



***The use of innovative national survey systems
to ensure evidence-based drug and alcohol policy
in Israel***

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Ensuring evidence-based policy and programs



- 1. National and local population surveys – Social epidemiology and determinant studies**
- 2. Israel Monitoring Center for Drugs & Alcohol (IMCDA)**
- 3. Evaluation research**
- 4. Extramural academic research**
- 5. Learning from success: Systematic documentation & integration of best practices**

Population surveys

Social epidemiology, monitoring and determinants studies

1. Children and youth (11-17)

- WHO-HBSC (+ ESPAD)

2. Young Adults (18-24)

- IDF
- College Youth (students)

3. Adults 18+

4. Target populations

5. Short-Term Monitoring Survey (STMS)

6. Local Authority Level



Ensuring evidence-based
policy and programs



Local authority survey system:

The development and implementation
of a community-based youth survey
compatible with the national HBSC/ESPAD.

Producing **baseline and trends data**
to support local level evidence-based
Policy & intervention strategy

Ensuring evidence-based policy and programs

Israel Monitoring Center for Drugs and Alcohol (IMCDA)

1. **GPS, EYE, DUP** – Prevalence & patterns of drug use in various populations
2. **TDI** – Drug users accessing treatment
3. **DRID** – Drug-related infectious diseases
4. **DRD** – Drug-related death and mortality
5. **PDU** – Prevalence & patterns of ‘problem’ drug use
6. **SZR** – Drug seizure information
7. **PPP** – Price, purity & potency information

Evaluation research

- Evaluation of the **National Alcohol Strategy**
- Evaluation of a **pilot implementation** of the *“Community-Based Comprehensive Prevention Strategy”* in 3 cities
- Evaluation of **national policy** over time using the repeated population surveys
- Evaluation of **programs** (new or adapted programs with no previous evaluation)

Extramural academic research

(Basic and applied research)

- **Social and behavioral sciences**
- **Life sciences research**
- **Graduate and post-graduate fellowships**

Every two years IADA conducts a school-based survey of a national representative sample of about

10,000 students ages 11-17 (grades 6th-12th).

The survey relates to the following two European cross-national survey systems:

1. The World Health Organization - Health Behavior in School-aged Children (**WHO-HBSC**) School-based Survey
2. The European School Survey Project on Alcohol and other Drugs (**ESPAD**)

Each takes place every 4 years, so the survey in Israel alternates every 2 years between HBSC and ESPAD with a common **core questionnaire** and a common **focus on drugs and alcohol** and their social determinants.



www.hbsc.biu.ac.il

Yossi Harel-Fisch, Presentation at EMCDDA-GPS, 17-18 June, 2014

Population surveys: ***“Finger on the Pulse”*** ***A Short-Term Monitoring Survey (STMS)***

The STMS is a web-based survey implemented **every 3-4 months** on 1,500 respondents who are randomly sampled from a representative internet panel of over 150,000 individuals.

Sample includes:

- ages 12-17 – n-500
- ages 18-21 – n-500
- ages 22-40 – n-500

Questionnaire includes **30 items** on recent exposure to drugs and alcohol prevention **campaigns and activities**, changes in **attitudes**, exposure to **new substances**, and any other **ad-hoc need** for timely information related to drugs and alcohol prevention.

*Goal and Topics for **STMS***

To provide ongoing monitoring information on:

- Changing attitudes
- Exposure to new substances
- Exposure to intervention activities
- Exposure to, and effectiveness of campaigns
- Support of legislation and enforcement
- Exposure to, and Utilization of IADA hot lines and web-site

Some findings

STMS

WHERE DOES DRINKING TAKE PLACE? BY AGE GROUP

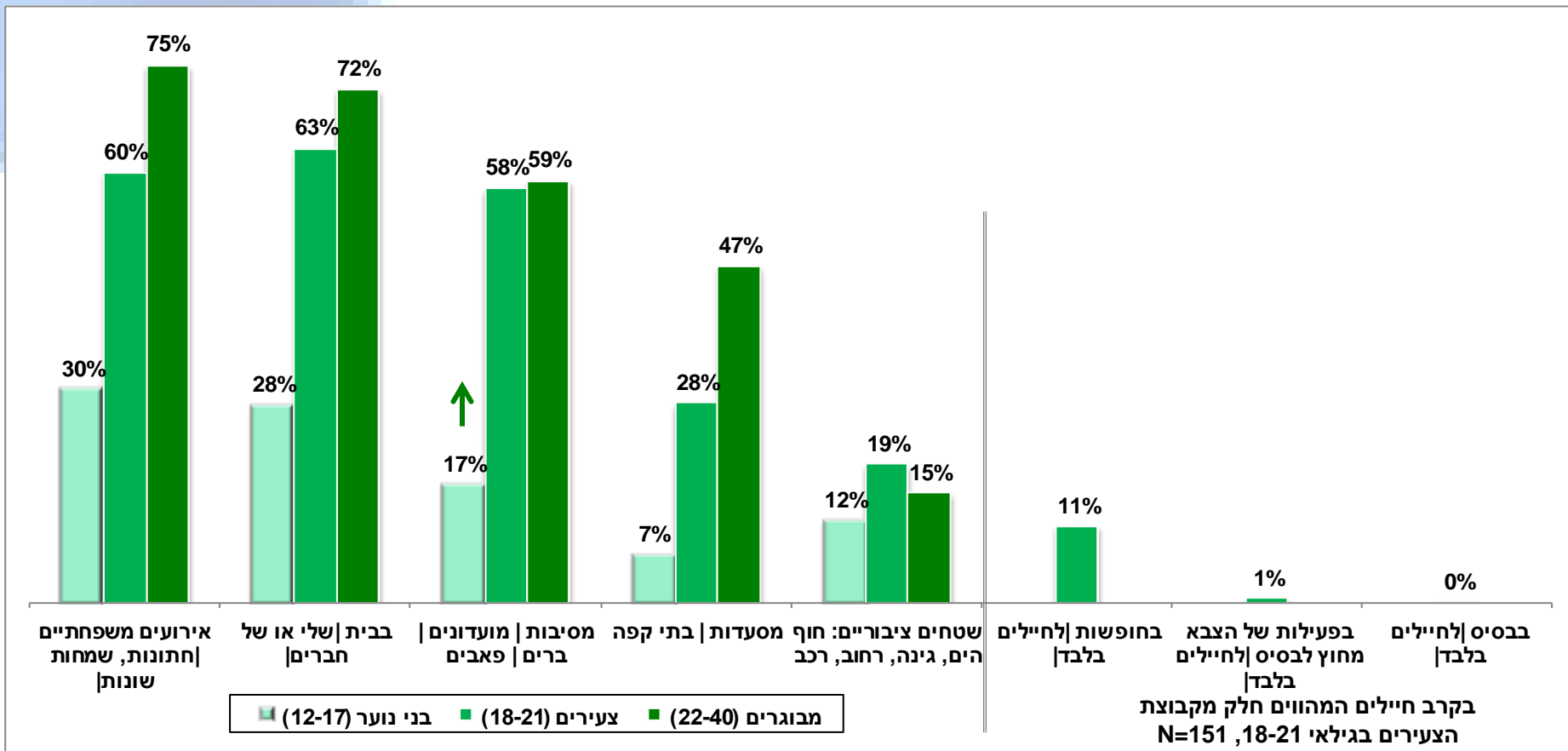
FAMILY E.

