



RESPONSIBLE GAMBLING COUNCIL

Youth Awareness High School Program

International Gambling Conference 2022

Friday, July 1

11:25am-11:55am

Mary Davis, Senior Project Manager

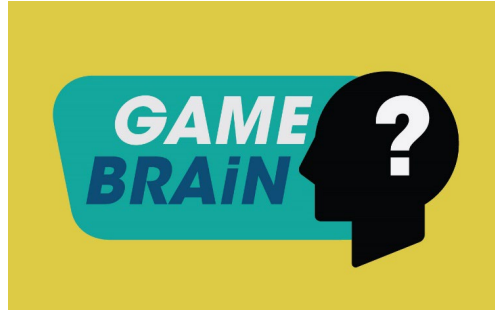


RGCover 35 years of expertise in preventing problem gambling and reducing harm



- Independent, non-profit organization
- Global leader in prevention
- Programs are evidence-informed and values driven
- Our vision is a world free of problem gambling
- Our mission is to prevent problem gambling and reduce its impacts





- GAME BRAiN High School program funded by the Ministry of Health and created to target 14-17 year old students with safety messages on the risks of youth gambling. Offered to Ontario High/Secondary schools FREE of charge
- Interactive educational game show style presentation for schools
- GB's digital game **House of Wisdoms** launched in 2020 -check it out at www.houseofwisdoms.gamebrain.ca





Why do teens need to know about gambling risks?

- Research shows that 18-24 year olds are at the highest risk of developing a gambling problem
- 18-24 year olds are 2-4 times more likely to develop a gambling problem than an adult
- The part of the brain that deals with risk taking - the pre-frontal cortex isn't fully developed till the age of 25
- Important for teens to learn about gambling risks now so that they can make informed choices when they are of legal age to gamble
- 31% Ontario teens have gambled in the last year





An Interactive Youth Gambling Awareness Program





BACKGROUND

→ **7 Plays**

since 2000

→ **13+ Years**

→ **260,000**

students reached



GAME BRAiNcept

- Educational program focused on the risks of youth gambling through an interactive experience and robust social media campaign



GAME BRAIN designed to highlight the following safety messages:

- The realities and facts of gambling
- Gambling losses
- Signs of a gambling problem
- Avoiding the risks
- Help resources





WHAT IS IT?

- Five game components
- Student audience divided into teams
- Team volunteers participate onstage
- TV Celebrity Hosts





GameEmoji Mas

- Looks at Losses
- Contestants arrange colour coded emoji letters to make up words that represent gambling losses
- CASH (orange) TIME (yellow) TRUST(green) DREAM (brown) SELF (pink)



Game 2s Your Choice

- Multiple choice game which looks at the realities of gambling. Two students per team play.
- Q - Compared to winning the lottery a person has a better chance of winning an Oscar, becoming a professional athlete or being struck by lightning?
- A - You have a better chance of doing any of the above than winning the lottery.



Game Breaking Up (is hard to do)



- Looks at signs of a gambling problem
- Contestants arrange words on colour coded cards to form a phrase
- Pink cards - Losing Track of Time
- Yellow cards – Skipping classes



GameFact or Fiction?

- Looks at Avoiding the Risks
- Contestants have to say whether statement is a fact or fiction
- Knowledge about teams and players will make you more likely to win when you place a sports bet (Fiction)
- There is a link between gambling and video gaming among young adults (Fact)





Game The Big Picture

- Looks at Help Resources
- Contestants have to arrange 2 pictures to suggest a word that represents a help resource e.g. Tea + Chair= Teacher





50,000+

students reached

150

performances



Reaction from Students

It's fun and not super
preachy...the game
aspect made it

It kept us
interested and
entertained

We were learning
while having fun



Reaction from Educators

This was an excellent way to increase awareness about problem gambling. The students were highly engaged which made learning so easy and fun

It was informative and entertaining and using the game show delivery was a very effective way to reach and engage students.

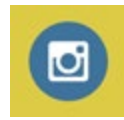
The fast paced interactive format was fabulous and staff and students alike had a great time learning the facts and strategies we can use to prevent gambling problems



Reaction from Treatment Providers

The interaction and interest in Game Brain was evident. I believe the game show format is a formula to consider and build upon in the future (Sudbury treatment provider)

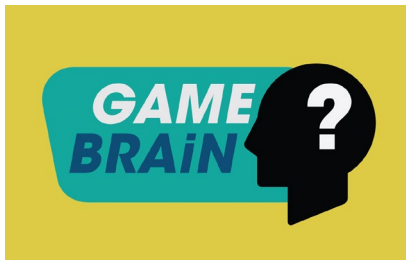




SOCIAL MED

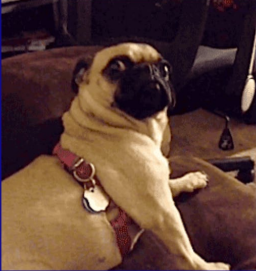
- **140,197** - Instagram Video Contest in English & French Digital Reach
- **35,134** - Video views
- **200,000** - Total reach for all Organic and Paid posts







Social Media Campaign

GAMBLER'S DREAM
Your fantasy team wins because you're a stats guru!




