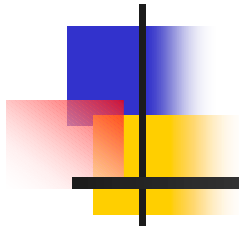


TeenNet Gambling Project



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University of Toronto



Presentation Overview

- Gambling Research Project & TeenNet
- Public health concepts & issues
- Focus Groups
- Youth Roundtable
- Next steps



Ontario Public Policy Context

- Dramatic expansion of gambling
- Public acceptance & participation
- Government ownership model



Ontario Public Policy Context

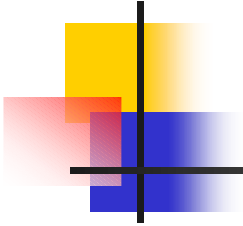
- High prevalence of youth problems
- Low awareness
- Health and information technology

VISIONS OF
SUGARPLUMS...
SPEEDBOATS
HEATED POOLS
WATERFRONT CONDOS
SIX-CAR GARAGES
UNLISTED CAR PHONES
COUNTRY-CLUB IDYLS
ENDLESS LEISURE
A NEW SET OF FRIENDS
TIME ON HIS HANDS
PLAINTIVE CHARITIES
GOLD-DIGGING EX-WIVES



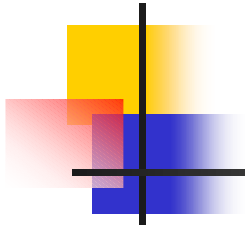
MAKINS

AND A LIFETIME OF GAMBLING ADDICTION DANCED IN HIS HEAD.



“The way you define a problem will
determine what you do about it.”

Dr. Jonathan Mann
GLOBAL AIDS Program
World Health Organization



Define Youth Gambling
As
A Public Health Matter



Value of a Public Health

Perspective on Youth Gambling

- Variety of disciplines
- Peer & family focus
- Youth assets rather than deficits
- Balances costs & benefits



Youth Gambling Intervention Goals

- **Prevent** gambling related problems
- **Promote** informed, balanced attitudes and choices
- **Protect** vulnerable groups



Who We Are

- University of Toronto
- Faculty of Medicine
- Department of Public Health Sciences
- TeenNet
- Youth Gambling Research Project



Project Team

David Korn
Principle Investigator

Harvey Skinner
Co-Investigator

Martha Murray
Project Coordinator

Sherry Biscope
Evaluation Coordinator

Charlotte Lombardo
Youth Advisor



Gambling Project Aim

Develop, implement & evaluate
the use of the *Internet*
for *youth gambling problem*
prevention & harm reduction
interventions



Internet Access by Canadian Youth

- Access at home, work, school, public access terminals (libraries, community centres)
 - 55% of general population
 - 90% of Canadian teens

(Source: Statistics Canada, 1999)



Project Objectives

- *Engage* youth using interactive web-based technology
- *Develop* prevention and harm reduction interventions
- *Demonstrate* a community collaboration model



Project Outcomes

- An interactive multimedia youth and gambling website
- An effectiveness evaluation of prevention & harm reduction interventions
- An on-line educational module for health & allied professionals



Community Partnerships

- Community Partners
 - Substance Abuse Program for African-Canadian and Caribbean Youth (SAPACCY)
 - Davenport-Perth
 - St. Stephens
 - YMCA
 - Canadian Foundation for Compulsive Gambling
- Provincial Youth Gambling Research Group



