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Problem Gambling Public Awareness Campaigns in North America. A Report Submitted to: Ontario Substance Abuse Bureau by Wynne Resources, Edmonton, Alberta, Canada

Wynne Resources

Ontario Substance Abuse Bureau

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# **Problem Gambling Public Awareness Campaigns in North America**

*A report submitted to:  
Ontario Substance  
Abuse Bureau*



*by*  
**Wynne Resources**  
*Edmonton, Alberta  
Canada  
October 1999*

**PROBLEM GAMBLING  
PUBLIC AWARENESS CAMPAIGNS  
IN NORTH AMERICA**

**A REPORT SUBMITTED TO:**

**ONTARIO SUBSTANCE ABUSE BUREAU**

**BY**

**WYNNE RESOURCES  
EDMONTON, ALBERTA, CANADA**

**OCTOBER, 1999**

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**TABLE OF CONTENTS**

EXECUTIVE SUMMARY .....	5
I INTRODUCTION .....	13
1. Project Purpose and Objectives .....	13
2. Research Methodology .....	14
3. Limitations .....	16
4. Organization of Report .....	17
II QUESTIONNAIRE RESULTS .....	19
1. Problem Gambling Public Awareness Campaigns in North America .....	19
1.1 History of Public Awareness Campaigns .....	19
1.2 The Importance of Public Awareness Campaigns .....	20
1.3 Planning Public Awareness Campaigns .....	20
1.4 Target Groups .....	22
2. Strategies and Approaches Utilized to Raise Public Awareness .....	23
2.1 Activities Employed to Raise Public Awareness .....	24
2.2 Types of Support Media .....	26
2.3 Resources .....	28
3. Program Evaluation .....	32
3.1 Types of Evaluation Processes Employed .....	32
3.2 Assessing Public Awareness Campaign Effectiveness .....	33
III TELEPHONE INTERVIEW RESULTS .....	37
IV CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS .....	47
1. Problem Gambling Public Awareness Campaigns .....	47
2. Strategies and Approaches Utilized to Raise Public Awareness .....	48
2.1 Determining Purpose, Goals and Objectives .....	48
2.2 Selecting Public Awareness Campaign Activities and Media .....	49
2.3 Identifying Target Groups .....	50
2.4 Determining Resources Needed .....	51
3. Evaluating Effectiveness .....	53

4.	Suggestions from Key Informants .....	55
5.	Final Comment .....	57

APPENDICES

Appendix 1	List of Contacts .....	59
Appendix 2	Participant Questionnaire .....	63
Appendix 3	List of Study Participants .....	69
Appendix 4	Questionnaire Results .....	73
Appendix 5	Inventory of Public Awareness Campaign Resource Materials .....	133
Appendix 6	Telephone Interview Questions .....	147
Appendix 7	Participant Web-site Addresses .....	151

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**TABLES**

Table 1-	Comparison of Survey Sample by Organization Type and Country .....	15
Table 2-	Comparison of Respondents by Organization Type and Country .....	16
Table 3-	History of Initiatives for Raising Public Awareness .....	19
Table 4-	Formal/Informal Problem Gambling Public Awareness Campaigns .....	21
Table 5-	Target Groups .....	22
Table 6-	Activities to Raise Public Awareness .....	25
Table 7-	Support Media Employed in Public Awareness Initiatives .....	27
Table 8-	Number of Staff Directly Involved .....	28
Table 9-	Percentage of Staff Members' Time Spent on Problem Gambling Public Awareness Initiatives .....	29
Table 10-	Percentage of Annual Budget Spent on Problem Gambling Public Awareness Initiatives .....	30
Table 11-	Approximate Dollar Amount of Annual Budget Spent on Problem Gambling Public Awareness Initiatives .....	31
Table 12-	Process for Evaluating Problem Gambling Public Awareness Initiatives .....	32
Table 13-	Most Effective Problem Gambling Public Awareness Initiatives .....	34
Table 14-	Least Effective Problem Gambling Public Awareness Initiatives .....	35

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## EXECUTIVE SUMMARY

### Purpose of the Study

Over the past two decades gambling has emerged as one of the most popular forms of entertainment and recreation throughout North America. In fact, gambling has probably been tried by more people than any other form of recreation and entertainment activity. For most individuals gambling is a harmless activity with no adverse effects. However, for a small but significant group of people, gambling is problematic and adversely affects every aspect of their lives.

Problem gambling public awareness campaigns (PACs) are employed throughout North America to heighten awareness and educate community members about problem gambling. Today, PACs are being developed and delivered by government agencies, gaming operators and non-government organizations (NGOs) in Canada and the United States.

As part of the government's prevention strategy to mitigate problem gambling in Ontario, the Ministry of Health and Long-Term Care plans to implement a campaign that is intended to increase citizens' awareness and knowledge of this serious public health issue.

The purpose of this project is to examine existing North American problem gambling public awareness campaigns, with a view to providing the Ontario Substance Abuse Bureau (OSAB) with detailed information and recommendations for designing and implementing an effective public awareness campaign that will meet the needs of the Province of Ontario.

### Research Approach

To accomplish the five project objectives, the research approach included identifying and contacting a sample of government, non-government and private gaming organizations throughout North America to solicit their cooperation in (a) forwarding information and media resources materials utilized in their problem gambling public awareness campaigns and related initiatives, and (b) offering their perceptions and advice relative to problem gambling PACs.

In total, 118 public and private sector organizations in Canada and the United States were directly contacted and 42 of these ultimately participated in this research project. Table 1 shows that 60% of the participating organizations are resident in Canada and 79% are public sector government or non-government organizations.

**TABLE 2**  
**Comparison of Respondents by Organization Type and Country**

Type of Organization	Respondents (%) (n=42)	Canada	U.S.A.	Total
Government Agencies	23.8	7	3	10
Gaming Operators	21.4	8	1	9
Non Government Organizations	54.8	10	13	23

### **Problem Gambling Public Awareness Campaigns in North America**

Tremendous strides in raising public awareness about problem gambling have been made over the past ten years throughout North America. Much of the progress in this area has come about because of the collaborative efforts of government, non-government and gaming organizations, including those who participated in this research project. Today, because of these partnerships, a number of excellent initiatives are in place to raise awareness about problem gambling.

Problem gambling public awareness campaigns are relatively recent preventive contributions from organizations in Canadian and United States jurisdictions. This is not surprising considering that gambling expansion and our knowledge of the nature and etiology of problem gambling has only really been emerging since the mid to late 1990s. Most of the project respondents note that their PAC initiatives have been in place for six years or less; moreover, these are more likely to be undertaken by government and non-government organizations, with the former being more active sponsors in Canada. With some noted exceptions, the gaming industry appears to be virtually uninvolved in mounting problem gambling PACs in either country, preferring to leave this responsibility to governments and NGOs.

Notwithstanding that problem gambling public awareness campaigns are relatively recent in North America, most of the organizations polled suggest that this is a key initiative in their service delivery mandate. It is not unexpected, then, to discover that most have an array of initiatives and products to promote public awareness of problem gambling, whether or not they have either a formal or informal “plan” in place. Even those NGOs and gaming operations that do not have public awareness campaigns recognize their merit and these organizations offer to participate in problem gambling PAC initiatives undertaken by others.

### **Strategies and Approaches**

The government/non-government agencies and gaming operators that participated in this

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study report similar public awareness initiatives that mainly include developing and widely disseminating information and resource materials about problem gambling; presenting information about problem gambling at workshops and conferences; managing helplines; and providing problem gambling training to helping professionals. Although over 80% of the organizations surveyed claim to have either formal or informal public awareness campaigns, none provided evidence that a “strategic plan” is in place to guide these campaigns.

Although the organizations that participated in this research project embrace various strategies and approaches to raising public awareness about problem gambling, there seems to be two over-arching goals common to these PACs, namely: (1) to raise awareness of problem gambling and services available to address this socio-health issue, and (2) to reduce the incidence of problem gambling in the community.

In achieving these two main goals, North American governments, gaming operators, and NGOs engage in a wide range of activities and employ a correspondingly diverse array of media products. The development and dissemination of literature featuring problem gambling is a preeminent PAC activity and the “message” that is crafted is most likely to be disseminated through print media (i.e. brochures/pamphlets, posters, newsletters, reports). Notwithstanding this preference, other activities and products are also used to deliver the message, including: public education initiatives that use print materials, information kits, handouts, and video; advertising campaigns (e.g. newspaper, magazine, billboards, TV) that also use these print and video formats; presentations and exhibits at conferences, again where these products, reports, and other print materials are displayed; training sessions where allied helping professionals are sensitized to the problem; and technology-driven initiatives such as helplines and web-sites. One gets the impression that a “shotgun approach”--where any and all methods are tried--is the modus operandi of many organizations as they strive to get the problem gambling message out to their public.

It is interesting and important to determine “who” these organizations aim the problem gambling message towards. While most North American governments, gaming operators, and NGOs reveal that their public awareness campaigns are targeted at any citizen who is potentially affected by problem gambling, most also identify target sub-populations that they direct promotional messages towards (e.g. youth, seniors, women, collaterals, gaming patrons, lottery players, employees). In each instance, the message and medium are geared towards initiatives deemed to be most appropriate for that sub population (e.g. “cool” TV ads for youth, age relevant commercials for seniors, posters/pamphlets for gambling patrons, language and culturally sensitive materials/ads for ethnic communities).

## **Resource Allocation**

In terms of human resources, both Canadian and United States government and non-government organizations are more likely than gaming operators to have staff directly assigned to facilitating their problem gambling public awareness campaigns, however, only three have full-time staff dedicated solely to this task. Rather, most organizations have from one to five staff members involved part-time in developing and monitoring their public awareness campaign and some agencies claim that all their staff are expected to devote at least some time to raising awareness about problem gambling.

In North America, the largest problem gambling public awareness campaign budgets are those reported by Canadian organizations. Three western Canadian provincial governments (British Columbia—\$500,000, Alberta—\$800,000, and Manitoba—\$800,000), one Ontario non-government organization (Canadian Foundation on Compulsive Gambling—\$650,000), and one provincial lottery corporation (Lotto Quebec—\$2.1 million) budget the most on problem gambling PACs. In comparison, the two U.S. state lottery commissions that responded (Colorado and Ohio) allocate \$100,000 and \$350,000/year, respectively, and the Washington State Gambling Commission budgets \$150,000. The two Canadian private gaming industry respondents, Casino Niagara and Casino Rama, report annual budgets of \$150,000 and \$200,000, respectively, for problem gambling public awareness initiatives.

In general, governments tend to have larger annual budgets than non-government organizations for problem gambling public awareness campaigns. For instance, aside from the Canadian Foundation on Compulsive Gambling in Ontario, the other twelve Canadian and United States non-government organizations report budgeting \$160,000 or less annually on problem gambling PACs, and seven budget \$50,000 or less with four of these budgeting less than \$5,000.

It is evident that, notwithstanding most North American organizations surveyed state that increasing problem gambling awareness is a critical part of their mandate, relatively limited human and financial resources are applied by most organizations to this key prevention initiative.

## **Evaluating Effectiveness**

None of the organizations responding to the survey provide any evidence that they formally evaluate the effectiveness of their overall problem gambling public awareness campaigns. At best, government and non-government organizations in Canada and United States examine generic indicators thought to be connected to the success of isolated PAC initiatives. For instance, some organizations track requests for resource materials, presentations, media interviews, and calls to hot-lines and consider that, if these requests increase, then their problem gambling message must be getting out. There is, of course, no way of attributing this increase

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directly to their specific campaign initiatives but most organizations seem content to rely on this descriptive data and staffs members' subjective judgement that initiatives seem to be working, or not working, effectively.

There is no clear consensus about the most/least effective problem gambling public awareness program strategies and initiatives. Evidently, what appears to work in one jurisdiction may not be effective in another. At best, the research results only describe the range of specific initiatives organizations have undertaken as part of raising public awareness about problem gambling and there is limited insight into the efficacy of specific approaches.

## **Recommendations**

Based on the research findings and conclusions, the researchers offer six recommendations for the Ontario Ministry of Health and Long-Term Care to consider, and these are summarized as follows:

### **Recommendation # 1**

The Ontario Substance Abuse Bureau should continue to maintain contact with the governments, NGOs, and gaming industry organizations that participated in this research project for the purpose of sharing information on the ongoing development of each other's problem gambling PAC initiatives. Furthermore, the OSAB should take the lead and consider the following specific initiatives to support this ongoing relationship.

- (a) Developing an "environmental scanning mechanism" in-house to remain vigilant and gather new information about other jurisdictions' problem gambling PAC initiatives.
- (b) Continuing to collect and inventory "media products" (i.e. print materials, TV commercials, multimedia) that are utilized in problem gambling PACs in Canada, the United States, and abroad.
- (c) Developing an Internet site to serve as a clearinghouse for disseminating information, media products, and "best practice" guidelines for developing and evaluating problem gambling PACs.

**Recommendation #2**

The Ontario Substance Abuse Bureau should develop a “strategic plan” which must include a clear, concise statement of purpose and realistic, measurable goals and objectives to guide the development of the provincial problem gambling PAC. Furthermore, this strategic plan should be incorporated within the framework of an overall “prevention program” and the PAC initiative should be articulated with other research, education, and treatment initiatives designed to mitigate problem gambling.

**Recommendation #3**

The Ontario Substance Abuse Bureau should carefully select specific promotional activities and media when designing the PAC that will help achieve the goals and objectives identified in the strategic plan. This must include differentiating between problem gambling public awareness “promotional” versus service/program “advertising” activities. PAC program developers must guard against adopting a “shotgun” approach that simply adds unconnected promotional activities and media merely because these are utilized in other jurisdictions.

**Recommendation #4**

Concurrent with determining purpose, goals/objectives, and strategic activities and media best suited for achieving these, the Ontario Substance Abuse Bureau should identify specific target groups that are to be the focus of the PAC. It is presumed that the “Ontario general public” is the main target group, however, it is likely that sub populations will also be targeted. In anticipation of this, it is imperative that realistic, measurable goals/objectives and expected outcomes be determined for these sub populations as well as for the general public. There may be common media activities that simultaneously meet more than one target group goal/objective (e.g. TV ads sensitizing both the general public and adolescents to the issue of teen problem gambling), nevertheless, it is important to distinguish the target groups so that desired effects relative to each can be identified and measured.

**Recommendation #5**

Notwithstanding that the Ontario Substance Abuse Bureau has the mandate and resources to unilaterally mount a provincial problem gambling PAC, opportunities should be sought to involve other provincial stakeholders—notably NGOs and gaming operators—in planning and implementing the PAC.

To facilitate involving other stakeholders, the Ontario Substance Abuse Bureau should take the lead and invite Ontario gaming industry operators and non-government organizations with a perceived mandate for raising public awareness about problem gambling to a planning meeting for the purpose of determining what, if any, role each participant wishes to play in the designing, implementation, monitoring and evaluation of the provincial problem gambling PAC.

**Recommendation #6**

Concurrent with the development of the problem gambling PAC strategic plan, the Ontario Substance Abuse Bureau should develop an “evaluation plan” to measure the effectiveness of the campaign. This evaluation plan should contain two component parts—(a) a “process” evaluation that continuously monitors and measures key performance indicators as the PAC progresses, and (b) an annual “outcomes” evaluation that examines the extent to which goals, objectives and intended outcomes have been realized.

It is suggested that an external evaluation consultant be retained to develop the PAC evaluation plan and conduct the subsequent process and outcome evaluations and, furthermore, that this evaluator participate in the initial PAC strategic planning process.

In addition to these recommendations, the researchers synthesize comments from four experienced leaders in organizations that have mounted comprehensive problem gambling public awareness campaigns and the advice from these key informants is summarized in five “action areas”: leading, planning, targeting, designing and evaluating.

In conclusion, the researchers recommend that the findings of this research be shared with study participants and, furthermore, that the Ontario Substance Abuse Bureau maintain contact with these organizations and boldly take the lead in North America in collecting and disseminating information relative to problem gambling public awareness campaigns.

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## I. INTRODUCTION

Over the past two decades gambling has emerged as one of the most popular forms of entertainment and recreation throughout North America. In fact, gambling has probably been tried by more people than any other form of recreation and entertainment activity. For most individuals gambling is a harmless activity with no adverse effects. However, for a small but a significant group of people, gambling is problematic and adversely affects every aspect of their lives.

Problem gambling is an issue that needs to be addressed when examining the pros and cons of the gambling industry. Unfortunately, there is no feasible strategy or magical cure that will eliminate problem gambling. Problem gambling needs to be managed and strategies need to be employed to reduce the harmful effects it has on individuals, families and the community. Like other problematic behaviours, such as alcohol and drug abuse, problem gambling needs to be addressed using a holistic approach. Initiatives that encompass research, prevention, education and the treatment are essential in providing effective, community-focused problem gambling services. Further, an integral component in the development and delivery of effective, community-focused problem gambling prevention initiatives is the inclusion of a public awareness campaign.

Problem gambling public awareness campaigns (PACs) are employed throughout North America to heighten awareness and educate community members about problem gambling. Today, PACs are being developed and delivered by government agencies, gaming operators and non-government organizations (NGOs) in Canada and the United States. Although the methodology in the implementation of these campaigns may vary from region to region, some common goals are shared by all--providing citizens with the tools to make healthy decisions about gambling, reducing the prevalence of problem gambling, and minimizing the effect problem gambling has on the community. A well planned and implemented public awareness campaign on problem gambling can have a profound effect in a community. For example, there is some evidence in Alberta that the Alberta Alcohol and Drug Abuse Commission (AADAC) public awareness campaign may be having a positive effect in reducing problem gambling prevalence rates in the province. Although strategies to address problem gambling issues are still emerging, some public awareness campaigns are now in place in Canadian provinces and American states throughout North America. Before setting out to design and implement a new community public awareness campaign, it makes sense to explore other jurisdictions to find out what strategies have been utilized elsewhere.

### 1. Project Purpose and Objectives

The purpose of this project is to examine existing North American problem gambling public awareness campaigns, with a view to providing the Ontario Substance Abuse Bureau (OSAB) with detailed information and recommendations for designing and implementing an effective public awareness campaign that will meet the needs of the Province of Ontario.

The specific objectives that guide the research are as follows:

- Objective 1: To identify a sample of government, non-government, and gaming operators in North America that have developed a problem gambling public awareness campaign.
- Objective 2: To contact each organization and request their cooperation in (a) providing samples of PAC resource materials and media, and (b) completing a written survey questionnaire and/or telephone interview.
- Objective 3: To inventory and analyse the resource materials and media gathered and forward these samples to the Ontario Substance Abuse Bureau.
- Objective 4: To develop and administer a written survey questionnaire and conduct telephone interviews with key organization representatives for the purpose of gaining their perceptions relative to facets of their problem gambling PACs.
- Objective 5: To formulate conclusions and offer recommendations to the Ontario Substance Abuse Bureau that will assist in designing and implementing the Ontario problem gambling public awareness campaign.

## **2. Research Methodology**

To achieve these objectives and to assist the Ontario Substance Abuse Bureau in designing a problem gambling public awareness campaign, the OSAB contracted Wynne Resources to undertake this study and gather resource materials and perceptual data from North American organizations with existing problem gambling PACs. Dr. Harold Wynne, an experienced Canadian gambling researcher, and colleague Gary McCaskill undertook this study and they relied on their knowledge of, and agency and industry contacts within, the gambling field.

In conducting this research, the following methodology was employed:

1. From their file data, contacts and expertise in the field of problem gambling, Wynne Resources identified and compiled a list of 118 government, gaming and non-government organizations (NGOs) in Canada and the United States who are active in problem gambling public awareness initiatives (see Appendix 1 for a list of organizations contacted). A comparison of the survey sample between the types of organizations and the countries they represent is presented in TABLE 1.

**TABLE 1**  
**Comparison of Survey Sample by Organization Type and Country**

Type of Organization	Sample (%) (n=118)	Canada	U.S.A.	Total
Government Agencies	26.3	28	3	31
Gaming Operators	18.6	16	6	22
Non-Government Organizations	55.1	23	42	65

2. Each of these agencies was contacted either by e-mail or fax inviting them to participate in the project. Along with the invitation to participate, a questionnaire was included (see Appendix 2) that posed the following questions:
1. How long has your agency been engaged in promoting awareness of problem gambling (PG)?
  2. How important within your organization are initiatives to raise awareness of PG?
  3. Does your organization have a formal “problem gambling awareness campaign?”
  4. If not, do you have other strategies for raising awareness of PG? (please identify these)
  5. What is your organization’s overall strategy/approach to raising awareness of PG?
  6. What specific target groups are you attempting to reach with your PG awareness initiatives?
  7. Approximately how much of your organization’s time and resources are expended on PG awareness initiatives? (a) Number of staff directly involved; (b) % of staff members time spent on PG public awareness initiatives; (c) % of budget spent on PG public awareness initiatives; and (d) Approximate dollar amount of budget spent on these initiatives.
  8. What specific activities (and support media) are employed by your organization is raising awareness of PG?
  9. How do you evaluate the effectiveness of your PG awareness initiatives?
  10. Which of your PG awareness initiatives are the most effective/least effective?

Each of the agencies was asked to provide copies of any resource materials they use in the implementation and delivery of their public awareness campaign.

Forty two organizations agreed to participate in the project and, subsequently, completed the questionnaire (see Appendix 3 for a list of organizations that responded). TABLE 2 summarizes the respondents by organization type and country.

**TABLE 2**  
**Comparison of Respondents by Organization Type and Country**

Type of Organization	Respondents (%) (n=42)	Canada	U.S.A.	Total
Government Agencies	23.8	7	3	10
Gaming operators	21.4	8	1	9
Non Government Organizations	54.8	10	13	23

3. The written questionnaire responses were transcribed verbatim and these are included in Appendix 4. The resource materials and media collected were inventoried and given to the OSAB and a list of this information is included in Appendix 5.
4. Wynne Resources reviewed and organized all the information and resource materials gathered and determined which of the components are similar, across the campaigns researched, and which components are unique to a particular campaign. The effectiveness of PAC components was determined based on the self-reported assessments provided in the questionnaire.
5. From the resource materials/media gathered and questionnaire responses, the research team selected four key informants (two Canadian government agencies, one Canadian non-government organization and one United States non-government organization) to participate in telephone interviews. Individuals in these agencies were selected because of their experience and the comprehensiveness of their problem gambling public awareness campaigns. The interviewers posed a series of questions that were crafted to enhance the data gathered through the original participant questionnaire (see Appendix 6 for interview questions and a list of interviewees).

### 3. Limitations

In order to establish a list of participants for this research project, Wynne Resources utilized an extensive cross section of resources. First, the researchers began by drawing from Wynne Resources' expertise in the field of gambling, utilizing their comprehensive contact list and agency reports and promotional materials on file. Second, to enhance and expand the list of contacts, the researchers conducted an extensive search using the Internet and solicited referrals from other agencies in the field of problem gambling. The result of these two methodologies produced a list of 118 organizations (see Appendix 1) the researchers deemed to be most knowledgeable about problem gambling public awareness campaigns.

The researchers then proceeded to contact each of the 118 organizations to solicit their participation in this research project. Of these, 42 organizations consented to participate in the project (see Appendix 3) and the findings in this report are the result of the data provided by these respondents.

Despite the moderate response rate (36%), the researchers feel that the data collected and presented in this report is representative of problem gambling public awareness campaigns throughout North America. It must be acknowledged, however, that the research is limited to the data gathered from a select sample of organizations and it is conceivable that PAC resources and perceptual data gathered from other organizations may result in somewhat different findings and conclusions.

#### **4. Organization of Report**

The report is organized in four sections. First, the introduction to the research project has been outlined above. Second, results of the findings from the 42 participants questionnaires are presented. The findings are presented under three subheadings: (a) Problem Gambling Public Awareness Campaigns in North America, (b) Strategies and Approaches to Raise Public Awareness, and (c) Program Evaluation. Third, results of the telephone interviews are presented, and fourth, conclusions, implications and recommendations are offered based on the findings presented in the first three report sections.

## II. QUESTIONNAIRE RESULTS

### 1. Problem Gambling Public Awareness Campaigns in North America

Tremendous strides in the raising of public awareness about problem gambling have been made over the past ten years throughout North America. In conducting this research, the researchers got the sense that much of the progress in this area has come about because of the collaborative efforts amongst the government, non-government and gaming organizations that were targeted for this project. Today, because of these partnerships, a number of excellent initiatives are in place to raise awareness about problem gambling and this is evident in the research findings. However, it is also apparent that problem gambling public awareness campaigns are still in their infancy.

#### 1.1 History of Public Awareness Campaigns

All 42 organizations provided data about the history of their problem gambling public awareness initiatives. TABLE 3 provides a breakdown of the length of time these initiatives have been in place by organization type and country.

**TABLE 3**  
**History of Initiatives for Raising Public Awareness**

Years	Sample (%) (n=42)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
No Initiatives	14.3	0	0	4	0	1	1	6
less than 1 year	4.8	0	0	0	0	1	1	2
1 to 3 years	38.1	2	1	3	0	4	6	16
4 to 6 years	23.8	5	0	1	1	3	0	10
7 to 10 years	11.9	0	2	0	0	0	3	5
More than 10 years	7.1	0	0	0	0	1	2	3

Thirty-three (79%) of the forty-two organizations reporting having public awareness initiatives have been in existence for ten years or less. Six of the forty-two organizations reported that they are not involved in any problem gambling initiatives.

Of the four gaming organizations that report having no initiatives, two are bingo associations and two are racing commissions. Three of the four report that they would be supportive of any initiatives dealing with problem gambling awareness.

Of the two NGOs also reporting no initiatives, the National Council on Compulsive Gambling in the United States does not actively participate in public awareness initiatives (the Council leaves this up to their affiliates and provides support where they can). The second NGO is a Canadian church organization that is not doing anything in the way of problem gambling.

## **1.2 The Importance of Public Awareness Campaigns**

Thirty-four of the 42 organizations responded to the survey question, “How important within your organization are initiatives to raise awareness of problem gambling.” Of those who responded, thirty-two agreed that raising public awareness about problem gambling is an important function for their organization and, in fact, eleven of the organizations describe it as an integral part of their mandate.

The two organizations who did not feel that raising public awareness about problem gambling is an integral part of their organization were both bingo associations. One of the associations felt public awareness initiatives are the responsibility of the individual bingo halls, however, they would be supportive of these initiatives. The other association does not believe that bingo produces a high number of problem gamblers, only people who have problems in managing their money. However, both organizations are participating in an initiative to develop programs to raise awareness within their industry. Neither of the racing commissions responded to this question.

It appears that for many of the non-government organizations surveyed, especially problem gambling councils, education and public awareness are their primary reasons for being in existence. It is also evident that government agencies, mandated to provide and carry out the problem gambling activities for their jurisdiction, are also consistent in ranking education and public awareness as having a high priority within the scope of their problem gambling activities. The gaming operators (casinos) also gave credence to the importance of raising awareness about problem gambling. To quote one of the Canadian gaming operators:

“We see it as an important opportunity to focus on helping people and promoting the fact that we do not want problem gamblers. We want people to come here for entertainment and enjoyment.”

The two American state lottery commission respondents feel their role in raising awareness about problem gambling is important and they are involved in activities that support this role.

## **1.3 Planning Public Awareness Campaigns**

All 42 organizations responded to the question, “Does your organization have a formal problem gambling public awareness campaign?” TABLE 4 presents the responses to this question by organization type and country.

**TABLE 4**  
**Formal/Informal Problem Gambling Public Awareness Campaigns**

Program Types	Sample (%) (n=42)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Formal PACs	54.8	3	3	4	1	4	8	23
Informal PACs	33.3	4	0	0	0	5	5	14
No Initiatives for Raising Public Awareness	11.9	0	0	4	0	1	0	5

Twenty-three of 42 (55%) respondents report having formal problem gambling public awareness campaigns. There appears to be no significant variation in this finding between organization types and country.