HOME

PARTY-PUB

REST-COFF

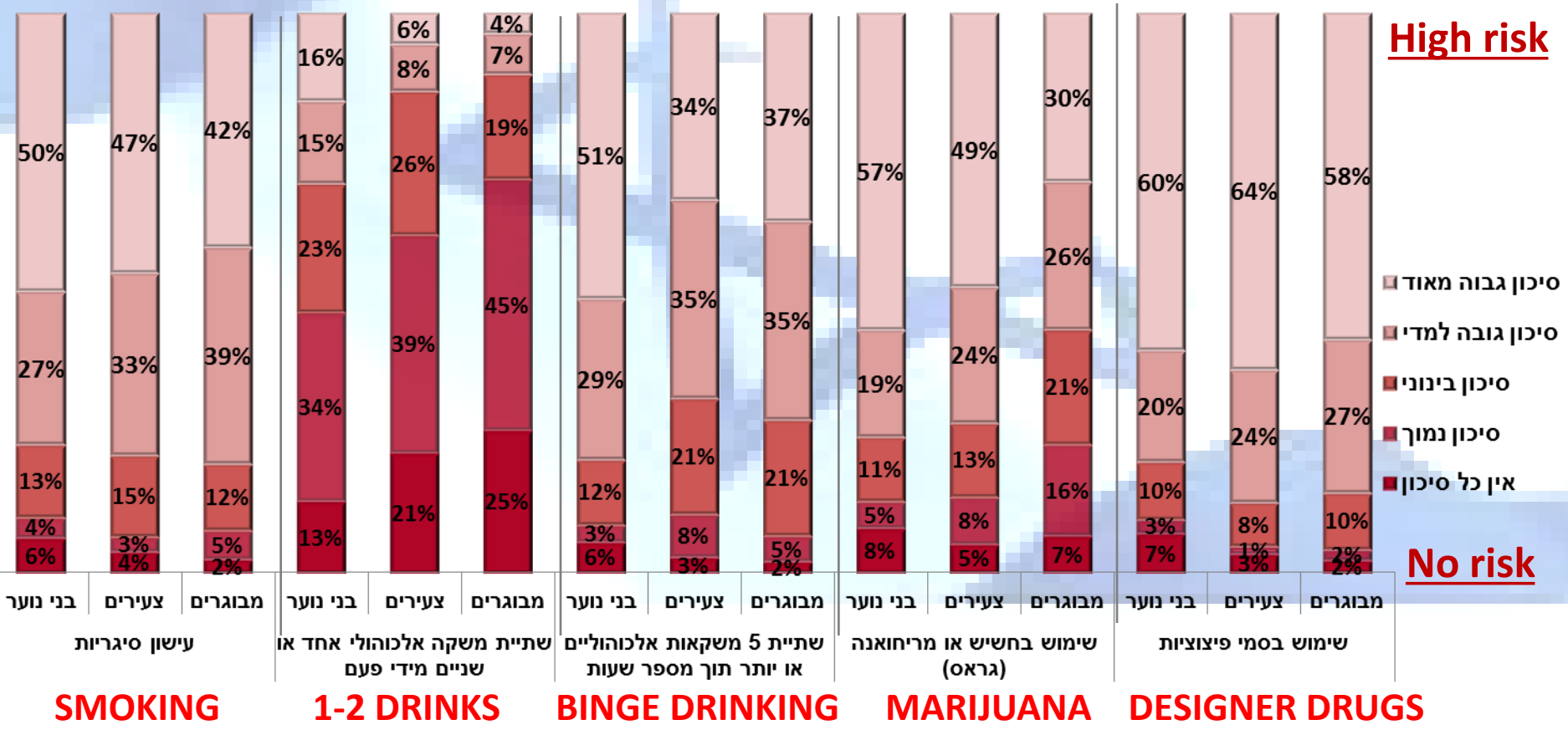
PUBLIC SET.



"האם אתה נוהג לשתות אלכוהול במקומות הבאים...." (ניתן לבחור יותר מתשובה אחת)

PERCEPTION OF RISK TO HEALTH: SMOKING, DRINKING AND USING DRUGS

**”לפי דעתך, עד כמה יש או אין סיכון (מבחינה בריאותית,
מבחינת יכולת תפקוד וכו') אם אנשים...”**





Exposure to IADA activities

Exposure to drug prevention activities or messages?

”בשלושת החודשים האחרונים, באיזו מידה נחשפת לפעילות הסברה, מניעה והרתעה נגד שתיה מופרזת של אלכוהול במקומות הבאים?”

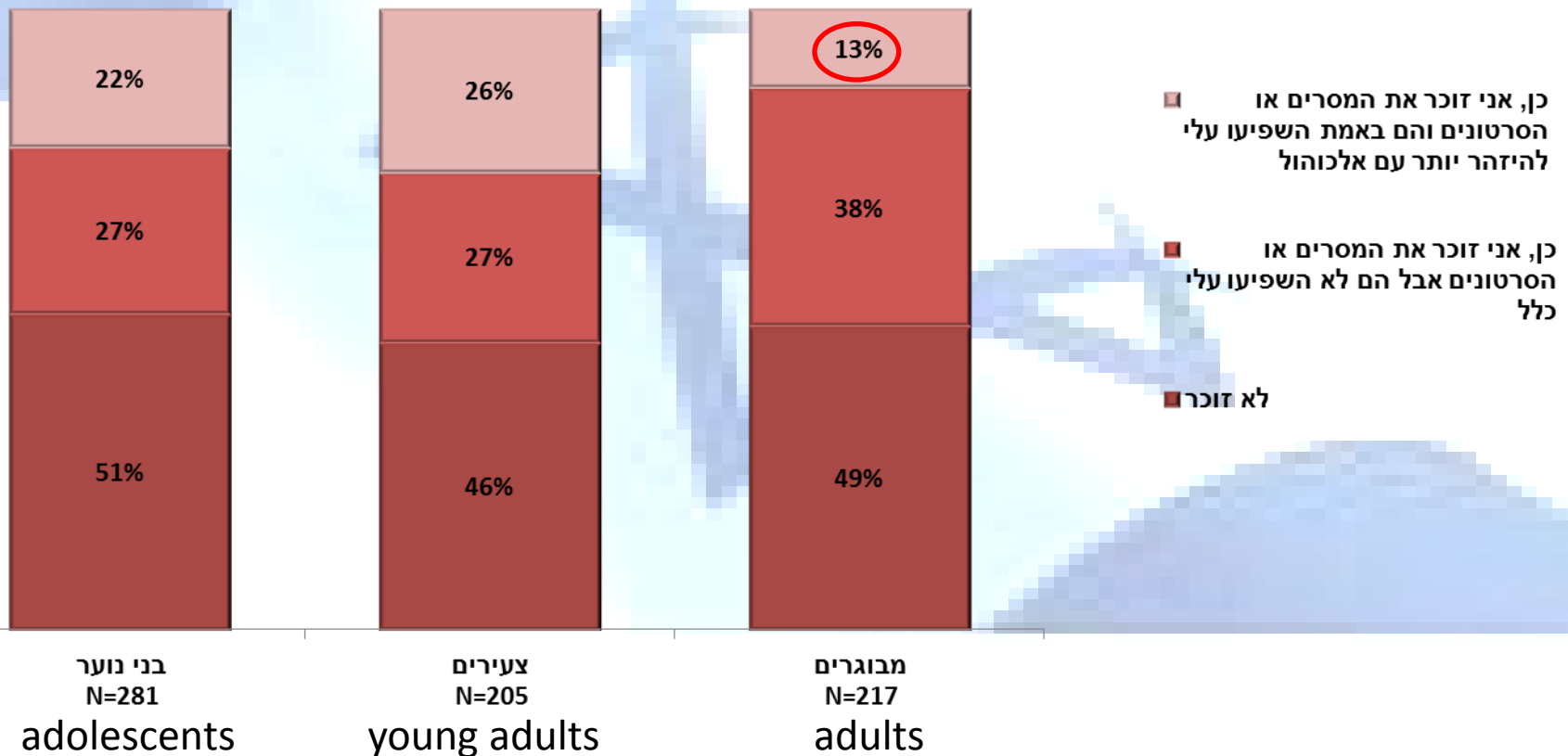
סה"כ שיעור הנחשפים	נחשפתי וזה גרם לי להיזהר יותר	נחשפתי, אבל זה לא השפיע עליי	לא נחשפתי	
55% ↓	38% ↓	17%	45% ↑	בית ספר
18%	11%	8%	82%	בקהילה (מתנ"ס או חוגים)
29%	15% ↓	14% ↑	71%	בפייסבוק
22%	12%	10%	78%	במאקו
28%	14% ↓	14%	72%	באתרים אחרים
40%	23% ↓	18%	60%	בטלוויזיה
32%	17% ↓	15%	68%	בעיתונות או רדיו
34%	16% ↓	18%	66%	בשלטי חוצות
17%	10%	8%	83%	בזמן מופעים או אירועים ציבוריים
32%	23% ↓	9%	68%	בבית (הורים/אחים)

SCHOOL
COMMUNIT
FACEBOOK
INTERN-MAKOA
OTHER INTERN
T.V.
NEWSPAP-
RADIO
BILBOARDS
PERFORMSNCE
HOME

Exposure to TV clips on “Israeli Idol”

