

2005-2006 Problem Gambling Prevention Annual Report



Region

Lane County

Agency Information

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Program Area # 1
Program Name: Community Awareness Building

A. Please provide a general description of this program area:

Increase community awareness about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.

B. Program objectives / outputs (as listed in original work plan):

<i>Objective</i>	<i>Status</i>
Develop and implement a public information campaign designed to increase public knowledge of problem gambling, and to increase awareness of prevention and treatment resources.	Complete.
Participate in Oregon Problem Gambling Awareness week efforts, including collaboration with other regions in planning.	Complete.
Provide at least 12 speaking engagements to community groups, coalitions, key leaders, prevention/treatment providers, Latino groups, and others.	Complete.
Develop and provide information and resources on problem gambling at Lane County problem gambling prevention website (www.lanecounty.org/prevention/gambling).	Complete.

C. CSAP strategy addressed:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Information Dissemination
<input type="checkbox"/> Prevention Education
<input checked="" type="checkbox"/> Community-based Processes | <input checked="" type="checkbox"/> Environmental
<input type="checkbox"/> Alternative Activities
<input type="checkbox"/> Problem ID & Referral |
|---|--|

D. Type of IOM approach used:

- Universal

E. Targeted population group(s):

General population; community groups/coalitions.

F. Please provide a brief description of the main activities performed (note: you will also be asked in part II to list the dates of the activities and numbers served).

Detailed accounts of the following activities may be found in Section II and accompanying materials in the Exhibits section.

Information dissemination (presentations, media, and educational materials)

Presentations: We exceeded our objective by providing direct service presentations to reach 1,626 individuals in the following groups:

- Civic groups and coalitions
- Prevention/treatment professionals
- Educators
- School administrators
- Elected officials/policymakers
- Civic groups and coalitions

Media: Estimates indicate that over 102,000 Lane County residents have been exposed to media efforts over the last year through radio public service announcements, guest television specials and interviews, radio interviews, and news articles.

Educational materials: An effective educational material has been our program's website, www.lanecounty.org/prevention/gambling. The site averages 917 distinct visits per month, and includes general information on problem gambling, research information on special populations, a youth section, help and treatment resources, and Spanish-language resources. Our website has been a useful tool in developing relationships with community members and media outlets.

Community-based processes

The problem gambling prevention program has been working regularly with the PGS prevention committee, in addition to its own problem gambling advisory committee. The PGS prevention committee has worked on a number of projects over FY2006, including Oregon Problem Gambling Awareness Week efforts, policy change efforts (listed in the policy change section), presentations/trainings, and a statewide survey to assess gambling attitudes, behaviors, and awareness among youth.

The Lane County problem gambling advisory committee has met monthly on average to work on a variety of projects, including Oregon Problem Gambling Awareness efforts and local policy issues. The program has made connections with several other groups, including the Lane County Coalition to Prevent Substance Abuse.

Policy initiatives

Our program concentrated on environmental strategies this year in continuing a relationship with the University of Oregon in assisting in the addition of gambling language to the student conduct code. The University does plan to include gambling language to its code.

Also in progress are longer-term policy efforts in which the program has collaborated with the PGS prevention committee throughout this fiscal year.

These efforts include ongoing efforts to changing statewide social gaming policy to provide for a minimum age, modifying existing rules for Lottery ITVMs (Instant ticket vending machines) to decrease youth availability and accessibility to gamble, and incorporation of gambling into state health curriculum standards.

G. Intermediate-level outcomes for this strategy or program:

<i>Proposed</i>	<i>Actual</i>
At least 80 percent of participants will report increased awareness resulting from presentations.	Knowledge Average of 94.2% (4.71 on a 5-point Likert scale) of presentation contributed “new, pertinent data to my understanding of the topic.”
Results from Lane County adult community surveys will reflect an increase of perception of risk of gambling among high-school age youth.	In progress. (Lane County community survey funded for 06-07 fiscal year).
At least 80 percent of participants will rate introduction of problem gambling issues to their agencies/ groups as useful.	“Usefulness of program content” was rated 4.71 on a 5-point Likert scale (94.2%).
Problem gambling prevention website will receive an average of at least 200 visits per month.	Problem gambling prevention website averaged 917 visits per month.

Appraisal of Program:

- 1. Please list the evaluation methods of this program (how are intermediate outcomes being measured?). Using the evaluation data, please provide a brief analysis of this program’s efficacy.**

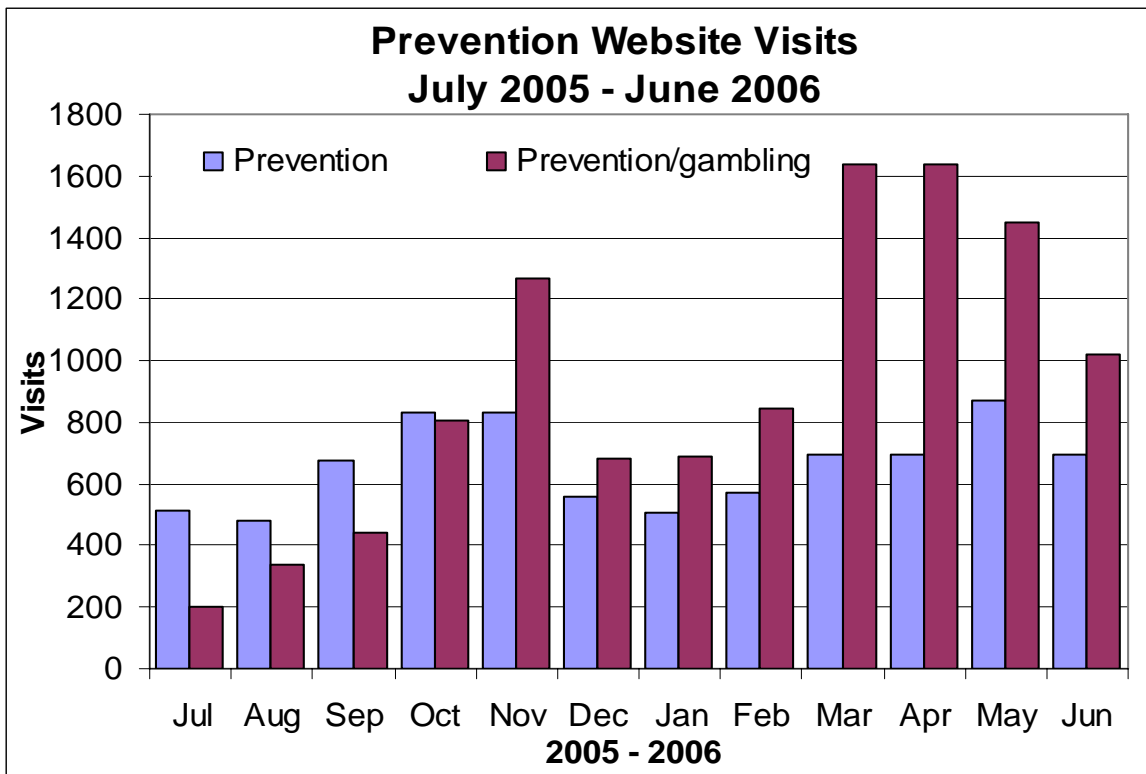
Evaluations are provided following most presentations. Visits to the prevention website were tracked monthly. For policy changes, we tracked policies implemented, in progress, or not implemented that were in direct or partial relation to our efforts. Since policy efforts tend to be ongoing, we tracked only the meetings or activities related to the proposed change.

