



## EHYT - Finnish Association for Substance Abuse Prevention

- EHYT = NGO and expert organisation, combining community empowerment with public health advocacy
- Staff of ~75 employees and 115 member organisations
- Our focus areas: alcohol, tobacco and drug abuse prevention as well as gaming and gambling harm prevention
- We aim at improving well-being across the society
- Levels of work:
  - Individual – Community – National – Global
- We target all age groups, from children to youths, adults and the elderly
- We target individuals, professionals, communities, policymakers, and the public opinion

## About EHYT

- We are an expert organisation, advocacy agent and an NGO
- We rely on evidence and evidence-based methods in our activities
- We produce methods, training programmes, information and assistance that supports healthy life-styles across all age groups
- We believe alcohol and other drugs have no place in working life, in traffic, during pregnancy, childhood and adolescence

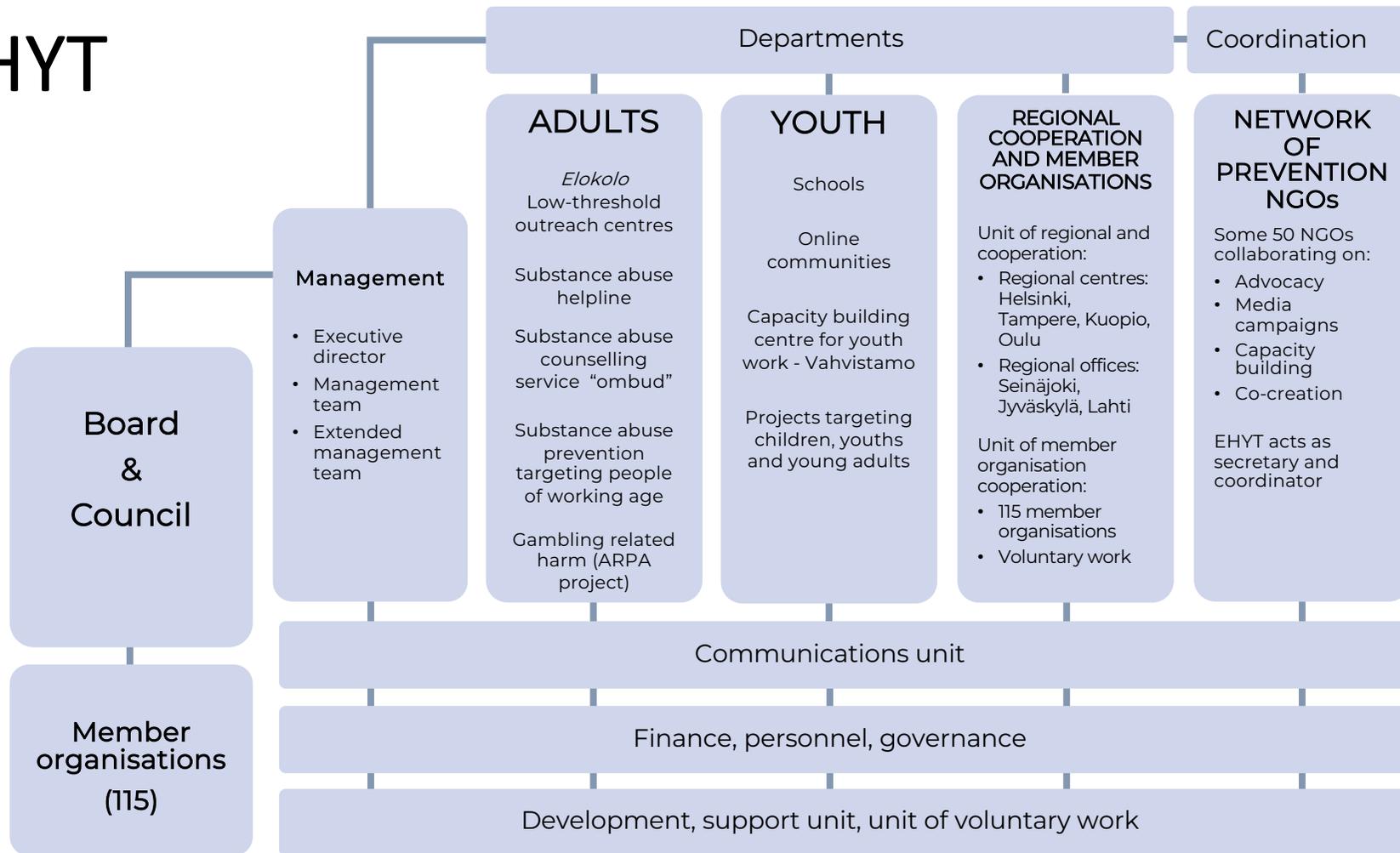
## Our Funding

- STEA - Funding Centre for Social Welfare and Health Organisations, Finnish Government
- EU project funding sources
- Ministry of Education
- National Centre for Health and Welfare
- Charitable foundations

# Advocacy

- We participate in the policy debate on, and decision-making covering alcohol, drugs, tobacco, nicotine and gambling
- We aim at furthering health and well-being and healthy life styles
- We aim at influencing the public's opinion in a health oriented direction
- We carry out campaign work during elections, participate in forums for discussion and debate, attend meetings and face-to-face discussions with our target groups
- We participate in international collaboration (WHO, Eurocare, NordAN)

# EHYT



## Adults and Working Life

- Substance abuse prevention targeting people of working age
- “Elokolo” Low-threshold outreach centres
- Substance abuse helpline (24/7)
  - Substance abuse helpline, free of charge, anonymous and operated by professional counsellors
- Substance abuse counselling service “ombud”
- Gambling related harm (ARPA project)

# Youth

- Schools (network of trainers)
- Online communities (social media presence, YouTube, Instagram)
- Capacity building centre for youth work - Vahvistamo
- Projects targeting children, youths and young adults
  - Selvis – discussing substance abuse and gambling with young people with disabilities
  - Discussing cannabis with adolescents and youths (ESR funding)