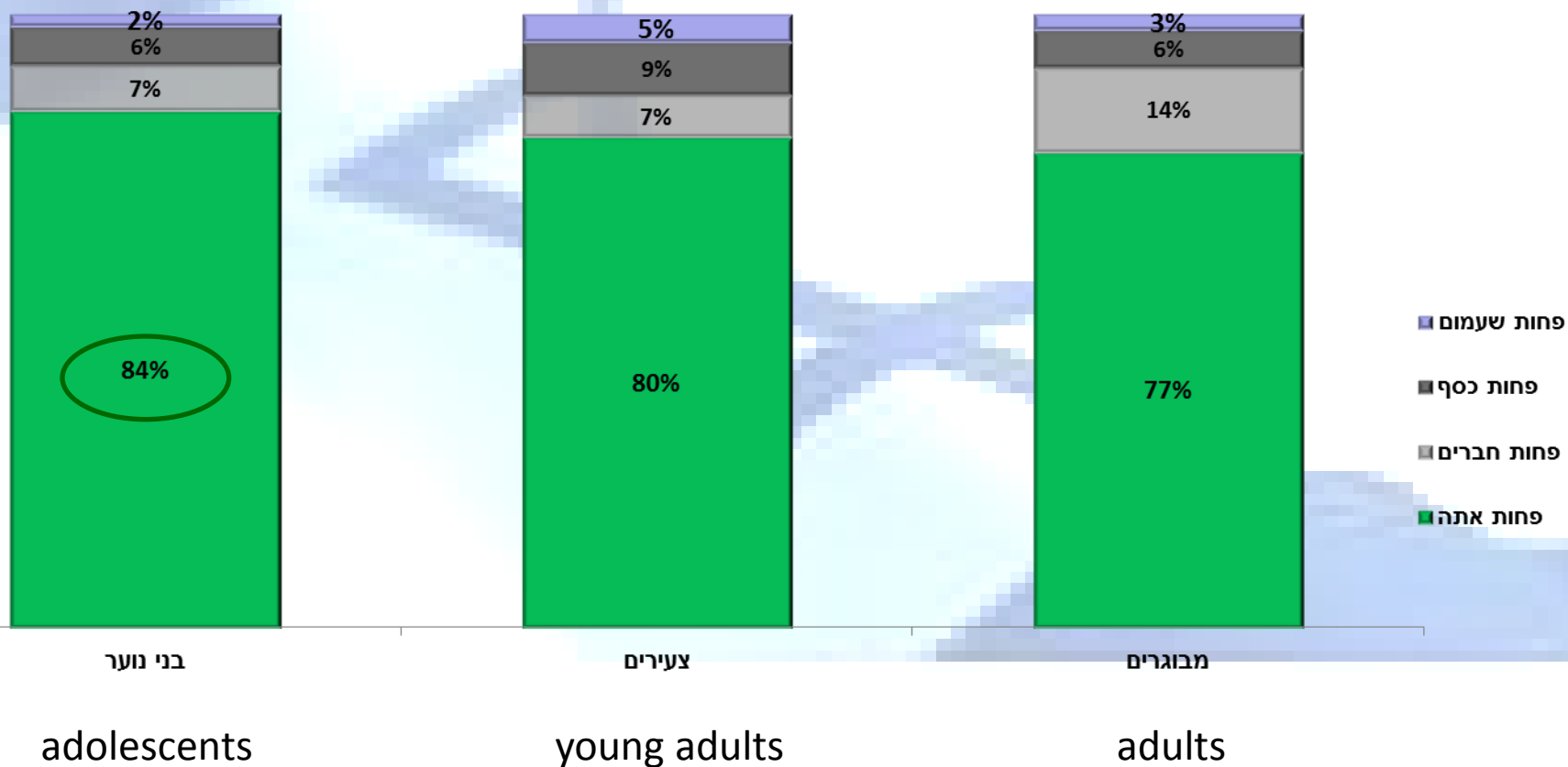
בקרב צופי בכוכב נולד בטלוויזיה

”האם צפית בעונה האחרונה של תוכנית כוכב נולד? האם אתה זוכר מסרים או סרטונים שהוקרנו במהלך השידור נגד שתייה מופרזת של אלכוהול? ואם כן, האם הם השפיעו עליך או לא?”



Recognizing the slogan:

"יותר אלכוהול פחות אתה"