Of those nineteen organizations reporting not having a formal public awareness campaign, 14 (33%) report that their organizations do employ initiatives for raising awareness about problem gambling. Although these 14 organizations do not have a formal public awareness campaign, raising public awareness about problem gambling is an important component of their service delivery strategies. These initiatives are blended into, and are a part of, their overall service component. The initiatives being employed by these organizations are similar to the initiatives being incorporated by organizations having formal programs. These activities include:

- Dissemination of information pertaining to problem gambling issues;
- Developing problem gambling resource materials;
- Presentations and workshops about problem gambling;
- Managing helplines;
- Providing training to professionals about problem gambling issues; and
- Collaborating with other agencies in the development and enhancement of activities for raising awareness about problem gambling.

Of the four government organizations reporting not having a formal public awareness campaign, two reported that their public awareness initiatives are built into their current service components and the other two are in the process of building a campaign.

Of the five (12%) organizations that report having no initiatives pertaining to problem gambling issues, two offer that they would be supportive of any initiatives that raise awareness.

## 1.4 Target Groups

Thirty-five of the 42 project participants provided data relating to the specific groups that their problem gambling public awareness initiatives target. The majority of the 35 respondents are quick to point out that their initiatives are intended for any citizen who gambles or is affected by gambling. However, most of these same organizations have also recognized the need to target more specific populations and, as such, have developed initiatives to meet the needs of these special populations. TABLE 5 provides a breakdown of those populations being targeted by organization type and country.

**TABLE 5**  
**Target Groups**

Populations	Sample (%) (n=35)	<u>Government</u>		<u>Gaming</u>		<u>NGOs</u>		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
General Public	71.4	6	2	2	0	5	10	25
Youth	45.7	3	1	1	0	5	6	16
Gaming Patrons	31.4	1	0	4	1	3	2	11
Gaming Employees	28.6	2	0	4	1	1	2	10
Seniors	25.7	2	0	0	0	3	4	9
Allied Professionals	20.0	1	0	0	0	3	3	7
Persons Affected by Someone Else's Gambling	20.0	2	1	0	0	2	2	7
Women	17.1	1	0	0	0	2	3	6
Lottery Players	14.3	1	1	0	0	1	2	5
Employees (EAP)	14.3	1	0	0	0	3	1	5
Schools/Colleges	8.6	0	0	0	0	0	3	3
Community leaders)	8.6	0	0	0	1	2	0	3
Multi-Culture	8.6	1	0	0	0	0	2	3
Aboriginal	5.7	1	0	0	0	1	0	2

Note: Sample column does not total 100% because multiple responses are recorded.

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As Table 5 shows, 25 of the 35 (71%) organizations' initiatives target the general public. This finding is consistent between organization type and country. The next most popular target groups is youth. Sixteen of the 35 (46%) respondents give this group a very high priority, especially Canadian government organizations and NGOs both in Canada and the United States. What is also interesting to note is that three United States NGOs identified schools/colleges as a target population. Other popular target groups are gaming patrons (31%) and gaming employees (29%)-- these groups were given priority by both the Canadian and United States gaming operators and NGOs.

Seniors (26%); allied professionals (20%), including drug and alcohol counselors and treatment professionals; persons affected by someone else's gambling (20%) and women (17%) are popular groups being targeted by NGO's in both Canada and the United States.

There appears to be no significant difference between Canada and the United States in the populations being targeted. However, it is interesting to note that two Canadian respondents reported targeting the Aboriginal population, whereas, none of the United States respondents made any mention of this group. This finding is notable due to the proliferation of Aboriginal gaming in both Canada and the United States.

Some other notable populations mentioned in the survey but not included in TABLE 5 are brokerage and security firms' staff and clients and offenders on parole/probation or in correctional facilities.

## **2. Strategies and Approaches Utilized to Raise Public Awareness**

Thirty-six of the 42 participants responded to the survey question, "What is your organization's overall strategy/approach for raising awareness of PG?" Of these, 33 provided data that addressed the question posed. The other three organizations include two United States gambling councils that provide a very vague response to the question and a Canadian bingo association that states "In our view problem gamblers are not found in bingos."

From the responses received, the following quote seems to capture the essence of what participants are saying about the overall purpose of problem gambling PACs:

"Prevention objectives are to: (1) Raise awareness of PG and services available to address it, and (2) Reduce the incidence of Problem Gambling."

Research findings show that the strategies and approaches being employed to raise public awareness are similar in both Canada and the United States and they include:

- Developing and disseminating factual information about problem gambling;
- Educating the public about problem gambling issues through public presentations, workshops and other media forms;
- Advertising (T.V., radio, billboards, posters, etc.); and
- Collaboration with other agencies.

One of the respondents provided details of what their strategies would be once they articulate an overall strategy/approach. Although these strategies and approaches are not currently being employed by this organization, the strategic elements of their plan capture what many of the other respondents are trying to accomplish through their own strategies and approaches:

- Programs based on up-to-date information, feasibility and pilot testing;
- Partnerships with other community organizations;
- External evaluation;
- An expert steering committee;
- A province-wide campaign with considerable local flexibility;
- Interactive strategies which actively engage participants;
- Maximum use of peer communications; and
- Combination of media and face-to-face communications.

## **2.1 Activities Employed to Raise Public Awareness**

Thirty-four of the 42 participants provided information about the specific activities they employ to raise public awareness. TABLE 6 presents these activities and how they compare by organization type and country.

Literature/media development and dissemination is an activity employed by 28 of 34 (82%) respondents to raise awareness about problem gambling. Public education (74%); advertising through posters, billboards and phone book's (56%); and TV, radio and newspaper (53%) promotions are also common activities for raising awareness in both Canada and the United States. Another common activity in raising awareness is disseminating information through the Internet. Web-sites are being employed by 18 (53%) of the participants to disseminate information about problem gambling, their agencies, and where to find help. This particular activity appears to be common with both government agencies and NGOs in Canada and the United States. A list of the agencies and their web-site addresses is included in Appendix 7.

Professional training (35%) is a common activity employed by Canadian government agencies and NGOs in both Canada and the United States. Newsletters (32%) and exhibits/conferences (29%) are common activities amongst the NGOs, especially those in the United States.

Five of the Canadian government agencies and one Canadian NGO report using helplines, whereas, two United States government agencies and one United States NGO report using helplines as an activity. Community partnerships (12%) are common activities amongst Canadian government agencies. These partnerships include funding local community problem gambling awareness initiatives and setting up community problem gambling or gaming committees.

**TABLE 6**  
**Activities to Raise Public Awareness**

Activities	Sample (%) (n=34)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Literature/Media Development and Dissemination	82.4	7	2	1	1	7	10	28
Public Education	73.5	5	1	0	1	8	10	25
Advertising- i.e., Poster, phone/book	55.9	2	2	2	1	4	8	19
Web-sites	52.9	4	1	0	1	3	9	18
Advertising (TV, radio, newspapers)	52.9	3	1	2	0	4	8	18
Professional Training	35.3	6	0	0	0	2	4	12
Newsletters	32.4	0	1	1	0	2	7	11
Exhibits, conferences	29.4	0	0	1	1	3	5	10
Helpline	26.5	5	2	0	0	1	1	9
Community Partnerships	11.8	3	0	0	0	1	0	4
Community Awareness Initiatives, e.g., "Responsible Gaming Education Week"	8.8	1	0	0	1	0	1	0

Note: Sample column does not total 100% because multiple responses are recorded.

Other activities that deserve mention are annual campaigns such as “Responsible Gaming Education Week,” “Addictions Awareness Week,” and “Problem Gambling Awareness Week.” These are often state-sponsored Canadian and United States initiatives that are excellent vehicles for promoting PAC activities.

## **2.2 Types of Support Media**

As a part of the methodology in collecting data for this report, the researchers asked the participating organizations to send copies of any products they use in the promotion of problem gambling public awareness. Twenty-seven of the organizations responded to this request (9 government, 5 gaming and 13 NGOs) and TABLE 7 is a summary of the media products being used by organization type and country.

TABLE 7 reveals that brochures/pamphlet support media is employed by 20 of the 27 (74%) respondents. This support media type is common amongst government agencies, gaming operators and NGOs in both Canada and the United States as a means for raising awareness about problem gambling. Posters (37%), handouts (26%), stickers (26%), and videos (26%) are other common forms of support media currently being employed in raising awareness. There appears to be little difference between Canadian and the United States organizations in the use of these types of media. Business/information cards (22%), newsletters (19%) and novelty items (15%) are more common support media used by United States NGOs than Canadian NGOs. Posters, stickers and novelty items such as pens, matches, and letter openers appear to be used primarily as a means of promoting helplines and the organizations themselves.

The two lottery organizations providing products for this project reported that all lottery tickets in their particular region are printed with a problem gambling public awareness message-- “Please Play Responsibly.”

Other support media such as CD ROMS are currently being used by one United States gaming operator and one Canadian NGO to facilitate training. However, two other Canadian government agencies note that this is a type of support media they will be employing in the future to facilitate different training and education components of their problem gambling services. Finally, 22% of respondents provide reports as a part of their contribution to raising public awareness about problem gambling issues. These reports include prevalence studies, annual reports and other reports specific to gambling and other gaming activities. They are an excellent source of information regarding problem gambling issues and strategies being employed to deal with these.

**TABLE 7**  
**Support Media Employed in Public Awareness Initiatives**

Media Type	Sample (%) (n=27)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Brochure/Pamphlet	74.1	5	2	1	1	6	5	20
Poster	37.0	2	2	1	1	1	3	10
Handouts	25.9	2	0	1	1	2	1	7
Video	25.9	2	0	0	1	0	4	7
Sticker (fridge magnet, display)	25.9	2	1	0	0	1	3	7
Report (prevalence studies, annual reports)	22.2	2	1	1	1	0	1	6
Business Information Card	22.2	2	1	0	0	0	3	6
Workshop/Training Materials	18.5	1	0	2	0	1	1	5
Newsletter	18.5	0	0	0	0	1	4	5
Information Kit	14.8	2	0	0	1	0	1	4
Novelty Items (pen, matches etc.)	14.8	1	0	0	0	0	3	4
TV/Radio and Newspaper PSAs	14.8	2	1	0	0	0	1	4
Manual (education materials)	14.8	1	1	1	0	0	1	4
Form Letter	11.1	0	0	1	0	1	1	3
CD Roms (training and education)	7.4	0	0	0	1	1	0	2
Lottery Slips	7.4	0	2	0	0	0	0	2

Note: Sample column does not total 100% because multiple responses are recorded.

**2.3 Resources**

This study also sought to identify the human and financial resources organizations allocate to problem gambling public awareness campaigns. To examine this dimension, the following question was posed to the project participants: “Approximately how much of your organization’s time and resources are expended on PG awareness initiatives? (a) number of staff directly involved; (b) % of staff members’ time spent on PG public awareness initiatives; (c) % of budget spent on PG public awareness initiatives; and (d) approximate dollar amount of budget spent on these initiatives?” Thirty-four of the 42 participants provided responses to this question.

**Human Resources.** Twenty-nine of the 34 respondents provided information about the number of staff who are directly involved in their problem gambling public awareness initiatives. TABLE 8 shows the number of staff directly involved in problem gambling public awareness initiatives by organization type and country.

TABLE 8 reveals that 22 of the 29 (76%) organizations in Canada and the United States responding to this question have between one and five staff directly involved in their problem gambling public awareness campaigns.

The researchers assume from information provided throughout their questionnaire responses that the two Canadian government agencies reporting higher numbers are including all agency program staff. As one of these organizations responded, “All persons working in the program are required to devote 25% of their time to prevention/awareness activities.” The one gaming operator that reports having more than 25 staff involved in their initiatives was, likewise, referring to all 300 casino employees.

**TABLE 8  
Number of Staff Directly Involved**

Number of Staff	Sample (%) (n=29)	<u>Government</u>		<u>Gaming</u>		<u>NGOs</u>		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
1 - 5	75.9	3	3	2	1	5	8	22
6 - 10	13.8	0	0	0	0	2	2	4
11 - 15	0	0	0	0	0	0	0	0
16 - 20	3.4	1	0	0	0	0	0	1
21 - 25	0	0	0	0	0	0	0	0
more than 25	6.9	1	0	1	0	0	0	2

Twenty nine participants provided responses to part two of the question, which referred to personnel resources and what percentage of the staffs' time is devoted to working on problem gambling public awareness initiatives. TABLE 9 provides a summary of these responses by organization type and country.

The information provided in TABLE 9 shows that about two-thirds of the respondents report that less than 50% of their staffs' time is allocated to problem gambling public awareness initiatives.

Seven of the 9 NGOs reporting in the range of less than 40% have an annual budget for these types of initiatives which is less than \$50,000 ( in fact, three have budgets less than \$2,000. For the NGOs reporting their staffs' time as higher than 40%, most have budgets for these types of initiatives in excess of \$50,000 (as reported earlier in this report, for most of the problem gambling councils, public awareness initiatives are their main activity and reason for existing.)

**TABLE 9**  
**Percentage of Staff Members' Time Spent on**  
**Problem Gambling Public Awareness Initiatives**

% of Staff Members Time	Sample (%) (n=29)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
1 - 10	24.1	2	1	1	0	1	2	7
11 - 20	6.9	0	1	0	0	0	1	2
21 - 30	13.8	1	0	0	0	2	1	4
31 - 40	13.8	0	0	2	0	0	2	4
41 - 50	6.9	1	0	0	0	1	0	2
51 - 60	3.4	0	0	0	0	0	1	1
61 - 70	3.4	0	0	0	0	0	1	1
71 - 80	10.3	0	0	0	1	1	1	3
81 - 90	3.4	0	0	0	0	1	0	1
91 - 100	13.8	1	1	0	0	2	0	4

**Financial Resources.** The research team wanted to determine how much of each organization's overall budget is allocated for problem gambling public awareness initiatives. To do this, the researchers posed this question to the project participants: "What percentage of your budget is spent on PG public awareness initiatives?" Eighteen organizations provided information in response to this question and TABLE 10 presents a summary of these responses by organization type and country.

In TABLE 10, seven of the eight respondents reporting that 20-80% of their budgets are allocated to problem gambling public awareness initiatives also report having formal PACs. The eighth organization reporting not having a formal PAC is a government agency in Canada with a \$500,000 budget for problem gambling public awareness initiatives.

The two government organizations in the range of less than 10% both report having a formal PAC in place. In contrast, three of the four NGOs reporting in this same range do not have formal PACs.

**TABLE 10**  
**Percentage of Annual Budget Spent on**  
**Problem Gambling Public Awareness Initiatives**

% of Budget	Sample (%) (n=18)	<u>Government</u>		<u>Gaming</u>		<u>NGOs</u>		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
1 - 10	44.4	1	1	0	0	3	3	8
11 - 20	5.5	0	0	0	0	0	1	1
21 - 30	11.1	2	0	0	0	0	0	2
31 - 40	0	0	0	0	0	0	0	0
41 - 50	16.7	1	0	0	0	1	1	3
51 - 60	0	0	0	0	0	0	0	0
61 - 70	5.5	0	0	0	0	0	1	1
71 - 80	5.5	1	0	0	0	0	0	1
81 - 90	5.5	0	0	0	0	1	0	1
91 - 100	5.5	0	0	0	0	1	0	1

When asked how much of their annual budget in actual dollars is spent on problem gambling public awareness initiatives, 19 participants provided responses. TABLE 11 provides a breakdown of these responses by organization type and country.

The data provided in TABLE 11 reveals that of the government and gaming organizations reporting, none have a budget less than \$50,000. Five of the eight government organizations report having a budget for problem gambling public awareness initiatives in the range \$150,000 to \$800,000. The three Canadian respondents, all of whom have been charged by their particular provincial government to be the lead agency within their province for the delivery of problem gambling related services, have budgets in the range of \$500,000 (n=1) to \$800,000 (n=2). The one government organization reporting a budget of more than \$1 million is Loto-Quebec. They report that their Department of Problem Gambling Research and Prevention has a total budget of \$2.7 million for the 1999-2000 fiscal year and of these monies, \$2.1 million has been allocated for problem gambling awareness and prevention activities.

The two respondents from gaming are Canadian casinos with budgets of \$150,000 and \$200,000 for problem gambling public awareness initiatives.

Eight of the 13 NGOs reporting have budgets of \$100,000 or less. Of the 5 who report having budgets in excess of \$100,000, 4 are from the United States and one from Canada and 4 of the 5 are problem gambling councils/foundations. The Canadian NGO reports having a budget of \$650,000 while the four U.S. respondents' budgets ranged from \$120,000 to \$160,000.

**TABLE 11**  
**Approximate Dollar Amount of Annual Budget Spent on**  
**Problem Gambling Public Awareness Initiatives**

\$ Amount of Budget	Sample (%) (n=23)	<u>Government</u>		<u>Gaming</u>		<u>NGOs</u>		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
less than 5,000	17.4	0	0	0	0	1	3	4
5,001 - 10,000	4.3	0	0	0	0	1	0	1
10,001 - 50,000	13.1	1	0	0	0	1	1	3
50,001 - 100,000	8.7	0	1	0	0	1	0	2
100,001 - 500,000	34.8	0	2	2	0	0	4	8
500,001 - 1,000,000	17.4	3	0	0	0	1	0	4
More than 1,000,000	4.3	1	0	0	0	0	0	1

### 3. Program Evaluation

#### 3.1 Types of Evaluation Processes Employed

Thirty-four of the project participants responded when asked to describe the types of processes they employ to evaluate their problem gambling public awareness initiatives. Of these, only 21 were able to provide information about the types of evaluation processes they employ. The other 13 respondents either replied that they do not have any evaluation processes in place at this point or they provided unsupported feedback on how they felt their initiatives are performing (e.g., “Extremely effective - Ohio continues to be the industry leader among lotteries”). TABLE 12 provides a summary of what evaluation processes are being employed by organization type and country.

**TABLE 12**  
**Processes for Evaluating Problem Gambling Public Awareness Initiatives**

Evaluation Processes	Sample (%) (n=21)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Calls to Helpline	42.8	3	1	0	0	0	5	9
Participant Feedback (verbal/written)	33.3	2	0	0	0	4	1	7
Demand for Resource Materials	23.8	2	0	0	0	1	2	5
Requests from Media	23.8	1	0	0	0	1	3	5
Persons Presenting for Treatment	23.8	1	0	1	0	0	3	5
Demand for Presentations	19.0	3	0	0	0	0	1	4
External Program Evaluation	14.3	1	0	0	0	2	0	3
Internal Program Evaluation	9.5	2	0	0	0	0	0	2
Web-site Hits	4.3	0	0	0	0	0	1	1

Note: Sample column does not total 100% because multiple responses are recorded.

TABLE 12 shows that evaluating their problem gambling public awareness initiatives are common practices for Canadian government agencies and NGOs in the United States and, to a lesser extent, Canada. The research findings reveal that 9 of the 21 (43%) participants feel that monitoring the number of calls to their helpline is an effective process for assessing the effectiveness of their PACs. Verbal and written participant feedback (33%), demand for resource materials (24%), requests from media (24%), and monitoring the number of persons presenting for treatment (24%) are also deemed to be effective processes for evaluating problem gambling public awareness initiatives.

Demands for presentations (19%), external program evaluations (14%), and internal program evaluations (10%) are reported as evaluation processes being employed by government organizations in Canada. With the exception of one United States NGO reporting the use of “demand for presentations” as an effective measurement tool, no other use of these types of processes are reported by any other U.S. organizations.

### **3.2 Assessing Public Awareness Campaign Effectiveness**

In an effort to determine what initiatives are deemed by the project participants to be the most/least effective in assessing problem gambling public awareness initiatives, the researchers posed this question: “Which of your problem gambling awareness initiatives are the most effective/least effective?” Thirty-one of the 42 participants responded to this question. Seven of 31 respondents did not provide any relevant information and 3 respondents felt any initiatives that focus on problem gambling awareness are important, thus leaving 21 who provided details of initiatives they consider to be the most/least effective.

TABLE 13 reveals that public seminars (52%)--which include information sessions about problem gambling delivered to non-profit, corporate, church, and other interested community groups--are deemed by both government and NGOs to be the most effective means of raising problem gambling public awareness. Two of the NGOs also commented that they felt the most effective public presentations are those that are facilitated by recovering compulsive gamblers.

Training/education (33%), TV/radio/newspaper advertisements (29%), and helpline (24%) are the next most effective initiatives. Conferences/forums (19%), media interviews (19%), and printed materials (14%) are also rated as effective initiatives by some respondents.

Only 10 of the 21 organizations that provided information about their most effective problem gambling public awareness initiatives provided feedback on what their least effective initiatives have been to date. To quote two of the participants:

“I feel all the initiatives are effective to varying degrees.”

“We always feel that every and any contact with the public is effective in raising awareness.”

**TABLE 13**  
**Most Effective Problem Gambling Public Awareness Initiatives**

Most Effective Initiatives	Sample (%) (n=21)	Government		Gaming		NGOs		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Public Seminars	52.4	4	0	0	0	3	4	11
Training/Education	33.3	4	0	1	1	0	1	7
TV/Radio/Newspaper Advertisements	28.6	2	0	0	0	0	4	6
Helpline	23.8	3	1	0	0	0	1	5
Media Interviews	19.0	0	0	1	0	1	2	4
Conferences/Forums	19.0	1	0	0	1	1	1	4
Printed Materials	14.3	1	0	0	1	1	0	3
Billboards	9.5	0	0	0	0	0	2	2
Phonebook Advertisements	9.5	0	0	0	0	0	2	2
Newsletter	4.8	0	0	0	0	1	0	1

Note: Sample column does not total 100% because multiple responses are recorded.

TABLE 14 provides a summary of those initiatives deemed to be least effective. Some of the comments relative to those initiatives deemed least effective include the following:

- Physicians poster and screening pad: “Evaluation is in progress, however preliminary results do not indicate high level of use of resources due to low apparent number of patients for whom they deem screening to be important.”
- Workplace presentations: “Least effective in workplaces where attendance is voluntary; low attendance.”
- Printed materials at VLT establishments: “The least effective: the printed card with the message “Play with moderation so the game remains a game” available at establishments that have VLTs.”
- Billboards: “If reviewing effective strictly from a budgetary standpoint, billboards are the most difficult to justify.”

**TABLE 14**  
**Least Effective Problem Gambling Public Awareness Initiatives**

Least Effective Initiatives	Sample (%) (n=10)	<u>Government</u>		<u>Gaming</u>		<u>NGOs</u>		Total
		CDN.	U.S.A.	CDN.	U.S.A.	CDN.	U.S.A.	
Physicians Poster & Screening Pad	10	1	0	0	0	0	0	1
Pamphlets	10	1	0	0	0	0	0	1
Telephone Counselling	10	1	0	0	0	0	0	1
Workplace Presentations	20	0	0	0	0	1	1	2
Public Presentations	20	0	0	1	0	1	0	2
Minority and Female Outreach Programs	10	0	0	0	0	0	1	1
TV Advertising	10	0	0	0	0	0	1	1
Printed Materials at VLT Establishments	10	1	0	0	0	0	0	1
Billboards	10	0	0	0	0	0	1	1

Note: Sample column does not total 100% because multiple responses are recorded.

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### III. TELEPHONE INTERVIEW RESULTS

In an effort to enhance the information gathered from the survey questionnaire, the researchers, in conjunction with the Ontario Substance Abuse Bureau, developed six additional questions that were posed to key informants via telephone interviews. For the interviews, the researchers selected four key informants deemed to be the most knowledgeable and experienced in designing and implementing problem gambling public awareness campaigns. The questions that were posed in the interviews and a summation of the responses are included in this section.

#### 1. **What are the key learnings you have derived from your experience in developing a problem gambling Public Awareness Campaign?**

##### 1. Addictions Foundation of Manitoba

- Be repetitive, people need to know where to go. This is accomplished through TV, radio and newspaper advertising. Mostly TV advertising.
- Don't spend a lot on brochures (maybe two or three). People don't read them.
- Prior to 1993 did a paper with Mental Health to see which agency would be best to deliver gambling programs. Research at that time suggested that there is a significant similarity between substance addiction and gambling addiction. Because AFM already had a relationship with self help community the decision was to put gambling programs in the AFM.
- Minister of Health gave AFM \$300,000 and four months to get problem gambling program up and running.
- First priority 24 hour helpline, second was to develop signs and other little things to put on all VLT and slot machines in the province advertising the helpline and thirdly, have staff trained to respond to the helpline.
- Helpline has brought most of AFM customers.
- Pick somebody who will be responsible for the program and allow them to work over a period of years. Plan a five year cycle and give them enough money to plan on a five year cycle. Don't divide it up amongst the world, the biggest damage to addictions has been the regionalization of services, because the money is spread to thin and nobody is accountable for anything. Make one person/organization accountable.

##### 2. Alberta Alcohol and Drug Abuse Commission

- Essential to know peoples perceptions, what are their perceptions of gambling and problem gambling. There is not a single perception out there; public awareness campaigns are a number of targeted initiatives that focus on peoples perception about gambling.

- Prevalence and qualitative research is the key to determining and understanding what these perceptions are.

3. Canadian Mental Health Association (Saskatchewan Div.) Inc.

- Problem gambling is a community health issue. Responding to problem gambling is a part of an overall health strategy, a wellness model.
- Communities are best able to set priorities and make decisions based on the needs of their citizens. Communities have to be involved in the whole process of establishing a program, identifying key local leaders in the community who will participate with Canadian Mental Health Association staff to deliver programs. Can't drive into communities and assume we know what's best for the community.
- All communities are unique and you must take a unique approach in terms of investing in the program in communities.
- Gaming industry representatives value partnerships and we attempt to stay away from debates from opposite camps. We have eight problem gambling community committees around the province. Gaming industry representatives are a part of those groups.
- Community committees have provided a real framework for service delivery and coordination. Committees provide awareness about changes and how successful programs are. Fundamental learning is that we can't do it alone as staff. Key volunteers are important.
- Community committees help to identify, to generate and to act on initiatives that make sense in local communities.
- Focus on two fundamental models in dealing with problem gambling. First is the medical or addictions model and the other is the behaviorist model. Saskatchewan Health use the behaviorist model. All initiatives focus on the behaviorist model.
- Should integrate PAC onto the Internet and link with gaming establishments.
- Have found that intensive strategies in schools have been the least effective problem gambling initiative. Didn't find that students have pronounced gambling problems and teachers are swamped with groups trying to enter into the school system and provide workshops and public education sessions.
- Major issue encountered at first was defining and having clarity of roles between Saskatchewan Health and Canadian Mental Health.

4. Minnesota Institute of Public Health - Gambling Problems Resource Center

- There needs to be a blend of efforts aimed at the general public as well as those targeted groups.

- 
- Because of a limited budget, have put a heavy focus on chemical dependency counsellors and other health professionals to try and get them to put gambling on the list of questions they ask. Thinking that this is the most cost effective way to use limited dollars.
  - Continually looking for things and ways to get the message to the public.
  - It is important to use media that is used for long periods (e.g., don't use a billboard if you can only afford to have it for two months).
  - Most effective have been radio campaigns, where problem gambling counsellors are interviewed on air. After these events, there is always a noticeable increase in calls to the helpline.
  - Internet is a very effective resource for PAC
  - Also the most effective way to get the helpline information to the public is the telephone directories.
  - Nothing has really been ineffective, however, funds are not available to do comprehensive evaluations.
  - Lot of apathy towards gambling, had to work very hard to implement programs.