REALITY CHECK
You lose because nobody can predict random events like injuries or suspensions.



WHAT DO YOU THINK?
Someone has a better chance of being struck by lightning than winning the lottery.


TRUE FALSE



POLL RESULTS

WHAT DO YOU THINK?
The lines between gambling and gaming are being blurred

TRUE FALSE



HOUSE OF WISDOMS



A Digital Awareness
Game for Youth on
Gambling Risks





- **Objective:** To raise awareness of youth gambling risks in a fun and engaging way
- **Target:** Youth aged 14-17 years across Ontario
- **Strategy:** Social media campaign featuring House of Wisdoms Instagram contest





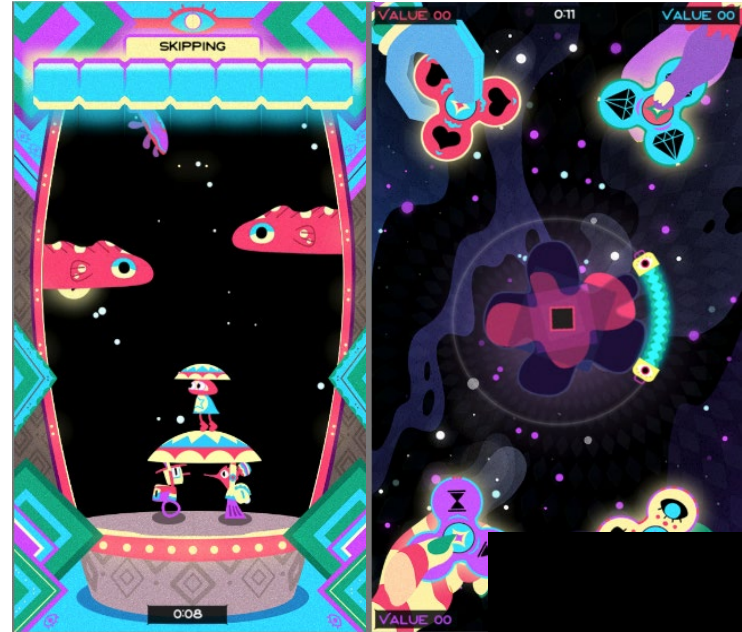
House of Wisdoms

House of Wisdoms reinforces the key messages from the GB stage show in a fun and engaging way

Game Features:

- Single player
- Quick to play
- Multiple rounds
- At game end, the player takes a short survey

Game Creative

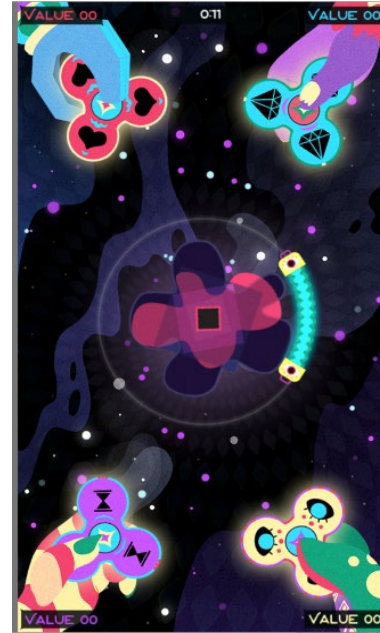


Game 1: Vortex of Loss

This game looks at gambling losses. Each of the 4 spinners represent things you can lose—**time, trust, goals, image.**

You play by spinning a central accordion to capture and redirect energy sparkles back to the 4 spinners to keep them spinning.

Game Creative



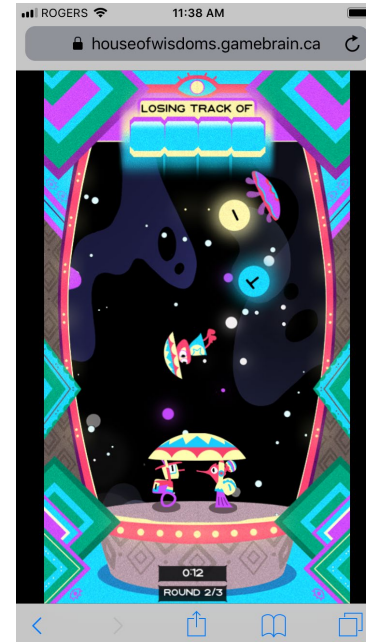
Game 2: Room 19-9-7-14-19

This game looks at signs of a gambling problem – **losing track of time, skipping classes, lying to cover up, using your savings.**

Players capture letters to complete the phrase, by bouncing their character into the air to capture a letter

The completed phrase spells a sign of a gambling problem i.e. Losing Track of Time.