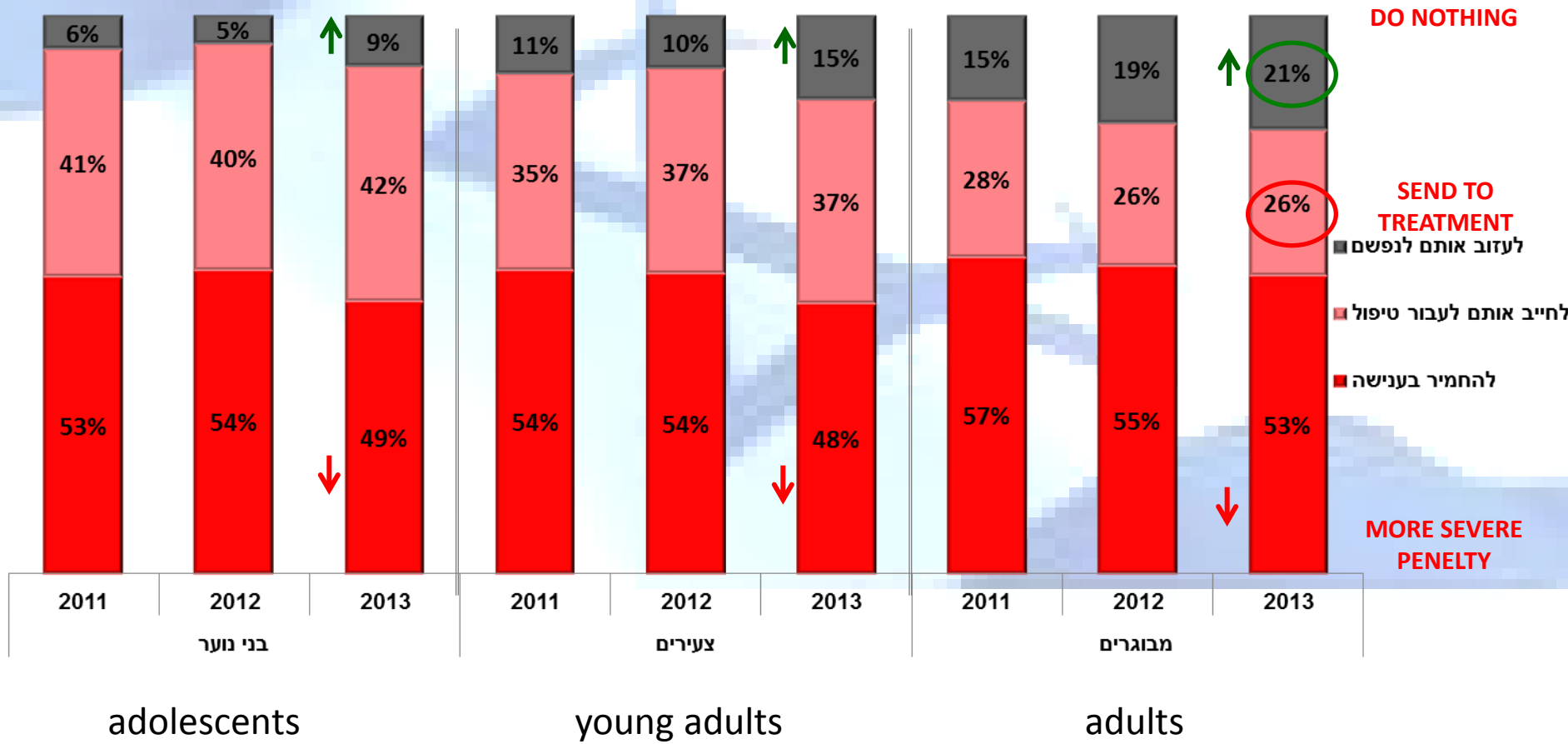




Attitudes towards new legislation initiatives

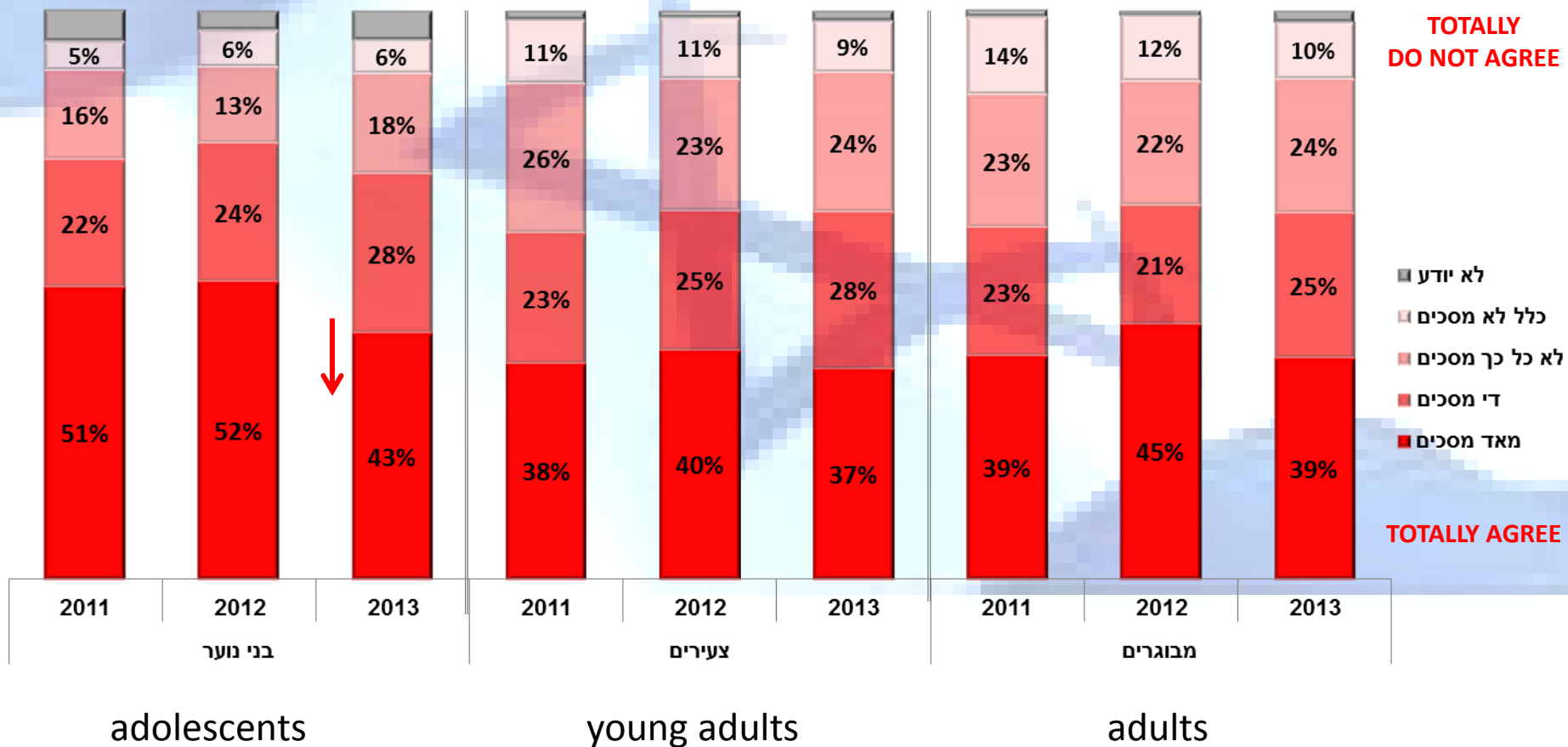
Attitudes towards more severe penalties for drug users

”האם לדעתך צריך להחמיר בענישה כלפי משתמשי / צרכני סמים?”



Agreeing with new legislation forbidding drinking in public places

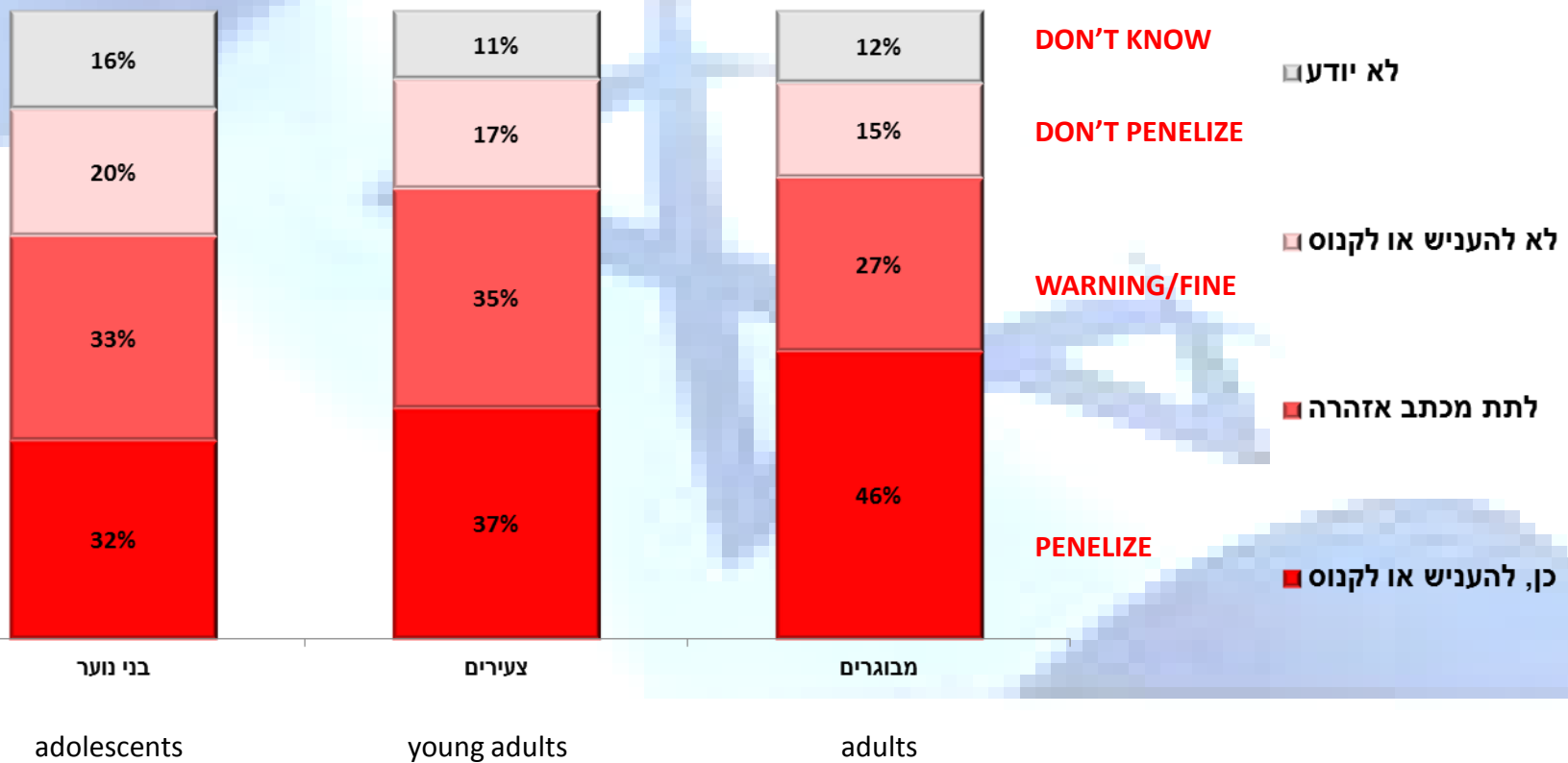
”לפי החוק החדש אסור לשתות אלכוהול במקומות ציבוריים כמו פארקים, חופי ים. האם אתה מסכים עם החוק הזה?”



Penalizing parents for adolescent binge drinking

ממצאי 2013 - השוואה בין הגילאים

”האם יש להעניש או לקנוס הורים על שתיית אלכוהול מופרזת של ילדיהם שמתחת לגיל 18?”