Based on the evaluations and other feedback, we believe our program has been a very effective effort. Please see evaluation results and prevention website statistics below.

Evaluation Results

(1 - 5 with 1 being poor and 5 being superior)

	Average
Quality of instruction:	4.59
Knowledge and expertise of instruction:	4.65
Usefulness of program content:	4.71
Presentations were clearly organized:	4.94
Presentations met the goals/objectives of the conference:	4.94
Conference contributed new, pertinent data to my understanding:	4.71
Facilities were adequate for the conference:	4.76
Presenters were responsive to audience questions:	4.82
Overall, this conference was:	4.76



2. Did this program meet the *objectives* per original work plan? If not, please explain.

Yes.

3. How could OMHAS provide you with improved gambling services support at the state level?

- Continue to educate partners on new and upcoming evidence-based problem gambling prevention strategies, programs, and activities so we can offer these efforts on a community level.

- Continue commitment to problem gambling services public health approach, with technical and funding support for local problem gambling prevention efforts.

4. Proposed Modifications to FY 2005-2006 Work Plan:

None.

Problem Gambling Prevention Annual Report
Program Area # 2
Program Name: “My Money’s On Me!” Youth Prevention Strategy

I. ACTIVITIES

A. Please provide a general description of this program area:

Reduce gambling behavior among youth by addressing the risk factors that may increase the risk of problem gambling and promoting the protective factors that may minimize the risk of problem gambling.

B. Program objectives / outputs (as listed in original work plan):

<i>Objective</i>	<i>Status</i>
<p><i>[Information dissemination]</i> Develop and provide a minimum of 12 lessons per school year on problem gambling for the following youth:</p> <ul style="list-style-type: none"> - Middle/high school students. - Adolescent youth at-risk for, or with a history of, problem behaviors. 	<p>Complete. 34 lessons provided to 926 students; an additional approximately 350 students were reached at the Teen MAZE project.</p>
<p><i>[School policy]</i> Reduce availability and accessibility of gambling opportunities to youth through school policies.</p> <ul style="list-style-type: none"> - Include gambling behavior in school conduct codes. - Grad night and fundraising effort alternatives free of gambling themes. 	<p>Ongoing effort. Local students were surveyed with what type of activities they would like which would be alternatives to casino grad night or fundraising activities. Educational materials were developed and letters including these materials were distributed to all middle and high school principals and school counselors in Lane County.</p>
<p><i>[Community policy]</i> Reduce availability and accessibility of gambling opportunities to youth through community policies, focusing on social gaming ordinance minimum age.</p>	<p>Ongoing effort.</p>
<p><i>[Education]</i> Integrate problem gambling prevention component to substance abuse prevention curriculum.</p> <ul style="list-style-type: none"> - Implement Reconnecting Youth (high school) problem gambling prevention component. 	<p>Incomplete. See program appraisal below.</p>

<i>[Alternative activity/Information dissemination]</i> Participate in Oregon Problem Gambling Awareness Week poster search.	112 Lane County students participated in poster search.

C. CSAP strategy addressed:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Information Dissemination | <input type="checkbox"/> Environmental |
| <input type="checkbox"/> Prevention Education | <input type="checkbox"/> Alternative Activities |
| <input type="checkbox"/> Community-based Processes | <input type="checkbox"/> Problem ID & Referral |

D. Type of IOM approach used:

- Universal
 Selective
 Indicated

E. Targeted population group(s):

Middle school students, adolescents.

F. Please provide a brief description of the main activities performed (note: you will also be asked in part II to list the dates of the activities and numbers served).

Aside from the descriptions under the objectives 'status' column above:

A youth-specific section on our website at www.lanecounty.org/prevention/youth was further developed this year. This section serves as an educational tool for youth parents, educators, and other concerned citizens by providing the following:

- overview of the problem of youth gambling as well as risk and protective factors for youth problem gambling
- information about online gambling and youth
- tools for talking with young people about gambling
- tools for parents and educators
- online youth brochure

G. Intermediate-level outcomes for this strategy or program:

<i>Proposed</i>	<i>Actual</i>
70 percent of youth participants will demonstrate increased knowledge about	80 percent correct response rate on knowledge posttest questions.

problem gambling as a risky activity.	
Fifty percent of youth participants will demonstrate attitudinal improvement in relation to gambling.	Posttest instrument was changed and attitude questions were deleted per consultation with Lane County survey analyst.
At least one Lane County school will incorporate a healthy gambling policy into existing school policies.	Policy changes were discussed with schools but none were changed in the 05-06 school year.
At least one school will integrate a problem gambling lesson into <i>Reconnecting Youth</i> (RY) curriculum.	RY educators reported they have been unable to complete even RY lessons due to time restraints.
At least 50 Lane County middle school students will participate in the OPGAW poster search.	112 Lane County middle school students participated in the OPGAW poster search.

