

Sharpening Our Approach to Youth Gambling Prevention

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RG+



Outline

1. Current Context
2. (New) Partnerships
3. High Risk Subgroups
4. Expanded Content
5. Innovative Delivery



Who We Are



**RESPONSIBLE
GAMBLING
COUNCIL**



RGC

CENTRE FOR THE
ADVANCEMENT OF
BEST PRACTICES

RG+

35Years



ONTARIO





Youth gambling prevention is having an impact.



Changes in knowledge, perceptions, beliefs – less so in behaviours¹



81.0% aware of ways to avoid problems

83.2% intention for different choices



¹ Keen, Blaszczynski, & Fajouli, 2017



**The landscape is changing
and so should we.**



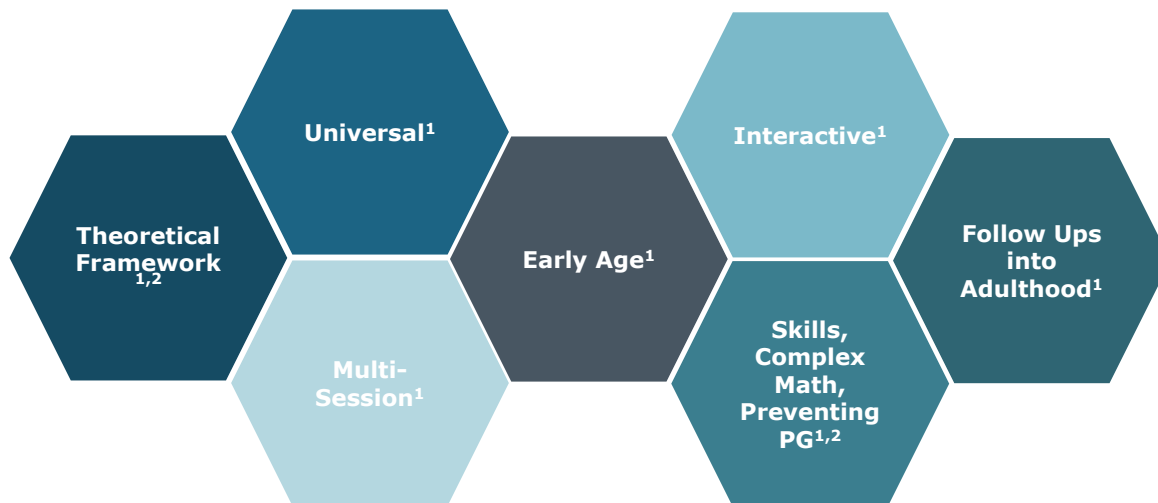




**Research literature provides
directions for improvement.**



Recommendations

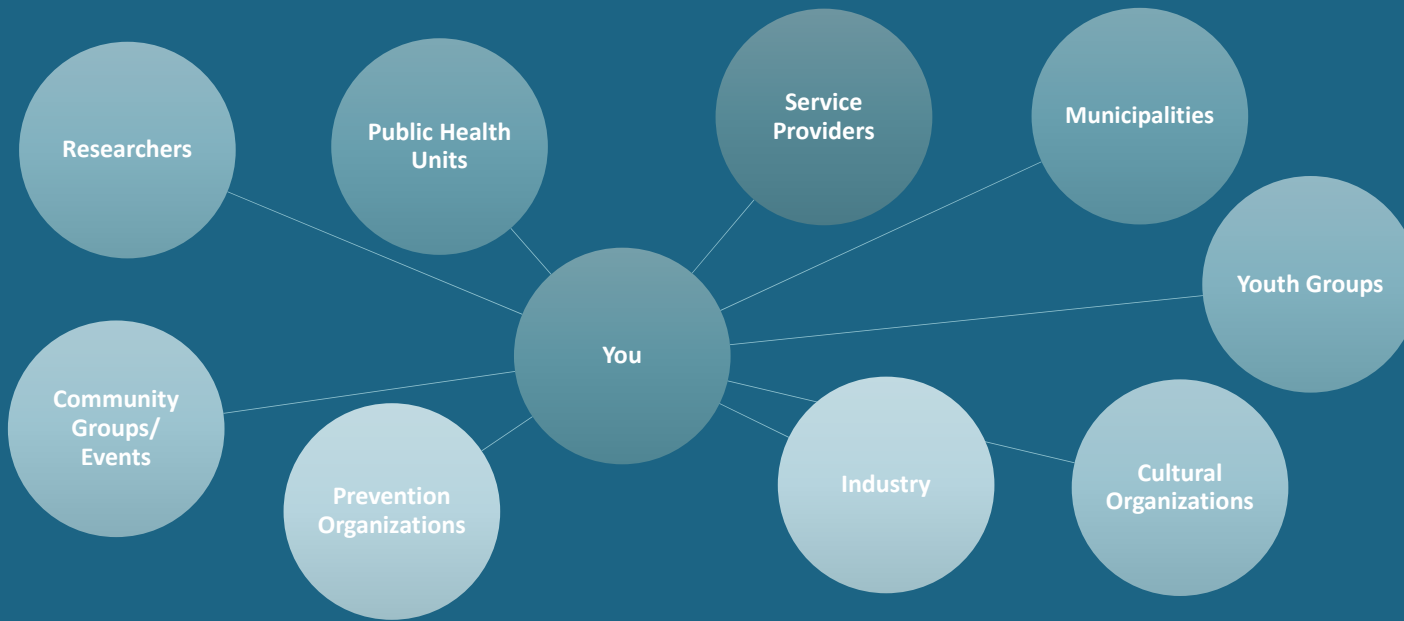


¹ Keen, Blaszczyński, & Fajoul, 2017
² St-Pierre & Derevensky, 2016



**We can build (new)
partnerships.**





Who else is working/invested in this space?



NOW Northwestern Ontario Wellness

A gambling response program



... or have you lost touch with reality?

Online gaming and social media that offer chances to gamble can be fun, unless they start to affect other parts of your life.

For more information on how to "Keep it Fun", check out the Kenora and Area Problem Gambling Prevention page at www.nwhu.on.ca.