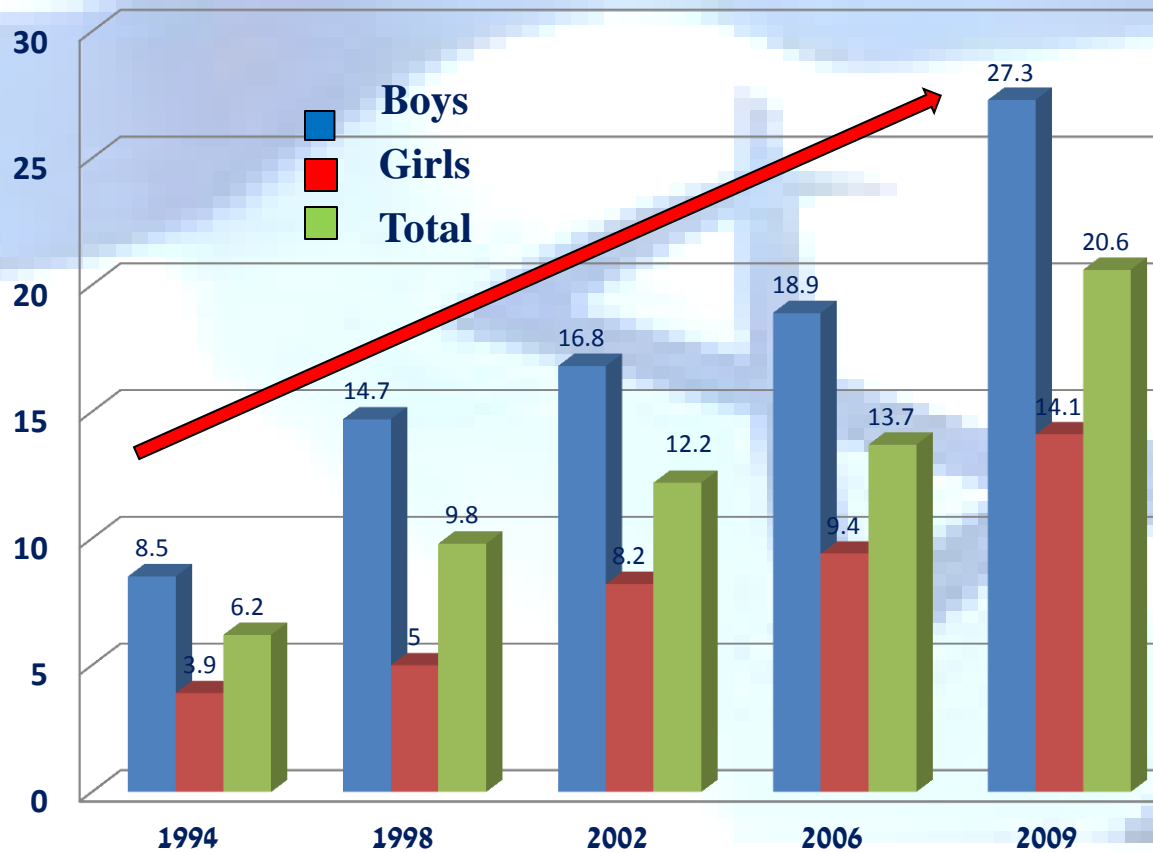
HBSC
ISRAEL

*Some findings from the
WHO-HBSC*

Yossi Harel-Fisch, Presentation at EMCDDA-GPS, 17-18 June, 2014

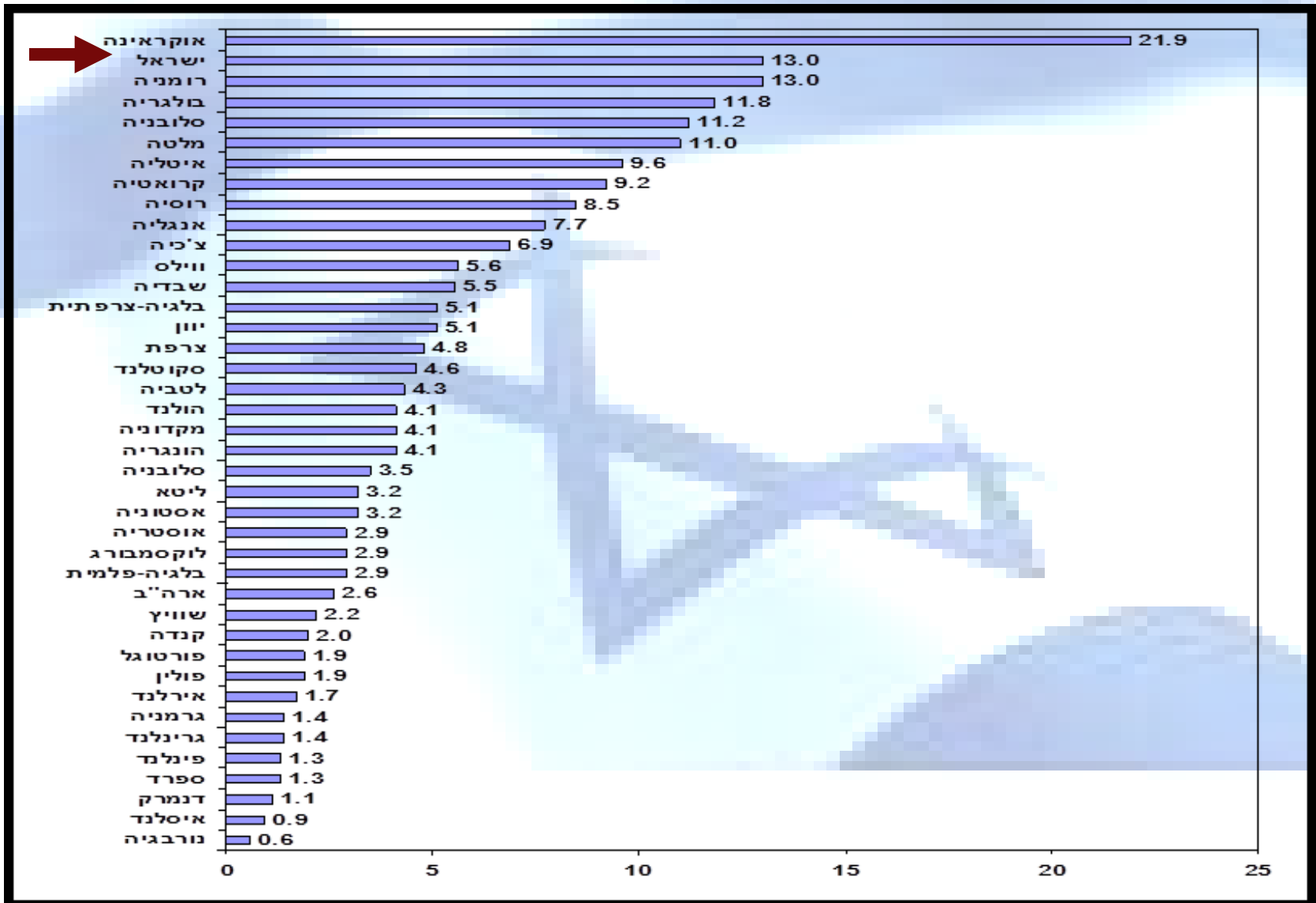
Binge drinking
driving and evaluating
national policy

Binge drinking: Percent of 6th, 8th and 10th grade Israeli students who drank five or more alcohol drinks during one occasion at least once during the past 30 days: by gender and survey year



The period prior to the implementation of a national alcohol strategy 1994 - 2009

Children 11 years old – weekly drinking



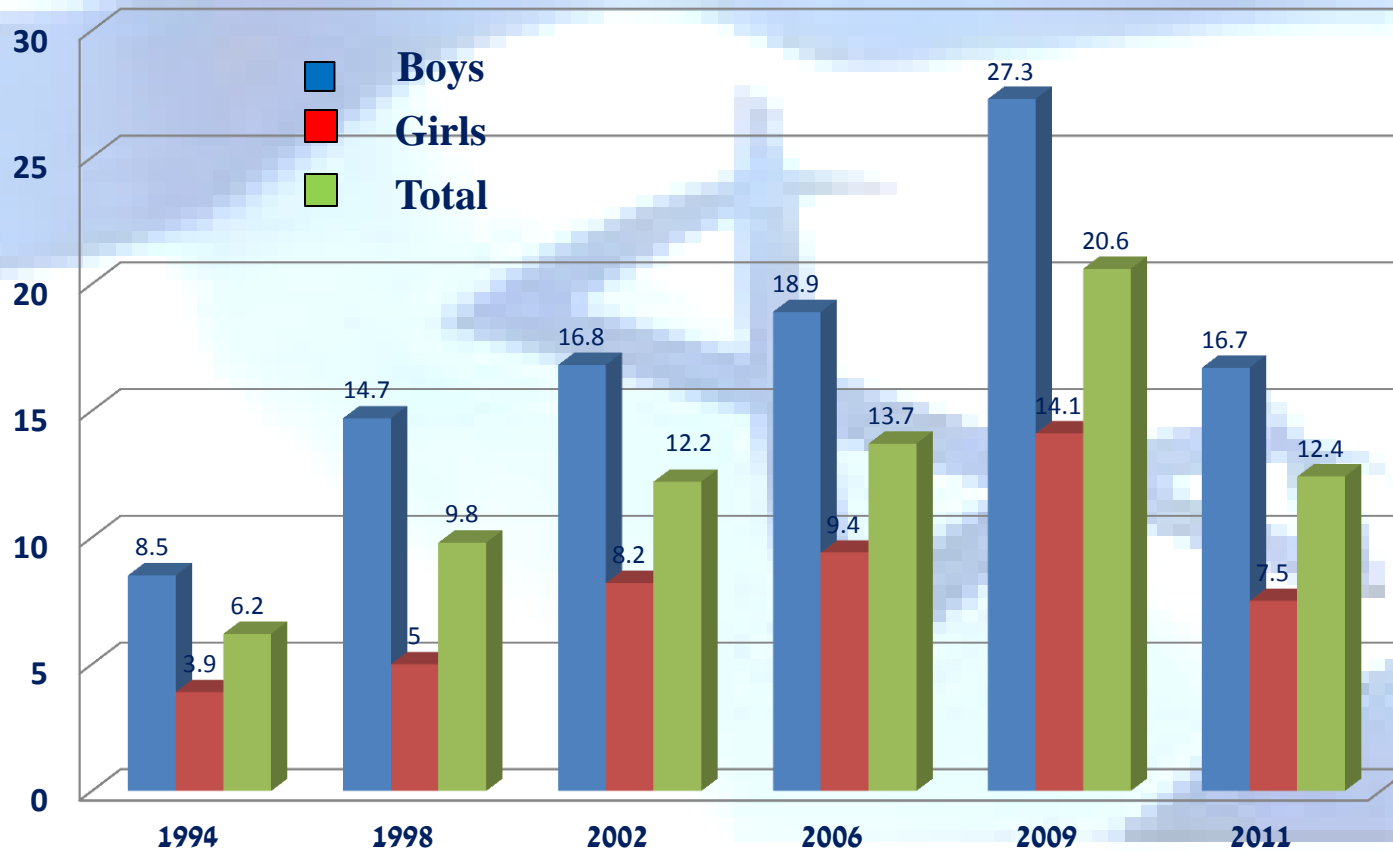


The national strategy to reduce the problem of alcohol: 2010-2013

- Implementing a comprehensive **national strategy**
- Building **partnerships** with relevant agencies
- Developing consistent and **coherent messages**
- Implementing effective national **media campaign**
- Developing, passing and enforcing **new legislation**
- Implementing a wide variety of **school-based programs**
- Implementing comprehensive **community-based intervention** strategies at the local settings