H. Appraisal of Program:

1. Please list the evaluation methods of this program (how are intermediate outcomes being measured?). Using the evaluation data, please provide a brief analysis of this program's efficacy.

Post-tests (see Exhibit) were used to collect information from student participants. Because we have experienced great time constraints in the past with pre- and post-tests during interventions, the post-tests were formulated in a such a way to attain information from the students that would indicate their attitudes and behaviors *prior to* the intervention, as well as their attitudes and planned behaviors for the next 30 days. Per consultation with our County survey analyst, we omitted questions involving attitudes and behavior since an actual attitudinal/behavior change after one workshop would be highly unlikely. Since the questions were deemed likely to not be valid, they since been omitted. Our evaluation is undergoing further changes this summer to align with Lane County H&HS performance measures as well. We will provide a copy of the revised posttest with next year's annual report.

Youth Posttest Results:

Q1 - In a Powerball game, the number "8" comes up in the last three drawings in a row. In the next drawing, is number '8' more or less likely to appear?

More	9
Less	52
Neither	249
Didn't respond to question	9

Q2 - Please draw a line to match each word on the left with its definition on the right:

One Correct	51
All three	239
Didn't respond	17

Q3. In the past 30 days, how many times do you think you've gambled?

None	179
1-5 times	101
6-10 times	18
More than 10 times	15
Didn't respond	1

Q4. Now that you've heard this presentation, how many times do you plan on gambling in the next 30 days?

None	183
1-5 times	93
6-10 times	20
More than 10 times	14
Didn't respond	4

2. Did this program meet the *objectives* per original work plan? If not, please explain.

No. While we met or exceeded most objectives, we were not able to get a healthy gambling policy incorporated into a school policy. Our program sent out letters to all middle and high school principals and counselors in Lane County. These letters included a one-page letter, sharing the foundation for problem gambling prevention, a handout with additional bullet points, and a casino night alternatives handout. We did not receive one response to these letters.

We also were not able to complete our *Reconnecting Youth* objective. While we were able to provide a presentation and resources to *Reconnecting Youth* instructors, we were not able to get a gambling lesson added onto *Reconnecting Youth* due to time constraints on the curriculum. Teachers reported they could not even complete the curriculum assigned to them, let alone have time for an additional component.

3. How could OMHAS provide you with improved gambling services support at the state level?

- Continue to educate local regions on new and upcoming evidence-based problem gambling prevention strategies, programs, and activities so we can offer these efforts on a community level.

- Continue commitment to problem gambling services continuum of care, with increasing technical and funding support for local problem gambling prevention efforts.

4. Proposed modifications to FY 2005-2006 work plan:

Propose to omit the following objectives:

- Fifty percent of youth participants will demonstrate attitudinal improvement in relation to gambling. (Per consultation with County survey analyst, measure will not be valid within the scope of our efforts in schools.)
- At least one school will integrate a problem gambling lesson into *Reconnecting Youth* (RY) curriculum. (Educators report they are unable to add in a gambling lesson at this time. Gambling prevention educational materials will continue to be provided to educators.)

Problem Gambling Prevention Annual Report
Program Area # 3
Program Name: College Student Outreach

A. Please provide a general description of this program area:

Increase awareness among college student populations about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.

B. Program objectives / outputs (as listed in original work plan):

<i>Objective</i>	<i>Status</i>
<i>[Information dissemination]</i> Partner with on-campus substance abuse prevention, health/student life centers to provide resources on problem gambling for students and student counselors.	Complete; ongoing effort.
<i>[Information dissemination]</i> Provide at least 2 presentations in college/university courses (e.g., U of O SAPP courses, NWCC group counseling/family systems courses).	Complete; 7 presentations.
<i>[Information dissemination]</i> Develop and provide information and resources on problem gambling specific to the college population at Lane County problem gambling prevention website (www.lanecounty.org/prevention/gambling).	Complete; ongoing effort.
<i>[Policy]</i> Collaborate with local college/university campuses to include gambling in student conduct codes.	Ongoing effort.

C. CSAP strategy addressed:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Information Dissemination
<input type="checkbox"/> Prevention Education
<input type="checkbox"/> Community-based Processes | <input checked="" type="checkbox"/> Environmental
<input type="checkbox"/> Alternative Activities
<input type="checkbox"/> Problem ID & Referral |
|--|--|

D. Type of IOM approach used:

Universal

E. Targeted population group(s):

F. Please provide a brief description of the main activities performed (note: you will also be asked in part II to list the dates of the activities and numbers served).

G. Presentations were given in the following courses or groups this year:

- University of Oregon substance abuse treatment course
- University of Oregon prevention course
- University of Oregon addictions course
- University of Oregon Student Life
- University of Oregon Prevention Team
- Northwest Christian College counseling (MSW) course

Aside from presentations, we individually spoke with the University of Oregon Substance Abuse Prevention Program, the Health Center, Housing Center, and offered or provided resources to each of these divisions. The lecturer of the prevention course assigned students to write letters to the editor of the *Register-Guard* about gambling; one of these letters was subsequently published.

H. Intermediate-level outcomes for this strategy or program:

<i>Proposed</i>	<i>Actual</i>
At least 80 percent of participants will report increased knowledge about problem gambling.	100% of participants reported their knowledge about problem gambling "increased a little" to "increased a lot" (average of 3.43 on a 4-point Likert scale) as a result of the presentations.
At least 80 percent of participants would rate information presented to be useful in their degrees/careers.	88% of participants rated information presented to be "a little useful" to "very useful" to their degrees/careers (4-point Likert scale; average not yet complete).

I. Appraisal of Program:

- 1. Please list the evaluation methods of this program (how are intermediate outcomes being measured?). Using the evaluation data, please provide a brief analysis of this program's efficacy.**

Written evaluations were provided after each of the presentations. Results indicated that all students gained knowledge of problem gambling. Based upon

evaluations and comments (see below), we believe the efforts have been effective.