If you or someone you know is struggling or has questions about gambling, call 1-800-668-6868 or text CONNECT to 686868





We can target high risk subgroups.



High Risk Subgroups



1 Hayatbakhsh et al., 2012

2 Responsible Gambling Council, 2016

3 Rodriguez, Krieger, Tackett, & Neighbors, 2016; Welte, Barnes, Tidwell, & Hoffman, 2007

4 Moore, Thomas, Kale, Spence, Zlatevska, et al., 2013

5 Hammond, Pilver, Rugle, Steinberg, Mayes, et al., 2014; Hayatbakhsh, et al., 2006

6 Weinstock, Whelan, & Meyers, 2008; Tang & Wu, 2012; Chiu & Storm, 2010

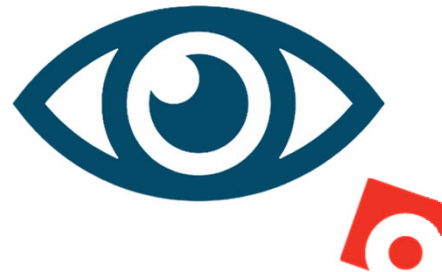
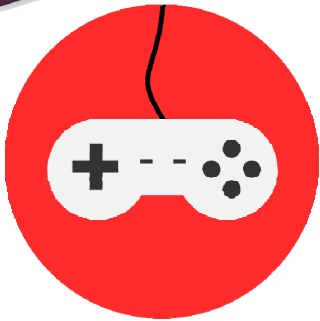
7 Adams et al., 2007



Sudbury



Preliminary Results





What is Betiquette?

Betiquette is a mix of good old fashioned etiquette, with responsible betting.

Here, you'll discover everything you'll need to know about betting with Betiquette.

And, become the type of man who controls the bet, rather than being the type of man who is controlled by betting.

Betiquette Tip #4

Keep it local

Never punt with some exotic bookie abroad.

If you're up for a punt, bet with a bookie licensed in Australia. Because when an Aussie bookie bamboozles an Aussie bloke, the likes of the ACCC and gaming regulators can intervene and help save your bacon. Oink oink!

