



## **BC's Responsible Gambling Strategy and Three Year Plan (2005-2008)**

The majority of people play games of chance for fun and entertainment. A small percentage of the population develops gambling habits that are harmful to themselves, their families and/or their work environment. Another small percentage is at moderate risk of developing such problems. Problem gambling has become a larger public issue. Governments and gaming providers are taking a more active role in promoting responsible gambling.

This paper outlines BC's Responsible Gambling Strategy and related three year plan.

### **Responsible Gambling Strategy**

In May 2003, the Province of British Columbia introduced a Responsible Gambling Strategy. This Strategy engages government, the gaming industry, health and social agencies, and individuals who gamble to work together in developing a gaming industry that fosters responsible gambling. The goals, long term objectives and approaches employed in the Strategy are as follows:

<b>GOALS</b>	<b>LONG TERM OBJECTIVES</b>	<b>PRIMARY APPROACHES</b>
1. Reduce the incidence of problem gambling.	<ul style="list-style-type: none"> <li>▪ Increase public awareness of problem gambling issues, services, and risk management strategies.</li> <li>▪ Inform gamblers of risks, and encourage to play within their means.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public awareness and communication</li> <li>▪ Education and training</li> <li>▪ Risk management</li> </ul>
2. Reduce harmful impacts of excessive gambling.	<ul style="list-style-type: none"> <li>▪ Continuously improve effectiveness of assistance to individuals experiencing problems with gambling.</li> <li>▪ Reduce the consequences of problem gambling behavior.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Treatment services for problem gamblers, and those affected by the gambling of a relative, friend, or colleague.</li> </ul>
3. Ensure the delivery of gambling in a manner that encourages responsible gambling and healthy choices.	<ul style="list-style-type: none"> <li>▪ Improve gambling delivery by increasing the promotion and delivery of responsible gambling practices and policies.</li> <li>▪ Improve responsible gambling knowledge within the gambling industry, and among problem gambling service providers and allied professionals.</li> <li>▪ Conduct research that informs government and industry on issues related to gambling, problem gambling and responsible gambling.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Policy</li> <li>▪ Research and evaluation</li> <li>▪ Industry training</li> <li>▪ Information management</li> </ul>

A philosophy of shared responsibility drove the establishment of the BC Partnership for Responsible Gambling (BCP). The collaborative efforts of the Gaming Policy and Enforcement Branch (GPEB), BC Lottery Corporation (BCLC), BC's gaming service providers and local governments, will enable further development and implementation of evidence-based policies and programs that encourage healthy gambling practices.

## **Definitions**

### *Problem Gambling*

The term “problem gambling” describes gambling behaviours that compromise, disrupt or damage personal, family or vocational pursuits. It is a treatable condition. Counselling, using a variety of treatment approaches, can provide solutions.

### *Responsible Gambling*

Responsible gambling includes informed and educated decisions that:

- Are well regulated;
- Improve the health and well being of people with a gambling problem;
- Minimize the potential of harm from gambling;
- Allow people to make informed decisions; and
- Reflect collective actions and shared ownership by individuals, communities, the gaming industry and government.

Responsible gambling experts concur that it is up to each person to make a decision about how to handle gambling activities. A problem gambler is ultimately responsible for making the decision to address their problem.

## **Outcomes**

The effectiveness of the Strategy and plan will be monitored regularly and enhanced as required. In addition, a third party evaluation of appropriate components of the Strategy will be completed. Awareness and increased understanding among stakeholder groups will be measured.

Although problem gambling is unique in its presentation and treatment, linkages to other addiction services, family physicians, credit counselling and other support services will be strengthened and maintained.

Responsible gambling experts will be consulted and initiatives reviewed. At the end of the three years, an overall evaluation will take place.

## Detailed Three-Year Plan (2005/06 to 2007/08)

### Goal 1: Reduce the incidence of problem gambling in BC

#### Objectives:

- To increase public awareness of problem gambling issues, services, and risk management strategies
- To inform gamblers to know the risks, their limits and to play within their means.