## 2. **What are the key elements that should be included in a problem gambling Public Awareness Campaign?**

### 1. Addictions Foundation of Manitoba

- The key element is the helpline and plenty of advertising of what the line is and how to access it. (Don't advertise as a problem gambling line)
- Keeping track of who is calling the helpline and why in order to keep track of data from day one.
- For 90% of clients coming in, the main gambling activity is the VLT or machine type gambling. Because they do not want to get into the politics, their government is very sensitive about VLT gambling and do not want to be blamed for introducing it. So they have chosen to talk about gambling in the broad sense and not develop programs or campaigns that focuses on any one aspect of gambling.
- Feels there is no merit in focusing on any particular type of gambling.
- Every place that has a gambling opportunity, the helpline posters are displayed.
- Deal with gambling generically

### 2. Alberta Alcohol and Drug Abuse Commission

- Planning based on information provided from research.
- Two parts to campaign: (1) providing information, and (2) persuasion. Primarily, information is the key element; (i.e., what's gambling, what's problem gambling and what services are available and how do you access them). Persuasion is

accomplished through framing your information resources in a way that promotes further action.

- Evaluation--constantly looking at each initiative to see what's working and what's not.
- Just beginning to broaden their involvement with different segments of the gaming industry. They started with the training of casino staff and they have plans on working with other gaming groups in the future. To what extent has not been determined as yet.
- As far as public awareness initiatives at present, generic information resources are used in different gaming venues (e.g., posters with 1-800 number)

3. Canadian Mental Health Association (Saskatchewan Div.) Inc.

- Identifying and involving local leaders in communities.
- Involving problem gambling counsellors in the communities
- Be very aware of all health care professionals working in the communities and involving them in the process of delivering problem gambling programs
- Include consumers (problem gamblers) when developing resource materials and public presentations.
- Have a public education strategy which includes: materials focus (brochures, workshop content), public forums in the community, an external evaluator, and focus testing with consumers and individuals not experiencing problems with gambling.
- Have a media strategy (i.e., a method by which the program will provide information to the media) which includes having established press conferences for the media and press kits available.
- See no need to develop specific strategies for different gambling types; behaviorist approach focuses on the individual not the gambling type.

4. Minnesota Institute of Public Health - Gambling Problems Resource Center

- Work with existing groups; when targeting seniors for example partner up with groups who already deliver services to seniors.
- Do not target specific types of gambling. However, use different gambling types in their resource materials, again not with an intention to target that specific type of gambling.

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### 3. Are “Special Populations” a target group to be included in a problem gambling Public Awareness Campaign?

#### 1. Addictions Foundation of Manitoba

- Developed brochures for seniors that are displayed in senior homes (e.g., personal care homes); don’t put brochures at gambling sites. Seniors will not come to AFM, so they have made a decision to go to seniors. AFM have a specialties senior staffer who goes into senior communities to deliver education programs. Their education program is generic and includes a variety of topics such as self worth and grieving, and gambling is introduced as a part of the education seminar. They feel that if they try to deliver a program specifically on gambling to this population, no one will come. Also focus on educating allied professionals who work with seniors.
- Developed brochures for Filipino and Chinese communities, in English and in Filipino and Chinese language. These are displayed in community social clubs and other venues of that nature and distributed by community members. These brochures were developed because of the particularly high presence of these ethnic groups at casinos and other gambling venues. AFM hired a Chinese staff member to work with these communities on prevention through the churches, social clubs, and appearing on ethnic radio to answer questions relating to gambling. AFM doesn’t anticipate seeing any significant results for four to five years.
- Kids programs are integrated in the schools. AFM works with Manitoba Theater for Young People and developed a play for grades seven to twelve which is delivered throughout the province. The play talks about gambling and AFM staff attends each play to talk about gambling issues. Brochures and posters have been developed and are available at all the schools. AFM also has three staff who do prevention programs in the schools throughout the province. One program titled “Keep Your Shirt On,” is a 45 minute awareness program for grades six to twelve.
- Have two aboriginal workers who work specifically with this group.
- Public awareness initiatives are a subset of all the prevention initiatives being done by AFM.
- AFM does not rely on products to do the job as they feel that people won’t pick them up. Programs have to be taken to the community and money has to be spent to support this philosophy.

#### 2. Alberta Alcohol and Drug Abuse Commission

- Special populations are determined by research (e.g. What is the prevalence of problem gambling? Is gambling a problem in particular groups?).

- Ethno-culture, aboriginal, youth are targeted at present. However, initiatives that target ethno-culture groups such as the Chinese and Vietnamese are not province wide; they only focus on the areas where these populations are significant.
3. Canadian Mental Health Association (Saskatchewan Div.) Inc.
    - Four groups make up the main focus of special populations currently being targeted.
    - First, women's groups. There are two clusters: professional women and women who are on social assistance, notably single parents who have gambling problems. Both of these groups need significantly different strategies to reach them in terms of the approach, information that is used, and where the information is posted (e.g., a single parent who has a problem with bingo may be reached through a laundry mat).
    - Second, older adults. At this time we're not sure of the number of older adults who have gambling problems, however, we are aware that the number of older adults who gamble is growing. The gaming industry is targeting older adults (e.g., bus tours to casinos).
    - Third, adolescent gambling. At this time we're not sure if it is a pronounced problem but we are asking questions about it.
    - Fourth, impact on families. Extend the resources currently available to families where there is gambling problems.
  4. Minnesota Institute of Public Health - Gambling Problems Resource Center
    - Special populations are determined by needs identified through hotline data and other data gathered from program feedback.
    - Seniors were chosen based on evidence that the majority of casino patrons during the day are seniors. We felt they were at risk.
    - Meet with specific communities (i.e., First Nations, Southeast Asian) to determine needs.
- 4. Who should take the lead in developing and implementing problem gambling public awareness campaigns?**
1. Addictions Foundation of Manitoba
    - Partnerships have to be made with the hotel, restaurants, VLT site holders, gaming and gaming control commission. We don't see lotteries as a good partner, because of perceptions of credibility.
    - We work with child and family services, banks and credit union loaning divisions. They see people first hand coming in with financial and family

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problems and AFM works with them to assess, refer and work with the person rather than condemn them.

- Feel that potential partnerships should be with probation, parole, corrections, child and family services and VON nurses.
- They do not fund aboriginal community groups to deliver services, however, AFM does provide training.

2. Alberta Alcohol and Drug Abuse Commission

- AADAC is the lead agency and has the mandate to provide problem gambling services in Alberta.
- They link with other addictions agencies ( e.g., Cdn. Foundation on Compulsive Gambling), allied professionals, regulators, gaming industry, community groups.
- Other partners that should be involved that are not presently involved should include lending institutes (to raise awareness of financial problems).
- AADAC provides \$10,000 grants to community agencies to develop and deliver education and public awareness initiatives. AADAC budgets \$200,000 (20 projects) for this initiative.

3. Canadian Mental Health Association (Saskatchewan Div.) Inc.

- Provincial government should be seen as the leader and not assume that the private sector or the gaming industry should take the lead. Public perception is a key element in the success of any program. For example, if the public sees the gaming industry taking the lead role in these types of initiatives, the perception may or may not be favorable no matter how good the program is.
- Partnerships with the first nation and Metis communities, however, with the understanding that these communities initiate solutions themselves.
- Made approaches to banks and other lenders with little to no success.

4. Minnesota Institute of Public Health - Gambling Problems Resource Center

- The lead agency is the state department of human services. Government should have the lead role as they are perceived as having everyone's best interest at heart.
- Community groups play an important role in the implementation of programs.
- Universities play a key role in research.
- Have not done much with financial institutes and brokerage houses, but they should be at the table.

**5. Do you have any advice relative to problem gambling public awareness programs aimed at emerging gambling formats such as machine-based gambling (electronic-type video gaming units and mechanical spinning-real slot machines), Internet gambling, satellite bingo, and others?**

1. Addictions Foundation of Manitoba

- Internet gambling is the responsibility of the CRCT, however, they are trying to think of ways to work with CRCT.
- Haven't incorporated any public awareness strategies to address Internet gambling as not a lot of people who report a problem gambling with the Internet are seeking services.
- Research project with the University of Winnipeg on cognitive skills and the VLTs, panic and anxiety experiments, and how people relate to different things.

2. Alberta Alcohol and Drug Abuse Commission

- More research is needed to determine if there is a need to aim public awareness initiatives at specific gambling formats (e.g. Are there any differences between coin slots and VLTs?). Only research can answer this question.

3. Canadian Mental Health Association (Saskatchewan Div.) Inc.

- VLTs require special attention because of their insidiousness nature and the growth potential of this type of gambling.
- Strategies that respond to Internet gambling. We're aware of three hundred Internet sites dedicated to Internet gambling. Gross world wide revenue was \$650 million in 1998 and the prediction for 1999/2000/2001 is to see that grow to \$2.3 billion. There is an emerging issue around youth access.

4. Minnesota Institute of Public Health - Gambling Problems Resource Center

- Internet gambling not an issue at this time.
- Do not have VLTs.

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**6. Do you have any advice relative to evaluating the effectiveness of problem gambling public awareness campaigns?**

1. Addictions Foundation of Manitoba

- When anybody who goes through a training program of two days or more, they will be sent a questionnaire six months later asking them what impact the training had on them. Did it allow them to develop better programs and better intervention with their clients? Did the training help them in addressing the issues within their clientele? How did they use it and what more could they use?
- Every two years, the AFM participates in an omnibus survey that asks Manitoba citizens seven questions about the AFM and their services. This is how the AFM measures effectiveness of their TV public service announcements and other advertising media.

2. Alberta Alcohol and Drug Abuse Commission

- Track directly where ever possible (e.g., TV ads.)
- Monitor 1-800 number, client statistics and anecdotal feedback from staff.
- Don't track brochures or posters.

3. Canadian Mental Health Association (Saskatchewan Div.) Inc.

- Evaluation is critical and should be established at various points in the program. Model of evaluation should be established at beginning of program.
- Evaluation should be conducted by an external body.
- Evaluation should take place after any major public forum
- If you are targeting specific groups, have an evaluation with key questions designed for those specific groups.
- Do some focus testing.
- Have peers involved as evaluators (i.e., adolescents evaluating adolescent programs).
- Pre and post testing of program participants.

4. Minnesota Institute of Public Health - Gambling Problems Resource Center

- The only evaluation they are currently involved in are asking questions of the people using the helpline and people seeking treatment as to how they got the information to access the particular service. Also, participant satisfaction questionnaires are used at public presentations.

#### IV. CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

The purpose of this project is to examine various problem gambling public awareness campaigns (PACs) that have been mounted by government/non-government agencies and the gaming industry throughout North America, with a view to advising the Ontario Substance Abuse Bureau (OSAB) on the development of a campaign in the Province of Ontario. To this end, we have gained the cooperation of 42 such organizations in Canada and the United States and each of these has been kind enough to respond to a written questionnaire, an in-person interview, or otherwise to provide us with copies of media materials that have been used in their problem gambling public awareness campaigns.

The results of questionnaire and interview responses, along with a summary of the media materials that have been forwarded to the OSAB, have been presented in the previous section. In this section, the researchers present our conclusions based on these findings and we proffer some implications and subsequent recommendations for consideration as the Ontario government embarks on developing a provincial problem gambling PAC.

##### 1. Problem Gambling Public Awareness Campaigns

**Conclusion.** Problem gambling public awareness campaigns are relatively recent initiatives of organizations in Canadian and United States jurisdictions. This is not surprising considering that gambling expansion and our knowledge of the nature and etiology of problem gambling has only really been emerging since the mid to late 1990s. Most of the project respondents note that their PAC initiatives have been in place for six years or less; moreover, these are more likely to be undertaken by government and non-government organizations, with the former being more active sponsors in Canada. With some noted exceptions, the gaming industry appears to be virtually uninvolved in mounting problem gambling PACs in either country, preferring to leave this responsibility to governments and NGOs.

Notwithstanding that problem gambling PACs are relatively recent in North America, most of the organizations polled suggest that this is a key initiative in their service delivery mandate. It is not unexpected, then, to discover that most have an array of initiatives and products to promote public awareness of problem gambling, whether or not they have either a formal or informal “plan” in place. Even those NGOs and gaming operations that do not have PACs recognize their merit and these respondents offer to participate in problem gambling PAC initiatives undertaken by others.

**Implications.** Although the Ontario government is in the early stages of designing and implementing its first province-wide problem gambling PAC, there is relatively little catching up to do vis à vis other jurisdictions. This research project renders preliminary information and examples of media strategies utilized in PACs throughout North America and it is very clear that the design and implementation of these important initiatives is still very much in the

developmental, if not experimental, stage. This means that it will be relatively easy for Ontario to continue with this research project in-house and keep abreast of the latest developments in other jurisdictions in Canada and the United States as other organizations continue to refine their approaches to raising public awareness of problem gambling issues.

### ***Recommendation # 1***

*The Ontario Substance Abuse Bureau should continue to maintain contact with the governments, NGOs, and gaming industry organizations that participated in this research project for the purpose of sharing information on the ongoing development of each other's problem gambling PAC initiatives. Furthermore, the OSAB should take the lead and consider the following specific initiatives to support this ongoing relationship:*

- (a) *Developing an “environmental scanning mechanism” in-house to remain vigilant and gather new information about other jurisdictions’ problem gambling PAC initiatives.*
- (b) *Continuing to collect and inventory “media products” (i.e. print materials, TV commercials, multimedia) that are utilized in problem gambling PACs in Canada, the United States, and abroad.*
- (c) *Developing an Internet site to serve as a clearinghouse for disseminating information, media products, and “best practice” guidelines for developing and evaluating problem gambling PACs.*

## **2. Strategies and Approaches Utilized to Raise Public Awareness**

### **2.1 Determining Purpose, Goals and Objectives**

**Conclusion.** The government/non-government agencies and gaming operators that participated in this study report similar public awareness initiatives that mainly include developing and widely disseminating information and resource materials about problem gambling; presenting information about problem gambling at workshops and conferences; managing helplines; and providing problem gambling training to helping professionals. Although over 80% of the organizations surveyed claim to have either formal or informal PACs, none provided evidence that a “strategic plan” is in place to guide these campaigns.

Although the organizations that participated in this research project embrace various strategies and approaches to raising public awareness about problem gambling, there seems to be two over-arching goals common to these PACs, namely: (1) to raise awareness of problem gambling and services available to address this socio-health issue, and (2) to reduce the incidence of problem gambling in the community.

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**Implications.** Effective problem gambling PACs must be guided by an overall strategic plan which includes a clear, concise statement of purpose and realistic, measurable goals and objectives. While it is reasonable that PACs aspire to raise the level of community consciousness as to the socio-health issue of problem gambling (e.g. pointing out signs and symptoms, risk factors, negative consequences, social costs) and, most importantly, to direct public attention to helpful resources, organizations must guard against aspiring to do too much with their PACs. For instance, while reducing the incidence of problem gambling in the community is a laudable goal, it is unrealistic to expect that the institution of an effective PAC--in and of itself--will accomplish this. The PAC must be one element of a more comprehensive prevention program which, when combined with other research, treatment, and education measures, will move towards achieving this latter goal.

### ***Recommendation #2***

*The Ontario Substance Abuse Bureau should develop a “strategic plan” which must include a clear, concise statement of purpose and realistic, measurable goals and objectives to guide the development of the provincial problem gambling PAC. Furthermore, this strategic plan should be incorporated within the framework of an overall “prevention program” and the PAC initiative should be articulated with other research, education, and treatment initiatives designed to mitigate problem gambling.*

## **2.2 Selecting Public Awareness Campaign Activities and Media**

**Conclusion.** The tables in the previous section show that North American governments, gaming operators, and NGOs engage in a wide range of activities and employ a correspondingly diverse array of media products in their problem gambling PACs. The development and dissemination of literature featuring problem gambling is a preeminent PAC activity and the “message” that is crafted is most likely to be disseminated through print media (i.e. brochures/pamphlets, posters, newsletters, reports). Notwithstanding this preference, other activities and products are also used to deliver the message; for instance, public education initiatives that use print materials, information kits, handouts, and video; advertising campaigns (e.g. newspaper, magazine, billboards, TV) that also use these print and video formats; presentations and exhibits at conferences, again where these products, reports, and other print materials are displayed; training sessions where allied helping professionals are sensitized to the problem; and technology-driven initiatives such as helplines and web-sites. One gets the impression that a “shotgun approach”--where any and all methods are tried--is the modus operandi of many organizations as they strive to get the problem gambling message out to their public.

**Implications.** While each of these initiatives and the media products utilized to deliver the message are important, it is crucial when designing a set of PAC activities to choose those which achieve the specific PAC purpose, goals and objectives referred to above. For instance, a

carefully scripted TV ad campaign that dramatizes the message that problem gambling is harmful to one's family and friends is aimed at directly achieving the goal of raising public awareness, more so than is promoting a toll-free 1-800 gambling hotline. This is not to diminish the critical importance of the 1-800 gambling hotline service, nor to suggest that advertising the hotline does not, indirectly, raise public awareness about problem gambling. Rather, it is to remind organizations developing PACs within the context of a prevention, education, treatment, and research framework to focus activities and, ultimately, resources on those initiatives directly related to achieving the desired outcomes of the PAC. This will also help problem gambling PAC developers to separate the "advertising" of services (e.g. helplines, in-house treatment, counselling, training) from the generalized goal of "promoting" public awareness in the community, thus ensuring the best use of scarce resources and, eventually, facilitating the evaluation of PAC effectiveness.

### ***Recommendation #3***

*The Ontario Substance Abuse Bureau should carefully select specific promotional activities and media when designing the PAC that will help achieve the goals and objectives identified in the strategic plan. This must include differentiating between problem gambling public awareness "promotional" versus service/program "advertising" activities. PAC program developers must guard against adopting a "shotgun" approach that simply adds unconnected promotional activities and media merely because they are utilized in other jurisdictions.*

## **2.3 Identifying Target Groups**

**Conclusion.** While most North American governments, gaming operators, and NGOs reveal that their PACs are targeted at any citizen who is potentially affected by problem gambling, most also identify target sub-populations that they direct promotional messages towards (e.g. youth, seniors, women, collaterals, gaming patrons, lottery players, employees). In each instance, the message and medium are geared towards initiatives deemed to be most appropriate for that sub population (e.g. "cool" TV ads for youth, age relevant commercials for seniors, posters/pamphlets for gambling patrons, language and culturally sensitive materials/ads for ethnic communities).

**Implications.** In developing an effective PAC, it is important to identify the target groups concurrent with developing purpose, goals and objectives statements. While it is desirable to go beyond making the "general public" more aware of problem gambling to include raising the consciousness of sub populations (e.g. those at-risk, specific demographic cohorts, allied professionals, politicians), a systematic approach to accomplishing this must be adopted to maintain the PAC's focus. A PAC that is unfocused in terms of articulating goals/objectives and strategic activities with specific target groups is at risk of being both inefficient, in terms of poor or redundant resource utilization, and ineffective in achieving desired outcomes.

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#### **Recommendation #4**

*Concurrent with determining purpose, goals/objectives, and strategic activities and media best suited for achieving these, the Ontario Substance Abuse Bureau should identify specific target groups that are to be the focus of the PAC. It is presumed that the “Ontario general public” is the main target group, however, it is likely that sub populations will also be targeted. In anticipation of this, it is imperative that realistic, measurable goals/objectives and expected outcomes be determined for these sub populations as well as for the general public. There may be common media activities that simultaneously meet more than one target group goal/objective (e.g. TV ads sensitizing both the general public and adolescents to the issue of teen problem gambling), nevertheless, it is important to distinguish the target groups so that desired effects relative to each can be identified and measured.*

#### **2.4 Determining Resources Needed**

**Conclusion.** Many participants in this research project were very forthcoming in sharing information on the level of human and financial resources they assign to their problem gambling public awareness campaigns. In terms of human resources, both Canadian and United States government agencies and NGOs are more likely than gaming operators to have staff directly assigned to facilitating their PACs, however, only three have full-time staff dedicated solely to this task. Rather, most organizations have from one to five staff members involved part-time in developing and monitoring their PAC and some agencies claim that all their staff are expected to devote at least some time to raising awareness about problem gambling.

In North America, the largest PAC budgets are those reported by Canadian respondents. Three western Canadian provincial governments (British Columbia–\$500,000, Alberta –\$800,000, and Manitoba–\$800,000), one Ontario non-government organization (Canadian Foundation on Compulsive Gambling–\$650,000), and one provincial lottery corporation (Lotto Quebec–\$2.1 million) budget the most on problem gambling PACs. In comparison, the two US state lottery commissions that responded (Colorado and Ohio) allocate \$100,000 and \$350,000/year, respectively, and the Washington State Gambling Commission budgets \$150,000. The two private gaming industry respondents, Casino Niagara and Casino Rama, report annual budgets of \$150,000 and \$200,000, respectively, for problem gambling public awareness initiatives.

Governments tend to have larger annual budgets than non-government organizations for problem gambling PACs. For instance, aside from the CF CG in Ontario, the other twelve Canadian and United States NGOs report budgeting \$160,000 or less annually on problem gambling PACs, and seven budget \$50,000 or less with 4 of these budgeting less than \$5,000.

**Implications.** Notwithstanding that most organizations surveyed state that increasing problem gambling awareness is a critical part of their mandate, relatively limited resources are applied to this important initiative. For instance, few organizations allocate more than five staff to PAC initiatives and, moreover, most of these staff assume their PAC duties along with other tasks they undertake. None of the organizations report assigning a full-time staff member to oversee the development and implementation of their problem gambling PAC.

In terms of financial resources, the largest commitment to problem gambling PACs in terms of maximum dollars budgeted is clearly being made by Lotto Quebec and western Canadian governments, whereas, the smallest total dollar contribution comes from Canadian and United States NGOs. Although these NGOs do not expend as much in total as governments each year on PACs, the total amount they budget annually often reflects a significant percentage of the limited funds NGOs have at their disposal. For instance, the Canadian Foundation on Compulsive Gambling in Alberta spends 90% of its annual budget of \$100,000 on problem gambling public awareness initiatives and, in Saskatchewan, the CFCG allocates 50% of its annual budget of \$20,000 for these initiatives. Similarly in the United States, the Mississippi Council on Problem and Compulsive Gambling allocates 50% of their annual budget of \$300,000 for problem gambling PAC initiatives.

This study was unable to determine the extent to which the gaming industry has, or is, prepared to fund problem gambling public awareness campaigns. Casino Niagara, Casino Rama, the Colorado and Ohio lottery commissions, and Lotto Quebec clearly are contributing funds to PACs--in the case of Lotto Quebec, this commitment is the most significant at \$2.1 million annually. It would be mutually beneficial for NGOs and gaming industry operators to discuss how the latter might fund PAC initiatives of the former, given that NGOs feel they have a strong mandate, yet are strapped for dollars, and the gaming industry has the money, yet seems to be more amenable to participating in a PAC that is lead by NGOs or governments.

#### ***Recommendation #5***

*Notwithstanding that the Ontario Substance Abuse Bureau has the mandate and resources to unilaterally mount a provincial problem gambling PAC, opportunities should be sought to involve other provincial stakeholders--notably NGOs and gaming operators--in planning and implementing the PAC.*

*To facilitate involving other stakeholders, the Ontario Substance Abuse Bureau should take the lead and invite Ontario gaming industry operators and non-government organizations with a perceived mandate of raising public awareness about problem gambling to a planning meeting for the purpose of determining what, if any, role each participant wishes to play in the designing, implementation, monitoring and evaluation of the provincial problem gambling PAC.*

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*Suggested agenda items for the first meeting include:*

1. *Presenting (a) the OSAB mandate and plans for developing the Ontario problem gambling PAC, and (b) the outcomes of this initial research project.*
2. *Inviting participants (a) to describe their past experiences, current involvement, and future plans relative to problem gambling PAC initiatives in Ontario, and (b) to confirm their interest/commitment to advising the OSAB in developing the provincial PAC.*
3. *Establishing an advisory committee to the OSAB that will (a) participate in the development of a strategic plan to guide the PAC, (b) advise OSAB on the selection and implementation of PAC initiatives, (c) participate in the ongoing monitoring of PAC outcomes, and (5) participate in evaluating the effectiveness of the PAC.*
4. *Discussing the development of a framework and participatory approach for designing the PAC strategic plan.*
5. *Discussing the development of an Internet-based gambling information clearinghouse that will not only store information on problem gambling PACs mounted both within and outside Ontario, but that will also include information on all facets of problem gambling.*

### **3. Evaluating Effectiveness**

**Conclusion.** None of the organizations responding to the survey provide any evidence that they formally evaluate the effectiveness of their overall problem gambling public awareness campaigns. At best, government and non-government organizations in Canada and United States examine generic indicators thought to be connected to the success of isolated PAC initiatives. For instance, some organizations track requests for resource materials, presentations, media interviews, and calls to hot-lines and consider that, if these requests increase, then their problem gambling message must be getting out. There is, of course, no way of attributing this increase directly to their specific campaign initiatives but most organizations seem content to rely on this descriptive data and staffs' subjective judgement that initiatives seem to be working, or not working, effectively.

In view of a lack of rigor in evaluations of PAC effectiveness in North America, one must be cautious when examining what respondents judge works best in raising public awareness. Furthermore, there is no clear consensus about the most/least effective initiatives—what works in one jurisdiction may not be effective in another. For instance, two Canadian government organizations and four United States NGOs report that television, radio and newspaper advertising is effective, however in contrast, one United States NGO reports that television is one of the least effective promotional media for them. Similarly, more than half the respondents feel that public seminars are effective; nevertheless, one Canadian gaming operator and one NGO

respondent disagree. At best, the research results only describe the range of specific initiatives respondents have undertaken as part of raising public awareness, and there may be some insight into accepting or rejecting specific initiatives, albeit based on the subjective opinions of one or a few individuals (e.g. physician posters and screening pads are judged by one respondent to be ineffective).

**Implications.** Given that none of the organizations surveyed have developed strategic plans to guide their problem gambling PACs, it is not surprising that there are no concomitant evaluation plans in place. Most of the respondents merely describe their activities and track increases and decreases in volume--requests for materials, calls to hot-lines, requests for interviews, and so forth. A mere description of activity is not an evaluation. It is not enough to merely know “what happened,” but rather, questions such as “what was supposed to happen,” “why did/did it not happen,” “what difference does it make,” and “what can we learn and apply” are all central to good evaluations.

Whenever possible, it is ideal to develop an evaluation plan concurrent with the development of a strategic plan or program plan. Most often, the evaluator is retained after the program is in place, and he or she spends a great deal of time and energy retrofitting an evaluation plan which includes deciphering what the original program intention was; how success was to be measured; what indicators of success were envisaged; how these would be measured; what data would be needed and whether these were available; and what, in fact, happened as the program unfolded. It is much better to develop the evaluation plan--preferably with the evaluator present--as part of the initial program planning process, because then evaluation issues such as the measurability of objectives, selection of key performance indicators, and the identification of data requirements and sources may be addressed. Moreover, as the evaluation plan is in place at the outset, the evaluator can immediately begin to collect data and monitor the progress of the program, thus feeding back information to the program that may be valuable in improving effectiveness. This “process” evaluation is equally as important as an “outcome” evaluation that provides a retrospective view of the overall effectiveness of the program.