  - Strengthening substance abuse prevention and creating harm reducing cultures among student in universities and colleges
  - Reducing and preventing nicotine harm (snuff) among youths
  - SmokeFree education and activities for schools

## Regional Collaboration, Member Organisations and Voluntary Work

- Unit of regional and cooperation:
  - Regional centres (4): Helsinki, Tampere, Kuopio, Oulu
  - Regional offices (3): Seinäjoki, Jyväskylä, Lahti
- Unit of member organisation cooperation:
  - 115 member organisations
  - Voluntary work

## Network of Prevention NGOs / Coordination

- Some 50 NGOs collaborating on:
  - Advocacy
  - Media campaigns
  - Capacity building
  - Co-creation
- EHYT acts as secretary and coordinator

EHYT Finnish Association for Substance Abuse Prevention

## Highlights from the government programme June 6, 2019.

Available at:

[https://valtioneuvosto.fi/en/article/-/asset\\_publisher/10616/sallistava-ja-osaava-suomi-sosiaalisesti-taloudellisesti-ja-ekologisesti-kestava-yhteiskunta](https://valtioneuvosto.fi/en/article/-/asset_publisher/10616/sallistava-ja-osaava-suomi-sosiaalisesti-taloudellisesti-ja-ekologisesti-kestava-yhteiskunta)



## Government programme June 6, 2019: Inclusive and competent Finland – a socially, economically and ecologically sustainable society



- Practically all of EHYT's goals for the new government programme were included
- Challenge: resource allocation
- There is a clear emphasis on substance abuse prevention and health promotion:
  - National plan for substance abuse work
  - Government resolution on drug policy
  - **Increased alcohol and tobacco taxes**
  - **Reducing alcohol consumption**
  - An action plan to prevent harm from gambling

# EHYT's Election Advocacy 2019



## **Actions before the parliamentary elections:**

- Communication in social media, statements etc.
- Parliamentary election webpage with a pledge from candidates (22 new MPs/270): <http://www.ehyt.fi/fi/vaalit>
- Goals for the parliamentary elections:  
[http://www.ehyt.fi/sites/default/files/hallitusohjelmatavoitteet\\_2019\\_englanti\\_0.pdf](http://www.ehyt.fi/sites/default/files/hallitusohjelmatavoitteet_2019_englanti_0.pdf)

## **Actions after the parliamentary election:**

- Statement letter to the government negotiators:
- EHYT: Written statement 17.5.2019 to the negotiation committee “Fair, equal and inclusive Finland”
- Approached per email, telephone or face-to-face some 20 government negotiators
- Carried out discussions about EHYT's goals for the new government with numerous stakeholders.