Gambling Project Phases

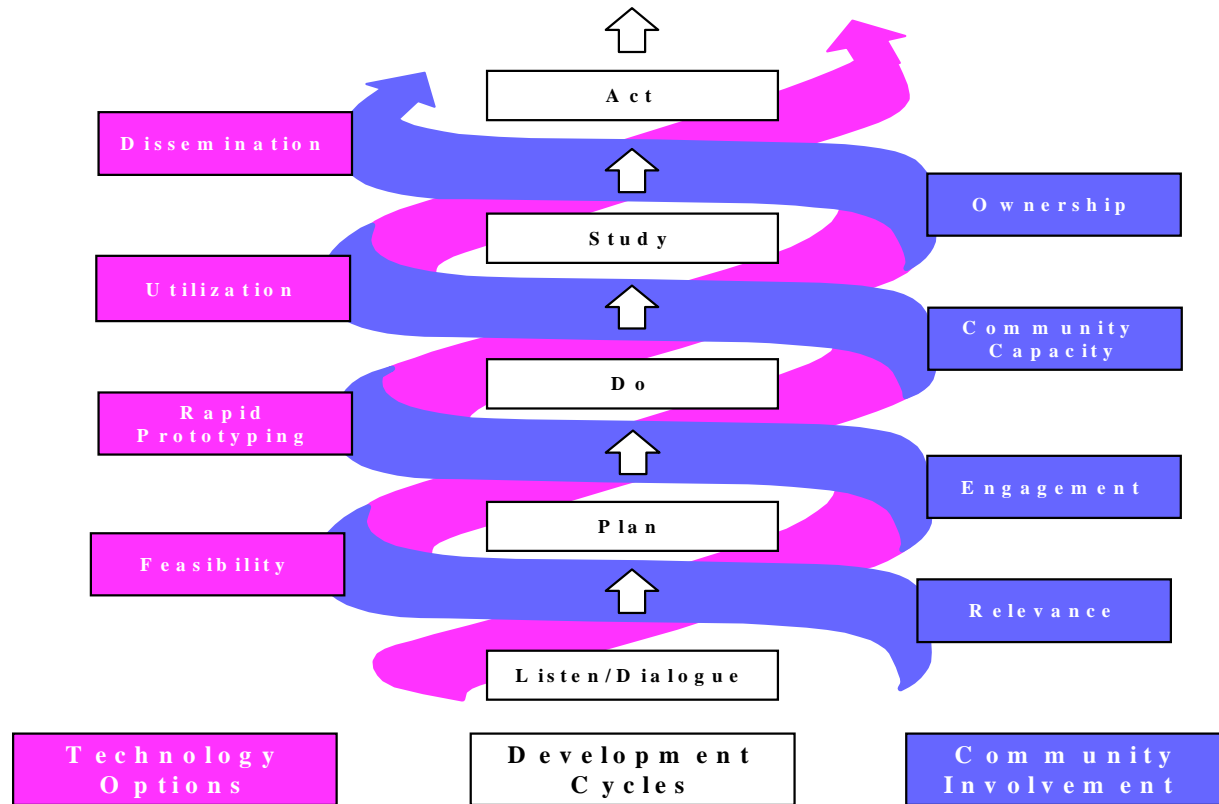
- Stage I (Feb 2000– Jan 2001)
 - Community Partner Development
 - Focus Groups
- Stage II (Feb 2001 – Jan 2002)
 - Youth Engagement
 - Technical Development
- Stage III (Feb 2002– Jan 2003)
 - Testing & Evaluation of Intervention
 - Develop Health & Allied Professional Material



Part of TeenNet

- Established 1995; www.teennetproject.org
- Launch dates:
 - CyberIsle 1997
 - Smoking Zine 1999
 - Teen Clinic On-Line 2000
 - PractitionerNet 2001
 - Gambling 2002
- Foundation in community action research model

TeenNet Action Research Model



TeenNet Action Research Model



TeenNet's Goal

To generate new knowledge
on engaging youth in health promotion
using interactive technology



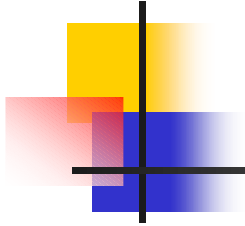
TeenNet's Guiding Principles

- PARTICIPATION
- RELEVANCE
- AUTONOMY SUPPORT
- ACTIVE LEARNING
- ACCESS



Youth Driven

- TeenNet takes a “youth in action” approach that involves young people from diverse backgrounds in all stages of program development and dissemination



