



# Klaari Helsinki

## - Youth Substance Abuse Prevention Based on Community Networks



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ECAD

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# Organization



Helsinki City Social Services  
Department



Services for Families with Children



Youth Substance Abuse  
Prevention

- target group ages 7-18

# The Scope of Prevention



Knowledge,  
Attitudes,  
Rights

Protective  
Factors and  
Risk Factors

Substances,  
Pattern of use

SOCIETY

LOCAL COMMUNITY

CLOSE RELATIONS

INDIVIDUAL

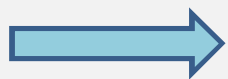
# Basics



Helsinki is divided in seven districts of 60.000-120.000 residents

Each district has a coordinator to organize the preventive work locally

Three planners to support the work of coordinators on city level



total staff of 10 persons

# Klaari planning



Main tasks:

## Planning and developing

- Overall quality assurance
- PR, Klaari newsletter, websites
- meetings with partners, seminars, projects

## Administrative development

- co-operation with representatives from various administrative departments of the city
- meetings with the steering group

# Klaari coordinator



Facilitates and coordinates preventive work in the field of substance abuse

- Supporting basic work in the area
- Quality assurance
- Expertise in preventive methods
- Development of preventive methods
- Networking expert

# Our Vision



We strive to:

- promote respect for a substance-free way of living among young people
- minimize the risks relating substance use
- postpone to a later date the age of experimentation and initiation of smoking and drinking

# Main Goals



## Increasing the Protective Factors

Interesting hobbies, caring parents, social competence, safe neighbourhood to live in, inspiring school environment etc.

## Reducing the Risk Factors

Problems at school, drug-using friends, easy access to drugs, loneliness...

# Increasing the Protective Factors



- Supporting parents
- Supporting local partners to commit collective goals
- Preventive strategies for schools
- Information on where to get help when needed

# Reducing the Risk Factors



- Information about intoxicants and their negative side-effects
- Shared guidelines and agreements on not selling or buying substances to young people
- Information about the factors that have preventive effect on substance abuse of young people

# Methods



- Networks
  - Local networks (meeting specific local needs)
  - Regional cooperation (Vantaa, Espoo, Kauniainen)
  - International networks (Riga, Stockholm)
- Directing information
  - Consultation, seminars, campaigns
  - Coordinating experts on youth prevention

# Methods



# Methods



# Methods



- Implementing city and state level strategies and policy
  - Smokefree Helsinki
  - Alcohol Programme 2008-2011
- Projects
  - Intervene Now! (- May 2009)
  - Second life (-December 2009)
- Granting local-driven project
  - Maximum of 500 euros

# Methods



# Methods



# The Levels



## LOCAL KLAARI NETWORKS

- Implementation
  - Innovations
  - Methods
- Evaluation

## STEERING GROUP

- Focus of Klaari activities

DISTRICT  
SUPPORT  
GROUPS  
locality



# Steering Group



- a) Members from City of Helsinki
- Social Services Department
  - Education Department
  - Health Centre
  - Sports Department
  - Youth Department
  - Cultural Office
  - Library

# Steering Group



- b) Members from partner organizations
- Metropolia Helsinki University of Applied Sciences
  - Helsinki Police Department
  - Parish Union of Helsinki
  - Finnish Centre for Health Promotion
  - National Institute for Health and Welfare

# Local Networks



Cooperation in Local Networks works as tool

- in achieving goals
- in supporting its members in their basic work



# Typical Local Network:



- ❖ Klaari-coordinator
- ❖ Community Youth Worker
- ❖ Social Worker
- ❖ Librarian
- ❖ School Counsellor
- ❖ Church Youth Worker
- ❖ Police Officer
- ❖ Members of various NGO's

# Quality Network Cooperation



Consists of

- Open dialogue
- Defining the challenges and problems related to preventive work
- Developing methods in order to solve problems
- Enriching collective and individual resources

# Role of Klaari in the Networks



Klaari provides up-to-date information, methods and tools for members who exercise prevention within their work