### ***Recommendation #6***

*Concurrent with the development of the problem gambling PAC strategic plan, the Ontario Substance Abuse Bureau should develop an “evaluation plan” to measure the effectiveness of the campaign. This evaluation plan should contain two component parts--(a) a “process” evaluation that continuously monitors and measures key performance indicators as the PAC progresses, and (b) an annual “outcomes” evaluation that examines the extent to which goals, objectives and intended outcomes have been realized.*

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*It is suggested that an external evaluation consultant be retained to develop the PAC evaluation plan and conduct the subsequent process and outcome evaluations and, furthermore, that this person participate in the initial PAC strategic planning process.*

#### **4. Suggestions from Key Informants**

In this study, four key informants were selected for telephone interviews as these experienced individuals have developed among the most comprehensive problem gambling public awareness campaigns in North America. The knowledge these people possess makes their insights especially valuable and, for this reason, it is instructive to examine their contribution separately. To this end, the researchers have synthesized their comments and added our observations in five “action areas” and the researchers recommend that OSAB consider these as they develop the Ontario problem gambling public awareness campaign.

##### **Leading**

- It is appropriate that the OSAB, rather than the gaming industry or other special interest group, take the lead role in mounting the problem gambling PAC because government ostensibly holds the best interests of the citizenry paramount and, therefore, is more credible in mounting a promotional campaign where the “message” must be believable. The Ontario gaming industry, however, should be invited by the OSAB to participate in developing and implementing the PAC.
- Although the OSAB should take the lead with support from the gaming industry, other stakeholders should also be invited to participate. These could include: gaming regulators; hospitality and tourism industry (hotels, restaurants, bars); government departments (health, education, justice); community organizations (CFPG, Gamblers Anonymous, seniors groups); lending institutes (banks, credit unions); allied professionals (MDs, psychologists, addictions counsellors, public health workers); members of the public-at-large; problem gamblers; and university researchers.
- Problem gambling PACs aimed at First Nation communities should be developed and implemented by leaders and agencies in these communities and the OSAB should be ready to assist and become involved only at the request of the community.

##### **Planning**

- Problem gambling is a public health issue and prevention strategies, including the development of the PAC, should be undertaken in this context. In this vein, the OSAB should consider coordinating problem gambling PAC initiatives with other health promotion initiatives whenever possible.

- Every Ontario community is unique, consequently, problem gambling PAC initiatives should be flexible and customizable to the extent possible to take this into account. Local advisory committees can be very valuable in identifying the unique characteristics of their communities and in advising the OSAB on particular public awareness strategies that may be most effective in their locale. Furthermore, it may be possible for the OSAB to work directly with specific community groups by having them implement elements of the provincial problem gambling PAC in their communities. There is a precedent for this approach in Alberta where AADAC allocates \$200,000 annually to 20 community groups to develop and deliver education and public awareness initiatives.
- It is incumbent on the OSAB to provide the human and financial resources necessary to sustain a problem gambling PAC for a period of at least five years if there is to be any realistic expectation of achieving desired outcomes. It is also very important that one person (preferably full-time) be given overall responsibility for managing the PAC during this time period. Furthermore, OSAB must guard the human and financial resources allocated to the problem gambling PAC to ensure that these are not eroded during this time period.

### **Targeting**

- The OSAB should target the Ontario problem gambling PAC, first and foremost, towards two provincial groups: (a) the general adult population over 18 years-of-age, and (b) adolescents between 12 and 17 years-of-age. Other groups that are at-risk for developing gambling problems should also be targeted as more information about these becomes available from research projects, hotline phone calls, program participants, community leaders, and other sources.
- The OSAB should focus the overall PAC on the negative effects of any and all types of gambling, as there is little research or practical experience that supports the focusing of problem gambling PAC initiatives on particular gaming formats. Of course, various gaming formats (e.g. blackjack, poker, horse races, sports betting, purchasing lottery tickets, playing slots) will be featured in television ads and materials, however, the message should be that uncontrolled gambling—irrespective of the type of game played—can have severe negative consequences for some.

### **Designing**

- The key informants offer some common observations based on their experience with problem gambling PACs and these are offered below for the OSAB's consideration in designing the Ontario PAC:

- There are two main purposes of a problem gambling PAC, namely (1) to inform the public about problem gambling, and (2) to persuade the public, problem gamblers, family members, employers, and others affected by problem gambling to take mitigating action. PAC planners should realize that these are different, although related, purposes; consequently, PAC goals, objectives, and specific activities should be designed to achieve these distinct purposes.
- As a first step in developing the PAC, an attempt should be made to determine peoples' perceptions/knowledge about the issue of problem gambling because this will vary amongst communities and groups, which has design implications. Moreover, this baseline measure of people's perceptions/knowledge will serve as a standard against which to measure the subsequent effectiveness of PAC initiatives.
- Irrespective of the method used to deliver the problem gambling message (e.g. television, radio, newspaper, billboards), it must be repeated over and over for a relatively long period of time before it permeates public consciousness.
- Some specific technology-based initiatives are deemed to be especially effective in PACs and these include problem gambling telephone helplines; television/radio campaigns that feature interviews with problem gamblers; and using the Internet to disseminate problem gambling information. This is related to the observation that direct and personal contact--especially featuring problem gamblers and their stories--is far more effective than passive approaches such as distributing brochures.

### **Evaluating**

- Evaluation activities should be ongoing, commencing when the public awareness campaign begins, and these should be conducted by evaluators who are external to the OSAB.
- PAC evaluations should include community surveys, pre- and post-tests, and focus group methods to gather the data on public perceptions, knowledge, and opinions needed to assess effectiveness.

### **5. Final Comment**

In conducting this research, the researchers received excellent support from the government, non-government, and gaming representatives that agreed to participate. Not only did these people take the time to complete questionnaires, send samples of their media products, and participate in interviews, many kept in contact with the researchers and showed interest in

how the research was progressing. Without their cooperation, this research would not have been possible, and for this the researchers owe them a debt of gratitude.

Virtually all the participants expressed interest in receiving information on final research results when the project is completed. For instance, Lotto Quebec made a written request in which they stated that results “will be beneficial to all organizations active in the prevention of problem gambling and especially to those participating in research.” Similarly, a participant from Saskatchewan Health stated that “a project like this is long overdue” and he suggested that “what we need after this is a national conference that just focuses on public information, awareness, prevention and educational materials and strategies.”

We conclude this report by imploring the Ontario Substance Abuse Bureau to share the findings of this research with study participants and, as we suggest in Recommendation #1, we also encourage the OSAB to maintain contact with these organizations and boldly take the lead in North America in collecting and disseminating information relative to problem gambling public awareness campaigns.

**APPENDIX 1**

**List of Contacts**

**ONTARIO SUBSTANCE ABUSE BUREAU  
PROBLEM GAMBLING PUBLIC AWARENESS RESEARCH PROJECT  
CONTACT LIST  
(n=118)**

<b>Organization</b>	<b>Contact Name</b>	<b>St/Pr</b>	<b>Industry</b>
Addiction Services, Health Region 3	Mr. Gordon Skead	NB	Gov. - Canada
Addictions Foundation of Manitoba	Mr. Gerry Kolesar	MB	Gov. - Canada
Addictions Foundation of Manitoba	Mr. Herb Thompson	MB	Gov. - Canada
Addiction Serv., BC Ministry for Children & Families	Ms. Miki Hansen	BC	Gov. - Canada
Addiction Serv., BC Ministry for Children & Families	Ms. Betsy Mackenzie	BC	Gov. - Canada
Alberta Alcohol and Drug Abuse Commission	Ms. Marcy Dibbs	AB	Gov. - Canada
Alberta Gaming	Ms. Charlotte Moran	AB	Gov. - Canada
Alberta Hotel Association	Mr. Jim Hansen	AB	NGO - Canada
Alberta Racing Corporation	Mr. Mike MacBeath	AB	Gaming - Canada
Alberta Satellite Bingo	Mr. Ian Taylor	AB	Gaming - Canada
American Gaming Association	Ms. Judy L. Patterson	DC	Gaming - U.S.A.
Arizona Council on Compulsive Gambling Inc.	Mr. Don Hulen	AZ	NGO - U.S.A.
Arnie & Shelia Wexler Associates	Mr. Arnie Wexler	NJ	NGO - U.S.A.
Atlantic Lottery Corporation	Mr. Vincent P. Brunet	NB	Gov. - Canada
B.C. Ministry of Employment & Investment	Mr. Peter Clark	BC	Gov. - Canada
Baccarat Casino	Ms. Sal Romanyshyn	AB	Gaming - Canada
British Columbia Racing Commission	Mr. Joseph Horton	BC	Gaming - Canada
California Council on Compulsive Gambling Inc.	Mr. Tom Tucker	CA	NGO - U.S.A.
Canadian Foundation on Compulsive Gambling (Alta)	Mr. Ralph McNabb	AB	NGO - Canada
Canadian Foundation on Compulsive Gambling (Ont.)	Dr. Jon Kelly	ON	NGO - Canada
Canadian Foundation on Compulsive Gambling (Sask)	Mr. Doug Moran	SK	NGO - Canada
Canadian Mental Health Association (Saskatchewan)	Mr. Bill Ursel	SK	NGO - Canada
Casino Edmonton	Mr. Barry Pritchard	AB	Gaming - Canada
Casino Niagara	Ms. Tonya Hvilivitsky	ON	Gaming - Canada
Casino Rama	Pat Roberts	ON	Gaming - Canada
Casino Windsor	Ms. Karen Kahelin	ON	Gaming - Canada
Catholic Family Services	Mr. Frank McDonald	ON	NGO - Canada
Centre for Addictions and Mental Health	Ms. Carolyn P. Nutter	ON	NGO - Canada
Colorado Council on Compulsive Gambling Inc.	Mr. Ben Young	CO	NGO - U.S.A.
Colorado Lottery	Mr. Mark Zamarripa	CO	Gov. - U.S.A.
Con seil de la sante et bien-etra	Jean-Bernard Trudeau	QC	Gov. - Canada
Connecticut Council on Compulsive Gambling Inc.	Mr. Marvin Steinberg,	CT	NGO - U.S.A.
Council on Compulsive Gambling of New Jersey Inc.	Mr. Ed Looney	NJ	NGO - U.S.A.
Council on Compulsive Gambling of North Dakota Inc	Mr. Daryl Gronfur	ND	NGO - U.S.A.
Council on Compulsive Gambling of Pennsylvania Inc	Mr. Tony Milillo	PA	NGO - U.S.A.

Organization	Contact Name	St/Pr	Industry
Delaware Council on Gambling Problems Inc.	Ms. Lisa Pertzoff	DE	NGO - U.S.A.
Department of Health & Community Services	Deanne Warren	NF	Gov. - Canada
Department of Health and Community Services	Mr. Robert Jones	NB	Gov. - Canada
Department of Health and Social Services	Dr. Linda Van Til	PEI	Gov. - Canada
Dept. of Health & Comm. Serv. Prov of Nfld	Ms. Carol MacDonald	NF	Gov. - Canada
Distress Centre/Drug Centre, Calgary	Ms. Peggy Voth	AB	NGO - Canada
East Central District Health District	Ms. Bridget Mroczko	SK	Gov. - Canada
Family Services of Greater Vancouver	Ms. Sandy Currie	BC	NGO - Canada
Federation of Alberta Bingo Associations	Mr. Bill Dyachuk	AB	Gaming - Canada
Florida Council on Compulsive Gambling Inc.	Pat Fowler	FL	NGO - U.S.A.
Game Planit Interactive	Roger Horbay	AB	NGO - Canada
Georgia Council on Compulsive Gambling	Mr. Dan Laird	GA	NGO - U.S.A.
Government of Ontario	Ms. J. Glynn-William	ON	Gov. - Canada
Great Canadian Gaming Corporation	Ms. Jackie Schaffer	BC	Gaming - Canada
Harrah's	Mr. Len Hostetter	TN	Gaming - U.S.A.
Harrah's Reno Casino	Mr. John Bates	NV	Gaming - U.S.A.
Hay River Alcohol and Drug Society	Mr. Doug Mellick	NT	NGO - Canada
Health and Social Services	Mr. Dave Paisley	NT	Gov. - Canada
Health Promotion & Programs Branch	Ms. Elaine M. Scott	BC	Gov. - Canada
Huron Addiction Assessment and Referral Centre	Meryl Thomas	ON	NGO - Canada
Illinois Council on Problem & Compulsive Gambling	Mr. Chris Anderson	IL	NGO - U.S.A.
Indiana Council on Problem Gambling	Dr. Ron Phillips	IN	NGO - U.S.A.
Information Services Vancouver	Ms. Cynthia Crampton	BC	NGO - Canada
Institute For Problem Gambling	Mr. Peter Nucci	CT	NGO - U.S.A.
Iowa Problem Gambling Council Inc.	Mr. Peter Kuilema	IA	NGO - U.S.A.
Kentucky Council on Compulsive Gambling	Mr. Mike Stone	KY	NGO - U.S.A.
Loto-Quebec	Mr. Daniel Dubeau	QC	Gov. - Canada
Louisiana Association on Compulsive Gambling	Mr. Reece Middleton	LA	NGO - U.S.A.
Lutheran Social Services	Ms. Lisa Vig	ND	NGO - U.S.A.
Mandalay Bay Resort	Ms. Sarah Ralston	NV	Gaming - U.S.A.
Manitoba Lotteries Corporation	Ms. Susan Olynik	MB	Gov. - Canada
Maritime Provinces Harness Racing Commission	Mr. Ted Andrews	PEI	Gaming - Canada
Maryland Council on Compulsive Gambling Inc.	Ms. Joanna Franklin	MD	NGO - U.S.A.
Massachusetts Council on Compulsive Gambling Inc.	Ms. Kathleen Scanlan	MA	NGO - U.S.A.
MGM Grand Hotel/Casino	Ms. Corrine Clement	NV	Gaming - U.S.A.
Michigan Council on Problem Gambling Inc.	Mr. Warren Biller	MI	NGO - U.S.A.
Minnesota Council on Compulsive Gambling	Ms. Betty George	MN	NGO - U.S.A.
Minnesota Institute of Public Health	Mr. Roger Svendsen	MN	NGO - U.S.A.
Mississippi Council Compulsive Gambling	Ms. Betty Greer	Miss	NGO - U.S.A.
Missouri Council on Problem Gambling Concerns Inc.	Mr. Keith Spare	MO	NGO - U.S.A.
Montana Council on Problem Gambling Inc.	Mr. Gary Knopp	Mt.	NGO - U.S.A.

Organization	Contact Name	St/Pr	Industry
National Indian Gaming Association	Mr. Timothy Wapato	DC	Gaming - U.S.A.
Native Addiction Council of Manitoba	Mr. Barry Fontaine	MB	NGO - Canada
Native Addictions Services	Ms. L. Richardson	AB	NGO - Canada
Nebraska Council on Compulsive Gambling	Mr. J. Bauerkemper	NE	NGO - U.S.A.
Nevada Council on Problem Gambling Inc.	Ms. Carol O'Hare	NV	NGO - U.S.A.
New Hampshire Council on Problem Gambling Inc.	Ms. Joy Mitchell	NH	NGO - U.S.A.
New York Council on Problem Gambling Inc.	Ms. Laura Leston	NY	NGO - U.S.A.
Nova Scotia Department of Health	Mr. Brian Wilbur	NS	Gov. - Canada
Nova Scotia Gaming Corporation	Mr. Andrew MacIsaac	NS	Gov. - Canada
Ohio Council on Problem Gambling	Mr. Alan Lerner	OH	NGO - U.S.A.
Ohio Lottery Commission	Ms. Julie Ault	OH	Gov. - U.S.A.
Ontario Racing Commission	Ms. W. Hoogeveen	ON	Gaming - Canada
Oregon Network Behavioral Healthcare-Project Stop	Mr. Paul Potter	OR	NGO - U.S.A.
Orillia Coalition for a Healthy Community	Ms. S. Wicher-Schreur	ON	NGO - Canada
Palace Casino	Ms. Brenda L. Farion	AB	Gaming - Canada
Perth Addiction Centre Inc.	Mr. Jim Button	ON	NGO - Canada
Pinewood Centre of Oshawa General Hospital	Mr. Steve Chiasson	ON	NGO - Canada
Problem Gambling Education Association (PGEA)	Mr. Chris Armentano	CT	NGO - U.S.A.
Research & Knowledge Development	Ms. Penny Mosmann	AB	Gov. - Canada
Rhode Island Council on Problem Gambling	Mr. Salvatore Marzilli	RI	NGO - U.S.A.
Ridgewood Addiction Services	Ms. Carol Harned	NB	Gov. - Canada
Rocky Native Friendship Centre	Ms. Shauna Arthur	AB	NGO - Canada
S.U.C.C.E.S.S.	Ms. Irene Tang	BC	NGO - Canada
Saskatchewan Gaming Corporation	Ms. Maher-Wolbaum	SK	Gaming - Canada
Saskatchewan Health	Ms. Donna Benesh	SK	Gov. - Canada
Saskatchewan Health, Community Care Branch	Ms. Leanne Fischer	SK	Gov. - Canada
Saskatchewan Health, Community Care Branch	Mr. Robert Markosky	SK	Gov. - Canada
Societe des casinos du Quebec inc.	Mr. Nguyen Hiep	QC	Gaming - Canada
South Carolina Council on Problem Gambling Inc.	Mr. Rob Sedgewick	SC	NGO - U.S.A.
South Central District Health Board	Mr. Michael Szabo	SK	Gov. - Canada
South Dakota Council on Problem Gambling Inc.	Mr. Larry Atwood	SD	NGO - U.S.A.
Texas Council on Problem & Compulsive Gambling	Ms. Sue Cox	TX	NGO - U.S.A.
The National Collegiate Athletic Association	Mr. Bill Saum	IN	NGO - U.S.A.
The National Council on Problem Gambling Inc.	Mr. Keith Whyte	DC	NGO - U.S.A.
The Saskatchewan Indian Gaming Authority	Ms. Elaine Greyeyes	SK	Gaming - Canada
Vermont Council on Problem Gambling Inc.	Ms. Joy Mitchell	VT	NGO - U.S.A.
Villa Recovery Centre for Women	Ms. G. McWilliams	AB	NGO - Canada
Walter A. 'Slim' Thorpe Recovery Centre	Ms. Sharon Jackson	AB	NGO - Canada
Washington State Council on Problem Gambling	Mr. Gary Hanson	WA	NGO - U.S.A.
Washington State Gambling Commission	Ms. Cindy E. Reed	WA	Gov. - U.S.A.
Western Canadian Fond. on Compulsive Gambling	Mr. Karl Cavanagh	BC	NGO - Canada
Wisconsin Council on Problem Gambling	Ms. Rose Gruber	WI	NGO - U.S.A.

**APPENDIX 2**  
**Participant Questionnaire**

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**ONTARIO SUBSTANCE ABUSE BUREAU**  
**PROBLEM GAMBLING PUBLIC AWARENESS CAMPAIGN**  
**RESEARCH PROJECT**

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**Agency Name:** \_\_\_\_\_

**Contact Names:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone No.:** \_\_\_\_\_ **Fax No.:** \_\_\_\_\_ **e-mail:** \_\_\_\_\_

**We will participate in the project:**      \_\_\_\_\_ **yes**      \_\_\_\_\_ **no**

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Your participation in this project will consist of three parts:

- Part 1. Filling out the preliminary questionnaire below and faxing or e-mailing the information back to Wynne Resources at Fax No. (780) 482-3344, e-mail [pac@wynne.com](mailto:pac@wynne.com)
- Part 2. Providing information materials used in your problem gambling awareness campaign.
- Part 3. Participating in a follow-up interview once information materials have been received and reviewed.

**Part 1.**

**1. How long has your organization been engaged in promoting awareness of problem gambling (PG)?**  
\_\_\_\_\_ (years). **How important within your organization are initiatives to raise awareness of PG?**

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2. Does your organization have a formal “problem gambling awareness campaign?” If not, do you have other strategies for raising awareness of PG (please identify these)?

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3. What is your organization’s overall strategy/approach to raising awareness of PG?

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4. What specific target groups are you attempting to reach with your PG awareness initiatives?

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8. Which of your PG awareness initiatives are the most effective/least effective?

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**Part 2.**

Please forward the following information: Two (2) copies of any printed information/promotional products (e.g. pamphlets, posters, other written materials); one (1) copy of any video/audio tapes; and any other pertinent information used in the delivery of your organization's problem gambling awareness initiatives.

Please send this information via **courier collect** to:

**Wynne Resources  
11223 - 100 Avenue NW  
Edmonton, Alberta  
Canada T5K 0J1  
(780) 488-5566**

If there is any charge for this information, **please enclose your invoice for payment.**

**Part 3.**

Upon receiving and reviewing both your questionnaire and all the resource materials you have provided, Wynne Resources will contact you to conduct an interview regarding your organization's problem gambling public awareness initiatives.

**THANK YOU!**

**APPENDIX 3**

**List of Study Participants**

**ONTARIO SUBSTANCE ABUSE BUREAU**  
**PROBLEM GAMBLING PUBLIC AWARENESS RESEARCH PROJECT**  
**LIST OF STUDY PARTICIPANTS**  
(n=42)

<b>Organization</b>	<b>Contact Name</b>	<b>St/Pr</b>	<b>Industry</b>
Addictions Foundation of Manitoba	Mr. Herb Thompson	MB	Gov. - Canada
Addiction Services BC Ministry for Children & Families	Ms. Betsy Mackenzie	BC	Gov. - Canada
Alberta Alcohol and Drug Abuse Commission	Mackenzie	AB	Gov. - Canada
Alberta Racing Corporation	Ms. Marcy Dibbs	AB	Gaming - Canada
Alberta Satellite Bingo	Mr. Mike MacBeath	AB	Gaming - Canada
American Gaming Association	Mr. Ian Taylor	DC	Gaming - U.S.A.
Arizona Council on Compulsive Gambling Inc.	Ms. Judy Patterson	AZ	NGO - U.S.A.
British Columbia Racing Commission	Mr. Don Hulen	BC	Gaming - Canada
Canadian Foundation on Compulsive Gambling (Alta)	Mr. Joseph Horton	AB	NGO - Canada
Canadian Foundation on Compulsive Gambling (Ont)	Mr. Ralph McNabb	ON	NGO - Canada
Canadian Foundation on Compulsive Gambling (Sask)	Dr. Jon Kelly	SK	NGO - Canada
Canadian Mental Health Association (Sask. Div.) Inc.	Mr. Doug Moran	SK	NGO - Canada
Casino Edmonton	Mr. Bill Ursel	AB	Gaming - Canada
Casino Niagara	Mr. Barry Pritchard	ON	Gaming - Canada
Casino Rama	Ms. T. Hvilivitzky	ON	Gaming - Canada
Catholic Family Services	Ms. Pat Roberts	ON	NGO - Canada
Colorado Lottery	Mr. F. McDonald	CO	Gov. - U.S.A.
Connecticut Council on Problem Gambling	Mr. Mark Zamarripa	CT	NGO - U.S.A.
Council on Compulsive Gambling of New Jersey Inc.	Ms. S. McLaughlin	NJ	NGO - U.S.A.
Delaware Council on Gambling Problems Inc.	Mr. Ed Looney	DE	NGO - U.S.A.
Department of Health and Community Services	Ms. Lisa Pertzoff	NB	Gov. - Canada
Dept. of Health & Comm. Serv., Prov of Newfoundland	Mr. Robert Jones	NF	Gov. - Canada
Distress Centre - Drug Centre, Calgary	Ms. C. MacDonald	AB	NGO - Canada
Federation of Alberta Bingo Associations	Ms. Peggy Voth	AB	Gaming - Canada
Game Planit Interactive	Mr. Bill Dyachuk	ON	NGO - Canada
Huron Addiction Assessment and Referral Centre	Ms. Kerry Boyle	ON	NGO - Canada
Information Services Vancouver	Ms. Meryl Thomas	BC	NGO - Canada
Institute For Problem Gambling	Ms. C. Crampton	CT	NGO - U.S.A.
Loto-Quebec	Mr. Peter Nucci	QC	Gov. - Canada
Lutheran Social Services of North Dakota	Mr. Daniel Dubeau	ND	NGO - U.S.A.
Minnesota Institute of Public Health	Ms. Dawn Cronin	MN	NGO - U.S.A.
Mississippi Council on Problem Gambling Inc.	Mr. Roger Svendsen	Miss	NGO - U.S.A.
Montana Council on Problem Gambling Inc.	Ms. Betty Greer	Mt.	NGO - U.S.A.
New York Council on Problem Gambling Inc.	Mr. Gary Knopp	NY	NGO - U.S.A.
	Ms. Laura Leston		

Organization	Contact Name	St/Pr	Industry
Ohio Lottery Commission	Ms. Julie Ault	OH	Gov. - U.S.A.
Palace Casino	Ms. Brenda L. Farion	AB	Gaming - Canada
Problem Gambling Education Association (PGEA)	Mr. Chris Armentano	CT	NGO - U.S.A.
Ridgewood Addiction Services	Ms. Carol Harned	NB	Gov. - Canada
The National Council on Problem Gambling Inc.	Mr. Keith Whyte	DC	NGO - U.S.A.
Vermont Council on Problem Gambling Inc.	Ms. Joy Mitchell	VT	NGO - U.S.A.
Villa Recovery Centre for Women	Ms. G. McWilliams	AB	NGO - Canada
Washington State Gambling Commission	Ms. Cindy E. Reed	WA	Gov. - U.S.A.