Public Health Concepts
For Youth
Research & Action

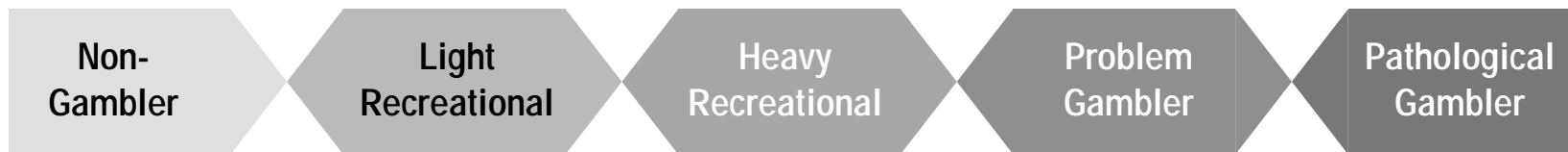


Guiding Principles for Action on Youth Gambling

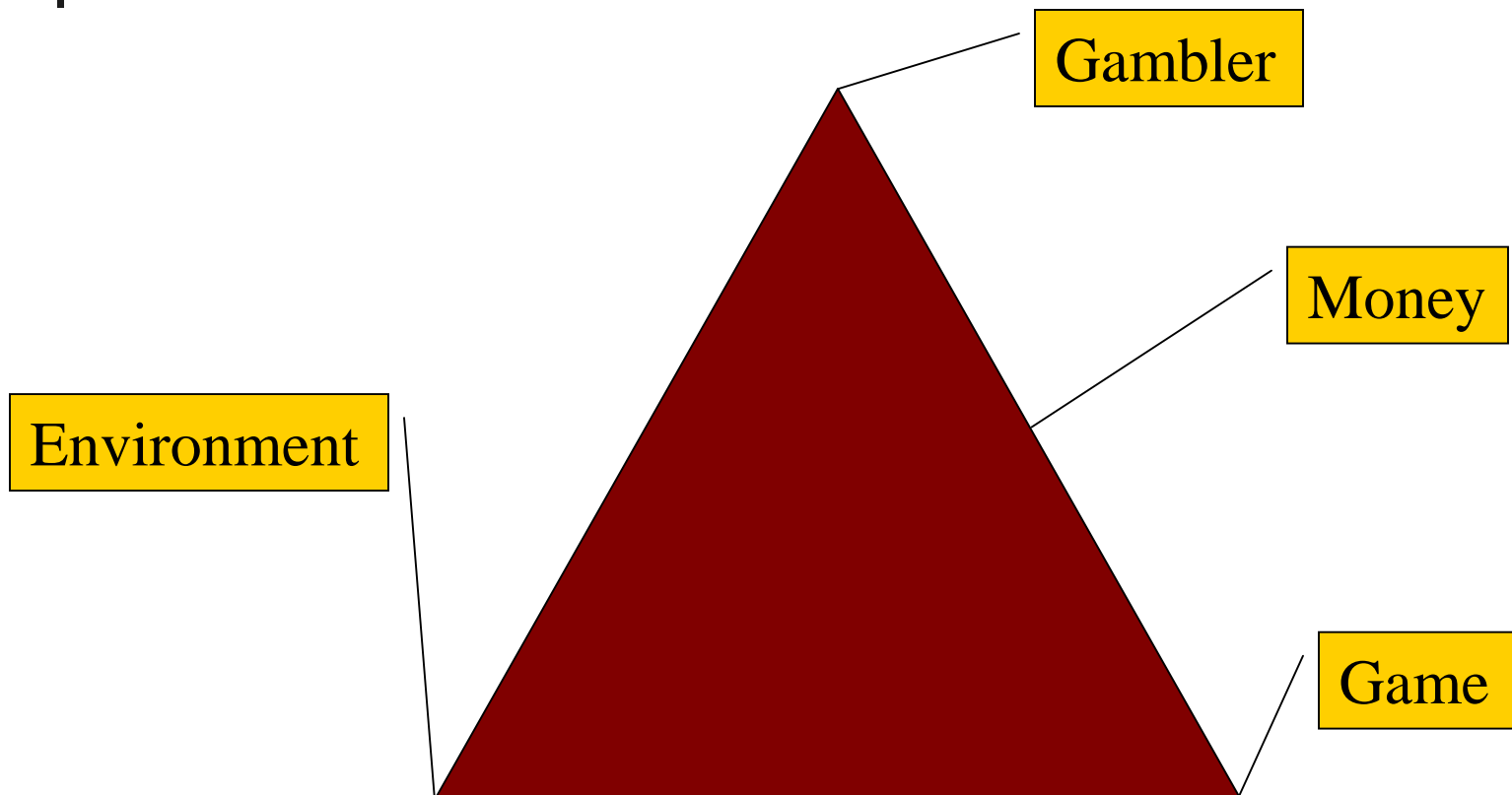
- Prevention
- Health promotion
- Harm reduction
- Personal & social responsibility