Game Creative

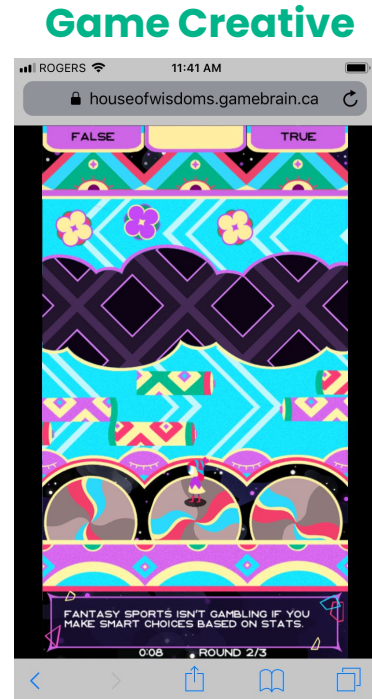


Game 3: Redoubt of Reality

This game looks at the myths/realities of gambling – **odds of winning, age group that is at the greatest risk.**

A question is asked and players move their character up various platforms to select the right answer.

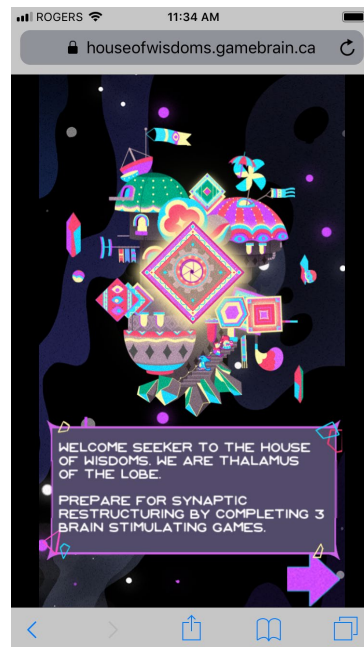
At end of gameplay, a list of Help resources is displayed.



Program Highlights

- **Teens from over 230 cities/towns in Ontario played**
- **Through contests on Instagram, 258,079 teens were reached**
- **97% of teens said that after playing they were more aware of how to recognize signs of a gambling problem**
- **98% of teens said that after playing they were more aware of where to get help for a gambling problem**

Game Creative



Reaction from Students

The game was fun and insightful! Great learning idea

It was very easy to play. it is concise and very well made

The game was very informational and engaging!



Reaction from Educators

Thanks for this resource, I tried it out-kids will like it and learn too! (Educator, Waterdown DHS)



Reaction from Treatment Provider

House of Wisdoms is a very creative and engaging learning tool. I really liked how it incorporated key info (Guelph Treatment Provider)





Building new partnerships:

- November 2021, RGC and Métis Nation of Ontario (MNO) launched House of Wisdoms challenge to 31 offices and 30 councils. MNO Webpage views were 10,416
- July 2022 Kids Help Phone is launching HOW on their website



Fall 2022

Creating a new House of Widsoms multiplayer game for youth 14-17 with messages

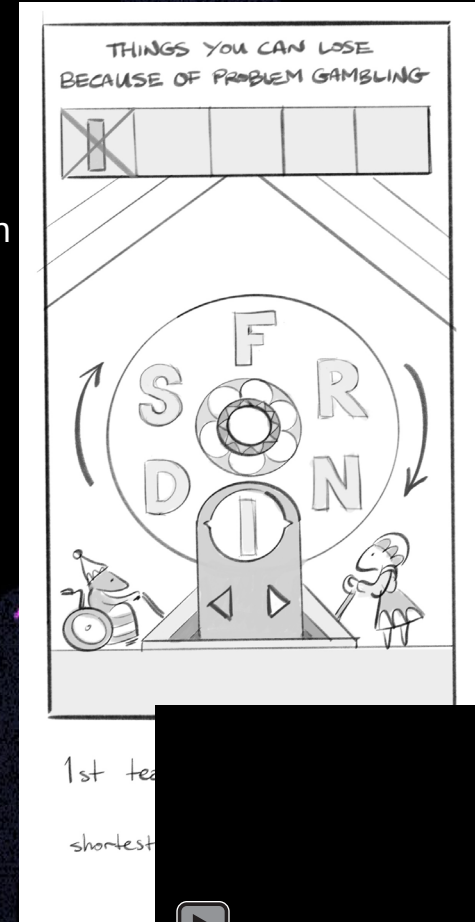
Can be used by teachers remotely or within a classroom setting

Supporting materials and lesson plans

Can be played on a desktop or mobile browsers

AODA level A accessible compliance

Hosted approach with VO (host) providing instructions and messages





THANK YOU

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WWW.HOUSEOFWISDOMS.GAMEBRAIN.CA

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