Binge drinking: Percent of 6th, 8th and 10th grade Israeli students who drank five or more alcohol drinks during one occasion at least once during the past 30 days: by gender and survey year

Findings show:



Significant increase of binge drinking rates from 6.5% in 1994 to over 20% in 2009.

However, from the implementation of the national alcohol strategy in January 2010 and till the end of 2011 – findings show a **significant decrease** in rates from over 20% in 2009 to 12.4% in 2011. These trends are similar for both genders.

*Yossi Harel-Fisch, PhD
Chief Scientist,
Israeli Anti-Drugs Authority*

The period prior to the implementation of a national alcohol strategy
1994 - 2009

Implementation of the national Alcohol strategy -
2010-2011

Data source: HBSC-Israel, 1994-2011



Use of Cannabis

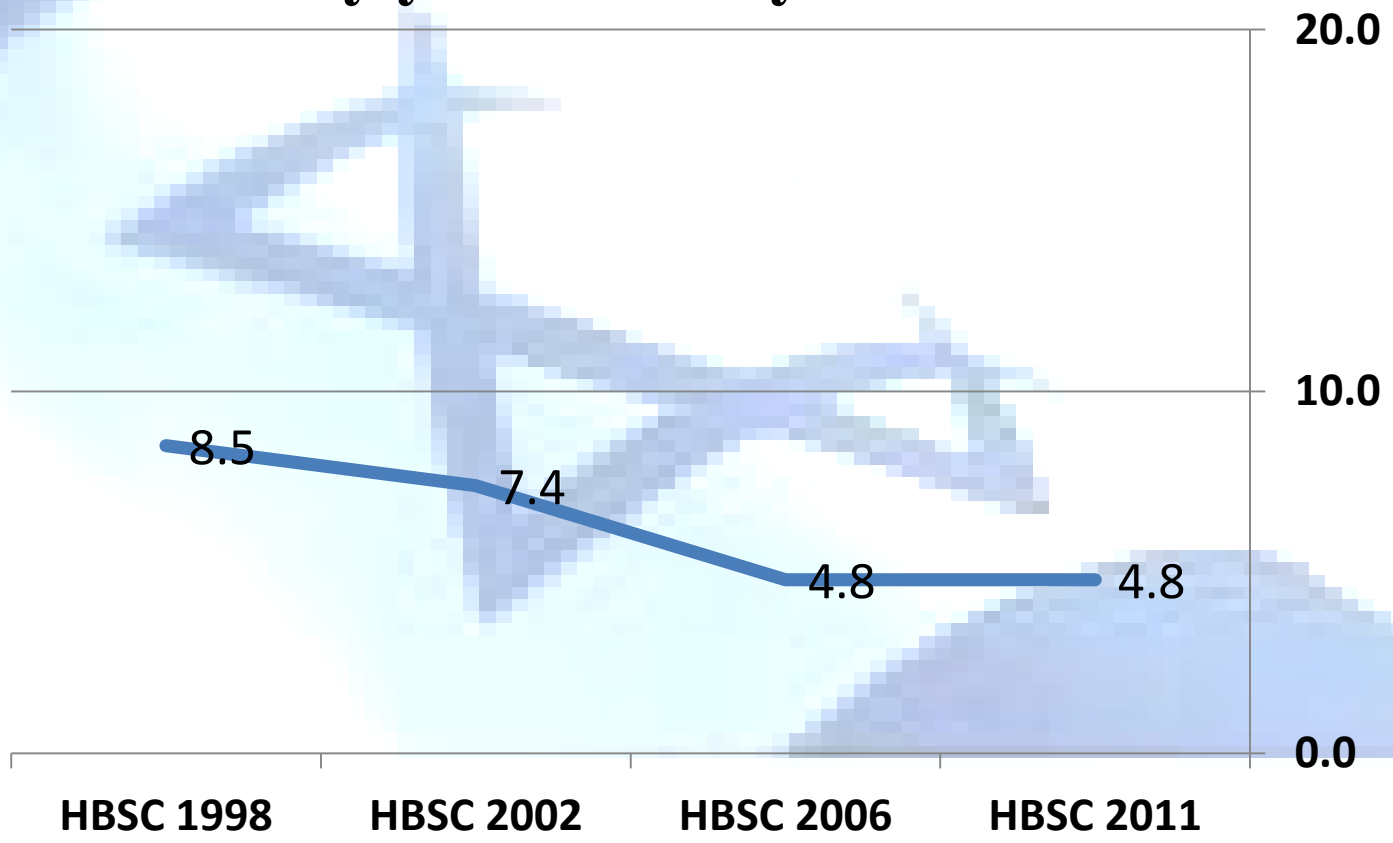
(Marijuana , Hashish , Grass)

Social debate:

*medicalization,
legalization,
de-criminalization*

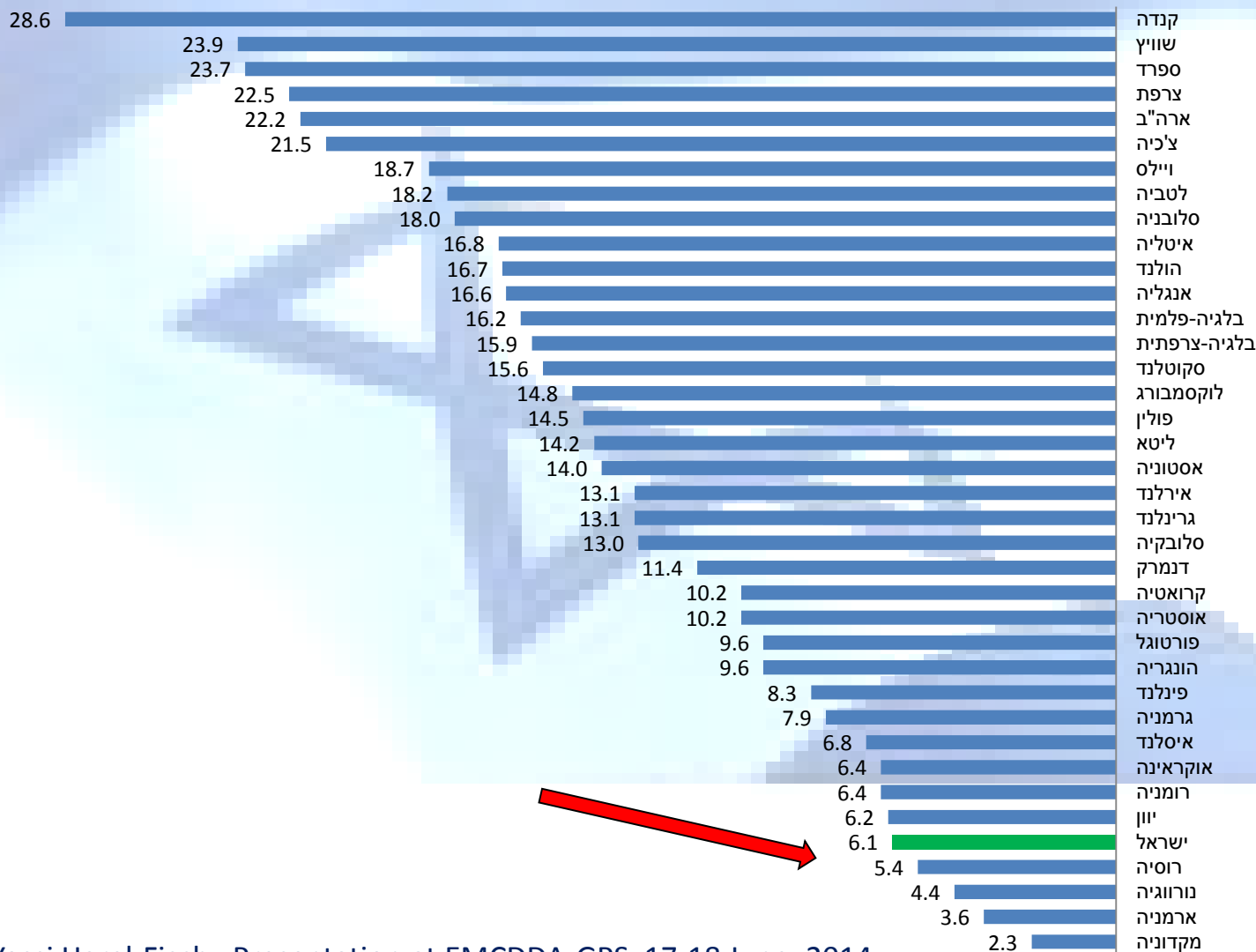


Percent of 10th grade Jewish students who used **Cannabis (Grass)** at least once during the **past 30 days** by year of study



