

BC PARTNERSHIP FOR RESPONSIBLE GAMBLING

SESSION SUMMARY NOTES 2007 ANNUAL FORUM – Kelowna, B.C. November 16, 2007



The B.C. Partnership for Responsible Gambling (BCPRG) held its Annual Forum in Kelowna on Friday, November 16, 2007, focusing on youth gambling and prevention. Participants heard from three Canadian experts who spoke on current issues and recent research related to youth gambling.

The Forum provided an opportunity for open discussion to solicit participants' views and highlight potential prevention initiatives related to youth gambling. Representatives from Gaming Policy and Enforcement Branch (GPEB), BC Lottery Corporation (BCLC), municipalities and gaming service providers discussed what they are currently doing to address youth gambling; how they can improve; and, what new opportunities and strategies can be explored. Opportunities to meaningfully contribute to fellow partners' strategies and programs were also identified, highlighting the vast experience, knowledge, creativity and commitment available within the partnership for the achievement of each organization's responsible gambling objectives and outcomes.

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SUMMARY OF SESSION NOTES

Participants' notes of current initiatives to address youth gambling issues:

- Specific research to understand the issues around youth gambling has been conducted by both GPEB and BCLC.
- GPEB is working with municipalities and school districts to provide school-based programming focused on youth, gambling and prevention.
- As providers of public information, municipal councils bring forward zoning policies and procedures for gambling in their community, and, once a gaming facility is operating in their community and support responsible gambling programs with funding and grants to social agencies.
- Laws pertaining to the legal age to gamble are strictly enforced by the GPEB and upheld by BCLC and Gaming Service Providers.
- Gaming Service Providers are committed to training staff to respond appropriately to customers in distress, providing them with information on the Province's laws and public standards.
- Within gaming facilities, responsible gambling messaging is reinforced through Responsible Play Information Centres, usage of the tag line "Know your limit, play within it," and compliance with the Province's Responsible Gambling and Advertising and Marketing Standards.



Key action items for improvements

- Introduce pilot projects in youth prevention and education to more B.C. communities. Best practices from other jurisdictions should also be explored.
- Review B.C.'s Responsible Gambling Strategy and Three-Year Plan (2008-2011) and develop an action plan as a community resource, which will highlight funding, potential issues and trends, and research needs.
- Facilitate and support the installation of additional Responsible Play Information Centres at all gaming facilities in B.C.

Acting on recommendations

As an example of actions taken since the Annual Forum, BCLC advised customers to "Give Responsibly, Do Not Buy Lottery Tickets for Minors," during the Holiday season.

"While lottery products such as Scratch & Win tickets make great gifts for adults, they are not appropriate for children," said Jim Lightbody, BCLC's Vice President of Lotteries and participant of the BCPRG Annual Forum. "We urge parents to think about the fact that these tickets are in fact a form of gambling. Selling gaming products to minors is illegal, and providing them to minors as holiday gifts should not be considered an option either."

A new advertising campaign reminding lottery players not to buy lottery products as gifts for minors began running in several major newspapers across the province on Dec 12th, and throughout the holiday season.



Key action items to introduce new ideas

- Communicate existing programs and existing support in communities: ie. RG Awareness Weeks or other similar initiatives.
- Promote responsible play ideas to assist families identify healthy vs. unhealthy play.
- Sponsor speakers and other experts in the area of responsible gambling for community events and/or school programs.
- Conduct program assessments to ensure messages to youth and parents are effective.
- Review B.C.-based advertising (ie: lottery advertisements) to ensure age appropriate messages.
- Develop interactive educational games and materials aimed at parents for placement within gaming facilities.
- Train gaming facility staff to embrace responsible gambling in all aspects of roles and responsibilities.

British Columbia Partnership for Responsible Gambling

The British Columbia Partnership for Responsible Gambling (BCPRG) is a strategic alliance dedicated to promoting responsible gambling. The BCPRG was established by the Ministry for Public Safety and Solicitor General's Gaming Policy and Enforcement Branch (GPEB) and the British Columbia Lottery Corporation (BCLC), on the belief that the best solutions to issues related to gambling lie in shared action.

GPEB is responsible for the regulation of gaming in the province which includes developing and implementing legislation, policies, and public interest standards. The Branch is responsible for the provision of problem gambling services, responsible gambling initiatives and managing the Province's gambling research agenda.

BCLC is responsible for the conduct and management of gaming in the province, which includes retail and facilities-based responsible gambling programs.

Gaming Services Providers comply with all gaming regulations, responsible gambling standards and advertising standards. They participate with BCPRG initiatives; seek opportunities to enhance responsible gambling programs; and develop and enhance consumer protection practices in gaming venues.

Host local governments are responsible for participating, as appropriate, with Partnership initiatives; seeking local opportunities to enhance responsible gambling programs; and encouraging collaborative work between local services and the Province's contracted problem gambling prevention providers.

BCPRG Forum *Keynote Speakers*

This year's Forum program featured presentations from experts in the field of youth gambling and prevention. The BCPRG was pleased to welcome Dr. Jeff Deverensky, Director of McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviour; DECODE partner and researcher, Eric Meercamper; and B.C. Problem Gambling Program Coordinator, Jennifer Gregg. Each presentation provided valuable insight to youth gambling behaviour and offered solutions to offering effective preventative measures and effective prevention programs.

In review: Dr. Deverensky's presentation *'Youth Gambling: Should We Be Concerned?'* highlighted the prominent position of gambling in youth activity and culture and preventative programs currently in operation. Eric Meercamper's address *'Decoding Risk: Gambling Attitudes and Behaviours Among Youth in B.C.'* brought into focus the prevailing thoughts and responses towards gambling from young British Columbians recently surveyed through a telephone poll. Jennifer Gregg's session *'What Do Youth Respond To? Results From Youth Focus Groups in B.C.'* revealed young people's gambling motivations and offered a template for successful prevention advertising. Ms. Gregg also provided insight into B.C. youth gambling prevention initiatives such as The Amazing Chateau, KnowDice and Know the Score.



The BCPRG Steering Committee was appointed in September 2007 and is the main conduit for cooperation and collaboration between partnership members. At their first meeting, members adopted in principle Terms of Reference with opportunity to review in the future; discussed membership guidelines; reviewed the Province's Responsible Gambling Strategy and Three-Year Plan. The Committee meets quarterly and strives to:

- Recommend a short-term action plan and a long-term strategic plan for addressing priority areas.
- Recommend key priorities that may be addressed by the BCPRG.
- Provide recommendations for additional responsible gambling initiatives, such as education, training and research.
- Develop a communications strategy to ensure all of the members are well informed and to promote responsible gambling in B.C.
- Develop mechanisms to receive input from its members on key issues.
- Develop sub-committees and/or working groups on an as-needed basis in order to address specific issues.



Steering Committee Members:

Francis Cheung,	<i>Chief Administrative Officer, City of Langley</i>
Joan Selby,	<i>Social Planner, City of Burnaby</i>
Mario Lee,	<i>Social Planner, City of Vancouver</i>
Craig Briere,	<i>President, West Coast Hospitality Ltd.</i>
Sue Birge,	<i>Deputy General Manager and Director, Policy, Legislation & Standards, GPEB</i>
Donna Baird,	<i>Manager, Responsible Gambling Strategy, GPEB</i>
Paul W. Smith,	<i>Director, Communications and Corporate Social Responsibility, BCLC</i>
Tamara Ibbott,	<i>Manager, Responsible Gambling, BCLC</i>
Monique Wilberg,	<i>Chief Operating Officer, Gateway Casinos</i>