Component and Initiatives	Responsibility	Target Audience
<b>AWARENESS, EDUCATION AND PREVENTION</b>		
<b>1. Problem Gambling Awareness</b>		
<ul style="list-style-type: none"> <li>• Deliver &amp; evaluate province-wide problem gambling media campaign               <ul style="list-style-type: none"> <li>○ Newspapers</li> <li>○ Transit buses &amp; shelters</li> <li>○ Other media options</li> <li>○ Publish problem gambling posters, brochures, takeaways, etc.</li> <li>○ Distribute to gaming venues, lottery kiosks, etc.</li> </ul> </li> </ul>	GPEB & BCLC	General population
<ul style="list-style-type: none"> <li>• Provide and promote low risk gambling guidelines</li> </ul>	GPEB	General population
<ul style="list-style-type: none"> <li>• Translate problem gambling materials</li> </ul>	GPEB	Ethnic communities
<ul style="list-style-type: none"> <li>• <a href="http://www.bcresponsiblegambling.ca">www.bcresponsiblegambling.ca</a> – provide problem gambling information and contact information on website</li> </ul>	BCP	General population
<ul style="list-style-type: none"> <li>• Evidence-based targeted awareness for “at risk” populations</li> </ul>	GPEB	Youth, seniors, First Nations, Northern residents
<b>2. Responsible Gambling Awareness</b>		
<ul style="list-style-type: none"> <li>• Develop and deliver responsible gambling awareness activities               <ul style="list-style-type: none"> <li>○ Develop key responsible gambling messages</li> </ul> </li> </ul>	BCP	General population
<ul style="list-style-type: none"> <li>• Local responsible gambling awareness weeks</li> <li>• <a href="http://www.bcresponsiblegambling.ca">www.bcresponsiblegambling.ca</a> – provide responsible gambling information on website</li> </ul>	BCP	Communities General population
<ul style="list-style-type: none"> <li>• Responsible gambling community awareness resource for Provincial Coordinators &amp; prevention specialists</li> </ul>	BCP	Communities
<ul style="list-style-type: none"> <li>• Integrate “Know your limit, play within it.” into marketing               <ul style="list-style-type: none"> <li>○ “Know your limit, play within it.” point-of-sale materials</li> </ul> </li> </ul>	BCLC	General population
<ul style="list-style-type: none"> <li>• Community Prevention Grants               <ul style="list-style-type: none"> <li>○ Support for awareness &amp; problem gambling prevention initiatives</li> </ul> </li> </ul>	GPEB	General population
<ul style="list-style-type: none"> <li>• First Nations community consultation forums               <ul style="list-style-type: none"> <li>○ Rural and urban</li> </ul> </li> </ul>	GPEB	First Nations communities
<b>3. Targeted Prevention</b>		
<ul style="list-style-type: none"> <li>• School-based programs               <ul style="list-style-type: none"> <li>○ Richmond prevention resource (educational tool)</li> <li>○ On campus awareness program</li> <li>○ Green Thumb Theatre play “Chasing the Money”</li> </ul> </li> </ul>	GPEB	Elementary and High school students College students High school students
<ul style="list-style-type: none"> <li>• Game information and odds               <ul style="list-style-type: none"> <li>○ Translate</li> </ul> </li> </ul>	BCP	Players
<ul style="list-style-type: none"> <li>• Responsible Gaming Information Centres               <ul style="list-style-type: none"> <li>○ Venue-based in Richmond and Vancouver casinos</li> </ul> </li> </ul>	BCP	Players
Key: Gaming Policy & Enforcement Branch (GPEB); BC Lottery Corporation (BCLC); BC Partnership for Responsible Gambling (BCP)		

## Goal 2: Reduce the harmful impacts of excessive gambling

### Objectives:

- *To continuously improve effectiveness and efficiency of assistance to individuals experiencing problems with gambling*
- *To reduce the consequences of problems related to gambling.*

Component and Initiatives	Responsibility	Target Audience
<b>PROBLEM GAMBLING PROGRAM</b>		
<b>1. Problem Gambling Treatment Services</b> <ul style="list-style-type: none"> <li>• Allocate to ensure services meet client demand</li> <li>• Individual and group therapy</li> <li>• Intensive day treatment program</li> <li>• Case management – link to required services</li> <li>• Credit counselling services</li> </ul>	GPEB	Client population
<b>2. Problem Gambling Training</b> <ul style="list-style-type: none"> <li>• Level 1 – Introduction to problem gambling</li> <li>• Level 2 – Advanced skill development</li> <li>• Program and counsellor certification</li> <li>• Alternate problem gambling training delivery options</li> </ul>	GPEB	Allied professionals problem gambling counsellors
<b>3. Prevention Services Outreach</b> <ul style="list-style-type: none"> <li>• 100% utilization of contract services</li> <li>• Risk awareness &amp; healthy choices focus</li> </ul>	GPEB	General & target populations
<b>4. Help Line ( free – 24/7 – 365 days)</b> <ul style="list-style-type: none"> <li>• Facilitated referrals to counselling</li> <li>• Link to other community services</li> <li>• Data collection &amp; analysis</li> </ul>	GPEB	Callers
<b>EVALUATION</b>		
<b>1. Problem Gambling Program data collection</b> <ul style="list-style-type: none"> <li>• To ensure services meet demands</li> <li>• To ensure services are effective</li> <li>• To determine client outcomes relative to:               <ul style="list-style-type: none"> <li>○ Quality of life</li> <li>○ Gambling activity</li> <li>○ Client satisfaction</li> </ul> </li> </ul>	GPEB	Client population
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### Goal 3: Ensure the delivery of gambling in a manner that encourages responsible gambling and healthy choices