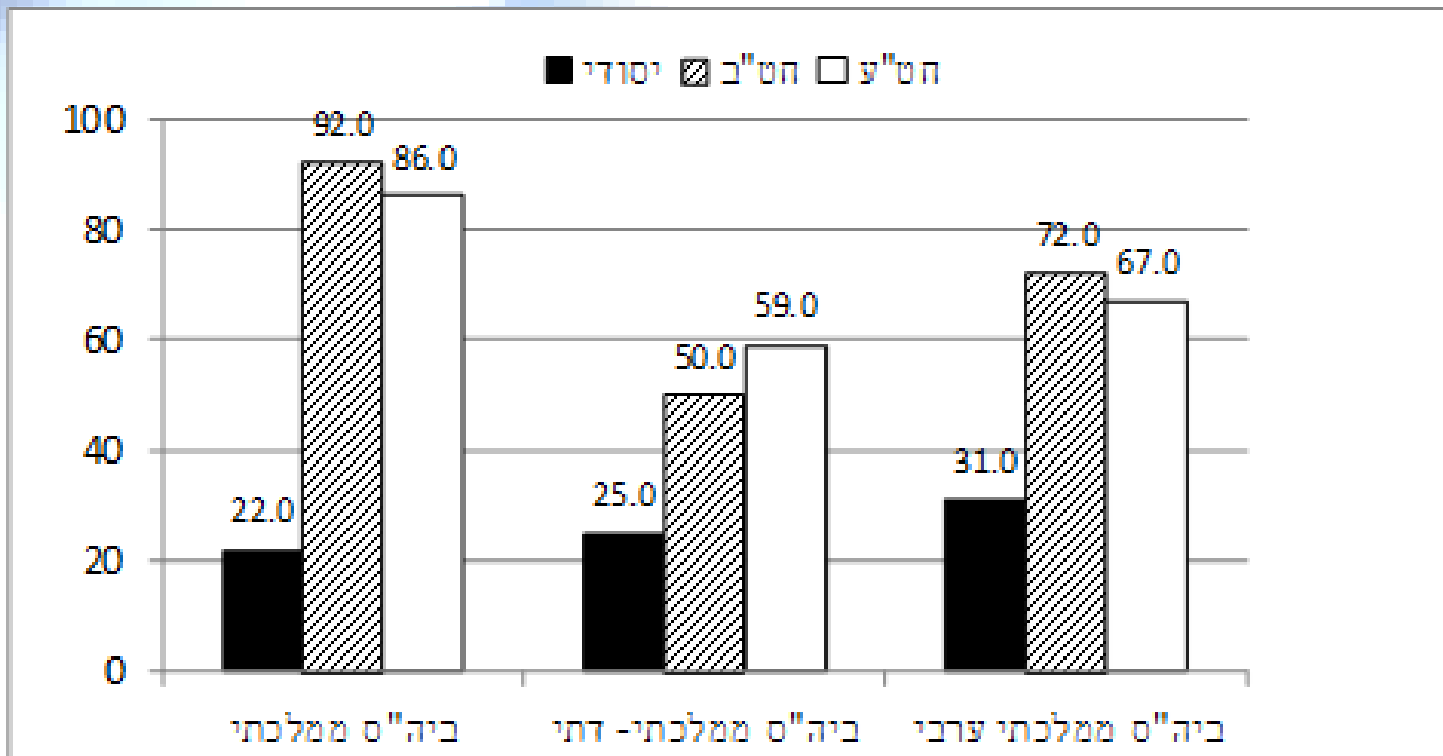


Percent of 10th grade students who used Cannabis (Grass) at least once during the past 12 months, by country: HBSC 2010-11