**APPENDIX 4**  
**Questionnaire Results**

**ONTARIO SUBSTANCE ABUSE BUREAU**  
**PROBLEM GAMBLING PUBLIC AWARENESS CAMPAIGN**  
**RESEARCH PROJECT**

**QUESTIONNAIRE RESULTS**

<b>Question 1 - How long has your agency been engaged in promoting awareness of problem gambling (PG)?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	6 years	Canada
Addiction Services, BC Ministry for Children & Families	2 years	Canada
Alberta Alcohol and Drug Abuse Commission	6 years	Canada
Alberta Racing Corporation	0	Canada
Alberta Satellite Bingo	0	Canada
American Gaming Association	4 years	USA
Arizona Council on Problem Gambling	3	USA
British Columbia Racing Commission	0	Canada
Canadian Foundation on Compulsive Gambling (Alta.)	6 years	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	15 years	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	3 years	Canada
Canadian Mental Health Association in Saskatchewan	6 years	Canada
Casino Edmonton	1 year	Canada
Casino Niagara	2.5 years	Canada
Casino Rama	3 years	Canada
Catholic Family Services	0 years	Canada
Colorado Lottery	2 years	USA
Connecticut Council on Problem Gambling	20 years	USA
Council on Compulsive Gambling of New Jersey Inc.	16 years	USA

<b>Question 1 - How long has your agency been engaged in promoting awareness of problem gambling (PG)?</b>		
Delaware Council on Gambling Problems	2 years	USA
Dept. of Health and Comm. Serv. Prov. of Newfoundland	4 years	Canada
Distress Centre	5 years	Canada
Federation of Alberta Bingo Associations	0 years	Canada
Game Planit Interactive	3 years	Canada
Huron Addiction Services	6 months	Canada
Information Services Vancouver	2-1/2 years	Canada
Institute of Problem Gambling	3 years	USA
Loto-Quebec	1-1/2 years	Canada
Lutheran Social Services of North Dakota	8 years	USA
Montana Council on Problem Gambling Inc.	7 months	USA
Minnesota Inst. of Public Health Gambling Resource Center	8 years	USA
Mississippi Council on Problem & Compulsive Gambling	3 years	USA
National Council on Problem Gambling	0	USA
New York Council on Problem Gambling	3-1/2 years	USA
Ohio Lottery Commission	9 years	USA
Palace Casino	5 years	Canada
Problem Gambling Education Association (PGEA)	7 years	USA
Province of New Brunswick, Department of Health and Community Services	5 years	Canada
Ridgewood Addiction Services	6 years	Canada
Vermont Council on Problem Gambling Inc.	1 year	USA
Villa Recovery Centre	2 years	Canada
Washington State Gambling Commission	9 years	USA

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	Very. The AFM is charged by the Provincial Government to raise awareness, educate the public and professionals and provide treatment for those with problems. Research to prevalence, prevention and treatment has a high profile.	Canada
Addiction Services, BC Ministry for Children & Families	Very, as every region is responsible for it's own services, each counsellor must be pro-active in raising the profile in their community in order to raise awareness and receive referrals.	Canada
Alberta Alcohol and Drug Abuse Commission	Problem Gambling is part of our regular mandate, and there has been considerable emphasis placed on initiatives to raise awareness of PG. This emphasis was especially important when the PG mandate was new, and there will continue to be some special attention paid to Problem Gambling; however, we are beginning to reflect integration of PG into our alcohol/drug mandate by speaking about them together whenever appropriate. We continue to position AADAC as the source of sound information and service.	Canada
Alberta Satellite Bingo	Alberta Satellite Bingo operates a linked bingo game in Alberta, linking up to 100 halls using a satellite. We operate two games a day, one at 3:00 p.m. and the other at 9:00 p.m. Sales of the cards are done by volunteers in each of the participating halls; we do not normally deal directly with the players. We are not involved in promoting awareness of problem gambling; that would be the responsibility of the individual bingo halls. We would support any initiatives that an individual bingo hall may take.	Canada
American Gaming Association	As the education and advocacy arm of the commercial industry, we make this one of our top priorities and have done so since our inception.	USA
Canadian Foundation on Compulsive Gambling (Ontario)	Problem gambling information and awareness is the core mandate of the Foundation (See 1998 Strategic Directions document). During the 1980s and early 90s, Foundation awareness programs focused on the general public and government.	Canada

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
Canadian Foundation on Compulsive Gambling (Ontario) cont.	CFCG promoted the development of counselling programs for compulsive gamblers and a province-wide helpline. Both of those services are now in place. CFCG provided direct counselling until this year, when this service was phased out and resources focused on the information, awareness and professional development.	Canada
Canadian Foundation on Compulsive Gambling (Alta.)	Very important - awareness and education is our main activity.	Canada
Canadian Mental Health Association in Saskatchewan	This activity is a high priority for the agency. Our staff and volunteer base is extensive throughout the province. Saskatchewan Health, Province of Saskatchewan, our funding body, provides our mandate.	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	Very important. Besides Canadian Mental Health Association there is nothing being done in Sask. to promote problem gambling.	Canada
Casino Edmonton	We see it as an important opportunity to focus on helping people and promoting the fact that we do not want problem gamblers. We want people to come here for entertainment and enjoyment.	Canada
Casino Niagara	Casino Niagara has always placed a high priority on responsible gambling. Therefore, there has been a strong initiative to raise awareness that problem gambling does exist and where help can be found. The casino has made it mandatory for all its associates to receive responsible gambling training.	Canada
Colorado Lottery	Very Important	USA
Connecticut Council on Problem Gambling	Very important	USA
Council on Compulsive Gambling of New Jersey Inc.	CCG of NJ Inc. is a private non profit organization that provides information, education and referral services for people affected by problem gambling. Our total focus is to raise awareness that compulsive gambling is a treatable illness and to work through various methods to achieve positive results.	USA

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
Delaware Council on Gambling Problems	This organization has had a public awareness campaign for two years. Public awareness is crucial to the function of this organization because if no one knows of the services provided, the services will not be utilized. Gambling is a “hot” issue in Delaware and the enabling legislation for video lottery terminals including set aside funds to address gambling problems. The council needs high visibility statewide so legislators can see where funds are being used. Our mission is to have all Delawareans know there is help and hope for compulsive gamblers and their families in this state.	USA
Department of Health and Community Services Province of Newfoundland and Labrador	The province formally began offering therapeutic services in the area of gambling in 1995, four years ago. The bulk of the monies dedicated for work in this area, to this point, is spent in the provision of direct treatment services, which is part and parcel of normal program development processes. The prevention and promotional elements have also been provided from the beginning. As already mentioned above, this province is into a developmental process of service delivery in the area of gambling. The prevention and education pieces of work will continue to be addressed within the realities of available fiscal resources.	Canada
Ditress Centre - Calgary	We work closely with AADAC in this area. We have a strong public education program, which always addresses gambling.	Canada
Federation of Alberta Bingo Associations	Our associations which involves bingo associations do not believe we have the number of problem gambling. Bingo is very much an entertainment, however the new bingo programs which provide an opportunity in winning thousands of dollars may now attract people who have problems in managing their money.	Canada
Game Planit Interactive	At Game Planit it is very important to increase awareness of not only the effects of problem gambling but also the rapidly increasing number of problem gamblers. Game Planit’s mission and products are developed solely to increase awareness, education and prevention of problem gambling. Therefore, by taking the initiative to increase awareness of PG, Game Planit is developing a niche market in which to operate.	Canada

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
Huron Addiction Services	They are very important as our community racetrack will be installing slot machines and we are one hour's drive from two urban centres; one will have hundreds of slot machines and the other to open a charity casino. We need to educate and raise public awareness of problem gambling, and how to reduce the risk of developing problems.	Canada
Institute of Problem Gambling	This is mission of organization, however, we are going at this in an unusual way. We believe our mission of having a public better educated about the adverse effects of problem gambling will come about from working on the goals we set rather than on public awareness campaigns	USA
Loto-Quebec	<p>A) The department of Problem Gambling Research and Prevention was created on May 1998.</p> <p>B) In 1998-1999, the budget of the Department was 2.5 million \$CDN. The 1999-2000 budget has been increased to 2.7 million \$CDN, of which 2.1 million \$CDN go to awareness and prevention activities.</p> <p>C) Major initiatives to raise awareness of problem gambling include:</p> <ul style="list-style-type: none"> <li>- A televised program "Do you know how to gamble, without losing your head?" (Dec.-98)</li> <li>- "Count me out" program implemented in schools and targeting students ages 8-14</li> <li>- Problem gambling hot line "Gambling: Help and Referral"</li> <li>- Funding the Centre quebecois d'excellence pour la prevention et le traitement du jeu</li> <li>- Funding the Chinese Family Service of Greater Montreal</li> <li>- Messages displayed on VLTs terminals</li> <li>- Distribution of printed material (brochures, stickers, posters ....)</li> <li>- Implementation of interactive informational posts inside casinos</li> </ul>	Canada

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
Lutheran Social Services of North Dakota	Our agency participates in numerous community activities in which we are invited to display materials. We often have materials to let individuals know where counselling is available. Most of our efforts are low cost as the agency does not have an advertising budget for a television campaign. We have incorporated some public awareness through our website.	USA
Minnesota Institute of Public Health/Gambling Problem Resource Center	- Very Important	USA
Mississippi Council on Problem & Compulsive Gambling	Public education and awareness, along with training and our Helpline are very important to our organization.	USA
New York Council on Problem Gambling	Public awareness is our agency's primary mission-to increase public awareness and to advocate for increased treatment supports for persons adversely affected. Please note that the State of New York depends upon the Council to be the statewide advocate on problem gambling issues. In addition to operating the State's 24-hour Helpline, the Council evaluates state-funded problem gambling treatment and education programs, trains professionals, assists government and regulatory bodies in establishing sound policies and laws, conducts research, sponsors training and helps industry, government and other public and private sector organizations in establishing problem gambling-specific policies.	USA
Ohio Lottery Commission	Part of every aspect in the lottery from retailer training and advertising to postings on gaming equipment	USA
Palace Casino	Its our goal to deter anyone with a gambling problem from playing at the Palace. While we recognize that our employees are not counsellors, we give them the information to share with others on how to get help for a gambling problem.	Canada
Problem Gambling Education Association (PGEA)	Moderately	USA

<b>Question 1A - How important within your organization are initiatives to raise awareness of PG?</b>		
Province of New Brunswick, Department of Health and Community Services	Well, isn't this an interesting question. Of course all initiatives are important but I can't imagine how to quantify that. On a scale of 1 to 10, with 10 being the highest level of importance, I would say that awareness of PG is a 6.	Canada
Ridgewood Addiction Services	Within the continuum of care, problem gambling is incorporated into existing programs.	Canada
Vermont Council on Problem Gambling Inc.	Top priority	USA
Villa Recovery Centre	Extremely important. We have an exclusive women's gambling program that is residential or outpatient. The program is 28 days in length. Part of my role as gambling coordinator is to raise awareness in the public and private sector so I continually make contacts in the community.	Canada
Washington State Gambling Commission	We commit to yearly contract etc. Commission considers it an important function associated with our regular responsibilities.	USA

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	Yes - 17 staff positions dedicated to gambling prevention/education/treatment/research. All other substance abuse staff have been trained to respond to customer needs.	Canada
Addiction Services, BC Ministry for Children & Families	No - PG awareness is built into each service component, not as a separate area.	Canada
Alberta Alcohol and Drug Abuse Commission	Yes- we have the “When it’s no longer a game” campaign-posters and pamphlets which are distributed generally and hung (posters) in gaming venues. We also have a comprehensive prevention program which focuses on awareness-raising and includes a wide range of strategies: matchbooks in gaming venues, ads on TV, school based resources, pamphlets for parents, information sheets/training for referral agents-all of these are designed to raise awareness of signs of PG and inform people about services available.	Canada
Alberta Racing Corporation	No	Canada
American Gaming Association	Yes we do. As a component of our responsible gaming national education campaign, we sponsor each year the “Responsible Gaming Education Week” which all our member properties participate in. We have also developed educational and training materials in the form of a turn-key program called “Progress - Promoting Responsible Gaming Resources and Education Standards”.	USA
Alberta Satellite Bingo	No	Canada
Arizona Council on Problem Gambling	No	USA
British Columbia Racing Commission	No	Canada
Canadian Foundation on Compulsive Gambling (Alta.)	Formal education and awareness campaign in High Schools, community groups, and businesses and workplaces	Canada

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
<p>Canadian Foundation on Compulsive Gambling (Ontario)</p>	<p>The Foundation has developed a full-blown campaign in co-operation with two communications firms but has not yet been implemented pending increased financial support. This campaign was submitted to the Trillium Foundation for funding but was not funded pending the public awareness strategy of the Ontario Substance Abuse Bureau.</p> <p>The proposed campaign was developed in liaison with two communications firms. It was based on our investigation of awareness campaigns targeting smoking cessation and drug and alcohol abuse. (Proposal is being forwarded by courier)</p> <p>CFCG has a number of programs that raise awareness including:</p> <ul style="list-style-type: none"> <li>- An annual problem gambling conference over 200 participants</li> <li>- Information services responding to over 500 requests in 1998</li> <li>- 50-60 media interviews per year</li> <li>- Newslink, a newsletter with a distribution of over 2000 copies</li> <li>- Numerous speaking engagements</li> <li>- A weekly Newscan - fax based news summaries</li> <li>- Gaming industry employee training - several thousand employees each year</li> </ul> <p>In the past the Foundation has also undertaken prevalence studies and other research projects as well as two videos and a school curriculum.</p> <p>The information service is being expanded currently. The expansion will provide for greater promotion of the information clearinghouse and increased capacity for issue research.</p>	<p>Canada</p>
<p>Canadian Foundation on Compulsive Gambling (Sask.) Inc.</p>	<p>Yes we do.</p> <ul style="list-style-type: none"> <li>- We continue and will continue to do TV and radio shows</li> <li>- Promote through our information resource base</li> <li>- Participate in most Provincial problem gambling committees</li> <li>- Continue to pursue funding applications for research projects</li> <li>- Host expert presentations on the types of problem gambling</li> <li>- Attend seminars, meetings to present speeches on the topic</li> <li>- Send out news letter to approximately 100 people all across Saskatchewan</li> </ul>	<p>Canada</p>

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
Canadian Mental Health Association in Saskatchewan	<p>Our campaign is part of our overall mandate. The program is a stand alone program that delivers three key elements:</p> <ul style="list-style-type: none"> <li>• Public Education - The process of educating a host of stakeholders in the problems and challenges posed by problem gambling in Saskatchewan.</li> <li>• Community Development - The process of identifying sources of leadership and support in targeted communities and facilitating that support as it relates to problem gambling resources.</li> <li>• Enabling - The process of assisting in the development of opportunities for networking and sustained exchange of resources as they relate to problem gambling in Saskatchewan.</li> </ul>	Canada
Casino Edmonton	Within the past year we have worked with AADAC in implementing strategies that will help employees identify and be in a position that when asked about problem gambling be able to direct that person to agencies that will help them.	Canada
Casino Niagara	Yes. The “Awareness Campaign” also consists of education, and it includes our community, our customers, and our associates.	Canada
Casino Rama	<p>Patrons:</p> <ul style="list-style-type: none"> <li>- training for supervisor/management staff is mandatory</li> <li>- all new hires receive training</li> </ul> <p>Employees:</p> <ul style="list-style-type: none"> <li>- constant dialogue with EAP service providers to address employee gambling i.e., employee directed posters, pay remittance notices</li> </ul> <p>Community:</p> <ul style="list-style-type: none"> <li>- advisory committee to partner on opportunities to raise awareness i.e., training needs, workshops and forums</li> </ul>	Canada
Catholic Family Services	This agency is not involved in any sort of promotion of awareness of problem gambling in any sort.	Canada
Colorado Lottery	Yes. We currently have a “play responsibly” campaign. We are in the process of changing to a PG campaign	USA

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
Connecticut Council on Problem Gambling	Yes. We have formed two partnerships to help promote problem gambling awareness: (1) Connecticut Partnership for Responsible Gambling with the CCPG, CT Lottery Commission and the Department of Mental Health and Addiction Services, and (2) Connecticut Committee for Problem Gambling Awareness with CCPG, Division of Special Revenue, State of Connecticut Compulsive Gambling Treatment Program, Connecticut Lottery Corp., Foxwoods Resort Casino, Mohegan Sun Casino, Autotote Enterprises, Milford Jai-Alai, Plainfield Greyhound, Shoreline Star	USA
Council on Compulsive Gambling of New Jersey Inc.	- Adolescent outreach - Senior outreach - Casino management	USA
Delaware Council on Gambling Problems	Two years ago a marketing firm was hired to provide a creative process for marketing. They have designed billboards and bus tail posters, facilitated the production of television Public Service Announcement, and paid radio advertising. They have designed a new agency brochure, poster for businesses and a web page. In addition, we purchase ads in sports programs, health issues of local publications. In 1999, we will have display at the state fair for 3 days. We have not done this before so are unable to evaluate its effectiveness at this time.	USA
Department of Health and Community Services Province of Newfoundland and Labrador	This province does not have a “formal” problem gambling awareness campaign.	Canada
Distress Centre - Calgary	No	Canada
Federation of Alberta Bingo Associations	No	Canada
Game Planit Interactive	Currently, Game Planit does not have a problem gambling campaign.	
Huron Addiction Services	We do not have a formal program.	Canada

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
Information Services Vancouver	No All of the promotional of the PG Services (our line, counsellors etc.) Are directed through the funder, the Ministry for Children and Families (Contact is Donna Klingspohn at (250) 953-3143) There are several key players in the field who are responsible for specific target groups, i.e., women, seniors, Chinese community, Aboriginal community	Canada
Institute of Problem Gambling	No	USA
Loto-Quebec	A corporate program 1998-2001 was approved by the Board of Directors of Loto-Quebec on March 1998. It includes research funding and awareness prevention activities. Major awareness activities are mentioned above. Other awareness measures include: - Information and awareness messages posted on Internet sites - Other messages to be displayed on VLT terminals - Brochures and video designed specifically for owners of licenced establishments that have VLTs	Canada
Lutheran Social Services of North Dakota	No, as a multi service agency problem gambling awareness is one of numerous issues that Lutheran Social Services deals with.	USA
Montana Council on Problem Gambling Inc.	No, we are a new organization in the formative stages	USA
Mississippi Council on Problem & Compulsive Gambling	Yes	USA
Minnesota Institute of Public Health/ Gambling Problems Resource Center	Yes	USA
National Council on Problem Gambling	No, public awareness initiatives are looked after by affiliates	USA
New York Council on Problem Gambling	Yes	USA
Ohio Lottery Commission	“Please Play Responsibly” - enclosed in Departmental Manual “Ohio Youth At Play”	USA
Palace Casino	We have jointly developed a program with AADAC	Canada

<b>Question 2 - Does your organization have a formal “problem gambling awareness campaign?”</b>		
Problem Gambling Education Association (PGEA)	Yes	USA
Province of New Brunswick, Department of Health and Community Services	No	Canada
Ridgewood Addiction Services	Not yet, is evolving at this time.	Canada
Vermont Council on Problem Gambling Inc.	Yes, we are working with the Vermont Lottery Commission to advertise the Helpline phone number and to be aware of the responsible gaming policy.	USA
Villa Recovery Centre	No, not formal	Canada
Washington State Gambling Commission	Require posting of toll free hot line in all licenced premises	USA

<b>Question 2A - If not, do you have other strategies for raising awareness of PG (please identify these)</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addiction Services, BC Ministry for Children & Families	Each counselor, specialist and consultant devote a portion of time to prevention and awareness activities. Headquarters produces stickers and brochures for circulation to gaming venues, addiction organizations and others	Canada
Alberta Racing Corporation	If a problem gambling problem arises, it is referred to AADAC. Any PG initiatives being done at the race tracks are done by the track operators and AADAC. They are aware that posters are being hung at the all racing facilities displaying the 1-800 Helpline	Canada
Alberta Satellite Bingo	No	Canada
Arizona Council on Problem Gambling	<ul style="list-style-type: none"> <li>-Training programs</li> <li>- Web-site</li> <li>- Crisis Helpline</li> <li>- Provide brochures to a number of casinos and the pari-mutual industry</li> <li>- Assisted Arizona Lottery in developing their brochure which lists the warning signs of compulsive gambling and our Helpline number</li> <li>- Developed a written training program for the probation and parole officers and have provided training for county and federal probation officers on compulsive gambling</li> </ul>	USA
British Columbia Racing Commission	Nothing	Canada
Department of Health and Community Services Province of Newfoundland and Labrador	<p>At present, the awareness initiatives are less obvious or ostensible than those offered by some other provinces which might have dedicated gambling prevention and promotional staff and programs. The prevention and promotional pieces, at present, are woven into the generic prevention/education addictions services offered by specific staff in each health region of the province.</p> <p>May I offer a little background for your further information. Gambling services in this province are provided by Addiction Counselors located in 21 Addictions Services offices, in 6 Health and Community Services, and Integrated Health Regions of the province.</p>	Canada

<b>Question 2A - If not, do you have other strategies for raising awareness of PG (please identify these)</b>		
<p>Department of Health and Community Services Province of Newfoundland and Labrador</p>	<p>These regions (with their own Boards) operate independently, offering non-institutional, community health services within established provincial legislative and policy guidelines.</p> <p>Each region (not office) has 1 or 2 staff dedicated to the provision of generic addictions prevention/education services. Gambling awareness campaign initiatives with a gambling focus is part of this work. These staff, known as Coordinators, are also qualified clinicians, and see clients.</p> <p>Current Awareness Campaign Activities:</p> <ol style="list-style-type: none"> <li>1. The Coordinators offer training and development workshops throughout the year to members of the general public, and professional/para-professionals working in or near the field of addictions. A one-day workshop, "Gambling Awareness Training", has been developed to offer basic information about gambling and potential attendant problems. (Schedule of training activities for the St. John's Regional office is attached for your information)</li> <li>2. The Coordinators work closely with school officials e.g., guidance counselors, community service groups and organizations. The sharing of gambling information and potential attendant problems is part of this work.</li> <li>3. Our provincial addictions services librarian has taken the lead in developing some gambling related information brochures and fast facts sheets, which are made available to the general public, professionals, and community service groups. In most instances, permission has been given by provinces to use their concepts and materials. These are appropriately acknowledged when used.</li> <li>4. Our provincial addictions services library (owned by the provincial Department of Health and Community Service) is an excellent resource available for public use.</li> </ol>	<p>Canada</p>

<b>Question 2A - If not, do you have other strategies for raising awareness of PG (please identify these)</b>		
<p>Department of Health and Community Services Province of Newfoundland and Labrador cont.</p>	<p>5. Each year this province participates, with other provinces, in the addictions focused activities of Addictions Awareness Week. This week is dedicated to awareness raising. Gambling information sharing is an important part of this week's activities.</p> <p>6. Close liaison with the gambling community support networks e.g., G.A.</p> <p>Awareness Campaign Activities in Development:</p> <ul style="list-style-type: none"> <li>- Development of two new brochures - a.) for seniors b) for family/friends of gamblers</li> <li>- Information to be placed at all Video Lottery Terminal (VLT) sites regarding signs of a gambling problem or a developing problem, and where help can be found.</li> <li>- Access to a 1-888-number Helpline every hour, every day of the week.</li> <li>- One regional office is taking the lead in the development of a server intervention education program for the staff of VLT sites.</li> </ul>	<p>Canada</p>
<p>Distress Centre - Calgary</p>	<p>However, all presentations done in the community highlight the provincial problem gambling Helpline, which is run out of our agency.</p> <p>In Jr. High school presentations, gambling as an addiction is always addressed, as well as drugs and alcohol. For Sr. High schools, we do presentations specific to gambling.</p>	<p>Canada</p>
<p>Federation of Alberta Bingo Associations</p>	<p>Our association is participating in a new program within the "Alberta Gaming Industry Association" to develop programs to raise awareness.</p>	<p>Canada</p>
<p>Game Planit Interactive</p>	<p>However, we are developing a PG strategy that is customizable for each jurisdiction. This campaign is based around a "Safe@play Partners Program" (S@PPP) concept. The program entails a working partnership between Game Planit, and all stakeholders, including governments, regulators, treatment providers, researchers and the gaming industry in order to develop a standardized pro-active approach to all issues related to gambling and increasing awareness.</p>	<p>Canada</p>
<p>Huron Addiction Services</p>	<p>A community workshop on problem gambling was hosted by Huron Addiction Services, as well as two information sessions, one for professionals and the other for interested community members.</p>	<p>Canada</p>

<b>Question 2A - If not, do you have other strategies for raising awareness of PG (please identify these)</b>		
Information Services Vancouver	<p>We have been providing the toll-free information and referral service “Problem Gambling Information &amp; Referral Service” for 2-1/2 years.</p> <p>Our staff has raised awareness of PG by attending GA meetings inviting GA members to our staff workshops, being part of a Vancouver area PG Counsellors group, giving presentations at workshops and the general public.</p>	Canada
Institute of Problem Gambling	We approach problems via goals on enclosed brochure/handout. Also see our website	USA
Lutheran Social Services of North Dakota	We work closely with churches within the state and they are supportive of helping us raise awareness through bulletin announcements, temple talks etc. We have run some television public service announcements which are run at no charge.	USA
National Council on Problem Gambling	Currently developing a Public Service Announcement video. Do some press releases and studies, most of PA work is responding to media	USA
Province of New Brunswick, Department of Health and Community Services	We have \$200,000.00 budgeted to a PG awareness campaign. We are in the process of formalizing this campaign process around a “social marketing” approach. This has uncovered a need for this department to shore up the software currently being used for data collection with the Regional Addiction Services. As a result we have had to slow down the timetable and are currently projecting a formal campaign strategy for next fiscal year.	Canada
Ridgewood Addiction Services	Yes, a good working relationship with local media.	Canada
Villa Recovery Centre	It is up to myself to call and make appointments and connections, to network. I will do mail-outs, presentations, media interviews etc. I respond to requests of other organizations.	Canada

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	<ul style="list-style-type: none"> <li>- Brochures</li> <li>- Radio/TV ads</li> <li>- Public Education</li> <li>- Professional Education</li> <li>- 24 hour Helpline</li> </ul>	Canada
Addiction Services, BC Ministry for Children & Families	Making others aware of the signs when someone has developed a problem with their gambling activity and supporting them to seek appropriate assistance	Canada
Alberta Alcohol and Drug Abuse Commission	<p>Prevention objectives are to: (1) Raise awareness of PG and services available to address it, and (2) Reduce the incidence of Problem Gambling.</p> <p>Our approach is to provide:</p> <ul style="list-style-type: none"> <li>- factual information, grounded in research</li> <li>- a balanced view (i.e., neither pro-nor anti-gambling)</li> <li>- opportunities to assess one's own gambling involvement and consider/take action on concerns</li> </ul>	Canada
American Gaming Association	We start with our members' corporate offices and learn what the needs and key issues are. We then develop materials (which are reviewed by problem gambling experts) for use at the local or property level. As the creator of the National Center for Responsible Gaming. To date, the industry has contributed more than \$7 million to this effort.	USA
Canadian Foundation on Compulsive Gambling (Alta.)	<ul style="list-style-type: none"> <li>- Workshops, presentations, media, TV</li> <li>- By word of mouth etc.</li> <li>- Posters and brochures</li> </ul>	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	<p>The Foundation has not articulated an overall strategy/approach. It has, however, identified several elements or principals that would be part of our strategy. These include:</p> <ul style="list-style-type: none"> <li>- Programs based on state-of-the-art information, feasibility and pilot testing</li> <li>- Partnership with other community organizations</li> <li>- External evaluation</li> <li>- An expert steering committee</li> <li>- A province-wide campaign with considerable local flexibility</li> </ul>	Canada

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
Canadian Foundation on Compulsive Gambling (Ontario) cont.	<ul style="list-style-type: none"> <li>- Interactive strategies which actively engage participants</li> <li>- Maximum use of peer communications</li> <li>- Combination of media and face to face communications</li> </ul>	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	<ul style="list-style-type: none"> <li>- Speak out whenever possible</li> <li>- Raise awareness through presentations/media</li> <li>- Send out information on a continuous basis</li> <li>- Research products</li> <li>- Host and present problem gambling counsellor training</li> </ul>	Canada
Canadian Mental Health Association in Saskatchewan	The overall strategy focuses on community development as a fundamental element for success. Awareness in our view is the result of educating a host of organizations and individuals on the risks of problem gambling. Our focus is on responsible gambling and providing the general public and target audiences with information that will be of most direct support to consumers.	Canada
Casino Edmonton	Again, within the past year, we have implemented a program that contains two phases. One where employees identify that yes a person has a problem, but does not confront them. They identify the individual to a person who has completed phase two of the program and they have a brief interaction to see if the person wants help. It is by no means a counselling situation, more an informal talk about general well being	Canada
Casino Niagara	Our strategy involves getting a clear message to our target groups that we want people to gamble responsibly. The casino is not here to intervene or treat people with gambling problems; that should be left in the hands of professional clinicians. We realize there is a small percentage of the population that will have such problems; therefore our aim is to provide these individuals with resources of where/how they can find help. We want to be seen as promoting "Responsible Gambling" while at the same time, raising public awareness to the issue of problem gambling.	Canada
Casino Rama	Gaming industry should be partners in the dialogue	Canada

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
Colorado Lottery	With a comprehensive campaign using TV PSAs's, Radio PSAs's, point of sale and public relations efforts. Also we fund an 800 hotline and print that number on all our tickets.	USA
Connecticut Council on Problem Gambling	To include as many organizations as possible to join together for an umbrella approach (see previous question); to publish all related treatment services; legislative advocacy; and media contacts	USA
Council on Compulsive Gambling of New Jersey Inc.	Through several strategies that are prioritized each year. Based on budget and ability to raise money from private sources.	USA
Delaware Council on Gambling Problems	Delaware Council on Problem Gambling approaches awareness in an inclusive manner, remaining open to ideas that are 1) within overall budget, and 2) within our personnel capabilities. Therefore, we provide a broad spectrum of awareness "tools", such as literature, speaking engagements, education, media opportunities, networking in public policy forums and serving on boards/committees etc.	USA
Department of Health and Community Services Province of Newfoundland and Labrador	As described in previous question, for the foreseeable future	Canada
Distress Centre - Calgary	<ul style="list-style-type: none"> <li>- Public education to schools</li> <li>- Counsellors and intake ask about gambling history</li> <li>- We train volunteers to answer the gambling Helpline.</li> <li>- We do presentations in drug and alcohol residential centres.</li> </ul>	Canada
Federation of Alberta Bingo Associations	Our view is that the problem gamblers are not found in bingo's. The game over 5 hours is slow for spending of money as the amount spent in the 5 hours can easily be spent in less than one hour	Canada

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
Game Planit Interactive	To raise awareness of PG, Game Planit markets its awareness, education and prevention tools to the various gaming operators in North America, and to the problem gambling organizations and health regulators. Game Planit actively pursues potential partnerships with stakeholders in the gaming industry, health, and organizations that supply the gaming industry with various products and services. All our products utilize an electronic mode for disseminating information. We also provide consultation services and traditional-style problem gambling training when requested.	Canada
Huron Addiction Services	This has not been developed as yet.	Canada
Information Services Vancouver	We do not put out media releases ourselves as that is handled by our funder. Our website has some information <a href="http://www.vcn.bc.ca/isv">www.vcn.bc.ca/isv</a>	Canada
Institute of Problem Gambling	See goals noted above Also see our enclosed "Ends Policy"	USA
Loto-Quebec	Loto-Quebec has set-up a 5 point overall approach: 1. Acquisition of knowledge 2. Involvement in awareness and prevention activities 3. Public information and awareness 4. Partnership with other organizations 5. Employee training 6. In-house awareness program	Canada
Lutheran Social Services of North Dakota	Addiction Outreach, a program of Lutheran Social Services has worked collaboratively with another non-profit agency which provides financial counselling and debt management. This has provided a way to raise awareness within their agency also. I feel that our public awareness comes only through our program, rather than the entire agency. I feel we are missing an entire part of the problem gambling population.	USA
Montana Council on Problem Gambling Inc.	We are developing one, any help?	USA
Minnesota Institute of Public Health/ Gambling Problems Resource Center	Early on we did broad based efforts and still do some broad bases (General Population) but now focus more on specific target groups (i.e., older people, women, college students, etc.)	