Show some Betiquette



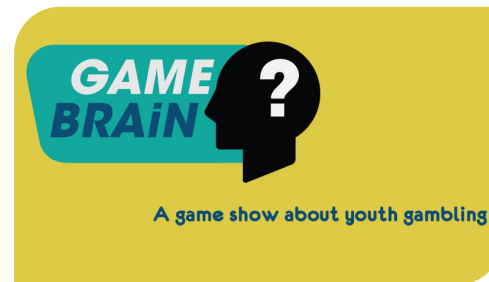
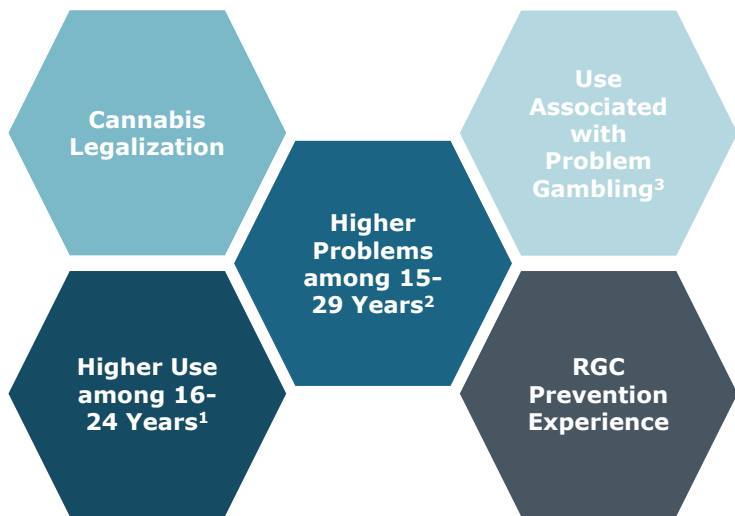


We can talk about more than gambling.





Cannabis



1 Government of Canada, 2017
2 Leos-Toro, Rynard, & Hammond, 2017
3 Hammond, Pilver, Rugle, Steinberg, Mayes, et al., 2014

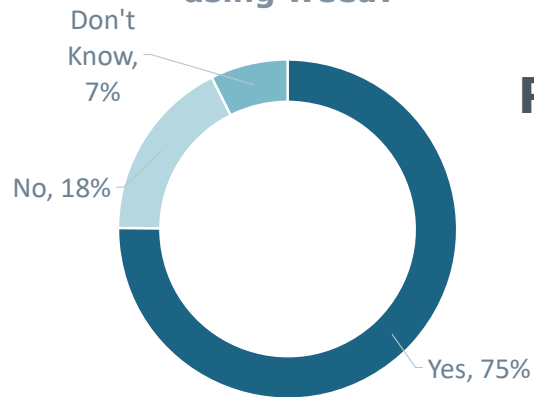


Game Brain Social Media Pilot



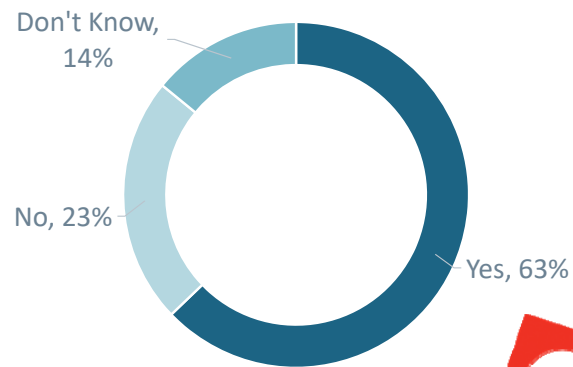
Game Brain Social Media Pilot

Did this message increase your knowledge about the risks of gambling and using weed?



256 Responses

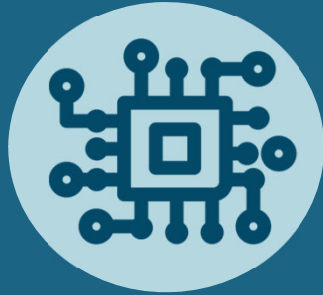
Is knowing this information likely to discourage you from gambling or using weed?





We can find new ways to reach and engage youth.





Social Media





Technology



Increase access and relevance through partnerships.

Bolster impact by targeting at-risk subgroups.

Broaden value by covering related topics.

Improve reach and engagement through innovation.

Key Takeaways



Thank you!

Any questions?

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