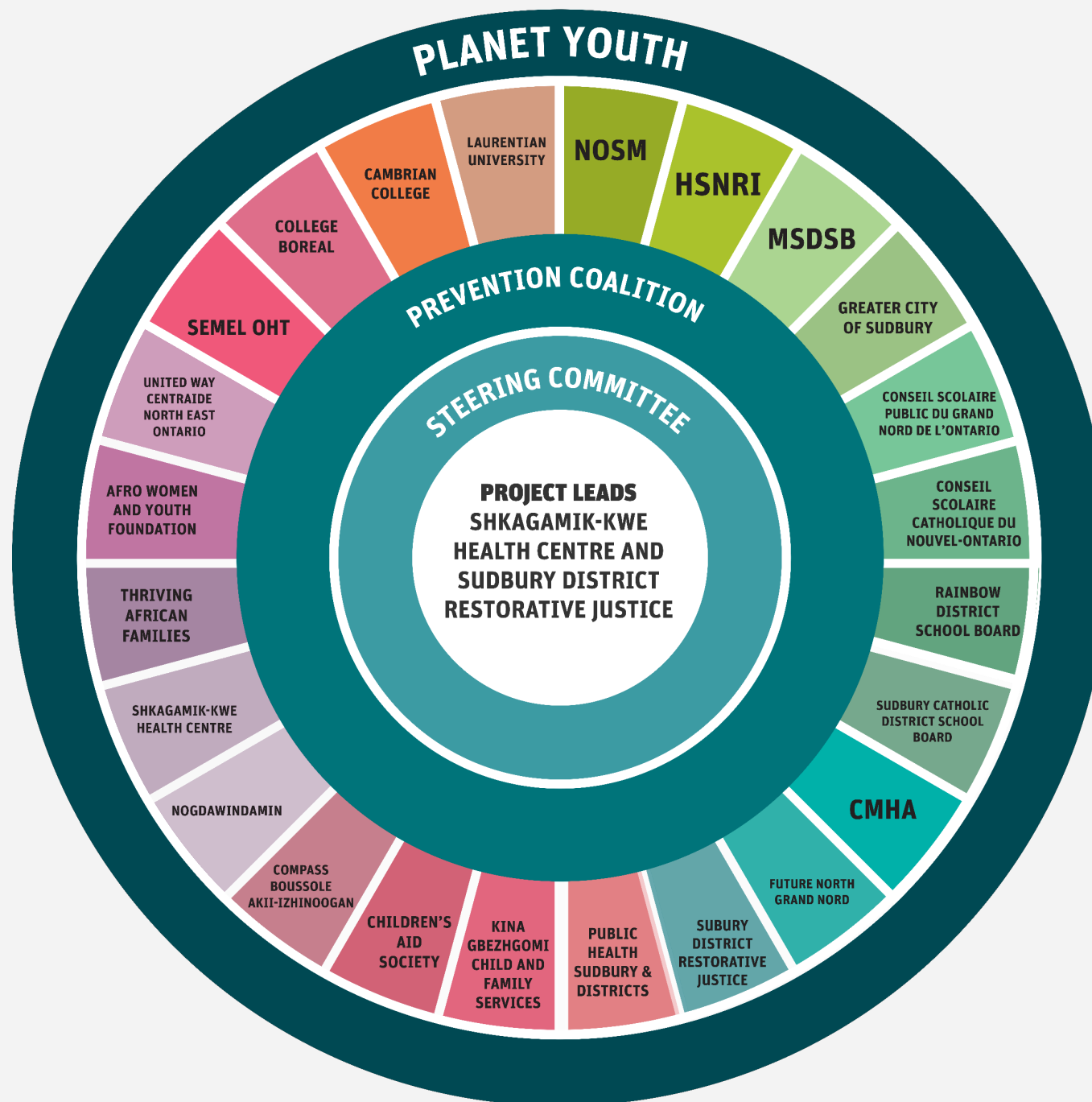


Evidence based

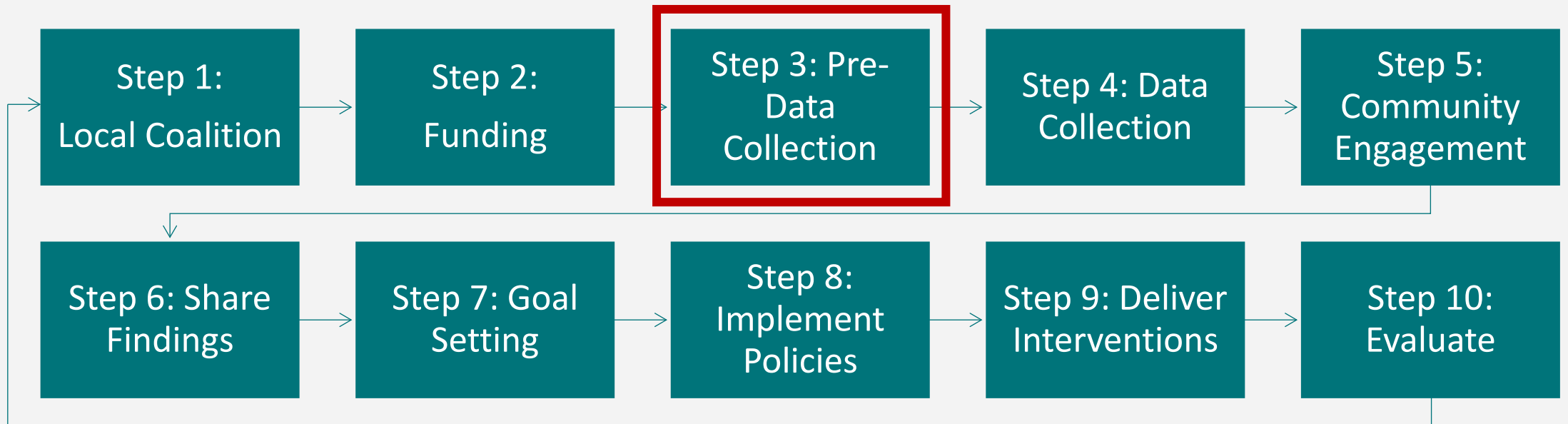


Research to practice





The 10 steps of the IPM



Next steps

1. Prevention Coalition meeting in December

2. Student data collection in March

3. Recruit champions to lead the way

Thank you

Questions?





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