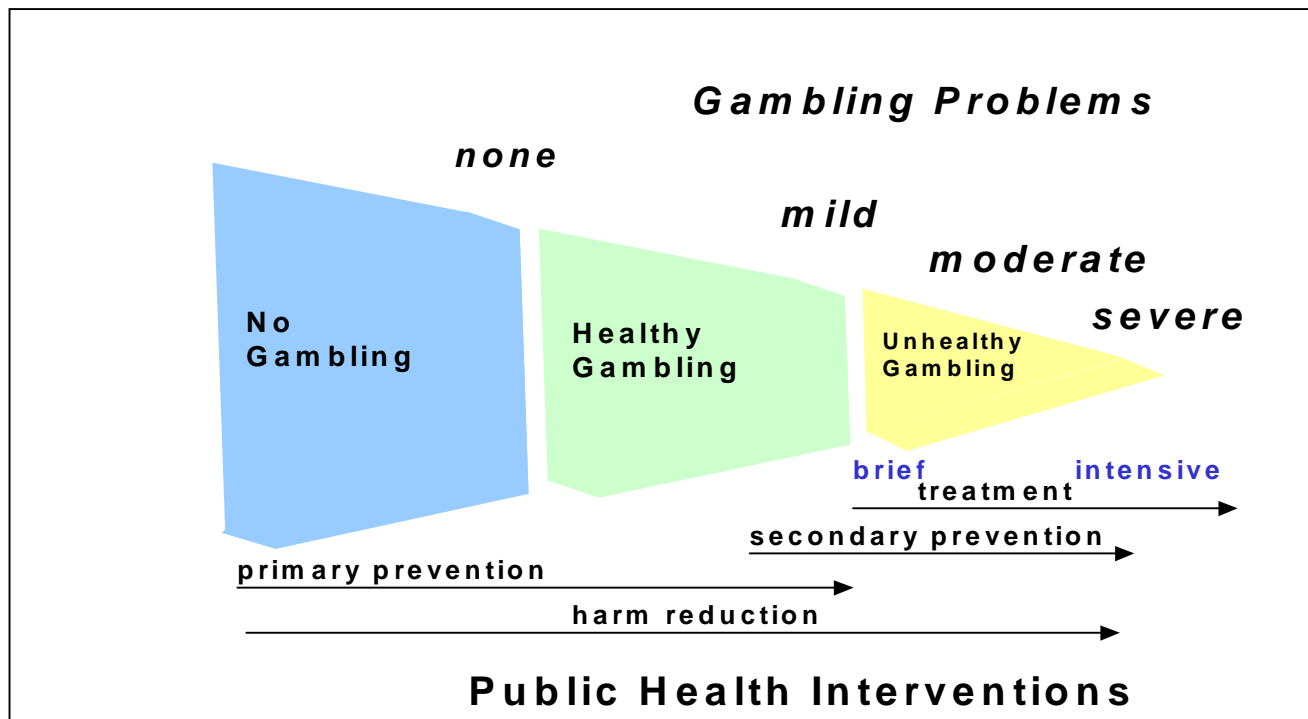
The Gambling Continuum



Determinants of Problem Gambling



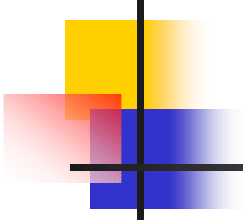
Framework for Action





Emerging Youth Gambling Issues

- Advertising
- Underage and illegal gambling
- Education in numeracy
- Internet gambling