There is quite a bit of work to do in the local college system, particularly since Texas Hold'em and Internet betting have surged in popularity. This year we plan to work more in the college system, particularly Lane Community College, to which we have not yet done a formal outreach effort.

Additional comments from evaluations:

What I most learned from today's presentation

I learned just how big the gambling problem in Oregon is. I had no idea how many college students were gambling.

Gambling is a real problem. State is highly dependent on revenue from gambling.

How great the gambling problem is in Oregon.

How serious the issue about gambling really is in the present time.

That slots were just legalized in 2005, wow!

Gambling is a serious issue which is commonly over looked.

That it is not talked about in school.

Comparisons with drug addiction.

The actual quantitative information given.

Gambling is a hidden problem that most people don't know about or don't believe is a problem.

Gambling problems are more pronounce than most people feel.

1% of the money from the lottery should go to gambling prevention.

Problem gambling is a bigger problem than I thought.

Not much being done about it.

That problem gambling is a progressing and serious issue that is not yet given enough attention.

How prevalent the problem is and that video poker is a huge issue.

How much \$ is involved with gambling.

Gambling is a huge national problem.

Very knowledgeable and gambling in society is not seen as a problem.

To be careful as a college student in gambling settings, among many other things I learned.

The extent of gambling in the state, percentage of income.

Facts, treatment options.

Gambling is a very serious issue and can be extremely harmful.

Gambling has changed and become more involved in every type of industry.

Gambling is an addictive behavior.

Just about how much it effects children and people in

Thanks for coming!

Very personable speaker, I was very impressed. Be interesting to hear about treatments -- how can you treat it?

Great speaker & info; it was fun!

I liked it.

Enjoyed all interesting info.

Maybe have more national data.

Good job & thanks.

I suggest that some of the U of O students could do a research project w/classmates to get some good info & stats.

Great presentation - well rehearsed, very approachable, informative and passionate.

None.

Thanks so much for sharing your knowlege and time. Much appreciated!

This was a very interesting and great presentation.

Oregon.

The statistics of gambling and addiction.

That gambling is a huge addiction that is rarely acknowledged. Also, gambling and substance abusers have crazy similarities. #'s and stats.

that gambling can be a fall back addiction after a addict recovers from another or past addiction.

How much gambling is a problem now and is increasing.

Oregon is the #2 state for gambling opportunities.

Current trends in gambling.

How young people start gambling.

Gambling is everywhere. Very much a problem, especially with youth.

Increase the gambling popularity.

the average debt of people who gamble is \$23,000. I owe that in financial aid. That's amazing.

I didn't know Oregon was so known for gambling, and was developing many possible problems.

How lottery is used, how companies get around rules, how much we are exposed.

I didn't realize all the gambling options there are.

Stats / #'s

Gambling is addictive!

That gambling sites are of shore and that Oregon is #2 under Nevada.

How big of a problem it is - especially youth and video games.

Prevalence of problem, more info surrounding problem.

that gambling is more than a problem than it seems.

There are tons of legal loopholes regarding gambling - the law hasn't caught up to the technology.

The prevalence of gambling in Oregon.

The percentage of students that are becoming more of a high risk. And the state of reporting from treatment centers.

Spending per capita; age of first experience with gambling; 2/3 people with gambling problem.

Stats on state income.

No age for social gambling.

Problem gambling starts at age 9.

How available and acceptable gambling is for young children (9 years old).

Julie was a great presenter.

Seem well informed and language is at a socially equal level. No big, strange words I don't know!!

Thank you - very interesting!

Great presentation, Thank you!

Well done!

Nice to see she has enthusiasm about the topic.

Maybe, for the purpose of this class, some data about gambling addiction stats vs drug addicts.

It was interesting!

Good knowledge of subject. Great facts. Enjoyable.

None.

great presentation!

n/a.

Thank you for print out the slides.

Great presentation. Very knowledgeable and answered all questions.

This presentation was very informing and well put together.

Grat job. She is very fun to listen to.

She is effective.

Thanks for such an informative presentation!

Well informed and know a lot about this subject.

2. Did this program meet the *objectives* per original work plan? If not, please explain.

Yes.

3. How could OMHAS provide you with improved gambling services support at the state level?

Working with the lottery to produce educational materials that might be more suitable for the college population. We have gotten feedback from students that the current (grey colored) lottery brochures are not visually appealing and likely not to attract people to read the information.

Thanks for developing the new outreach effort to Oregon colleges/universities. This project will be a great support to our local efforts.

4. Proposed Modifications to FY 2005-2006 Work Plan:

a. Propose to change language in objectives due to new OMHAS college outreach project:

- “Partner with on-campus substance abuse prevention, health/student life centers, and OMHAS staff to provide resources on problem gambling for students and student counselors.”
- “Collaborate with local college/university campuses *and OMHAS staff* to include gambling in student conduct codes.”

b. Propose to change intermediate outcome language to better concur with our evaluation tool. Propose to change language to:

- “At least 80 percent of participants will report knowledge about problem gambling ‘increased somewhat’ or ‘increased a lot’ as a result of our presentations.”
- “At least 80 percent of participants would rate information presented to be ‘somewhat’ or ‘very useful’ in their schooling/careers.”

**Problem Gambling Prevention Annual Report
Program Area # 4
Program Name: Community-Based Processes**

A. Please provide a general description of this program area:

Build and maintain partnerships of individuals, agencies, and community groups to help support a community approach to problem gambling prevention; establish and enhance existing meetings on gambling prevention designed to foster collaboration with stakeholders and the general public on prevention strategies across disciplines.

B. Program objectives / outputs (as listed in original work plan):

<i>Objective</i>	<i>Status</i>
Build capacity and involvement of Lane County Problem Gambling Advisory Committee.	Complete; ongoing effort. Membership increased by two people (middle school health teacher and recovering gambler).
Collaborate with Oregon Problem Gambling Prevention Committee to further statewide efforts and support regional efforts.	Complete; ongoing effort.
Collaborate with Lane County Coalition to Prevent Substance Abuse in activities that cross substance abuse/gambling disciplines.	Ongoing effort.