Klaari also has some funds to aid local projects in reaching the two main goals

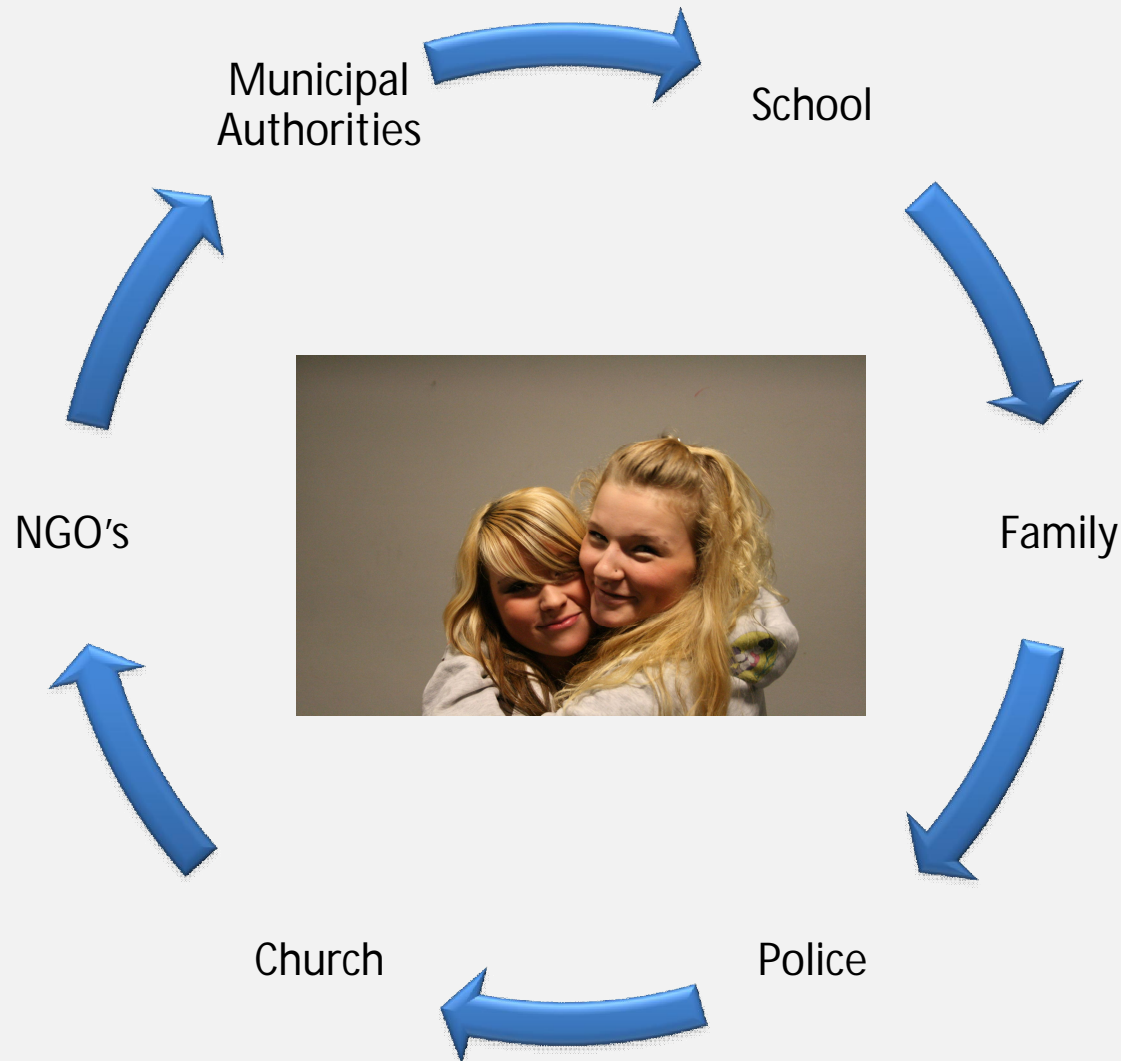
In 2009-2010 Our Focus is on



- Promoting intoxicant-free way of life
- Supporting parents in upbringing



# Network by Klaari



# Thank you!



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Some articles related to Klaari:

Mirja Määttä and Kati Rantala: The Evaluator as a Critical Interpreter: Comparing Evaluations of Multi-Actor Drug Prevention Policy. *Evaluation* 2007; 13; 457 (<http://evi.sagepub.com/cgi/content/abstract/13/4/457>)

Kati Rantala and Pekka Sulkunen: The Communitarian Preventive Paradox: Preventing Substance Misuse without the Substance. *Critical social Policy* 2003; 23; 477 (<http://csp.sagepub.com/cgi/content/abstract/23/4/477>)

Heikki Jokinen and Markku Soikkeli (eds) 2006: Reaching for the Quality Star: Quality Criteria for Substance Abuse Prevention. (<http://neuvoa-antavat.stakes.fi/NR/rdonlyres/73F39AD6-6A0B-41CD-BA0C-7D18AB0A6FB3/0/Reachingforquality.pdf>)