OBJECTIVE
Develop evidence-based key messages about cannabis and gambling for young people for delivery as part of the Responsible Gambling Council’s educational programming.

METHODS
Advisory Committee: Young adult advocates from the Centre for Addiction and Mental Health’s National Youth Action Council helped guide the work.

Online Provincial Stakeholder Survey: 59 representatives of provincial organizations.

Social Media Message Pilot Targeting Adolescents in Ontario: 256 completed evaluation surveys.

RESULTS

Pilot Test

Key Numbers

105,000 → 13 – 18 Year Olds Reached

800+ Shares

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

73% YES 19% NO

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

60% YES 26% NO

CONCLUSION
According to stakeholders, young people have knowledge deficits about gambling and cannabis use and can benefit from education on risks and risk mitigation strategies. This work shifts attention to the need to educate young people about gambling while high, not just intoxicated on alcohol, and highlights the positive impacts of using social media messages for increasing awareness on these topics among young people.

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