C. CSAP strategy addressed:

- | | |
|---|---|
| <input type="checkbox"/> Information Dissemination | <input checked="" type="checkbox"/> Environmental |
| <input type="checkbox"/> Prevention Education | <input type="checkbox"/> Alternative Activities |
| <input checked="" type="checkbox"/> Community-based Processes | <input type="checkbox"/> Problem ID & Referral |

D. Type of IOM approach used:

- Universal

E. Targeted population group(s):

Individuals, agencies, and community groups

F. Please provide a brief description of the main activities performed (note: you will also be asked in part II to list the dates of the activities and numbers served).

The Lane County Problem Gambling Advisory Committee was convened monthly. Meeting agendas and minutes are available on our website, www.lanecounty.org/prevention/gambling.

The Oregon Problem Gambling Prevention Committee met typically on a monthly basis, either on its own or as part of the PGS bimonthly meetings. We were able to attend most of these meetings.

G. Intermediate-level outcomes for this strategy or program:

<i>Proposed</i>	<i>Actual</i>
At least 80 percent of participants will rate collaboration efforts as good or excellent.	Complete. No formal survey developed. Personal conversations indicate satisfaction with collaboration efforts.
Lane County problem gambling prevention coordinator will collaborate with statewide problem gambling prevention committee on at least one policy change effort.	Complete; ongoing effort.
Retention of at least 50 percent of new Lane County Problem Gambling Advisory Committee members.	Complete. 100% retention.

H. Appraisal of Program:

1. Please list the evaluation methods of this program (how are intermediate outcomes being measured?). Using the evaluation data, please provide a brief analysis of this program's efficacy.

No specific survey or evaluation measure was developed for this program. Members of the advisory committee were asked about their satisfaction of committee efforts. For policy changes, we tracked group meetings or activities related to proposed policy changes. Retention of advisory committee members was tracked by meeting attendance.

2. Did this program meet the *objectives* per original work plan? If not, please explain.

Yes. All objectives were met or exceeded.

3. How could OMHAS provide you with improved gambling services support at the state level?

OMHAS staff is forging partnerships with ODE and the Lottery, among other agencies and groups. These relationships have already been, and will continue to be, very helpful for regional coordinators to get work done on our level. Continue providing OMHAS staff support to the Oregon Problem Gambling Prevention Subcommittee. OMHAS gambling prevention staff has made a number of outstanding and well-needed inroads for collaborative efforts. Thanks :)

Proposed Modifications to FY 2005-2006 Work Plan:

Change intermediate outcome language from, "At least 80 percent of participants will rate collaboration efforts as good or excellent" to, "At least 80 percent of participants will rate collaboration efforts as useful to their work."

Problem Gambling Prevention Annual Report
Program Area # 5
Program Name: Survey Development and Research Collaboration

I. ACTIVITIES

A. Please provide a general description of this program area:

Develop surveys assessing community and youth attitudes and behaviors in relation to gambling and awareness of county gambling prevention efforts.

B. Program objectives / outputs (as listed in original work plan):

<i>Objective</i>	<i>Status</i>
Develop and evaluate survey instruments and/or items on related instruments to assess gambling attitudes, behaviors, and awareness of county prevention efforts.	Complete. Youth survey complete (n=248). Detailed results in Exhibits section. In progress. Biannual countywide adult community survey is planned to be conducted again this fiscal year. This survey will assess community attitudes, behaviors, and awareness of county efforts.
<i>[Community-based processes]</i> Partner with local research group(s) to include gambling-related questions on youth survey instruments.	Ongoing. See Section II for detailed efforts.
<i>[Community-based processes]</i> Provide consultation to Oregon Center for the Applied Sciences for electronically-based youth intervention strategy (if project receives funding).	N/A (funding not received by ORCAS for project).

C. CSAP strategy addressed:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Information Dissemination
<input type="checkbox"/> Prevention Education
<input checked="" type="checkbox"/> Community-based Processes | <input type="checkbox"/> Environmental
<input type="checkbox"/> Alternative Activities
<input type="checkbox"/> Problem ID & Referral |
|---|---|

D. Type of IOM approach used:

Universal

E. Targeted population group(s):

Lane County middle and high school youth, Lane County adults.

F. Please provide a brief description of the main activities performed (note: you will also be asked in part II to list the dates of the activities and numbers served).

G. Intermediate-level outcomes for this strategy or program:

<i>Proposed</i>	<i>Actual</i>
At least one Internet survey will be developed for the general population.	Youth Internet survey complete; available at: http://www.zoomerang.com/survey.zgi?p=WEB224NMWEE7MZ Community Internet survey complete; available at: http://www.zoomerang.com/survey.zgi?p=WEB224QCW2FRZQ
At least one survey will be developed to assess youth gambling attitudes and behaviors.	Complete. Oregon Problem Gambling Prevention Committee completed the development, distribution, and data compilation this year.
Gambling items will be included in at least two instruments from local research group(s).	Unknown. Contact made with Oregon Research Institute but status unknown at time of this report.
Results of surveys will be used as baseline data; intermediate outcomes will be used next year to compare to baseline data.	Complete. Results of surveys are being used as baseline data; intermediate outcomes will be used when 06-07 countywide community survey is complete to compare to baseline data.