#### Objectives:

- To improve gambling delivery by increasing the promotion and delivery of responsible gambling practices and policies.
- To improve the skills and knowledge about responsible gambling within the gambling industry and amongst problem gambling service providers and allied professionals.
- To conduct relevant and valid research studies that will inform government and the gaming industry on issues related to gambling, problem gambling and responsible gambling.

Component and Initiatives	Responsibility	Target Audience
<b>POLICY</b>		
<b>1. Public Interest Standards</b> <ul style="list-style-type: none"> <li>• Advertising and marketing standards               <ul style="list-style-type: none"> <li>◦ Graphics and usage guidelines</li> </ul> </li> <li>• Responsible gambling standards               <ul style="list-style-type: none"> <li>◦ Responsible gambling policies and guidelines for industry</li> <li>◦ Senior management Responsible Gambling Advisory Committee</li> </ul> </li> </ul>	GPEB & BCLC	Gaming industry BCLC - service providers
<b>RESEARCH</b>		
<b>1. Social and Economic Impact Study</b> <ul style="list-style-type: none"> <li>• Data collection for baseline &amp; subsequent reports</li> </ul>	GPEB	Community populations
<b>2. Research in BC</b> <ul style="list-style-type: none"> <li>• Develop BC research agenda for responsible gambling and problem gambling to coordinate with national research priorities and projects</li> <li>• Establish a research advisory committee</li> </ul>	BCP (GPEB lead)	Stakeholders
<b>3. Evaluation of the voluntary self-exclusion program</b>	BCP	Stakeholders
<b>4. Replicate 2002 Provincial Prevalence Study</b> <ul style="list-style-type: none"> <li>• Identify changes, issues or trends</li> </ul>	BCP	General population
<b>RG PARTNERSHIPS &amp; PROGRAMS</b>		
<b>1. Expand the BC Partnership for Responsible Gambling</b> <ul style="list-style-type: none"> <li>• Engage municipalities, gaming service providers &amp; key stakeholders as active partners in the BCP               <ul style="list-style-type: none"> <li>◦ Increase reach of responsible gambling awareness and programs through municipal, retail and facilities-based initiatives</li> </ul> </li> <li>• Conduct forums and consultations with industry experts to increase stakeholder understanding of issues and solutions</li> </ul>	BCP	stakeholders
<b>2. Canadian Partnership for Responsible Gambling</b> <ul style="list-style-type: none"> <li>• Interdisciplinary inter-provincial partnership to enhance knowledge and understanding of gambling and responsible gambling</li> </ul>	GPEB & BCLC	Government & industry
<b>3. Appropriate Response Training</b> <ul style="list-style-type: none"> <li>• Develop and deliver Appropriate Response Training to management, mid-level &amp; front-line gaming industry staff: casinos, community gaming centres, bingo halls, lottery retailers, BCLC staff</li> <li>• Develop an e-learning course for frontline staff</li> <li>• Evaluate and refresh training curriculum</li> <li>• Investigate alternate delivery solutions for Levels 2 &amp; 3</li> </ul>	BCP (BCLC lead)	Gaming industry staff
<b>4. Voluntary Self-Exclusion (Time Out Program)</b> <ul style="list-style-type: none"> <li>• Optional referral to problem gambling for counselling</li> <li>• Time Out posters &amp; brochures in all facilities               <ul style="list-style-type: none"> <li>◦ Translate materials</li> </ul> </li> <li>• Facial Recognition technology in casinos</li> </ul>	BCLC	Gaming facility players
<b>EVALUATE AND REVISE THREE YEAR PLAN</b>		
<b>BCP</b>		
Key: Gaming Policy & Enforcement Branch (GPEB); BC Lottery Corporation (BCLC); BC Partnership for Responsible Gambling (BCP)		