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
Mississippi Council on Problem & Compulsive Gambling	Our goal is to promote our toll free Helpline number first and to increase awareness of PG second	USA
New York Council on Problem Gambling	Utilizing various media means, participating in active outreach activities and establishing linkages with organizations to increase awareness among New York's diversified population.	USA
Ohio Lottery Commission	To make available on our brochures and on all advertising venues	USA
Palace Casino	- Staff training-awareness, recognition & intervention - Information available in the casino - Posters for the "Gambling Decisions Program"	Canada
Problem Gambling Education Association (PGEA)	Use traditional methods, plus link with organizations such as Connecticut Lottery Corporation that have resources and experience in advertising and marketing	USA
Province of New Brunswick, Department of Health and Community Services	Overall strategy includes the use of our current 800 Gambling Help-Line to build a data base of problem gamblers and/or their family who can provide us with outcomes and satisfaction survey indicators. This would include feedback from caller on where advertisements are being seen. Three levels of service would be made available via this service: information/referral, counselling over the phone and mail-outs of material including self-help kits. At the same advertisement campaigns would be developed on a year to year basis, continually being refined from the feedback from clients and influenced by current research.	Canada
Ridgewood Addiction Services	- Helpline (1-800 number) - Gam-911 (Educational Program) - Problem gambling client screening - Out-patient counselling department - Community Services responds to community request - "Choosing to Change" (1 week rehab.)	Canada

<b>Question 3 - What is your organization's overall strategy/approach to raising awareness of PG?</b>		
Vermont Council on Problem Gambling Inc.	<ul style="list-style-type: none"> <li>- Radio and TV Public Service Announcements</li> <li>- Printed materials listing the Helpline phone number posted at vending sites</li> <li>- Helpline number printed on every ticket whether printed lottery or scratch ticket</li> <li>- Mail-outs to health care providers about the Council, Helpline number and offering on site training to staff</li> </ul>	USA
Villa Recovery Centre	I am the gambling coordinator and part of my role is to raise awareness in problem gambling to any audience as I stated in #1 & 2	Canada
Washington State Gambling Commission	Contribute \$150,000.00/year to Washington State Council on Problem Gambling to be spent on the toll free line, public awareness and training health care providers	USA

<b>Question 4 - What specific target groups are you attempting to reach with your PG awareness initiatives?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	The total population of Manitoba	Canada
Addiction Services, BC Ministry for Children & Families	Women, Youth, Aboriginal, Multi cultural, and seniors are all considered at risk targets. The gaming industry are targeted as they are in a position to intervene early and direct people to assistance. Brochures are targeted to employers and friends of persons who may have a problem with gambling	Canada
Alberta Alcohol and Drug Abuse Commission	Adults who gamble or who may be affected by someone else's gambling Youth who gamble or who may be affected by someone else's gambling Allied professionals (referral agents) and gaming venue staff (awareness training) who may identify and refer problem gamblers	Canada
American Gaming Association	- Employees - Gaming Patrons - Public Official	USA
Canadian Foundation on Compulsive Gambling (Alta.)	- students - professionals - workers, labor, industry - education - social workers - doctors - government - families - community leaders, clergy	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	CFCG programs have focused on a number of audiences at different times. These include: - Youth and school children - Seniors - General population - adults - Teachers - Populations with gaming venues or planning gaming venues	Canada

<b>Question 4 - What specific target groups are you attempting to reach with your PG awareness initiatives?</b>		
Canadian Foundation on Compulsive Gambling (Ontario) cont.	<p>- Various professional groups e.g., EAP, gaming industry staff, police</p> <p>In this year our focus will likely be youth and seniors. We will also identify a specific professional group for awareness initiatives.</p> <p>For several years the Foundation has worked closely with several colleges and universities to build awareness of problem gambling issues. This year we worked most closely with Georgian College (addiction worker program) U of T medical school and several nursing schools.</p> <p>In 1998, CFCG initiated the Tibor Barsony Bursary program for students who make significant contributions to the field of problem and responsible gambling. Three awards are presented each year.</p>	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	<p>All including adult, youth and seniors</p> <p>* Our recent expert presentation was entitled “ Youth and Problem Gambling”</p>	Canada
Canadian Mental Health Association in Saskatchewan	<ul style="list-style-type: none"> <li>- First Nations and Metis Nations</li> <li>- Youth</li> <li>- Families</li> <li>- Women</li> <li>- Employees in the Workplace</li> <li>- District Health Boards</li> <li>- Justice System</li> <li>- Older Adults</li> <li>- School System</li> </ul>	Canada
Casino Edmonton	Ideally we try to reach everyone we can. However, it is mostly in house. However, we have tried to initiate programs again with AADAC to target younger people and just educate them. These would be approximately high school age.	Canada
Casino Niagara	Our immediate community, our customers and our employees	Canada
Casino Rama	<ul style="list-style-type: none"> <li>- Casino patrons</li> <li>- Gaming employees</li> </ul>	Canada

<b>Question 4 - What specific target groups are you attempting to reach with your PG awareness initiatives?</b>		
Colorado Lottery	Problem gamblers and their friends and their family members	USA
Connecticut Council on Problem Gambling	<ul style="list-style-type: none"> <li>- gaming facilities patrons and staff</li> <li>- public and private corporations/organizations</li> <li>- schools/colleges</li> <li>- law enforcement</li> <li>- general public</li> <li>- alcohol and other drug agencies at state level</li> </ul>	USA
Council on Compulsive Gambling of New Jersey Inc.	<ul style="list-style-type: none"> <li>- Adolescents</li> <li>- Seniors</li> <li>- Gaming entities</li> <li>- Casino's</li> <li>- Lotteries</li> <li>- Race tracks</li> <li>- Mental health prof. , alcohol/drug counsellors, social workers, psychologists</li> <li>- Parole, probation and prisons (correctional facilities)</li> <li>- Schools and collages</li> <li>- Brokerage and securities field</li> <li>- Continuing to develop helpline and web-site</li> </ul>	USA
Delaware Council on Gambling Problems	During the first two years of our campaign, the approach was general, trying to appeal to all adults in Delaware. Because we had no demographic information available, and we felt it was necessary "first step". This years campaign, starting July 1 we will start targeting special age, gender, and ethnic populations because we are gaining demographic information that indicates greater risk among some particular populations.	USA
Department of Health and Community Services Province of Newfoundland and Labrador	No specific group is targeted at this time. We try to share information with anyone, any group or organization upon request.	Canada
Distress Centre - Calgary	<ul style="list-style-type: none"> <li>- Grades 7-12</li> <li>- Men and women in recovery for drug and alcohol addictions</li> </ul>	Canada

<b>Question 4 - What specific target groups are you attempting to reach with your PG awareness initiatives?</b>		
Game Planit Interactive	In the immediate future, Game Planit targets the players on the gaming floors in the various gaming institutions. We are presently exploring targeting high-risk groups such as seniors, women and youth. The Safe@play software has been design principles intended to raise public awareness about some of the behaviour associated with problem gambling. The future target group will consist of specific ethno-cultural issues surrounding gambling. Game Planit is also developing an expert system that is intended to mitigate problem gambling on the Internet	Canada
Huron Addiction Services	All age groups are targeted, but would like to specifically target youths and seniors.	Canada
Information Services Vancouver	- Our line is province-wide, encompassing all residents	Canada
Institute of Problem Gambling	- Professional treatment providers and general public	USA
Loto-Quebec	Loto-Quebec's problem gambling awareness initiatives were designed to reach: <ol style="list-style-type: none"> <li>1. Students from age 8-14 of public and private schools</li> <li>2. Seniors from all walks of life</li> <li>3. The general public</li> <li>4. The casinos visitors</li> <li>5. The VLT players</li> <li>6. The lotteries players</li> </ol>	Canada
Lutheran Social Services of North Dakota	- Youth/adolescents - we are called upon a few times/yr. to discuss potential problems with gambling in the classroom. - Any television ads have been aimed at a wide range of ages.	USA
Montana Council on Problem Gambling Inc.	All Montanans with a gambling problem, will narrow and define the parameters later.	USA
Minnesota Institute of Public Health/Gambling Problems Resource Center	- General population - Older people - Women - College Students - Chemical dependency outreach - Families - Southeast Asian community - Prison outreach	USA

<b>Question 4 - What specific target groups are you attempting to reach with your PG awareness initiatives?</b>		
Mississippi Council on Problem & Compulsive Gambling	We have two TV PSAS's, one targeted at youth and one for the general population. We really are just targeting all Mississippians- young and old	USA
New York Council on Problem Gambling	All populations. However, a primary focus is under served populations, namely, women, teens, minorities and older consumers.	USA
Ohio Lottery Commission	All citizens of Ohio including lottery players. We have a strong underage gambling prevention program	USA
Palace Casino	- Table game players - VLT/slot players - Employees	Canada
Problem Gambling Education Association (PGEA)	- Problem gamblers - All gamblers - Casino patrons - Lottery players - Adolescents - Elderly - Spouses - Women	USA
Province of New Brunswick, Department of Health and Community Services	Initially, problem gamblers in general. After the first year seniors and youth will be targeted	Canada
Ridgewood Addiction Services	- Adults with problem gambling issues - Significant others who have been impacted by problem gambling	Canada
Vermont Council on Problem Gambling Inc.	- Everyone who participates in purchasing or receiving lottery/scratch tickets - The general public to help increase awareness that there is help available	USA
Villa Recovery Centre	Women especially because we have a women's specific treatment. But, I will raise awareness to any audience because family members, co-workers, friends, spouses or children may be in contact with women with gambling problems of any age	Canada
Washington State Gambling Commission	None by us specifically. The Council has focused recently on adolescents and licenced training	USA

<b>Question 5 - Approximately how much of your organization's time and resources are expended on PG awareness initiatives? a.) Number of staff directly involved; b.) % of staff members' time spent on PG public awareness initiatives; c.) % of budget spent on PG public awareness initiatives; and d.) Approximate dollar amount of budget spent on these initiatives</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	a.) Seventeen, b.) 25-75%, c.) 50%, d.) \$800,000.00	Canada
Addiction Services, BC Ministry for Children & Families	a.) Forty, b.) 25% ( all persons working in the program are required to devote 25% of their time to prevention/awareness activities), c.) 25%, d.) \$500,000.00	Canada
Alberta Alcohol and Drug Abuse Commission	a.) Two, b.) 5% for each staff, c.) It varies from year to year, but we average about 25% on prevention initiatives and the bulk of this is awareness raising, d) \$800,000.00 in 98/99	Canada
American Gaming Assoc.	a.) Four, b.) 75%, c.&d.) No response	USA
Canadian Foundation on Compulsive Gambling (Alta.)	a.) Ten, b.) 90%, c.) 90%, d.) \$90,000.00	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	CFCG staff time focused on information and awareness has increased dramatically in the past year. The Foundation has discontinued its direct counselling program and diverted the resources to these areas. Currently, approximately 80% of our staff time is devoted to information/awareness. Approximate dollar value - \$650,000.00	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	a.) One, b.) 50%, c.) 50%, d.) \$10,000.00	Canada
Canadian Mental Health Association in Saskatchewan	a.) Director, Assistant Director, Community Development coordinators= five full time staff, b.) All staff dedicated in full to the delivery of the program, c.) For fiscal year 1997-1998, approximately 9% of the total agency revenues were dedicated to the Problem Gambling Community Program	Canada
Casino Edmonton	Our program has not started yet and we're still trying to find our a reasonable number. Ideally all staff would have some knowledge and approximately 20% would have what we would call phase two consisting of middle and upper management.	Canada
Casino Niagara	a.) Two, b.) 30%, c.) n/a, d.) 150,000.00	Canada

<b>Question 5 - Approximately how much of your organization's time and resources are expended on PG awareness initiatives? a.) Number of staff directly involved; b.) % of staff members' time spent on PG public awareness initiatives; c.) % of budget spent on PG public awareness initiatives; and d.) Approximate dollar amount of budget spent on these initiatives</b>		
Casino Rama	a.) One, b.) 30%, c.) Unknown, d.) \$200,000.00	Canada
Colorado Lottery	a.) Three, b.) 20%, c.) Unknown, d.) \$100,000.00	USA
Connecticut Council on Problem Gambling	a.) Four, b.) ?, time and other resources vary with initiative, c.) ?, d.) large in-kind donations	USA
Council on Compulsive Gambling of New Jersey Inc.	Executive Director - 30% Deputy Director - 40% Senior Outreach Coordinator - 90% Adolescent Outreach Coordinator - 50% Helpline Coordinator - 100% Assistant Helpline Coordinator - 100% Media Information Specialist - 30% Executive Assistant - 20%	USA
Delaware Council on Gambling Problems	a. & b.) This is difficult to assess. The percentage would vary according to the breadth of one's definition. If one considers speaking engagements and basic educational lectures, then possibly up to 35% of time. The staff involvement would also be more, up to 4 staff persons. c.) 20%, d.) \$144,000.00	USA
Department of Health and Community Services Province of Newfoundland and Labrador	The question is very difficult to impossible to answer, requiring weeks of time audits if the tight information were available, because of the present structure used to disseminate the awareness information as described in #2. The Coordinators do most of this work, while providing similar information on substance abuse problems and providing clinical services. There is no dedicated awareness staff, with dedicated time or dedicated funds to do the specific work in question.	Canada
Distress Centre - Calgary	a.) Six, b.) 1 full time person-60%, 1 part time person-100%, 4 full time staff - 20%, c.&d.) Unable to respond	Canada

<b>Question 5 - Approximately how much of your organization's time and resources are expended on PG awareness initiatives? a.) Number of staff directly involved; b.) % of staff members' time spent on PG public awareness initiatives; c.) % of budget spent on PG public awareness initiatives; and d.) Approximate dollar amount of budget spent on these initiatives</b>		
Game Planit Interactive	a.) Five, b.) 100%, c.) 100%, d.) n/a As mentioned previously, Game Planit's mission is to increase awareness of problem gambling, as well as provide solutions to educate and prevent players from developing problematic behaviour.	Canada
Huron Addiction Services	a.) 0.1 FTE, b.) 5%, c.) 4%, d.) \$300.00	Canada
Information Services Vancouver	a.b.c.&d.) ? Our PG initiatives are an integral part of our day - i.e., if we are asked to talk about our agency it would include PG	Canada
Institute of Problem Gambling	As noted, we do not ourselves provide a specific public awareness campaign. We might consult with group who wished to do one or produce a video for a public awareness campaign	USA
Loto-Quebec	a.) Two and a half, b.) 100%, c.) 77%, d.) 2.1 million 2.7 million \$CDN were allocated to the 1999-2000 budget of the Department of Problem Gambling Research and Prevention, of which 2.1 million \$CDN will be spent on awareness and prevention activities.	Canada
Lutheran Social Services of North Dakota	a.) Two, b.) 15%, c.) 2%, d.) \$2,000.00 Program director of Addiction Outreach and treatment coordinator have the most visible job of raising awareness	USA
Montana Council on Problem Gambling Inc.	a.) One, b.) 10%, c.) 10%, d.) \$1,300.00	USA
Minnesota Institute of Public Health/Gambling Problems Resource Center	a.) Five, b.) 30%, c.) n/a, d.) \$120,000.00	USA
Mississippi Council on Problem & Comp. Gambling	a.) Three, b.) 40%, c.) 50%, d.) \$150,000.00	USA
New York Council on Problem Gambling	a.) Two full-time, utilized services of an outreach coordinator, per a one time grant. In fact, currently producing an outreach manual for state-funded treatment/education program providers.	USA

<b>Question 5 - Approximately how much of your organization's time and resources are expended on PG awareness initiatives? a.) Number of staff directly involved; b.) % of staff members' time spent on PG public awareness initiatives; c.) % of budget spent on PG public awareness initiatives; and d.) Approximate dollar amount of budget spent on these initiatives</b>		
New York Council on Problem Gambling cont.	b.) 70% of two-full-time staff and 100% of one-time coordinator It is important to note that the Council is governed by a volunteer Board of Directors, comprised of gambling, alcohol and substance abuse treatment professionals, employee assistance professionals, researchers, psychologists, clergy, recovering persons, social workers and attorneys. The Board, through its Committee structure assists Council staff in completing Council related training and outreach activities. c.) 70% d.) \$160,000.00 Note, in the Council's first year of full operation (i.e. 1996), the state furnished the Council with \$500,000.00 to assist the organization in conducting research, getting organized and operating a statewide media campaign	USA
Ohio Lottery Commission	a.) Five Full-time in-house department for education, training, outreach, prevention as well as a 24 hour seven day a week referral hot line. d.) \$350,000.00	USA
Palace Casino	a.) Approximately 300 - Training for all staff 3 hours - Sponsor lunches at Problem Gambling Conferences - Member of the Canadian Foundation on Compulsive Gambling The Alberta Government has given AADAC a budget to develop problem gambling programs	Canada
Problem Gambling Education Association (PGEA)	a.) Six-Ten, b.) 5%, c.) 5%, d.) \$50,000. includes staff time	USA
Ridgewood Addiction Serv.	a.) One, b.) <5%, c.) <1%, d.) \$50,000.00	Canada
Vermont Council on Problem Gambling Inc.	a.) One, b.) 75%, c.) no response, d.) \$1,500.00 The Vermont Lottery Commission has been responsible for the majority of the costs to promote the awareness of gambling as a problem and where to locate help or to ask questions	USA
Villa Recovery Centre	a.) Three, b.) 25%, c.) 10%, d.) \$17,000.00	Canada
Washington State Gambling Commission	a.) One, b.) 10%, c.) 5%, d.) \$150,000.00	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	<ul style="list-style-type: none"> <li>- Brochures/pamphlets</li> <li>- Radio/TV ads</li> <li>- Helpline (24 hours)</li> <li>- Public Seminars</li> <li>- Professional Training</li> </ul>	Canada
Addiction Services, BC Ministry for Children & Families	<p>Regional activities of program staff, community prevention grants available in each region to community groups planning prevention/awareness activities. Program information and referral available through a toll free Helpline.</p> <p>Awareness stickers and brochures distributed to gaming industry, addiction service agencies and all regional offices.</p> <p>The development of a problem gambling awareness curriculum for delivery to the gaming industry. This is currently being developed for implementation.</p>	Canada
Alberta Alcohol and Drug Abuse Commission	<p>Outreach education:</p> <ul style="list-style-type: none"> <li>- Schools (see school resource package)</li> <li>- Community (see Community Presentation Kit)</li> <li>- Adults in recovery from alcohol/drug abuse</li> </ul> <p>TV ads (see videotape)</p> <p>Community projects (18-20 per year; see sample brochures from two projects)</p> <p>Venue advertising (see poster, matchbook, business card)</p> <p>Posters/pamphlets for adult/parent/workplace, and for youth (see samples)</p> <p>Youth website ( under construction; will open December 1999)</p>	Canada
American Gaming Association	<p>As mentioned, we have developed the "Progress" tool kit and sponsor "Responsible Gaming Education Week". Each year the AGA sponsors the "Gaming Hall of Fame" induction dinner with ticket proceeds going to the National Center for Responsible Gaming. Aside from these major initiatives, we produce brochures and other educational materials, hold seminars at conventions and promote funding for strong, peer-reviewed research.</p>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Canadian Foundation on Compulsive Gambling (Alta.)	<ul style="list-style-type: none"> <li>- Discussions during</li> <li>- Statistics, definitions, and theories of gambling</li> <li>- Lectures on gambling illness and recovery process</li> <li>- Overhead projections of graphs, figures etc.</li> <li>- Videos depicting gambling and addictions</li> <li>- Story of addiction to recovery by a recovering compulsive gambler</li> <li>- discussions and questions at end</li> </ul>	Canada
Canadian Foundation on Compulsive Gambling (Ont)	See responses to question 2	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	<ul style="list-style-type: none"> <li>- TV/radio/newspaper</li> <li>- Newsletter</li> <li>- Public Presentations</li> </ul>	Canada
Canadian Mental Health Association in Saskatchewan	<p>Activities with a public awareness focus:</p> <ul style="list-style-type: none"> <li>- Public presentations to the target groups</li> <li>- Development and circulation of a range of pamphlets</li> <li>- Work with EFAP (Employee and Family Assistance Programs) to deliver presentations on providing resources to employers to assist with staff with a gambling problem</li> <li>- Provide public education sessions tailored to each target group</li> <li>- Networking through 8 Problem Gambling Committees with membership between 10-20 members per committee.</li> </ul> <p>The committees provide a place for exchange of strategies between health care professionals, including problem gambling counsellors, addiction specialists, representatives of the gaming industry, First Nations and Metis Nation representatives, and the staff of the program. The staff would be responsible for several committees across the province.</p> <ul style="list-style-type: none"> <li>- Plan and deliver symposiums on problem gambling issues.</li> <li>- Coordinate televised panel discussions on problem gambling with local cable television outlets.</li> <li>- Promote the Problem Gambling Helpline, established by Saskatchewan Health: 1-800-306-6789</li> </ul>	Canada

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Casino Edmonton	Again with AADAC we have had television ads, posters in house, matchbooks. We hope to have sessions with AADAC when staff get hired as part of the orientation process. All print advertising carries the message “play with your head, not over it”	Canada
Casino Niagara	<ul style="list-style-type: none"> <li>- Responsible gambling posters strategically placed throughout the gaming floor, as well as, back of the house for associates. This poster includes the toll free telephone number for both the Ontario problem gambling helpline and the local community treatment facility.</li> <li>- Pamphlets from both the Ontario problem gambling helpline and the Canadian Foundation on Problem Gambling - displayed in main entrance.</li> <li>- Print advertising (1/4 page.) Advertisements are placed strategically throughout the year in community major daily newspapers. These advertisements include slogans such as “Bet with your head, not over it”</li> </ul>	Canada
Colorado Lottery	We are counting on a partnership with the Colorado Council on Compulsive Gambling to help promote our new campaign. We also sponsor a program aimed at high school students with Consumer Credit Counselling, teaching responsible money management. See #3 for support media	USA
Connecticut Council on Problem Gambling	<ul style="list-style-type: none"> <li>- Helpline number and information brochures at all lottery outlets in state</li> <li>- Posters and PSAS campaigns</li> <li>- Prevention and agency newsletter</li> <li>- New England Conference on Problem Gambling and smaller efforts as appropriate</li> <li>- Web-site (<a href="http://www.ccpog.org">www.ccpog.org</a>)</li> </ul>	USA
Council on Compulsive Gambling of New Jersey Inc.	- Media consultant for press releases, newsletters etc.	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Delaware Council on Gambling Problems	<ul style="list-style-type: none"> <li>- Billboards statewide</li> <li>- Bus tail posters</li> <li>- Radio campaign (4 stations to cover 98% listening audience)</li> <li>- Literature (brochures, posters, pens, 888 Helpline cards, stickers on video lottery terminals)</li> <li>- Media contact, press releases</li> <li>- Regular legislative bullet letters</li> <li>- Bi-monthly newsletter</li> <li>- State Fair participation (1999 first time)</li> <li>- Phone/book, yellow, white and blue pages in phone book state wide</li> </ul>	USA
Department of Health and Community Services Province of Newfoundland and Labrador	As described under question 2	Canada
Distress Centre - Calgary	<ul style="list-style-type: none"> <li>- Posters</li> <li>- Videos</li> <li>- Question &amp; answer board</li> <li>- Media interviews as opportunity arises</li> </ul>	Canada
Game Planit Interactive	Game Planit currently has one product on the market, Customer Assistance Software (CAS) for VLTs (currently being upgraded). Game Planit has three products in the development/prototype stage. CAS for kiosks and bank machines; Computer Based Training for gaming industry employees; and an Expert System that will mitigate problem gambling on the Internet.	Canada
Game Planit Interactive cont.	Game Planit also provides consulting and staff training on ways to handle problem gambling for the gaming industry. Also, representatives of Game Planit attend conferences to increase awareness of its products and how they may aid the gaming industry as well as give presentations at problem gambling conferences.	Canada
Huron Addiction Services	<ul style="list-style-type: none"> <li>- Posters</li> <li>- Brochures</li> <li>- Information sessions</li> <li>- Radio interviews</li> <li>- Articles in local newspapers</li> </ul>	Canada