Focus Groups



Focus Group Development Process

- Research Committee
- Community Working Group
- Piloting of content and format



Focus Group Question Themes

- Types of gambling activities
- Perception about gambling (who gambles, why do they gamble, personal perception)
- Personal experiences with gambling
- Gambling access and availability



Focus Group Process

- Focus Group Process
- Focus Group Selection Matrix
 - Geography
 - Large urban
 - Small urban
 - Northern
 - Age
 - 10 – 15
 - 16 – 20
 - Sex
 - Mixed groups
 - Same sex



Focus Group Results

- Information will be used to help develop the design, content and messaging of the web site



Profile of Participants

- 12 focus groups
- 103 youth
- 57% female, 43% male
- Age range: 10 – 20 years old
 - 13 and 16 concentrations
- Diversity of cultural identification



Focus Group Methodology

- Audio taping
- Transcribing
- Coding framework development
- Coding
- Data Input
- First level analysis



Areas of Data Concentration

- Definition
- Continuum
- Risks, Costs and Detractors
- Reasons, Appeal and Motivators
- Stakes, Collateral and Currency
- Accessibility
- Experiences and Images
- Activities



Preliminary Themes for Discussion

- Discussion of a Continuum of Health – Unhealthy Gambling
- Personal – Social Images
- Perception of Odds
- Definition



Continuum

- Friendly
 - “Playing with friends for the fun of it, no money involved”
 - Win-win
 - Social
 - Makes things more interesting



Continuum

- Healthy Gambling
 - “If you don’t lose more than what you started with”
 - Walk away at anytime
 - Social
 - Can afford to lose



Continuum

- Unhealthy Gambling
 - “You start to see people for what you can gain from them”
 - Lose more than you can afford
 - Affects your attitudes towards everything
 - Dangerous



Continuum

- Grey Area
 - “It becomes a habit”
 - Part of the progression from healthy to unhealthy
 - Can’t always stop



Continuum

- Addiction
 - “You can’t control it”
 - Easy money
 - Risk



Continuum

- Addiction
 - “Since you can’t die from it, it doesn’t seem so bad”
 - Labeling
 - Age related issues



Continuum

- Addiction

- "I am afraid that if I try it once, I'll be sucked in"

- Not everything lose is monetary
 - Positive and negative peer pressure



Personal Images

- Friend is tense at school because of gambling debt
 - Access to money
 - Cost of debt
 - Possessions



Personal Images

- “My Dad asks me if I’m going to bet on anything this week”
 - Role of trusted adults
 - Location related gambling



Personal Images

- “My brother used to play on-line games but now he goes to casinos because he is old enough”
 - Age – appeal continuum
 - Future generations



Personal Images

- “Playing quarters isn’t the same as the serious stuff”
 - Concept of risk
 - Differentiation between types of games



Societal Images

- Government wants us to lose so they can get more money
 - Advertising
 - Role of gambling money in society



Societal Images

- Like James Bond betting on something and not caring about the outcome, “like a hero”
 - Only losers walk away
 - Guys play large stake games



Societal Images

- People with unstable backgrounds go to casinos
 - Older women play slots
 - You can lose more than money



Perception of Odds

- “One more time and I’ll win”
 - People only think about winning
 - Don’t want to walk away
 - Image of the big win



Perception of Odds

- “The odds will be the same a hundred years from now. The odds never change.”
 - Depends on the game
 - Depends on your skill level
 - Cheating



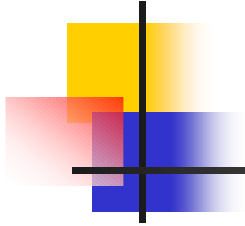
Perception of Odds

- "50-50"
 - Just as much chance of winning as losing
 - Gambling is all about losing
 - Online games



Definition of Gambling

- * Money
- * Odds
- * Debt
- * Profit
- * Consequences
- * Chance
- * Risk
- * Gain
- * Luck
- * Value
- * Choice
- * Obsession
- * Skills
- * Addicted
- * Legal/illegal



A Youth Roundtable



Why a Roundtable?