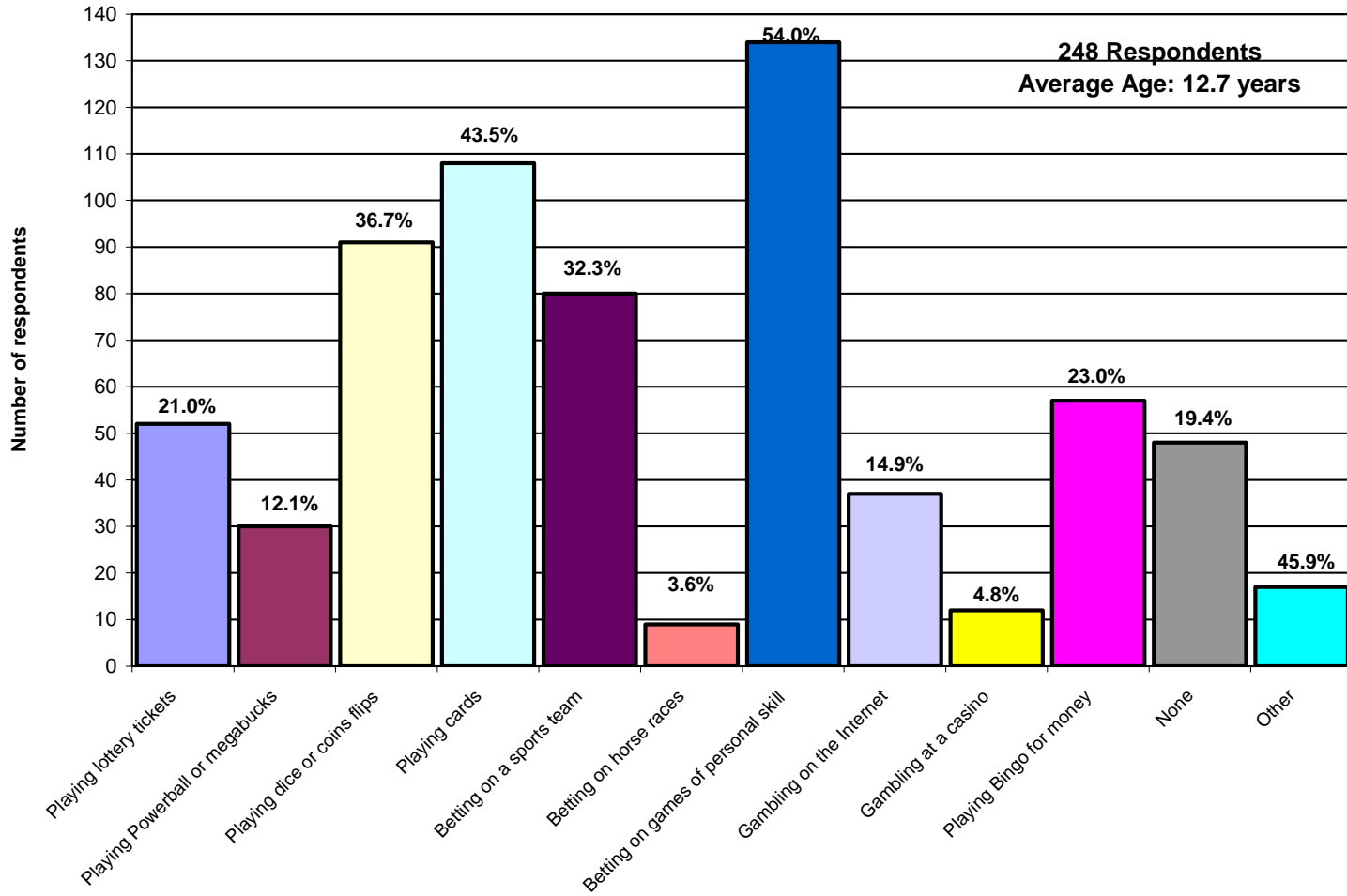
H. Appraisal of Program:

1. Please list the evaluation methods of this program (how are intermediate outcomes being measured?). Using the evaluation data, please provide a brief analysis of this program's efficacy.

We tracked surveys implemented, in progress, or not implemented that were in direct relation to our efforts. Please refer to survey results below.