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Information Services Vancouver	Minimal, as most initiatives come through Ministry of Children and Families	Canada
Institute of Problem Gambling	see goals	USA
Loto-Quebec	<ul style="list-style-type: none"> <li>- Printed documents: brochures, stickers, posters</li> <li>- Televised programs</li> <li>- Messages displayed on VLTs terminals</li> <li>- Video (at planning stage)</li> <li>- CD-ROM (at planning stage)</li> <li>- Internet site</li> <li>- Interactive informational posts (2 will be implemented at the Montreal Casino in September 1999)</li> <li>- In-house publications</li> <li>- Gambling hot line</li> </ul>	Canada
Lutheran Social Services of North Dakota	Lobbying the North Dakota legislative while encouraging their support to offer treatment to individuals who have developed gambling problems.	USA
Montana Council on Problem Gambling Inc.	Hired a grant writer, use all available media opportunities, and always trying to create a few.	USA
Minnesota Institute of Public Health/Gambling Problems Resource Center	<p><b>Seven Year Summary of the Minnesota Compulsive Gambling Public Awareness, Education and Prevention Efforts</b></p> <hr/> <p><b>Introduction</b> The Minnesota Institute of Public Health (MIPH) coordinates public awareness, education and prevention efforts throughout the state under contract with the Minnesota Department of Human Services.</p> <p>The MIPH also operates a statewide, toll-free, 24 hour, confidential, seven days a week compulsive gambling hotline for the state. Public awareness, education and prevention efforts and the Hotline are coordinated together with the state supported outpatient treatment programs and research efforts. This summary highlights the goals and selected public awareness, education and prevention activities over the past seven years.</p>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
<p>Minnesota Institute of Public Health/Gambling Problems Resource Center cont</p>	<p><b>Project Goal</b> Public Awareness, Education and Prevention: Design and implement public awareness efforts to increase recognition of problem and compulsive gambling behavior, educational and prevention programs, treatment and community support services throughout Minnesota.</p> <p><b>Project Activities</b> The activities and initiatives to implement the project goal over the past seven years are summarized below: <b>1. Advertise the statewide, toll-free, confidential hotline information and referral service</b></p> <p><b>Yellow Pages:</b> The Minnesota Compulsive Gambling Hotline has a bold line listing in all U.S. West Direct Yellow Page Directories.</p> <p><b>Asian Pages:</b> The Minnesota Compulsive Gambling Hotline has a bold line listing in the Asian Directory.</p> <p><b>Black Pages:</b> The Minnesota Compulsive Gambling Hotline has a bold line listing in the Black Pages.</p> <p><b>Frontier:</b> The Minnesota Compulsive Gambling Hotline has a bold line listing in all the Frontier Directories which are used primarily in Greater Minnesota.</p> <p><b>Newspapers:</b> The Minnesota Compulsive Gambling Hotline has had ads placed in a variety of newspapers and magazines (i.e., Pioneer Press, Star Tribune and Duluth News Tribune for Super Bowl Sunday, 1999)</p> <p><b>Bus Signs:</b> Bus signs have been placed in the seven county metro area in all MTC buses and city buses in Rochester, Mankato, St. Cloud and Duluth.</p> <p><b>Outdoor Boards:</b> Outdoor boards have been placed in various parts of the state.</p> <p><b>Grocery Receipt Ad:</b> The Minnesota Compulsive Gambling Hotline has an ad in stores in Rochester, Minneapolis and Duluth.</p> <p><b>The Phoenix:</b> The Minnesota Compulsive Gambling Hotline regularly runs an ad for the hotline in this publication targeted at the recovering community.</p>	<p>USA</p>

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Minnesota Institute of Public Health/Gambling Problems Resource Center cont.	<p><b>2. Promote recognition of problem gambling behavior to the general public</b></p> <p><b>Marketing Materials:</b> Staff from an advertising agency in Minneapolis and the Minnesota Institute of Public Health have worked together to develop a variety of public awareness materials. All ad slick/poster, radio and television concepts have been developed and field tested with focus groups including: Members of Gamblers Anonymous and Gam-Anon, school counselors, general public, the State Gambling Advisory Committee, the project's Contract Manager, as well as the Commissioner of Human Services. The following materials have been developed:</p> <ul style="list-style-type: none"> <li>- 17 ad slicks/posters</li> <li>- Bus sign</li> <li>- Five 17 X 22 posters</li> <li>- Two :30 and :15 second radio public service announcements</li> <li>- Two :30 and :60 second television public service announcements</li> </ul> <p><b>Radio Interviews:</b> Over 450 radio interviews have been coordinated and conducted. A majority of the interviews have been scheduled by project staff for treatment center staff to conduct.</p> <p><b>Press/media Kits:</b> Press/media kits were developed and disseminated to approximately 700 radio, television, and newspaper outlets in Minnesota in 1992 and 1993.</p> <p>The kits included the following components:</p> <ul style="list-style-type: none"> <li>- background information on gambling in Minnesota;</li> <li>- press release;</li> <li>- fact sheets (4);</li> <li>- radio interview script;</li> <li>- print ad slicks (8);</li> <li>- radio PSAS scripts (3); and</li> <li>- feature article</li> </ul>	USA

Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?		
<p>Minnesota Institute of Public Health/Gambling Problems Resource Center cont...</p>	<p><b>General Public Awareness and Education:</b></p> <ul style="list-style-type: none"> <li>- Regional Workshops: Regional workshops have been held throughout Minnesota. These workshops have been sponsored by the Minnesota Department of Human Services, the Minnesota Department of Education, ELCA Joint Committee on Addiction, Recovery, and Health, and conducted by staff from the Minnesota Institute of Public Health and Minnesota Extension Service in conjunction with the six state supported outpatient treatment programs. Continuing Education credits have been offered at each of these workshops. Over 30 regional workshops have been conducted.</li> <li>- Public Awareness Presentations: Presentations are regularly made to inform the general public of the signs and symptoms of problem/compulsive gambling and resources for problem assessment, treatment and aftercare support, as well as inform the general public of the recreational risks associated with gambling and to assist people who choose to gamble to develop a set of guidelines that will reduce the risk of developing a problem have been made throughout the state over the past seven years. Over 800 presentations have been made to general audiences including many religious, civic and social groups.</li> <li>- Press Releases: Project staff have regularly prepared press releases and distributed them to all media outlets in the state.</li> <li>- Dissemination of Information: The following list of materials have been disseminated by hotline staff, field staff consultants, and treatment center staff over the seven year period:               <ol style="list-style-type: none"> <li>1. ad slicks/posters</li> <li>2. brochures provided by the State Lottery</li> <li>3. posters provided by the State Lottery</li> <li>4. television PSAs were delivered to all Minnesota commercial, public, and cable television stations</li> <li>5. radio PSAs were delivered to all Minnesota radio stations</li> <li>6. pamphlets and booklets</li> <li>7. fact sheets</li> </ol> </li> </ul>	<p>USA</p>

Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?		
Minnesota Institute of Public Health/Gambling Problems Resource Center cont...	<p>Both the television and radio public service announcements have been played on many different stations throughout Minnesota. The Minnesota High School League has run the TV PSAS during the Fall Prep Bowl football games and the Hockey, girls and boys basketball tournaments.</p> <p><b>Presentation at Conferences:</b> Over the past seven years, project staff have regularly made presentations at a variety of workshops attended by mental health, human service, chemical dependency, criminal and civil justice systems professionals, educators and clergy.</p> <p><b>Targeted Public Awareness, Education and Prevention:</b></p> <ul style="list-style-type: none"> <li>- Outreach efforts to the mental health and human service professionals and criminal and civil justice systems professionals mailings: Two mailings have been made to over 18,000 human service, criminal and civil justice professionals in Minnesota to provide information about problem/compulsive gambling and resources for people with a gambling problem. Those groups receiving the mailing included the following: <ul style="list-style-type: none"> <li>• Licensed Social Workers;</li> <li>• Licensed Psychologists</li> <li>• Rule 29 Facility staff</li> <li>• Judges;</li> <li>• Probation Officers;</li> <li>• County Human Service Professionals;</li> <li>• Chemical Dependency Counselors and Facilities;</li> <li>• Clergy; and</li> <li>• Educators</li> </ul> </li> </ul> <p>The initial mailing in 1992 included a letter, gambling folder, a Rolodex card for the Minnesota Compulsive Gambling Hotline, brochure, fact sheets on gambling, and a poster. The second mailing in 1995 included a letter, "Gambling: Choices and Guidelines" booklet, "Pathological Gambling and Chemical Dependency" booklet and materials order form. The third mailing in 1998 included a letter, revised copy of the "Gambling: Choices and Guidelines" booklet, "Beyond the Odds" newsletter and computer sticker.</p>	USA

Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?		
<p>Minnesota Institute of Public Health/Gambling Problems Resource Center cont...</p>	<p>- A general problem gambling awareness inservice program is available for local mental health center, social service, and regional treatment center staff, chemical dependency counselors, educators, clergy, police, corrections staff, financial institutions, bankers/beneficiaries, etc. on gambling problems and the relationship of gambling problems to each professional's area of responsibility in local communities. Over 75 inservice programs have been conducted since 1994.</p> <p>- A more extensive three day inservice education program for selected staff from mental health centers, county and other human service agencies, chemical dependency programs, and regional treatment centers was conducted in 1995. Participants received information on how to conduct gambling assessments, make referrals for treatment, how to provide aftercare support and relapse prevention services for problem gamblers in local communities, and how to serve as a community resource person for public information and education about problem gambling.</p> <p><b>Rolodex Card:</b> Hotline staff created a Rolodex card with pre-printed hotline information. Over 40,000 cards have been distributed to professionals throughout the state.</p> <p><b>“Problem Gambling Awareness Week”:</b> The week of July 20-26, 1992 was proclaimed as “Problem Gambling Awareness Week” by Governor Carlson. This week was filled with events that were coordinated by project staff with the help of the Department of Human Services and the Governor's office.</p> <p>During this week, five press conferences were held in conjunction with each of the six state supported outpatient treatment programs. Treatment center staff, Hotline staff, the Department of Human Services Gambling Program Manager, and a representative from the Commissioner of Human Service's Office were available for each of the press conferences. Media Advisory's were faxed to local media two days prior to each press conference. Television, radio, and printed media were represented at all six press conferences.</p> <p><b>I) Faith Community Outreach:</b> Three mailings have been made to faith communities throughout the state.</p>	<p>USA</p>

Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?		
Minnesota Institute of Public Health/Gambling Problems Resource Center cont...	<p>A bulletin insert and special adult forum materials were prepared and disseminated in 1995. A series of six workshops were held for clergy and other religious leaders in 1996 together with Lutheran Social Services and the Joint ELCA Committee on Addictions, Recovery and Health. A series of five regional workshops were held for Lutheran Social Services staff and area clergy in 1998.</p> <p><b>Education Outreach:</b> A mailing was made to all secondary schools, colleges, and universities that included a letter, gambling folder, Rolodex card, brochure, fact sheets, poster, and a request card. The request card was for schools to use to order free posters, brochures, Rolodex cards, and ad slicks from the hotline. A second mailing was made to all school counselors that included a letter, poster, and resources available for young people who may be in a family with a gambling problem.</p> <p><b>Chemical Dependency Outreach:</b> A letter, booklet and poster were sent to all chemical dependency treatment programs and counselors throughout the state in 1996.</p> <p><b>Prevention Curriculum:</b></p> <ul style="list-style-type: none"> <li>- “Improving Your Odds: A Curriculum About Winning, Losing and Staying Out of Trouble With Gambling” was written and field tested. Two versions have been developed, one for Minnesota and one for the U.S. Workshops have been held throughout Minnesota to familiarize educators and youth workers with the curriculum. The Minnesota edition has been disseminated to over 500 educators and youth workers in Minnesota. Additional workshops have been held to integrate gambling into peer education programs.</li> <li>- “Table Talk: A Program for Families About Winning, Losing, and Staying Out of Trouble With Gambling” was written, field tested and is available.</li> <li>- “Southeast Asian Curriculum for Youth and Families”: This curriculum was developed in collaboration with the Southeast Asian Community Coalition for Youth and Families for use with youth and parents. Gambling was integrated into the prevention and parenting sections of this curriculum in 1996. Inservice education was provided for all coalition youth and bilingual workers.</li> </ul>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
<p>Minnesota Institute of Public Health/Gambling Problems Resource Center cont...</p>	<p>- "Deal Me In": A series of four gambling trigger videos and facilitator guides were developed together with the Minnesota Extension Service in 1997. The trigger videos were field tested, and now available for use throughout Minnesota and the United States.</p> <p>- "Southeast Asian Youth Gambling Prevention Education Program": This curriculum was developed in collaboration with staff from the United Cambodian Association of Minnesota and Lao Family Community for use with middle school-age youth in 1997. A workshop was conducted in February, 1997 to introduce the curriculum to youth and bilingual workers.</p> <p><b>"Gambling and Our Lives" Video:</b> A 60 minute video was produced in 1999 for use within the Cambodian community. The video includes interviews with gambling professionals, two recovering gamblers, a group of youth and a group of parents.</p> <p><b>"What Should I Say, What Should I Do" Video:</b> A 15 minute video designed to assist family members or friends to intervene with another family member or friend who has a gambling problem.</p> <p><b>Prevention Booklet:</b> A prevention booklet titled "Gambling: Choices and Guidelines" was developed for distribution in Minnesota to help residents make low-risk choices about gambling. Over 40,000 copies have been distributed over the past seven years. A revised and updated edition was completed in 1998 and has been disseminated throughout the state.</p> <p><b>Barbershop Outreach:</b> A mailing including a letter and 50 copies of the generic hotline brochure was sent to barber shops throughout the state.</p> <p><b>Outdoor Boards:</b> The pull-tab print ad was adapted for use as an outdoor board and was placed for nearly a year in 1992-93. The outdoor board was done in cooperation with the Clarity Cloverdale and Rueff Advertising Agency and Naegele Outdoor Advertising, Inc. A second outdoor board was placed in Duluth in 1995 in cooperation with the Duluth Denfeld High School DECA Club.</p> <p>Ten outdoor boards were placed in Southeast Minnesota in early 1997 as part of an outreach to inform residents of new funds available for problem gambling treatment.</p>	<p>USA</p>

Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?		
Minnesota Institute of Public Health/Gambling Problems Resource Center cont...	<p>Ten outdoor boards were placed in Northwest Minnesota in October, 1997.</p> <p>Ten outdoor boards were placed in the metro area in November, 1997.</p> <p>Twenty outdoor boards were placed throughout the state in the fall of 1998.</p> <p><b>Dissemination of Information:</b> The following list of materials have been disseminated by hotline staff, field staff consultants, and treatment center staff over the seven year period.</p> <ul style="list-style-type: none"> <li>• ad slicks/posters</li> <li>• brochures provided by the State Lottery</li> <li>• posters provided by the State Lottery</li> <li>• television PSAs were delivered to all Minnesota commercial, public, and cable television stations</li> <li>• radio PSAs were delivered to all Minnesota radio stations</li> <li>• pamphlets and booklets</li> <li>• fact sheets</li> </ul> <p>Both the television and radio public service announcements have been played on many different stations throughout Minnesota. The Minnesota High School League has run TV PSAS during the Fall Prep Bowl football games and the Hockey, girls and boys basketball tournaments.</p> <p><b>Minnesota Lottery PSAs:</b> The Minnesota Lottery regularly sponsors a radio and television PSAS that are heard on nearly all Minnesota radio and television stations. The Hotline number is also posted at nearly 7,000 lottery and charitable gambling locations.</p> <p><b>Special Populations Report:</b> A report on gambling among youth, older Minnesotans, Southeast Asian American, African American, Chicano and Latino residents and American Indians was completed in 1995. The results have been used to develop materials for special populations.</p> <p><b>Library Outreach:</b> A mailing including a letter, generic poster, copies of booklets and pamphlets, and materials order form was sent to over 350 public libraries in Minnesota.</p> <p><b>V) Gambling Among Older Minnesotans Outreach:</b> A poster and brochure for older Minnesotans was created and widely disseminated in 1997.</p>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Minnesota Institute of Public Health/Gambling Problems Resource Center cont...	<p><b>Newsletter: "Beyond the Odds":</b> A quarterly newsletter about gambling was developed and initially disseminated to 20,000 human service agencies, religious organizations, and other professionals throughout the state. The newsletter is a timely, up-to-date source of information on problem/compulsive gambling and resources available for help.</p> <p><b>Web Page on the Internet:</b> A web page has been created on the Internet that includes a listing of all GA and GamAnon meetings, information on problems related to problem gambling, personal choices and guidelines, assessments, all editions of the "Beyond the Odds" newsletter, and a catalog of all materials.</p> <p><b>Flood Poster:</b> A poster warning of the risks for gambling problems associated with the spring 1997 flood in northwest Minnesota was created and widely disseminated.</p> <p><b>College Outreach:</b> A letter, "Gambling: Choices and Guidelines" booklet and two posters were mailed to all post secondary institutions in Minnesota in 1998.</p> <p><b>Women's Outreach:</b> A poster has been completed for women and was disseminated along with a brochure and order form to women's agencies in 1999.</p> <p><b>Prison Outreach:</b> Presentations are regularly made to all inmates in prison chemical dependency programs.</p>	USA
Mississippi Council on Problem & Compulsive Gambling	<ul style="list-style-type: none"> <li>- Internet</li> <li>- Billboards</li> <li>- Radio PSAS's</li> <li>- TV PSAS's</li> <li>- Newsletter</li> <li>- Exhibits</li> <li>- Speaking engagements</li> <li>- Press releases</li> <li>- Promotional materials</li> <li>- Posters</li> <li>- Brochures</li> <li>- Yellow page listings</li> <li>- Newspaper listings (Jackson newspaper)</li> </ul>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
New York Council on Problem Gambling	<ul style="list-style-type: none"> <li>- Billboards</li> <li>- Displays/exhibits</li> <li>- Speakers bureau</li> <li>- Literature dissemination</li> <li>- Public service announcements</li> <li>- Newsletters</li> <li>- Conferences</li> <li>- Advertisements and television</li> <li>- Print and radio interviews</li> <li>- Timely press releases</li> </ul> <p>For example, in addition to linking with the New York Yankees for Problem Gambling Awareness Day, and securing the official Yankee billboard for 3 years, the Council has established close working relationships with numerous state agencies, including but not limited to the Office of Mental Health, Racing and Wagering Board, Education Department, Office for the Aging, Employee Assistance Program and local organizations such as the New York City Gambling Control Commission. Similarly, we have assisted industry and government organizations in establishing employee and customer based problem gambling awareness programs, including conducting the training associated with the implementation of these programs. (See enclosures for specifics)</p>	USA
Ohio Lottery Commission	Included in every available venue for the lottery	USA
Palace Casino	<ul style="list-style-type: none"> <li>- Supplied staff and casino for making training videos for AADAC training programs</li> <li>- AADAC advertisements - donated staff and facilities</li> <li>- Attend problem gambling conferences</li> </ul>	Canada
Problem Gambling Education Association (PGEA)	<ul style="list-style-type: none"> <li>- Public presentations</li> <li>- Posters</li> <li>- Brochures</li> <li>- TV ads and PSAS's</li> <li>- Regional forums, training and presentations</li> <li>- Radio, TV - public affairs programs</li> <li>- Forum linkages with substance abuse and health and related organizations engaged in advertising, public relations and public awareness activities</li> </ul>	USA

<b>Question 6 - What specific activities (and support media) are employed by your organization in raising awareness of PG?</b>		
Province of New Brunswick, Department of Health and Community Services	<ul style="list-style-type: none"> <li>- Material developed in New Brunswick</li> <li>- Activities include public presentations and presentations to various groups i.e., EAP program.</li> <li>- In the past TV, radio and newspaper advertisements have been used and will be used again.</li> <li>- Two prevalence studies have been completed and a report has been written regarding the results</li> </ul>	Canada
Ridgewood Addiction Services	<ul style="list-style-type: none"> <li>- Hotline</li> <li>- GAM-911</li> <li>- Outpatient Counselling Dept.</li> <li>- PG client screening</li> <li>- Community services</li> <li>- Pamphlets</li> <li>- Training</li> <li>- One week rehab.</li> </ul>	Canada
Vermont Council on Problem Gambling Inc.	<ul style="list-style-type: none"> <li>- TV and radio</li> <li>- Helpline number printed on all tickets</li> <li>- Attendance at conferences - displaying informational literature (sponsored by the Vermont Lottery Commission)</li> </ul>	USA
Villa Recovery Centre	<ul style="list-style-type: none"> <li>- Radio and TV announcements</li> <li>- Mail-outs</li> <li>- Presentations</li> <li>- Public/Corporate displays</li> </ul>	Canada
Washington State Gambling Commission	<ul style="list-style-type: none"> <li>- See above</li> <li>- We also include the Council's newsletter in our agency newsletter to our licences</li> </ul>	USA

<b>Question 7 - How do you evaluate the effectiveness of your PG awareness initiatives?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	Yes - 1.) Evaluation of the public awareness services and 2.) Evaluation of customer assistance programs	Canada
Addiction Services, BC Ministry for Children & Families	Number of requests for information packages Number of requests for awareness presentations Number of calls to the Helpline, stating they need pamphlets or brochures Number of requests from media for newspaper articles across the province * Number of all the above has steadily increased since the program began in Oct. 1997	Canada
Alberta Alcohol and Drug Abuse Commission	Evaluation method varies with each initiative, as we use the method deemed most appropriate. Types we have used: Participant feedback (verbal and written) Level of demand for resources/presentations Focus groups Contracted research (e.g., Angus Reid ad assessment report)	Canada
American Gaming Association	As with any effort, there's always room for improvement. Thus far, we feel we have done more than an adequate job in educating the members of our industry and the general public.	USA
Canadian Foundation on Compulsive Gambling (Alta.)	- Use of evaluation questionnaires - By the level of questions during the discussion period - By teachers remarks	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	All participants in the conference complete evaluation forms. Media and information contacts are documented and assessed at the end of each year. The proposal for a broad campaign includes several external evaluations. All new programs including the expanded information services include an evaluative component. Both Newslink and Newscan have received considerable feedback, both written and verbal, but have not been subjected to formal evaluation.	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	At this point we don't. Our success is measured by just getting the message out	Canada

<b>Question 7 - How do you evaluate the effectiveness of your PG awareness initiatives?</b>		
Canadian Mental Health Association in Saskatchewan	The Director in consultation with the Executive Director of CMHA Saskatchewan Division evaluates the program. The Provincial Department of Health reviews the work plan and establishes the mandate for the program and staff is reviewed based on performance objectives established each year. The evaluation processes as well as a number of internal procedures are under review with a new Director joining the program in June, 1999.	Canada
Casino Edmonton	I think it will be very effective from our point of view, however, you can have a high level of awareness but the person with the problem has to have some initiative because we can identify all we want but they have to realize they have a problem.	Canada
Casino Niagara	We have a good working relationship with the local treatment facility and they track data on where/how people found out about the facility. Therefore, we are able to determine how many people found the telephone number after reading the casino poster/pamphlet or saw the print advertisement.	Canada
Casino Rama	Increased awareness hopefully leads to increase in calls to problem gambling Helpline and treatment providers. N.B. - Increase in numbers can be a positive result of awareness initiatives	Canada
Colorado Lottery	We will use the number of calls to our 800 number as one form of evaluation	USA
Connecticut Council on Problem Gambling	- Increased use of helpline - Increased referrals to GA, GamAnon and treatment	USA
Council on Compulsive Gambling of New Jersey Inc.	Good to excellent Poor in some areas	USA
Delaware Council on Gambling Problems	Our campaign seems to be working, although there are still many who are unaware of help for gambling problems.	USA

<b>Question 7 - How do you evaluate the effectiveness of your PG awareness initiatives?</b>		
Department of Health and Community Services Province of Newfoundland and Labrador	There are no outcome study processes in place, at this time, to determine the effectiveness of the prevention/awareness information shared. The more structured training programs, as mentioned in question 2 have participants complete evaluation forms at the end of the day(s). I realize this is not complete response to the core matter of your inquiry. This of course, will be an initiative for another day.	Canada
Distress Centre - Calgary	-Teacher and student evaluations - Client satisfaction	Canada
Game Planit Interactive	Game Planit relies on consultation with problem gambling experts, market researchers, including results from focus groups, to evaluate the effectiveness of its products.	Canada
Huron Addiction Services	Have not evaluated these initiatives.	Canada
Information Services Vancouver	None	Canada
Institute of Problem Gambling	- Training feedback - Public response/inquiries	USA
Loto-Quebec	<ul style="list-style-type: none"> <li>• “Count me out” program: according to a telephone survey by Leger &amp; Leger, 83% of school teachers distributed the documents to students. On average 2 hours were allocated to awareness activities in classes.</li> <li>• Televised programs “Do you know how to gamble without losing your head”: the French version of the program had 800,000 viewers; the English version more than 100,000 viewers. Ne negative and critical reaction.</li> <li>• “Gambling : Help and Referral” telephone line: 5614 calls in 1998-1999, up 50% from 1997-1998.</li> </ul>	Canada
Loto-Quebec cont.	<ul style="list-style-type: none"> <li>• Casino self-exclusion program: 2188 active self-exclusion agreements at 99/03/31.</li> <li>• Interactive information posts: 5 data reports will be available.</li> </ul>	Canada
Lutheran Social Services of North Dakota	Number of client referrals either by self or family members or other agencies.	USA

<b>Question 7 - How do you evaluate the effectiveness of your PG awareness initiatives?</b>		
Minnesota Institute of Public Health/Gambling Problems Resource Center	Very little formal evaluation. We can observe increases in hotline calls.	USA
Mississippi Council on Problem & Compulsive Gambling	We look at our Helpline stats to see which source directed them to call the Helpline. We evaluate the number of calls our Helpline has received. We record how many press calls we receive. We also keep stats of how many people visit our website	USA
New York Council on Problem Gambling	Number of calls to the Council's Helpline, which increased 12% from 1997 to 1998, number of persons presenting for treatment, response by government and regulatory policies to gambling related issues, requests for assistance, and press requests. The Council also specifically inquires, when contacted, how callers learned about the Council.	USA
Ohio Lottery Commission	Extremely effective - Ohio continues to be the industry leader among lotteries	USA
Palace Casino	No response	Canada
Problem Gambling Education Association (PGEA)	Track increases in callers to Helpline and increases in admissions to 5 treatment programs	USA
Province of New Brunswick, Department of Health and Community Services	No current evaluation other than indicators such as numbers of phone calls to Gambling Hot-Line and number of clients requesting service for PG. In the future plan clients will be contacted directly with specific questions. These clients will be asked for approval to contact them, in advance.	Canada
Ridgewood Addiction Services	- Responses to Helpline - Number of referrals - Requests from the community	Canada
Vermont Council on Problem Gambling Inc.	This is in it's infant stages but the responses are consistent	USA
Villa Recovery Centre	Increased numbers of calls to our gambling program for information and ultimately our admissions number	Canada
Washington State Gambling Commission	Very good - but we give the credit to the direct work of the Council	USA

<b>Question 8 - Which of your PG awareness initiatives are the most effective/least effective?</b>		
<b>Agency</b>	<b>Response</b>	<b>Country</b>
Addictions Foundation of Manitoba	Most: Customer assistance program for VLT siteholders Helpline Public Seminars Radio/TV ads Least: Telephone counselling	Canada
Addiction Services, BC Ministry for Children & Families	Most effective: Activities of the program personnel in the regions and the Helpline Least effective: unknown	Canada
Alberta Alcohol and Drug Abuse Commission	It is difficult to assess impact on behavior. The initiatives for which we have the most concrete evaluation information are: - TV ads - Three successive Angus Reid studies indicate the ads are highly effective. - Physicians poster/screening pad - Evaluation is in progress, however preliminary results do not indicate high level of use of resources due to low apparent number of patients for whom they deem screening to be appropriate. - Outreach education - Sessions are well-received by participants (written feedback forms are used). Long-term impact on behavior not assessed.	Canada
American Gaming Association	The "Progress" kit and "Responsible Gaming Education Week" have by far been our most effective means for raising awareness.	USA
Canadian Foundation on Compulsive Gambling (Alta.)	- Most effective is the description of gambling addiction, symptoms, stats followed by recovering compulsive gambling story in High Schools and adult groups. - Least effective in workplaces where attendance is voluntary; low attendance	Canada

<b>Question 8 - Which of your PG awareness initiatives are the most effective/least effective?</b>		
Canadian Foundation on Compulsive Gambling (Ontario)	It seems likely that the most effective awareness vehicle is the conference. It attracts considerable attention. We believe there are two reasons for this. The conference is preceded by a planned communications plan and specific arrangements are set in place to accommodate media representatives. The information service is being expanded in this year and a more formal evaluation will be included. Without evaluation, it is difficult to the other awareness programs.	Canada
Canadian Foundation on Compulsive Gambling (Sask.) Inc.	Most effective - Newsletter - TV/Radio shows - Dissemination of our resource base - Presentations	Canada
Canadian Mental Health Association in Saskatchewan	Most effective initiatives have been the public presentations to consumer groups. The organizations that invite staff to make presentations have an established need for the information. The work of the Problem Gambling Committees provides a key source of networking between individuals as well as the hosting of symposiums throughout the province on problem gambling issues. Our bank of pamphlets has been well received throughout the province. We receive multiple requests for additional copies from each target group.	Canada
Casino Edmonton	Again this is non applicable as we are in the process of starting our program.	Canada
Casino Rama	Least effective to date - awareness workshops for general public, financial sector, hospital and other health professionals, and educators Most effective: - workshops to help treatment counsellors and EAP providers understand our business - including media in discussions	Canada
Colorado Lottery	We will be better able to tell this info. after new campaign is launched.	USA

