Understanding & Reducing Gambling Harm among Young Adults in Ontario

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Outline

1. Gambling in Ontario
2. Gambling & Harm among Young Adults
3. Prevention Strategies
4. Sudbury
5. Cannabis
Who We Are
Gambling expansion is underway in Ontario.
Casino and entertainment complex to be built in Wasaga Beach

By Hannah Jackson  National Online Journalist, Breaking News  Global News

Ontario urging feds to legalize single event sports betting

Jane Stevenson
More from Jane Stevenson

Ontario government seeks to end online gambling monopoly
12 April 2019
Ontario’s Conservative government has revealed plans to end the current online gambling monopoly and also legalise single event sports betting in the Canadian province.
Gambling & Harm among Ontario Adults

82.9% past-year gambling

2.5% at-risk for harm

Individual
Family
Community

Personal
Social
Legal
Vocational/Educational
Financial

1 Williams & Volberg, 2013
2 Productivity Commission, 1999
Gambling as Public Health Issue

Distribution of gambling harm is impacted by determinants of health\(^1\)

Need for interventions and policies that prevent or mitigate harm\(^1\)

Age
Young Adults (18-24 years)

Prevention Programming

\(^1\) Elton-Marshall, Veselka, & Wijesingha, 2017
Young adults are at increased risk of gambling-related harm.
Gambling & Harm among Young Adults

- 60.0% lifetime gambling
- Higher harm than other adults
- 7.1% severe gambling problem
- Higher harm among 18-20 years

1 Responsible Gambling Council, 2016
2 Williams & Volberg, 2013
Risk Factors for Young Adults

- Male
- Less Education
- Higher Income

- Indigenous/Black/Hispanic/Asian Background

- Going to School/Studying Abroad

- Gambling Behaviours, Attitudes, Cognitions

- Impulsivity & Risk-Taking

- Gambling Availability/Proximity

- Substance Use/Misuse

References:
1. Hayatbakhsh et al., 2012
5. Weinstock, Whelan, & Meyers, 2008; Tang & Wu, 2012; Chiu & Storm, 2010
6. Welte, Barnes, Tidwell, & Hoffman, 2009; Adams et al., 2007
7. MacLaren, Best, Dixon, & Harrigan, 2011
Prevention initiatives are needed to limit gambling harm among young adults.
Prevention Strategies
School/Workshop Based

an interactive problem gambling awareness program

YMCA Youth Gambling Awareness Program (YGAP)
YMCA Programme de sensibilisation aux jeux de hasard chez les jeunes (PSJJ)
Prevention Strategies

Broad Based
Prevention Strategies
Broad Based
Keys to Success

- **Identify Gaps**: Find out what young adults need to know about gambling and related topics.
- **Know Your Audience**: See where young adults are spending their time and what they are interested in.
- **Evaluate & Refresh**: Evaluate programs using young adult input and revise programs as necessary.
- **Involve Young Adults**: Recruit young adults to be involved in the design and delivery process.
- **Reach Your Audience**: Select multiple young adult-focused environments and channels for program delivery.
- **Engage Young Adults**: Develop materials and activities that are age-appropriate, innovative, and interactive.
- **Choose Relevant Content**: Select content that covers a breadth of gambling information, behaviours, and companion topics.
Developing a Knowledge Translation Strategy for Coming of Age Youth in Greater Sudbury
Sudbury

Casino Expansion

Young People as Priority Population

Limited Existing Resources

Large At-Risk Groups
Approach

**Goal:** Identify the most appropriate ways to share relevant information on gambling with coming of age youth in Greater Sudbury

- Work with Local Partners
- Conduct Focus Groups
- Develop KT Strategy
- Share with Stakeholders
Preliminary Results
Gambling & Cannabis: Health Promotion in the Context of Cannabis Legalization
Cannabis Legalization

Higher Problems among 15-29 Years

Use Associated with Problem Gambling

Higher Use among 16-24 Years

RGC Prevention Experience

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

**Goal:** Mobilize current knowledge about cannabis and gambling among 16-24 year olds to develop evidence-based prevention messages

- Develop Youth Advisory Committee
- Conduct Provincial Stakeholder Survey
- Develop Key Messages
- Test & Refine
Multiple strategies exist to reduce risks from gambling and cannabis use.

We need to reduce stigma and increase help seeking.

There are risks associated with gambling after cannabis use.

There are links between cannabis and gambling use and problems.
Game Brain Social Media Pilot
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
Key Takeaways

- (Certain groups of) young adults are at high risk for harm.
- Prevention programs are needed and impactful.
- Development and delivery should maximize audience participation.
- Strive for continuous improvement.
Thank you!

Any questions?
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