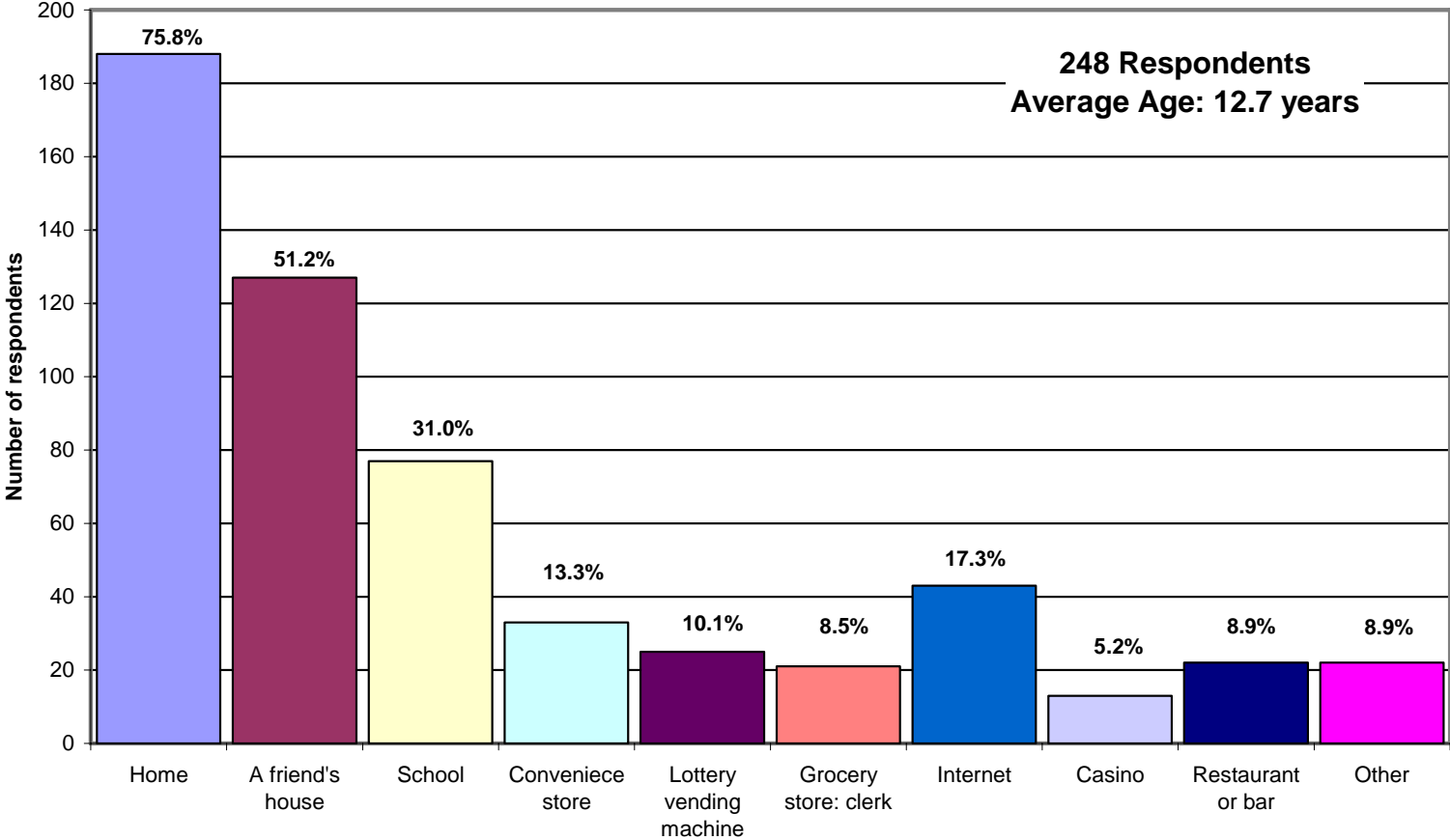
2005 Youth Survey Results, Lane County

Types of Gambling Reported by Lane County Youth, 2005-2006.



2005 Youth Survey Results, Lane County (cont.)

Where do you do your betting/gambling?



2. Did this program meet the *objectives* per original work plan? If not, please explain.

Yes. We were not able to provide consultation to Oregon Center for the Applied Sciences for electronically-based youth intervention strategy because project did not receive funding.

3. How could OMHAS provide you with improved gambling services support at the state level?

- Performance of new youth gambling prevalence and attitudes study, which would include data that can be used at the county level.
- Increase number of gambling questions on Oregon Healthy Teens survey and other surveys that measure youth gambling attitudes and behaviors.

4. Proposed Modifications to FY 2005-2006 Work Plan:

Propose to omit this program from our plan. While will continue to work on collecting new data and collaborate with research groups to include gambling questions on instruments, most objectives and outcomes of this program have been completed. We were not able to provide consultation to Oregon Center for the Applied Sciences, since their project did not receive funding.

CSAP Strategy / Specific Services	Date(s) Total Provided	or #	Total Number Served*	Attached in Exhibits?
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II. Completed Program Activities.

CSAP Strategy / Specific Services	Date(s) Total Provided	or #	Total Number Served*	Attached in Exhibits?
INFORMATION DISSEMINATION				
PSA's, ads				
Radio/television public service announcement (PSA) or written advertisement	400		?	Script in Exhibit Audio Links to: 30 sec.; 60 sec.
Radio feature	9/29/05		>10,000	
	12/9/05		>10,000	
	3/8/06		>10,000	
	3/15/06		>10,000	
Newspaper/Newsletter article	9/15/05		>10,000	See http://www.registerguard.com/news/2005/09/29/d1.cr.welch.0929.p1.php
	9/27/05		>10,000	
	9/26/06		~2,000	See http://www.ourcreswell.com/article.asp?id=4599
	3/9/06		~2,000	
Television/public access feature	3/6/06		>10,000	Tape on file and available
	3/15/06		>10,000	
Other: <i>Family Circle</i> interview	8/16/05		?	
Written educational materials				
Regionally produced educational materials	Casino nights		?	Yes
	alternative handout Educators handout		?	
Regional gambling-specific website	Jul-Sep		981	See www.laneco
	Oct-Dec		2750	

CSAP Strategy / Specific Services	Date(s) Total Provided	or # Total Number Served*	Attached in Exhibits?
	Jan-Mar	3167	county.org/prevention/gambling
	Apr-Jun	4106	
<i>Info dissemination: OPGAW ribbons & cards to various entities and individuals</i>	~75		Yes
Presentations			
Local government (e.g., board of commissioners) Governors Council on ATOD 10/18/05	10/18/05	25	Yes
Prevention/treatment professionals (e.g., A&D and MH providers)	12/1/05	22	--
	12/13/05	90	9
	2/16/06	28	13
Community groups / coalitions / faith community	3/1/2006	99	
	4/4/2006	113	
College students	11/29/2005	9	
	3/9/2006	19	
	1/25/2006	13	
	4/25/2006	39	
Information dissemination only (not accompanied by a presentation) - Letter to University of Oregon Athletic Department - Information packet provided with Eugene Mayoral Proclamation	12/15/05 3/6/06	1 ?	Yes
Latino community	3/17/06	3	
Unspecified / general population:	9/29/05	30	
Other: Educators/administrators	9/1/2005	35	
	1/24/2006	11	
	3/22/06	2	
Youth Outreach / Awareness			
Presentations: middle school youth	10/18/2005	30	

CSAP Strategy / Specific Services	Date(s) Total Provided	or #	Total Number Served*	Attached in Exhibits?
	10/18/2005		34	
	10/18/2005		29	
	11/29/2005		27	
	11/29/2005		34	
	11/29/2005		21	
	1/10/2006		25	
	1/10/2006		24	
	1/10/2006		26	
	1/10/2006		28	
	3/24/2006		24	
	3/14/2006		28	
	3/21/2006		24	
	3/22/2006		30	
	3/22/2006		29	
	3/22/2006		26	
	3/24/2006		32	
	3/14/2006		27	
	3/22/2006		29	
	3/22/2006		26	
	4/20/2006		200	
	4/21/2006		150	
	4/28/2006		27	
	5/3/2006		28	
	5/3/2006		23	

