

NSGC Youth Prevention Programs

- Youth prevention programs are initiatives created and / or supported by the Nova Scotia Gaming Corporation (NSGC) for youth under the age of 19. These programs differ from responsible gambling programs, as the content is focused on preventing youth from gambling and informing them of the risks associated with this activity.
 - The primary message is that youth should never gamble – it is not safe, as they are not prepared to address the consequences and risks of gambling.
- 1. *BetStopper***
- Pilot tested in 2006-07, NSGC developed the world's first gambling specific content-blocking software. Released in 2009-10, *BetStopper* can be installed on home computers by parents / caregivers to help prevent underage children from visiting gambling websites.
 - Pilot results showed that 92% of respondents agreed that *BetStopper* was an effective youth gambling prevention tool; 99% believed it was important that NSGC make Internet gambling blocking software available to Nova Scotian families; and 89% agreed that using *BetStopper* increased their awareness about the risks of online youth gambling.
 - The software is available through nsgc.ca and is free of charge to all Nova Scotians. Promotional CD's are distributed at various NSGC-led events, including Responsible Gambling Awareness Week, the Interactive Community Education Display, through the Youth Gambling Awareness Program, and through Welcome Wagon baskets.
- 2. *High School Drama***
- NSGC has supported high school dramas created by the Responsible Gambling Council since 2004-05. The interactive dramas convey messages about the risks associated with gambling, as well as information about problem gambling.
 - *R U UP?* was the drama series delivered in 2010-11 and performed in 13 schools for 3,135 students. To date, 20,165 students in Nova Scotia have seen one of the drama productions.
 - The 2010-11 evaluation results were positive: 92% of students agreed that the drama was a good way to increase awareness of problem gambling; 79% agreed they knew more about the risks of gambling after seeing the drama; and 80% agreed that they were more aware of ways to avoid problem gambling. When students were asked the same questions three months later, 92% of students agreed that the drama was a good way to increase awareness of problem gambling; 87% agreed they knew more about the risks of gambling after seeing the drama; and 87% agreed that they were more aware of ways to avoid problem gambling.
- 3. *Youth Gambling Awareness Program***
- In 2011-12, a new drama, 82%, was introduced.
 - NSGC has supported the YMCA of Greater Halifax / Dartmouth since 2006-07 in the delivery of the *Youth Gambling Awareness Program (YGAP)* across the province. The Program is delivered to youth aged 8 to 24 in schools and community organizations, as well as to some teacher and parent groups. *YGAP* addresses attitudes and behaviours of youth gambling and helps participants gain skills such as informed decision-making.
 - To date in 2011-12, more than 13,000 people participated in the program, bringing the total reach to 34,812 since its inception in 2006-07.
 - Survey results found that 91% of participants were able to identify three harm reduction strategies related to gambling; 98% of participants believe there are potential risks involved in gambling; and 92% of participants felt that they would be able to identify if they or a friend had a problem with gambling.
- 4. *McGill Youth Gambling Problem Toolkit Series***
- In 2009-10, NSGC became a funding partner for the *McGill Youth Gambling Problem Toolkit Series*, a world-first initiative developed by McGill University's *International Centre for Youth Gambling Problems and High-Risk Behaviors*. The Toolkit, developed for medical and legal professionals who may deal with youth gambling problems, contains topical papers, journal articles, and short videos on the subject of youth gambling.

FACT SHEET



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- When the Toolkit launched in 2009-10, more than 3,000 were distributed in the province.

5. *Don't Bet On It*

- *Don't Bet On It* is a classroom-based prevention program developed for high school students by the Responsible Gambling Council. NSGC pilot-tested the Program in 2006-07.
- During the pilot, 480 students participated. After participating in the Program, 99% of students were aware of signs of problem gambling and 87% of students understood the odds of specific lottery numbers being chosen. Teachers rated the Program 88% overall because they felt that *Don't Bet On It* was a valuable tool for teaching students about problem gambling prevention, it was an effective way to reach students, the individual activities were effective, and the accompanying materials were valuable.
- *Don't Bet On It* is available to all Nova Scotia School Boards, free of charge.