- Bring youth together to share ideas
- TeenNet Action Research Model
- TeenNet Guiding Principles
- “Youth in Action” approach



Roundtable Goals

1. Refinement of gambling focus group results
2. Production of a gambling web site metaphor
3. Development of a Youth Gambling Working Group



Assumptions for Website

- Unique homepage
- Gambling information
- Peer-to-Peer discussion area
- Gambling simulations and games
- Directory of online and community resources
- Money management
- Self-assessment instruments



Types of Youth Involved

- 30 youth province-wide
- 13-19
- Diverse: sex, culture, and socio-economic backgrounds
- Interest in:
 - the web, ICQ, e-mail, music, art
 - youth issues
 - working with other youth from across the province



Youth Roundtable Weekend

- Saturday, March 31st – Sunday, April 1st
- Hart House, University of Toronto
- Evening activity and overnight in Toronto



Format

- Educational
- Interactive
- Small and large group discussions
- Fun



Weekend Agenda

- Main components:
 - Gambling definition
 - Important elements for youth friendly web sites
 - Ideas for the gambling web site
 - Forming a web site working group



Gambling Definitions

- “Gambling is a choice made by people to take a risk and become addicted to taking chances with something of value that has both negative and positive consequences.”
- “Gambling is a risk that you take in which the consequences could be positive or negative.”



Gambling Definitions

- “Gambling is a fun game where there is a risk of winning or losing. By making bets you can either win, make profit and gain money, or lose and end up in debt. The odds of winning depend on chance and luck. There are consequences to gambling such as addiction and obsession. This legal and illegal game can cost you your values but in the end its your choice.”



Gambling Definitions

- “Gambling is fun because you can win money, but is risky, can be illegal, and can become addictive.”
- “Gambling is a game of chance and riches, which can make you lose or gain money/possessions and could affect your life.”



Possible negative effects of gambling

- Personal problems (anxiety, depression, fear, abusive, lack of self-control)
- Dependency
- Isolation from others
- Loss of concentration
- Relationship problems (friends, family)
- Stealing, drug dealing



Look and Feel

- Bright colours
- Combination of fun & serious (ie. Games & FAQs)
- Moving objects
- Animation & real pictures



Content

- User feedback area
- Chat room
- Information on odds and how the games work
- Games (gambling, card games, slots)
- Interactive: play with others and talk at the same time
- Music
- FAQs



Design

- Attention grabbing
- Not cluttered
- Lots of graphics
- Sounds of slots
- Theme of cards, slots or casinos (gambling images)



Navigation

- Easy access to information and games (3 click rule)
- Easy URL
- Speed is important
- Simple registration
- Tool bar with icons
- Frames so you don't always have to hit back arrow



Ideas and Design

- Working in small groups to start brainstorming about a youth gambling prevention and intervention web site
- Result: drawings & ideas that will form the basis for future work by the youth web site working group



Youth Web Site Working Group

- 22/30 youth signed up to be part of the ongoing web site working group
- Meet regularly
- Efforts to connect out-of-town youth (e-mail, conference calls, etc.)



Roundtable Conclusion

A base to build on:

- Youth ideas around gambling (definitions, potential negative consequences)
- Important elements of a “youth-friendly” web site
- Ideas and drawings for a gambling web site
- Interest from youth in being a part of the youth web site working group



Next Steps

- Continue to compile and summarize focus group data for use in web site development
- First meeting of the youth web site working group
- Develop components of the web site
- Process and implementation evaluation
- Develop information about youth gambling for practitioners



Your Involvement is Welcome

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