

Planet Youth - What is it?

An evidenced based, data-driven, community focused upstream prevention approach for Scotland

Derived from the Icelandic Primary Prevention Model, Planet Youth is a globally recognised approach to delivering effective prevention. Scotland has long talked about prevention - it runs through our strategies, policies and everyday conversations. The challenge has never been the will, but the “how”. Planet Youth provides a proven model that enables us to move from ambition into action, propelling meaningful prevention grounded in robust data and place-based principles. At its core is a simple but powerful belief:

“when a flower doesn’t bloom, we don’t blame the flower – we change the environment”

The same is true for our young people. By taking an upstream, preventative approach, Planet Youth supports communities to shift the culture, systems and social norms that shape outcomes, creating lasting change for generations to come.

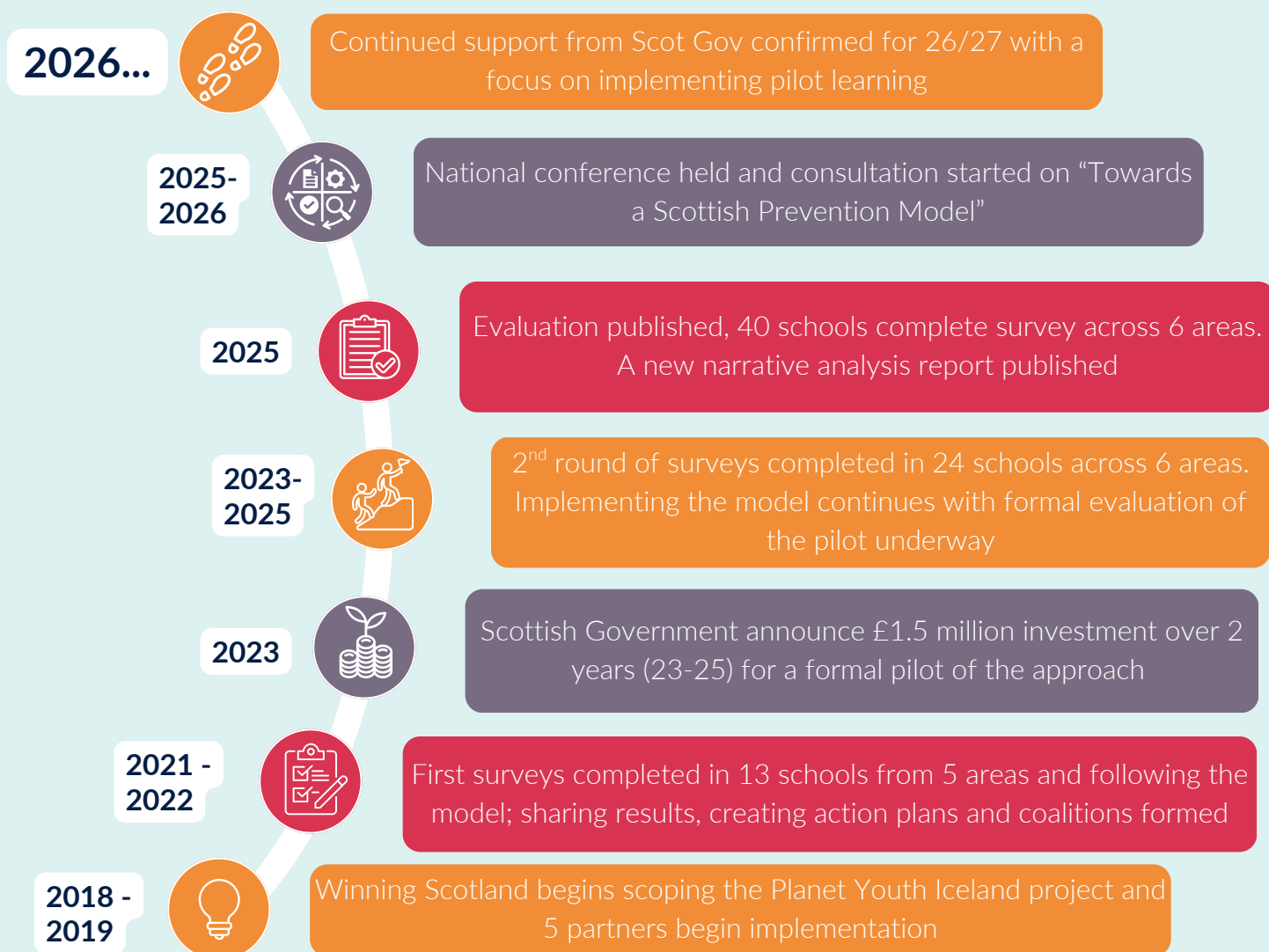
Scotland already has many strengths. Planet Youth offers a structured way to bring these together, aligning efforts and accelerating the shift towards a truly prevention-focused system.