<b>Question 8 - Which of your PG awareness initiatives are the most effective/least effective?</b>		
Council on Compulsive Gambling of New Jersey Inc.	<ul style="list-style-type: none"> <li>- Senior outreach</li> <li>- Adolescent outreach</li> <li>- Substance abuse counsellors</li> </ul> Least effective: <ul style="list-style-type: none"> <li>- Minority outreach</li> <li>- Female outreach</li> <li>- Corporations</li> </ul>	USA
Delaware Council on Gambling Problems	Our data collection on Helpline calls includes how callers found our numbers. The phone book still seems most effective. Public service announcements on television were least effective because of Delaware has no major television station.	USA
Department of Health and Community Services Province of Newfoundland and Labrador	See question 7	Canada
Distress Centre - Calgary	Most effective - personal story of ex-gambler Least effective - lecture	Canada
Game Planit Interactive	Due to the infancy of Game Planit's CAS for VLTs and the stage of development the remaining products are at, it is hard to determine, at the present time, which of the initiatives is the most/least effective. However, initial research indicates that passive messages such as self-serve information options are most appealing for novice and social gamblers. While heavy gamblers actually support the use of more intrusive messaging such as overlay messages on VLTs.	Canada
Huron Addiction Services	Unknown at this time.	
Information Services Vancouver	We always feel that every and any contact with the public is effective in raising awareness	Canada
Institute of Problem Gambling	To early to tell	USA

<b>Question 8 - Which of your PG awareness initiatives are the most effective/least effective?</b>		
Loto-Quebec	<p>The most effective: the hot line “Gambling: Help and Referral”</p> <p>Number of calls:            1995-1996 1292            1996-1997 3009            1997-1998 3745            1998-1999 5614</p> <p>The least effective: the printed card with the message “Play with moderation so the game remains a game” available at establishments that have VLTs</p>	Canada
Lutheran Social Services of North Dakota	<p>Television and radio ads are most effective over a long term basis, but we have little money to do this. Same is true of billboards. We have offered Gamblers Anonymous meetings at our agency for about 10 years and I think this has been an effective way of raising awareness.</p>	USA
Montana Council on Problem Gambling Inc.	Media most	USA
Mississippi Council on Problem & Compulsive Gambling	<p>TV PSAS’s - best</p> <p>Billboards</p> <p>Yellow pages</p> <p>Newspaper ads</p> <p>Radio</p> <p>Speaking engagements (sometimes there is press coverage)</p>	USA
New York Council on Problem Gambling	<p>Face-to-face contacts, exhibits/displays, media interviews and coverage, advertisements and speakers bureau.</p> <p>Please note that the use of the term “effective” is qualitative. For example, if three people present for treatment, to self-help or call the Helpline in response to a specific billboard, is this effective? It is the Council’s firm position that if the organization successfully intervenes in one family and/or saves one life, this is true impact. (See enclosed letter to editor.) However, if reviewing effective strictly from a budgetary standpoint, billboards are the most difficult to justify.</p>	USA
Ohio Lottery Commission	I feel all the initiatives are effective to varying degrees	USA
Palace Casino	Our partnership with AADAC and intervention strategies for our customers	Canada

<b>Question 8 - Which of your PG awareness initiatives are the most effective/least effective?</b>		
Problem Gambling Education Association (PGEA)	TV ads and appearances	USA
Ridgewood Addiction Services	Most: - GAM-911 - Outpatient Counselling Least: - Pamphlet	Canada
Vermont Council on Problem Gambling Inc.	This information is incomplete at this time	USA
Villa Recovery Centre	I would say that every awareness activity is important in educating the public about problem gambling	Canada
Washington State Gambling Commission	Posting toll free number	USA

**APPENDIX 5**

**Inventory of Public Awareness Campaign Resource Materials**

**ONTARIO SUBSTANCE ABUSE BUREAU**  
**PROBLEM GAMBLING PUBLIC AWARENESS CAMPAIGN**  
**RESEARCH PROJECT**

**MEDIA PRODUCT INVENTORY**

<b>Agency</b>	<b>Media Type</b>	<b>Media Title</b>	<b>Country</b>
Addictions Foundation of Manitoba	Brochure	- "Gambling, Take Control of the Game" - "If gambling is a problem for you or someone you know..." - "Gambling - Prevention and Recognition of Problem Gambling" - "Gambling and Families - Recognition of the Effects of Problem Gambling on the Family" - "Gambling and Seniors - Prevention and Recognition of Problem Gambling"	Canada
	Report	- "Fastfacts on Gambling" - "AFM Gambling Clients: Two Profiles" - "Gambling , Alcohol and Other Drugs - Prevalence and Implications of Dual Problem Clients" - "Manitoba Youth Gambling Prevalence Study" - "A Participant Evaluation of the Manitoba Problem Gambling Assistance Program - 1999"	
	Video	- Television Public Service Announcements	
Addiction Services, BC Ministry for Children and Families	Brochure	- "Does Someone in Your Family Have a Problem with Gambling?" - "Does Someone in Your Workplace Have a Problem with Gambling?" - "Do You Have a Problem with Gambling?"	Canada
	Stickers	- Helpline 1-888 number	
Alberta Alcohol and Drug Abuse Commission	Brochure	- "When its on longer a game...Problem Gambling" - "When its on longer a game...Problem Gambling" Chinese Version - "When its on longer a game...Problem Gambling" "When its on longer a game... Problem Gambling" Vietnamese Version	Canada

Agency	Media Type	Media Title	Country
Alberta Alcohol and Drug Abuse Commission cont.	Brochure cont.  Business Card  Hand-outs  Screen Pad  Poster  TV PSA  Video	<ul style="list-style-type: none"> <li>- “When its no longer a game...Gamblers Anonymous Twenty Questions”</li> <li>- “When its no longer a game... Gamblers Anonymous Twenty Questions” Chinese Version</li> <li>- “When its no longer a game... Gamblers Anonymous Twenty Questions” Vietnamese Version</li> <li>- “For Parents and Others Who Care: How a parent’s problems with alcohol, drugs or gambling can affect children”</li> <li>- “Are you concerned about a co-worker’s gambling?”</li> <li>- Advertises AADAC’s 1-800 number</li> <li>- “AADAC Problem Gambling Prevention Program”</li> <li>- “ABC’s of Problem Gambling”</li> <li>- “AADAC Gambling Screen”</li> <li>- “Gambling problems can be hard on your health”</li> <li>- “When its no longer a game....”</li> <li>- Video depicting TV public service announcements/commercials</li> <li>- “Spare Time, Spare Cash” c/w discussion guide</li> <li>- “Playing with Fire” c/w discussion guide</li> </ul>	Canada
American Gaming Association	Book  Brochure	<ul style="list-style-type: none"> <li>- “A Discussion of Disordered Gambling and Responsible Gaming”</li> <li>- “Keeping it Fun - A Guide to Low Risk Gambling”</li> <li>- “If Your Under 21-Don’t Even Think About It”</li> <li>- “If You Play with Real Dollars, Play With Real Sense”</li> <li>- “Cash Access in Casinos”</li> <li>- “Their First Bet, Could Be Our Last - 21. It’s the Law”</li> </ul>	USA

Agency	Media Type	Media Title	Country
American Gaming Association cont	Catalogue	<ul style="list-style-type: none"> <li>- "Responsible Gaming Resource Guide"</li> <li>- "Best Ideas"</li> </ul>	USA
	C.D. ROM.	<ul style="list-style-type: none"> <li>- Vol. 1 "Information and Resources for Responsible Gaming"</li> <li>- Vol. 2 "A Training Curriculum on Compulsive Gambling"</li> <li>- Vol. 3 "A Training Curriculum on Underage Gamblers"</li> </ul>	
	Hand-out	<ul style="list-style-type: none"> <li>- "We're Making Progress"</li> </ul>	
	Information Kit	<ul style="list-style-type: none"> <li>- "Responsible Gaming Education Week - 1998"</li> <li>- "Responsible Gaming Education Week - 1999"</li> </ul>	
	Poster	<ul style="list-style-type: none"> <li>- "Responsible Gaming Education Week"</li> <li>- "Their First Bet Could Be Our Last - 21.It's the Law"</li> <li>- "If you Play with Real Dollars, Play with Real Sense"</li> <li>- "If Your Under 21-Don't Even Think About It"</li> </ul>	
	Report	<ul style="list-style-type: none"> <li>- "Responsible Gaming - A Progress Report of the Gaming-Entertainment Industry"</li> <li>- "Annual Report - National Center for Responsible Gaming"</li> </ul>	
	Video	<ul style="list-style-type: none"> <li>- "Compulsive Gambling - Red Flags and Referrals"</li> <li>- "Underage Gambling: A Bad Bet for Casinos"</li> </ul>	

Agency	Media Type	Media Title	Country
Canadian Foundation on Compulsive Gambling (Alta)	<p>Brochure</p> <p>Hand-outs</p> <p>Posters</p>	<ul style="list-style-type: none"> <li>- "Teen Gamblers"</li> <li>- "Gamble with Your Head"</li> <li>- "Speakers Bureau"</li> <li>- (2) Chinese brochures</li> <li>- AADAC "When its No Longer a Game"</li> <li>- AADAC "Gamblers Anonymous 20 Questions"</li>   <li>- "A self test for teens"</li> <li>- "Gambling Quiz 1" (from AADAC program "Playing for Keeps")</li> <li>- "Hook, Line and Sinkers"</li> <li>- "Gambling Presentation Evaluation"</li> <li>- "Is there a gambling problem in your family?"</li> <li>- "Effects of Compulsive Gambling on the Family"</li> <li>- "Problem Gambling Information Sessions"</li> <li>- "Evaluation of Workshop"</li> <li>- "Compulsive Gambling - The Hidden Disease"</li> <li>- "What Signs Might Indicate That Someone's Gambling is Beginning To Reach A Problematic Level?"</li> <li>- "Compulsive Gambling and Recovery"</li> <li>- "Gambling Paradise"</li> <li>- A series of workshop slides</li> <li>- "Calls for Help"</li>   <li>- "Some say this cup is..."</li> <li>- "Schools and Community Programs"</li> <li>- "Help Families Stay Together"</li> </ul>	Canada
Canadian Foundation on Compulsive Gambling (Ontario)	<p>Brochure</p> <p>Newsletter</p>	<ul style="list-style-type: none"> <li>- "Gamble with your head not over it"</li> <li>- "High Stakes"</li> <li>- "How to Recognize the Signs and Symptoms of Problem and Compulsive Gambling"</li>   <li>- "Newslink"</li> </ul>	Canada

Agency	Media Type	Media Title	Country
Canadian Mental Health Association in Saskatchewan	Brochures	<ul style="list-style-type: none"> <li>- "What is Problem Gambling?"</li> <li>- "Problem Gambling Prevention"</li> <li>- "Families and Problem Gambling"</li> <li>- "Adolescent Problem Gambling"</li> <li>- "Public Education and Community Development Services"</li> <li>- "Women and Problem Gambling"</li> <li>- "Problem Gambling and Older Adults"</li> </ul>	Canada
Casino Edmonton	Form Letter Report	<ul style="list-style-type: none"> <li>- "Addressing Problem Gambling in Casinos"</li> <li>- "Nevada Resort Association - Minimum Standards for Responsible Gaming"</li> <li>- "Responsible Gaming Resort Guide"</li> <li>- "Problem Gambling Assistance: A Partnership Program"</li> <li>- Foxwoods Resort Casino "Responsible Gaming Program"</li> <li>- "Manitoba Problem Gambling Assistance Program"</li> </ul>	Canada
Casino Niagara	Brochure Form Hand-out Manual Poster	<ul style="list-style-type: none"> <li>- "The Ontario Problem Gambling Helpline"</li> <li>- "Gamble with your head, not over it!"</li> <li>- "Gambling Problem"</li> <li>- "Self-exclusion Form"</li> <li>- "Responsible Gambling"</li> <li>- "Responsible Gambling Training"</li> <li>- "When the fun stops being fun..."</li> </ul>	Canada
Casino Rama	Workshop Materials	<ul style="list-style-type: none"> <li>- Copy of outline from their presentation "How to talk to a Problem Gambler"</li> <li>- Copy of slides from their presentation "Keeping the fun in Gambling"</li> </ul>	Canada

Agency	Media Type	Media Title	Country
Colorado Lottery	Brochure	- “play responsibly”	USA
	Lottery Ticket	-depicting the “Play Responsibly” message	
	News Release	- Announcing the “Play Responsibly” campaign	
	Poster	- “play responsibly”	
	Video	- “Belongings” TV ads	
Council on Compulsive Gambling of New Jersey	Brochure	<ul style="list-style-type: none"> <li>- “Responsible Gaming: Education and Training for Casino Employees in New Jersey”</li> <li>- “Responsible Gaming: Questions and Facts for Casino Management in New Jersey”</li> <li>- “Gambling Away the Golden Years”</li> <li>- “Is Gambling Running Over the Rest of Your Life?”</li> <li>- “Adolescent (Youth &amp; Teenage) Compulsive Gambling - A Serious Issue”</li> <li>- “Does this... keep you from this...”</li> </ul>	
	Information Kit	- “State Councils & Affiliates”	
	Newsletter	- “The Council connection”	
	Video	- “The Hidden Epidemic”	
	Workshop Outline	<ul style="list-style-type: none"> <li>- “Youth Gambling Presentation”</li> <li>- “Workshop on Compulsive Gambling Awareness”</li> <li>- “Senior Outreach Awareness Program for Seniors (GAPS)”</li> </ul>	

Agency	Media Type	Media Title	Country
Delaware Council on Gambling Problems Inc.	Brochure Business Card Form Letter Pen Poster Sticker	- "Gambling Problem?" - Advertising 1-888 number - For legislators to promote "Second Chance" initiative - Advertising 1-888 number - Advertising 1-888 number - "bet your last quarter" - "lady luck" - "betting all your bread?" - "you won - April fools" (April only) - "march madness - bringing April sadness?" (March only) - "taking a bath?" (Superbowl promotion) - "one armed bandit" All above stickers are to promote the 1-888 number	USA
Dept. of Health and Community Services, Province of Newfoundland and Labrador	Brochure Hand-out Workshop Materials	- "Gambling-When its no Longer a Game" - "Gambling and Symptoms of Relapse" - "Gambling and Youth" - "Gambling Awareness Workshop Facilitator's Guide" - "Addiction Training & Development Schedule"	Canada
Distress/Drug Centre	Workshop Materials	- Copies of overheads used in gambling presentation	Canada
Game Planit Interactive	C.D. Rom	- "Safe@play"	Canada
Huron Addiction Assessment and Referral	Brochure Hand-out	- "Gambling Problem?" - "Strategies to Assist with Lower Risk Gambling"	Canada

Agency	Media Type	Media Title	Country
Information Services Vancouver	Brochure	<ul style="list-style-type: none"> <li>- "Does Someone in Your Family Have a Problem with Gambling?"</li> <li>- "Do You Have a Problem with Gambling?"</li> <li>- "Does Someone in Your Workplace Have a Problem with Gambling?"</li> <li>- "Women &amp; Gambling - When Fun Becomes a Problem"</li> <li>- "Teens &amp; Gambling - Easy Money or a Dangerous Game"</li> <li>- "Problem Gambling Services for Seniors (+55)"</li> </ul>	Canada
	Sticker	<ul style="list-style-type: none"> <li>- Advertising Problem Gambling Helpline</li> </ul>	
Loto-Quebec	Information Kit	<ul style="list-style-type: none"> <li>- "Count Me Out" program</li> </ul>	Canada
	Internet Information	<ul style="list-style-type: none"> <li>- "Prevention of Compulsive Gambling"</li> <li>- "Gambling Should be Fun"</li> <li>- "Gambling Dependency, A Constant Concern"</li> </ul>	
	Poster	<ul style="list-style-type: none"> <li>- "Gambling: Help and Referral"</li> </ul>	
	Report	<ul style="list-style-type: none"> <li>- "1998-2001 Corporate Program on Gambling - Related Research and Prevention"</li> </ul>	
	Sticker	<ul style="list-style-type: none"> <li>- "Gambling: Help and Referral"</li> </ul>	
	Video	<ul style="list-style-type: none"> <li>- "How to Gamble"</li> </ul>	
Lutheran Social Services of North Dakota	Brochure	<ul style="list-style-type: none"> <li>- "A Change For The Bettor"</li> <li>- "At Last... A Ground Breaking Program for Children of Compulsive Gamblers!"</li> <li>- "Addiction Outreach For Recovery"</li> </ul>	USA
	Video	<ul style="list-style-type: none"> <li>- "Gambling Addiction"</li> </ul>	

Agency	Media Type	Media Title	Country
Minnesota Institute of Public Health/Gambling Problem Resource Center	Book	<ul style="list-style-type: none"> <li>- "Gambling - Choices and Guidelines"</li> <li>- "Pathological Gambling &amp; Chemical Dependency"</li> </ul>	USA
	Brochures	<ul style="list-style-type: none"> <li>- "Gambling Materials"</li> <li>- "Don't Let Gambling be a Losing Game"</li> <li>- "Gambling Among College Students"</li> <li>- "Gambling Among Older Minnesotans"</li> <li>- "Gambling Among Women"</li> </ul>	
	Hand-out	<ul style="list-style-type: none"> <li>- "Gambling: Recreation with Risk"</li> </ul>	
	Manual	<ul style="list-style-type: none"> <li>- "Southeast Asian Youth - Gambling Prevention Education Program"</li> <li>- "Healthy Youth and Families"</li> <li>- "Improving Your Odds"</li> <li>- "Table Talk - A program for families about winning, losing and staying out of trouble with gambling"</li> </ul>	
	Newsletter	<ul style="list-style-type: none"> <li>- "Beyond the Odds"</li> </ul>	
	Poster	<ul style="list-style-type: none"> <li>- "Help is Just a Phone Call Away"</li> <li>- "where to gamble your last quarter"</li> <li>- "Thousands of Minnesota teenagers are addicted to this kind of pot"</li> <li>- "It costs most problem gamblers thousands of dollars to call this toll-free number"</li> <li>- "You don't have to do drugs to get hooked by a dealer"</li> <li>- "Just because your sixteen doesn't mean you can't be up to your eyeballs in debt"</li> <li>- "Problem gamblers lose an average of \$25,000. Plus whatever is in their wallet"</li> <li>- "Excuse me, I think you dropped your paycheck"</li> <li>- "Most compulsive gamblers won't quit until they've lost it all. That's why this call is free."</li> <li>- "Its 10 p.m. Do you know where your parents are?"</li> <li>- "Do you really want to spend your golden years hooked up to a machine?"</li> <li>- "Didn't cover the receiver. Didn't cover the spread."</li> <li>- "How will your family remember you?"</li> </ul>	

Agency	Media Type	Media Title	Country
Minnesota Institute of Public Health/Gambling Problem Resource Center cont.	Poster cont.  Sticker  Video	- "If gambling has become a fixture in your life, call for free confidential help" - "Problem drinkers are often in a position to become problem gamblers" - "Some say the cup is half empty. Some say it's half full"  - "Make a sure bet"  - "Gambling and Our Lives" - "What Should I Say? What Can I do?" - "Deal Me In: Gambling Trigger Videos"	USA
Mississippi Council on Problem and Compulsive Gambling	Letter Opener  Newsletter  Pen  Poster  Reel to Reel Tape  Rolodex Insert  Video	- Advertising 1-888 number  - (2) Fall 1998, Winter 1999  - Advertising 1-888 number  - "Winners Know When to Quit" - "Bingo is Family Entertainment" - "What's Riding on Your Next Bet?" (4 different posters with different pictures)  - ?  - Provides information about the Council  - "Resume" and "Answering Machine"	USA
New York Council on Problem Gambling	Brochures	- "New York Council on Problem Gambling Inc." - "Do You Have a Gambling Problem?" - "Is Gambling a Problem in Your Family?" - "What's So Cool About Gambling?" - "Women Hooked on Gambling" - "Gambling in the Older Years" Note: Also provided Spanish copies of brochures	U.S.A.

Agency	Media Type	Media Title	Country
New York Council on Problem Gambling cont.	Business Card  Newsletter  Newspaper Clipping  Pen  Report  Sticker	- Advertising 1-800 number and warning signs  - "Council News"  - Shows billboard advertising done by Council - Story about Council  - Advertising 1-800 number  - "Compulsive Gambling Report to Governor Education and Treatment Programs" - "1998 Annual Report"  - Advertising 1-800 number	USA
Ohio Lottery Commission	Booklet  Brochures  Index Card  Information Card  Lottery Slip  Manual  Report  Sticker (Magnetic)	- "Understanding Compulsive Gambling" - "When Someone You Loves Gambles"  - "Ohio's Youth at Play" - "Compulsive Gamblers Among Seniors" - "Compulsive Gamblers... Can't Win for Losing" - "Person's Under the Age of Eighteen (18) are Prohibited from Playing the Ohio Lottery"  - "Please Play Responsibly"  - Displaying how they display the message "Please Play Responsibly"  - "Ohio's Youth at Play"  - "Problem Gambling Awareness Department" - "Compulsive Gambling" Report presented at Lafleur's Lottery World Symposium  - Advertising 1-800 number	USA
Palace Casino	Training Materials	- "Casinos Response to Problem Gambling" - "Responsible Gaming Program" - "Case Studies" - "Casino Staff Training Outline"	Canada

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<b>Agency</b>	<b>Media Type</b>	<b>Media Title</b>	<b>Country</b>
Villa Recovery Centre	Brochure	- "Villa Recovery Centre"	Canada
	Form Letter	- Introduction of services	
	Poster	- "Attention - is problem gambling affecting your families well being?"	
Washington State Gambling Commission	Poster	- "If You or Someone You Know has a Gambling Problem, Help is Available" (photocopy)	USA

**APPENDIX 6**

**Telephone Interview Questions**

**Ontario Substance Abuse Bureau  
Problem Gambling  
Public Awareness Campaign Project  
Interview Questions**

**Preamble.** As you know, we are in the process of examining problem gambling public awareness campaigns in Canada and the United States for the purpose of advising the Ontario Substance Abuse Bureau of the Ministry of Health and Long Term Care on the development of an effective Public Awareness Campaign (PAC) for Ontario.

We appreciate your participation in this project to date and we would now like to seek a response from you on a number of key questions, the answers to which could assist in developing a successful Public Awareness Campaign in Ontario. To facilitate your input, we have posed six interview questions.

1. What are the key learnings you have derived from your experience in developing a problem gambling Public Awareness Campaign?  
(Probes: When/why did you develop a PAC? Did you encounter any major issues? What were the most/least effective PAC elements?)
2. What are the key elements that should be included in a problem gambling Public Awareness Campaign?  
(Probes: Who should the target groups be? Should there be different elements for different types of gambling [e.g., casinos, bingo, lotteries, racetracks]? How much should be budgeted for each of these PAC elements?)
3. Are “Special Populations” a target group to be included in a problem gambling Public Awareness Campaign?  
(Probes: What “Special Populations” make up this target group [e.g., women, youth, older adults/seniors, and members of ethno-cultural communities]? Should there be different elements for the different groups? How much should be budgeted for each of these PAC elements?)
4. Who should take the lead in developing and implementing problem gambling public awareness campaigns?  
(Probe: Should PG PACs be collaborative, joint initiatives? Who should the partners be?)
5. Do you have any advice relative to problem gambling public awareness programs aimed at emerging gambling formats such as machine-based gambling (electronic-type video gaming units and mechanical spinning-real slot machines), Internet gambling, satellite bingo, and others?

6. Do you have any advice relative to evaluating the effectiveness of problem gambling public awareness campaigns?

**Conclusion.** Thank you for sharing your time with us on this important research project. Your participation and comments will be very helpful to the Ontario Substance Abuse Bureau of the Ministry of Health and Long Term Care, as it develops its problem gambling Public Awareness Campaign.

**Interviewees:**

1. Mr. Herb Thompson  
Executive Director  
Addictions Foundation of Manitoba  
1031 Portage Avenue  
Winnipeg, Manitoba  
R3G 0R8  
Tel: 204-944-6391
2. Ms. Marcy Dibbs  
Supervisor, Problem Gambling  
Alberta Alcohol and Drug Abuse Commission (AADAC)  
Pacific Plaza, 2nd Flr. 10909 Jasper Ave  
Edmonton, Alberta  
T5J 3M9  
Tel: 780-422-2357
3. Mr. Bill Ursel  
Director, Problem Gambling Community Program  
Canadian Mental Health Association (Saskatchewan Div.) Inc.  
2702 - 12th Avenue  
Regina, Saskatchewan  
S4T 1J2  
Tel: 306-525-5601
4. Mr. Roger Svendsen  
Minnesota Institute of Public Health  
Gambling Problems Resource Center  
2829 Verndale Avenue  
Anoka, Minnesota  
55303  
Tel: 612-427-5310

**Appendix 7**  
**Participant Web-site Addresses**

Organization	Web-Site Address
Addictions Foundation of Manitoba Addiction Services, BC Ministry for Children & Families	<a href="http://www.mbnet.mb.ca/cum/health/afm">www.mbnet.mb.ca/cum/health/afm</a> <a href="http://www.gov.bc.ca/pubs/gamblingaddict">www.gov.bc.ca/pubs/gamblingaddict</a>
Alberta Alcohol and Drug Abuse Commission	<a href="http://www.gov.ab.ca/aadac/addictions">www.gov.ab.ca/aadac/addictions</a>
American Gaming Association	<a href="http://www.americangaming.org">www.americangaming.org</a>
Arizona Council on Compulsive Gambling Inc.	<a href="http://www.azccg.org">www.azccg.org</a>
Canadian Foundation on Compulsive Gambling (Alberta)	<a href="http://www.telusplanet.net/public/cfcga">www.telusplanet.net/public/cfcga</a>
Canadian Foundation on Compulsive Gambling (Ontario)	<a href="http://www.cfcg.on.ca">www.cfcg.on.ca</a>
Canadian Mental Health Association (Saskatchewan Div.) Inc.	<a href="http://www.cmhask.com/programs/gambling">www.cmhask.com/programs/gambling</a>
Connecticut Council on Problem Gambling	<a href="http://www.ncpgambling.org/ccpg">www.ncpgambling.org/ccpg</a>
Council on Compulsive Gambling of New Jersey Inc.	<a href="http://www.800gambler.org">www.800gambler.org</a>
Delaware Council on Gambling Problems Inc.	<a href="http://www.ncpgambling.org/delaware">www.ncpgambling.org/delaware</a>
Institute For Problem Gambling	<a href="http://www.gamblingproblem.net">www.gamblingproblem.net</a>
Loto-Quebec	<a href="http://www.loto-quebec.com/corporat/corp5a">www.loto-quebec.com/corporat/corp5a</a>
Minnesota Institute of Public Health	<a href="http://www.miph.org/gambling">www.miph.org/gambling</a>
Mississippi Council on Problem and Compulsive Gambling Inc.	<a href="http://www.msgambler.org">www.msgambler.org</a>
Ohio Lottery Commission	<a href="http://www.ohiolottery.com/problem">www.ohiolottery.com/problem</a>
Problem Gambling Education Association (PGEA)	<a href="http://www.gamblingproblem.org">www.gamblingproblem.org</a>
The National Council on Problem Gambling Inc.	<a href="http://www.ncpgambling.org">www.ncpgambling.org</a>