Sharpening Our Approach to Youth Gambling Prevention

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Outline

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

Responsible Gambling Council

Centre for the Advancement of Best Practices

35 Years

Ontario

RG+
Youth gambling prevention is having an impact.
Changes in knowledge, perceptions, beliefs – less so in behaviours\(^1\)

81.0% aware of ways to avoid problems

83.2% intention for different choices

1 Keen, Blaszczynski, & Fajou, 2017
The landscape is changing and so should we.
Research literature provides directions for improvement.
Recommendations

1 Keen, Blaszczynski, & Fajoul, 2017
2 St-Pierre & Derevensky, 2016
We can build (new) partnerships.
Who else is working/invested in this space?
To inform and build community capacity in the region to manage the risks associated with gambling expansion.
We can target high risk subgroups.
High Risk Subgroups

- Indigenous/Black/Hispanic/People
- Play Certain Games
- Substances Use/Misuse
- Play in Certain Ways
- Proximity to Casino
- Males
- Lower Education
- Higher Income
- 18-20 years

References:
1. Hayatbakhsh et al., 2012
2. Responsible Gambling Council, 2016
4. Moore, Thomas, Kale, Spence, Zlatevski, et al., 2013
5. Hammond, Pilver, Rugle, Steinberg, Mayes, et al., 2014; Hayatbakhsh, et al., 2006
7. Adams et al., 2007
Sudbury

Casino Expansion

Young People as Priority Population

Limited Existing Resources

Large At-Risk Groups
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.

Show some Betiquette

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!
We can talk about more than gambling.
Cannabis Legalization

Higher Use among 16-24 Years\textsuperscript{1}

Higher Problems among 15-29 Years\textsuperscript{2}

Use Associated with Problem Gambling\textsuperscript{3}

RGC Prevention Experience

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

- Yes, 75%
- No, 18%
- Don't Know, 7%

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

- Yes, 63%
- No, 23%
- Don't Know, 14%

256 Responses
We can find new ways to reach and engage youth.
Don’t really know, but it’s delicious. Drink up!
Key Takeaways

- 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.
Thank you!

Any questions?
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