The Model

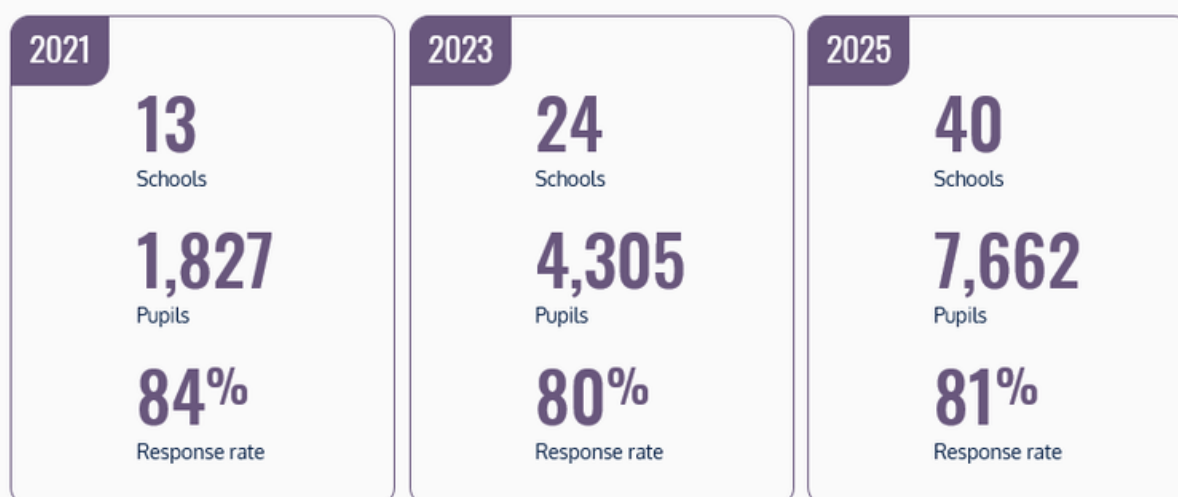


The Journey so far...

Long-term government support, 29 strong coalitions, 40 schools and impacts being seen at all levels



Survey responses across years



What Next?

A prevention model rooted in the learning from Planet Youth and shaped to Scotland's context

Implementing learning from the pilot

The Icelandic 10-step Planet Youth model is internationally proven and provides our evidence base. But Scotland's alcohol politics, geography, funding structures, and governance are unique. Our learning from the pilot shows that we need Scotland to own this, by adapting the core, not discarding it.

What this means

The core stays: universal data, upstream focus, embedded in communities and long-term thinking. What changes is the strategic alignment, embedding in Scottish policy, strategy, planning, Public Health priorities, community planning and funded across portfolios, resisting short-term target culture.

A true "Scottish way of using data in multi-agency children's services"

In 2026 - 2027 we are focused on implementing learning from the pilot through embedding and scaling across Scotland:

- Expanding into new areas, with enhanced onboarding and readiness processes to support high-quality, consistent implementation
- Strengthening and formalising cross-sector partnerships to enable a truly aligned and whole-system approach to prevention
- Improving and embedding robust data collection, insight and feedback loops to drive local decision-making and continuous improvement, avoiding duplication through alignment efforts
- Securing long-term, sustainable investment to support national coordination and local delivery
- Consulting on and designing a Scotland-specific model, ensuring alignment with national priorities and local context
- Building capacity within communities to lead and sustain upstream, preventative approaches over time