## Government Programme 3.6.2019: Inclusive and competent Finland – a socially, economically and ecologically sustainable society



"The fundamentals in our society are firmly in place. In recent years, we have seen strong positive trends in the economy and employment. **Our Nordic welfare society is a sustainable, fair and just model that enables us to respond to future challenges.**

**Income security, well-functioning health and social services and solid education** lay a foundation that guarantees all people equal opportunities to pursue their dreams.

However, the changing world and future challenges mean **we must reform and further strengthen the Nordic model as we enter the 2020s.**

**Our aim is to transform Finland into a socially, economically and ecologically sustainable society by 2030.** In a Nordic welfare state, the economy is managed for the people, not the other way round."

## Promoting health and wellbeing (s. 152)



- The Government will boost the economy of wellbeing by investing in measures that foster people's health and wellbeing and reduce their need for services.
- We will assess the health and wellbeing impacts of decisions comprehensively, and **make prevention and treatment of chronic diseases more effective.**
- New **low-threshold services in lifestyle counselling and prevention** will be introduced.
- Addictions will be reduced. To foster preventive work and to harmonise substance abuse services, the **Government will update the national plan substance abuse work.**

## Promoting health and wellbeing (s. 152)



- We will continue working **systematically to reduce smoking and the overall consumption of alcoholic beverages.**
- A cross-sectoral **Government resolution on drug policy** will be prepared to increase the efficiency of services for drug users and to reduce the harmful effects of drug use.
- Moreover, **problem gambling will be tackled as part of an action plan on gambling.**
- Drawing on earlier work, the Government will prepare a **mental health strategy** with a focus on mental health as a resource. The strategy will secure people's mental health rights and mental health services, incorporating them into existing structures. It will also prevent suicides and strengthen the competence of mental health professionals.
- The legislation on mental health and substance abuse services will reformed at the same time.

## Promoting health through taxation (p. 28)



### **Tobacco tax**

The Government will continue the policy of gradually **increasing taxation of tobacco and nicotine products by a total of EUR 200 million** over its forthcoming term of office. This tax guidance promotes public health.

### **Alcohol tax**

The Government will continue the policy of moderately **increasing alcohol tax by EUR 50 million**, having regard to changes in the operating environment by monitoring the impact on passenger imports.

## State-owned companies



- **The ownership steering of Alko Inc. will be retained at the Ministry of Social Affairs and Health, and its current exclusive right to retail trade will be safeguarded. (p. 160).**
- All state-owned companies must base their operations on corporate social responsibility. Companies must take into account in their decision-making the economic factors and the social and environmental impacts of their activities. (p. 194).
- The Government Resolution on State Ownership Policy will be updated, and the criteria for strategic ownership will re-evaluated.

## Strengthening wellbeing (p. 177)



- We will guarantee every child and young person a genuine opportunity to pursue a leisure activity of their choice as part of the school day.
- **We plan to create a Finnish version of the Icelandic model.**
- We intend to reinforce and improve the quality of the schools' morning and afternoon activities, clubs and cooperation with the municipalities and third-sector providers.

### **3.7 Finland that promotes competence, education, culture and innovation**

- Opportunities for all to pursue a leisure activity as part of the school day – Finnish version of the Icelandic model – **EUR 14,5 million** (permanent funding)
- Additionally *a one-off investment*: Opportunities for all to pursue a leisure activity as part of the school day – Finnish version of the Icelandic model 2020-2022: **EUR 40 million**

**Thank you for your  
attention!**

Juha Mikkonen, Executive Director  
EHYT - Finnish Association for Substance Abuse Prevention  
juha.Mikkonen @ ehyt.fi  
Tel. +358 50 527 4780

Nina Karlsson, Development Manager  
EHYT - Finnish Association for Substance Abuse Prevention  
nina.karlsson @ ehyt.fi  
Tel. +358 50 470 3791