



# The Future of Responsible Gambling in Canada

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An aerial photograph of a city grid is overlaid with three large, semi-transparent circles. The leftmost circle is red and contains the text 'LANDSCAPES'. The middle circle is orange and contains the text 'STIGMA'. The rightmost circle is green and contains the text 'NAVIGATING SUPPORT'. The circles overlap each other and the city map below.

LANDSCAPES

STIGMA

NAVIGATING  
SUPPORT





Nas  
American Rapper,  
Songwriter

“No idea is original, **there’s nothing new under the sun.**

It’s never what you do, **but how it’s done.”**

A 3D illustration of a winding road with a red location pin and a red circle containing the word 'LANDSCAPES'. The road is dark blue with white dashed lines and a white border, curving from the bottom left towards the top right. A red location pin is positioned to the left of the road. A large red circle is centered over the road, containing the word 'LANDSCAPES' in white capital letters.

LANDSCAPES

# P360: 360 Degree View of Players

## What is:

- Largely unknown play
- Product driven/ Division Approach
- Limited Ability to track & Promote Healthy Play

## What could be:

- 100% Known Play
- Player centric/ Enterprise Approach
- Timely, relevant and tailored Responses



# P360: Promoting Healthy Play

**Pre-commitment  
Limits**

**Account  
Summaries /  
Activity  
Statements**

**Rewards**

**Tailored &  
Timely  
Messages**

# P360: Reducing Harmful Play

**Comprehensive  
Understanding**

**Predictive Risk**

**Real-time  
Evaluations**

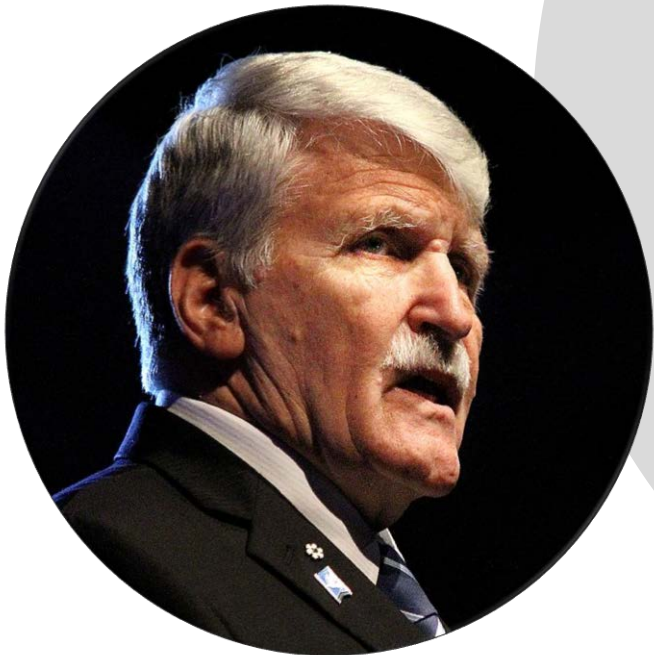
**Time Outs**

**Tailored  
Marketing**

A 3D illustration of a winding road with a red location pin and an orange circle containing the word 'STIGMA'. The road is dark blue with white dashed lines and a white border, curving from the bottom left towards the top right. A red location pin is positioned on the left side of the road. A large orange circle is centered over the road, containing the word 'STIGMA' in white, bold, uppercase letters.

**STIGMA**





Lieutenant-General (ret) The Honorable  
Roméo A. Dallaire

“These people have been **injured in their minds**, which has moved them to this extreme inability to control themselves.

Considerations to the **power of language** can help make a lot of in-roads to removing the stigma.”

# Understanding Stigma & Shame

## Findings: Expert Interviews

### External Stigmas

- Victim blaming.
- Societal belief that problem gambling is a moral failing.

### Internal Stigmas

- Fear
- Disappointment

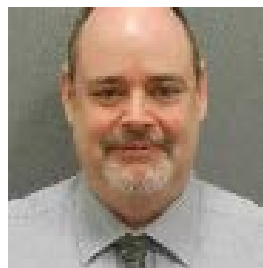
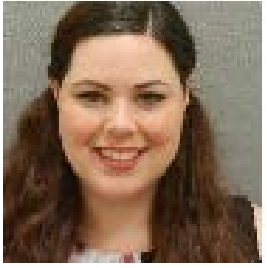
## Findings: Player Interviews

- Continuum of Severity and Repeat Cycles
- 'small and fleeting' moments of self-reflection and help-seeking
- Downplay the impacts
- Fear of losing the positive aspects of gambling
- Not as bad as others
- Can handle this alone
- Abstinence only approach is too extreme

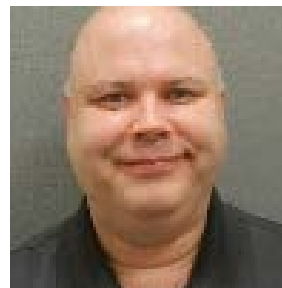


A 3D illustration of a winding road with a green circle containing the text 'NAVIGATING SUPPORT' and a red location pin icon. The road is dark blue with white dashed lines and a white border, curving from the top left towards the bottom right. A large green circle is positioned in the center of the road, containing the text 'NAVIGATING SUPPORT' in white, bold, uppercase letters. To the right of the green circle, a red location pin icon is visible, pointing downwards. The background is white with soft shadows under the road and the green circle.

**NAVIGATING  
SUPPORT**



# Virtual GameSense Advisor Program





( A 21-Minute phone conversation with a GameSense Advisor )



The pay lines are not lining up like they once did and the game has been changed.

I'm frustrated with the loss of money and I've been playing for days to win back that money.

I spoke to someone else earlier but they're not telling the truth.

Has BCLC had been tightening the machines with the loss of income from casinos during these shutdowns?

Well...These changes happening in the world have been **really stressful** and **I don't know what to do with myself...**

I understand that loss of money is difficult but I can assure you that the games have not been tampered with.

These are common concerns I hear a lot. Do you want to know how the games work and odds of winning?

No. That is not the case at all.

The closures have been really hard on a lot of people.

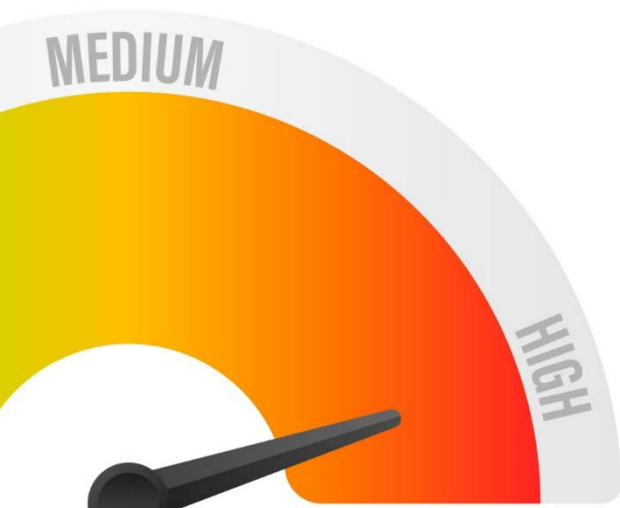
**Can I ask, are you OK?**

# High Risk Indicators Project

To proactively intervene when we see evidence of gambling harm or high risk behaviours.

## Objectives:

- Identify high risk player behaviours that will flag an action and response.
- To proactively interact and if necessary intervene
- To monitor the impact of responses







**Thank you.  
Questions?**