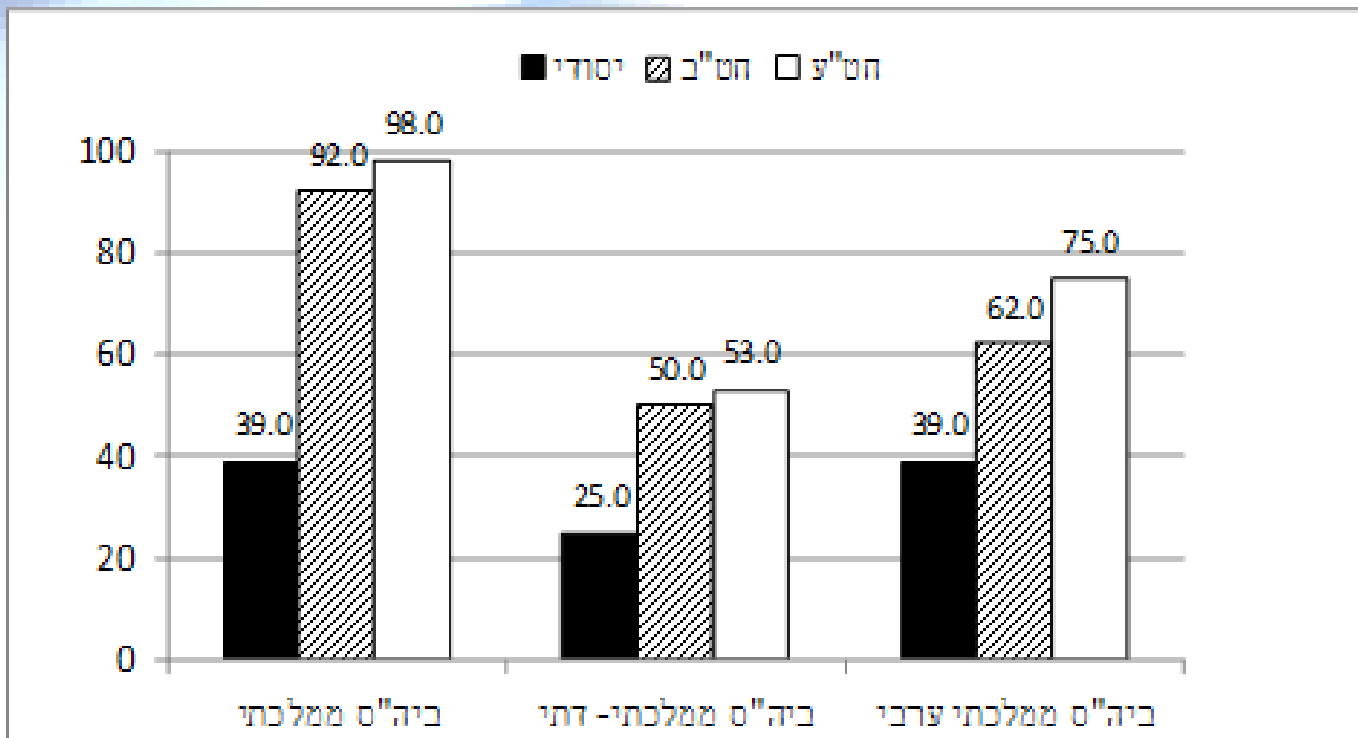


School-level principal questionnaire

Percent of principals that carry out prevention programs for smoking



Percent of principals that carry out prevention programs for drugs and alcohol

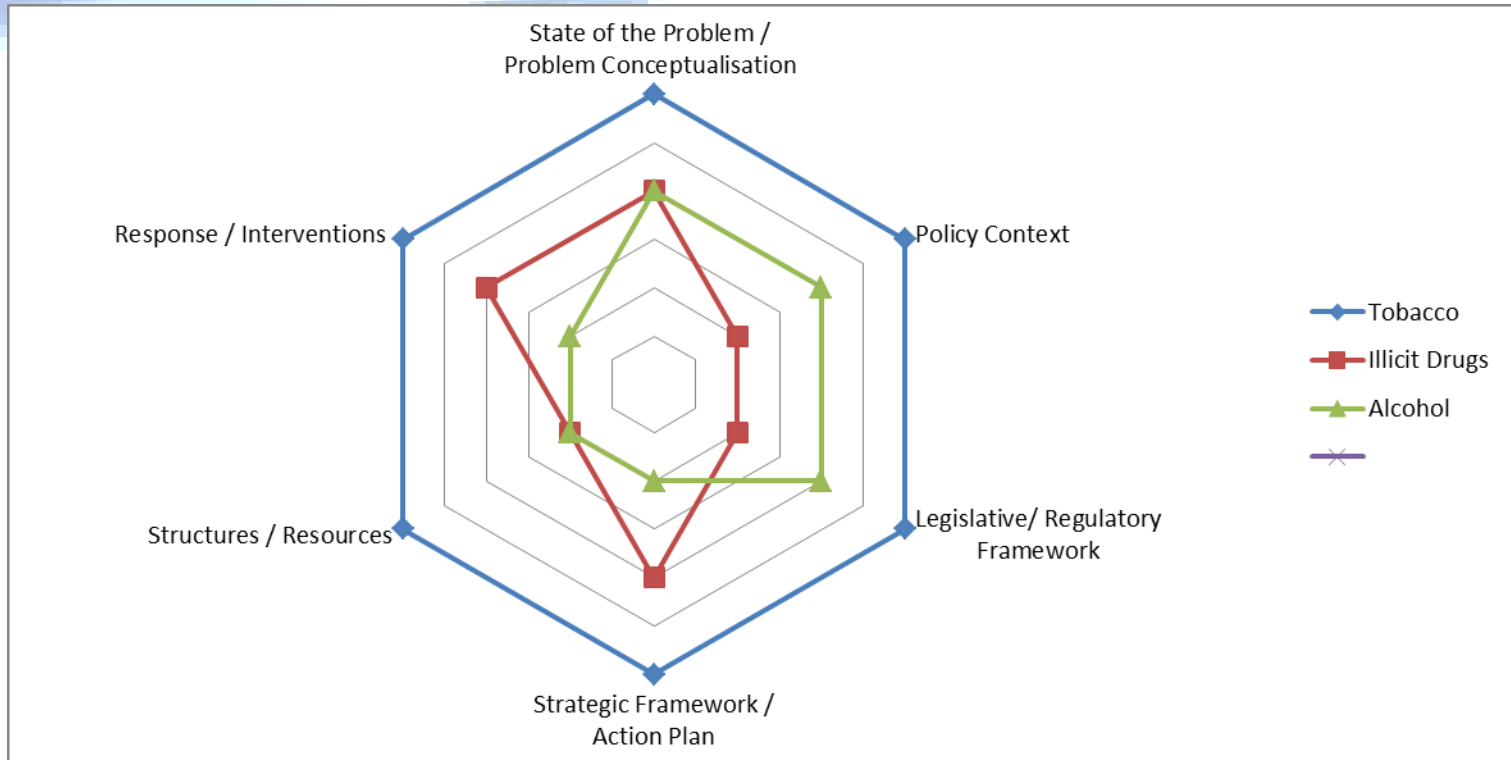


Policy Coherency at the school-level: School Principal Questionnaire

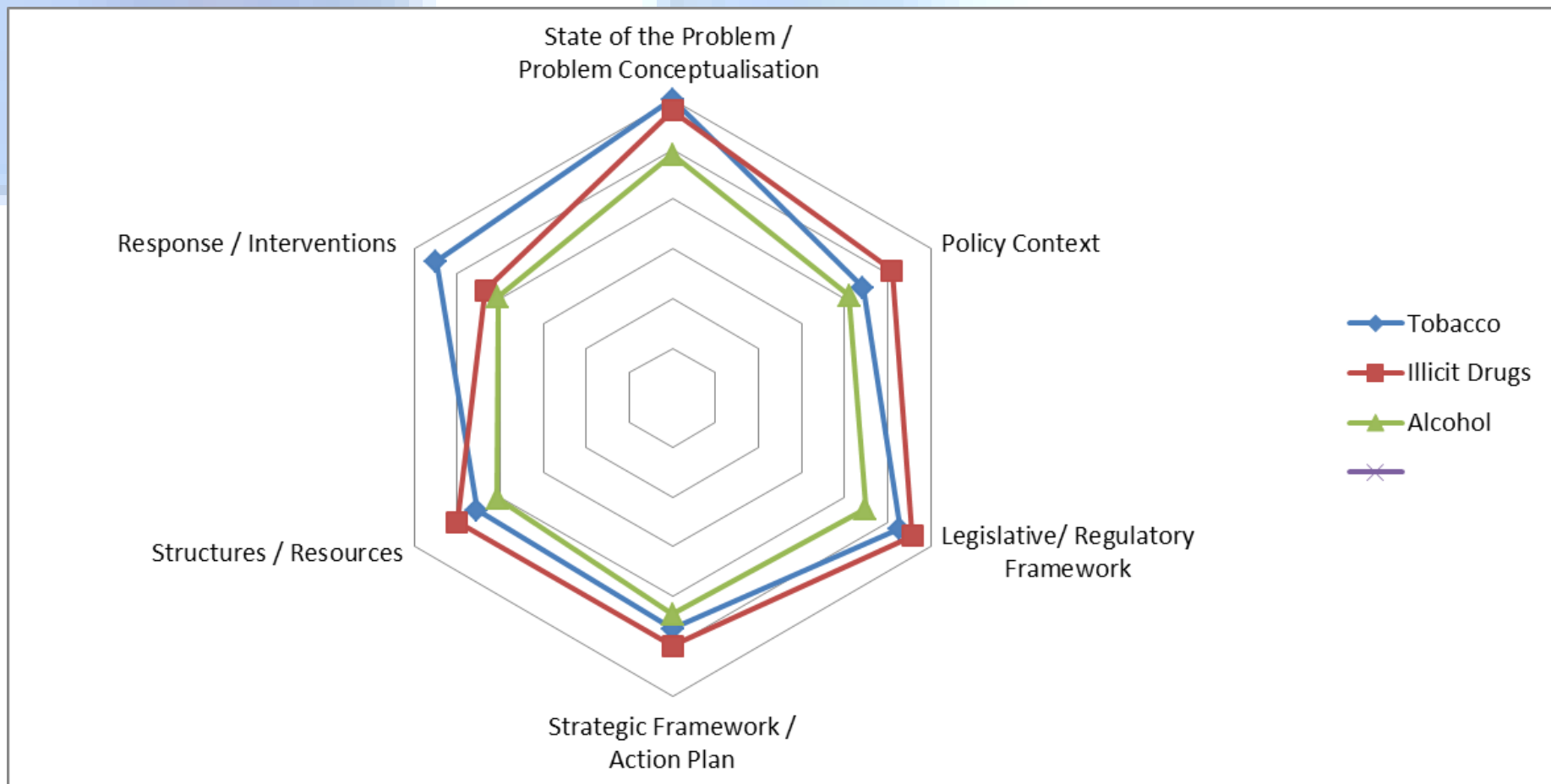
Have to translate criteria to school-level setting

	Tobacco	Illicit Drugs	Alcohol	
State of the Problem / Problem Conceptualisation	3	2	2	
Policy Context	3	1	2	
Legislative/ Regulatory Framework	3	1	2	
Strategic Framework / Action Plan	3	2	1	
Structures / Resources	3	1	1	
Response / Interventions	3	2	1	

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Response / Interventions	3	2	1



Findings of the Israeli pilot study: coherent policy methodology -- B



HBSC/ESPAD
***Changing the methodology
to an
On Line Survey (OLS)***



Evidence Based Intervention

Learning from success

“Hardware”

VS.

“Software”

The “hardware”: A comprehensive strategy

1. Committed **leadership**
2. Supervised **focal coordination** at the local level
3. Coherent, comprehensive and visible **policy**
4. Developing and maintaining a **coalition of partners**
5. Effective educational media **campaign**
6. Implementing a host of **intervention programs**
7. Identifying & monitoring measurable **objectives**

***Continuation of success
is dependent on the
implementation of appropriate
“software”***



A shift from

models of
risk and pathology

to

models of
health and resiliency

A shift
from focusing on
what not to do
to focusing on
what to do instead

(המעבר ממצוות "אל תעשה" למצוות "עשה")



A shift from

reactive implementation of
scattered programs and
intervention activities

to

a proactive coordinated,
evidence based coherent and
comprehensive strategy

The role of parents, teachers and friends

70% variance explained....

Youth and young adults need to take responsibility

To learn how to
influence fun
instead of seeking
fun under the influence

**“Be the change
you want to see in
the world”**

Mahatma Gandhi



We are in the field now!!!

HBSC-Israel 2014





Thank you!!!