CSAP Strategy / Specific Services	Date(s) Total Provided	or # Total Number Served*	Attached in Exhibits?
	5/9/2006	27	
	5/9/2006	31	
	6/7/06	24	
	6/7/06	31	
Presentations: High school students	9/30/05	32	
	9/30/05	34	
	1/20/06	32	
	1/25/06	33	
	5/10/06	31	
Presentations: Other youth (<i>Boy Scouts</i>)	10/19/05	32	
PREVENTION EDUCATION			
Other:	--	--	--
COMMUNITY-BASED PROCESSES			
Community organizing			
Coalition building	Ongoing— problem gambling advisory committee: meetings		
Inter-agency collaboration	Ongoing— PGS/ OPGAW meetings		
Other:			
ENVIRONMENTAL STRATEGIES			
Policy work to limit gambling access	Ongoing: U of O gambling policy; Ongoing: social gaming ordinance ; Ongoing: ITVM oversight	unknown	
ALTERNATIVE ACTIVITIES			
Any Other Major Activities (Please Describe)			
Surveys on problem gambling	Teen	248	

CSAP Strategy / Specific Services	Date(s) Total Provided	or #	Total Number Served*	Attached in Exhibits?
	survey			
Half-day trainings for clinical SA/MH providers (CEUs provided)	1/26/06 3/9/06		3 31	
OPGAW poster search	3/06		112	

* If the activity involves media, please list number in terms of circulation, viewership, etc

Exhibits

**Lane County Problem Gambling Prevention
Testimony to Governor's Council on Alcohol & Drug Abuse
Programs / October 18, 2005**



The Lane County Problem Gambling Prevention Program is an award-winning program dedicated to reducing the negative effects of gambling in Lane County communities.

Background on Gambling and Problem Gambling in Oregon

Gambling opportunities have never been so available in Oregon, as a host of gambling expansions have been made in recent years. In 2004, the Oregon Lottery increased the amount of video lottery terminals that retailers are allowed by 20 percent, Click&Play computerized Lottery games were implemented, Keno games were increased in frequency to every four minutes, and the ninth tribal casino opened its doors in Lane County. This year, video "line games" (slots) were implemented.

In addition to state-sponsored and Indian gaming, a number of emerging new gambling trends have become popular among the public. Television shows featuring poker and blackjack games, sales of poker sets, mobile gaming, and gambling-oriented websites have enjoyed unprecedented popularity. These trends have brought forth debate about the influences of gambling, and prompted many prevention experts, parents, legislators, and other community members to question the potential impacts of the increased availability, accessibility, and acceptability of gambling opportunities.

In Oregon, over 60,000 adults (2.3%) and 10,000 teens (one in 25 youth, ages 13-17) meet the criteria for problem or pathological gambling (Moore, 2001; Carlson & Moore, 1998). This growing public health issue affects individual problem gamblers, their families and communities, and causes great social, economic, and psychological costs. The following information illustrates the costs reported by 1,398 problem gamblers enrolled in Oregon's gambling treatment programs from July 2003-June 2004 (Moore and Marotta, 2005):

- One in ten problem gamblers (11%) considered and formulated plans to commit suicide within six months of enrollment to treatment
- About one in three problem gamblers (29%) had a concurrent alcohol problem
- About one in ten problem gamblers (11%) had a concurrent drug problem
- About one in four problem gamblers (23.5%) reported their gambling cost them a marriage or significant relationship

- About three in ten (28.5%) of problem gamblers reported job-related problems because of their gambling, and over half (55.6%) of all respondents reported not accomplishing responsibilities at work
- One in four (24%) of problem gamblers committed crimes to finance their gambling
- The gambling-related debt reported by clients was about the same as their annual household income, an average of \$26,621
- The total gambling related debt, of just those 1,398 clients that obtained gambling treatment in Oregon in 2003, exceeded \$25.5 million

Importance of Addressing Problem Gambling

Effective prevention and treatment programs present the most significant opportunities to reduce the burden of problem gambling. The Oregon legislature, realizing the potential addictive effects of gambling, dedicated one percent of video lottery revenues to address problem gambling issues. Lane County continues its commitment to supporting the continuum of care through its award-winning problem gambling prevention and treatment programs.

Lane County's problem gambling prevention program, provided through Lane County Health & Human Services, is one of 18 small prevention programs across the state that are funded by a portion of one percent of Oregon Lottery proceeds. The goals of Lane County's program are: to increase awareness in the community that problem gambling is a serious public health issue; to let people know that help is available and that they can access free and effective gambling treatment; to educate the community on responsible gambling strategies; and to provide a prevention strategy targeting youth. The prevention program aims to address risk factors for problem gambling through its educational materials, media efforts, and collaboration with other prevention and treatment partners. From July 2004 to June 2005, 1,018 Lane County youth were served through the program's problem gambling prevention workshops, and an additional 495 people were directly served. As a commitment to planning effective prevention practices, the program has partnered with local researchers to begin studying youth attitudes and behaviors with regard to gambling. Additionally, the prevention program has been key in helping shape statewide prevention services planning.

Lane County's gambling treatment program, Emergence, provided gambling addiction treatment services to over 200 problem gamblers and family members last year. Emergence also houses the statewide problem gambling Help Line, which responded to over 4,500 calls last year.

Policy Considerations

1. **SUPPORTING EXISTING COMMUNITY-BASED PREVENTION EFFORTS, PARTICULARLY SCHOOL-BASED PREVENTION STRATEGIES.** Currently there are great challenges getting problem gambling prevention components into the schools, likely because there is little awareness of the problem and no mandate for problem gambling education in the classrooms. One way to address this issue would be to implement a policy that includes problem gambling as a core component alongside other addictions curriculum at all levels currently taught.
2. **COMMISSIONING NEW RESEARCH ON POTENTIAL COMMUNITY IMPACTS OF GAMBLING.** As Chair of the 1996 Problem Gambling Task Force, then-Attorney General Kulongoski recommended to implement research studies of community impacts. There are currently no such studies underway in Oregon to research the effects of a great increase in gambling availability and accessibility.
3. **ENACTING A MINIMUM AGE OF 18 YEARS FOR SOCIAL GAMING IN OREGON.** A recent review of social gaming ordinances in local jurisdictions indicates that only one ordinance (City of Portland) out of 14 reviewed has an age minimum. In August 2005, the Oregon Committee on Problem Gambling Prevention sent letters to Attorney General Myers and Governor Kulongoski, with recommendations of: assigning jurisdiction of the social gaming laws under the Department of Justice, as with charitable gaming; or supporting legislation which amends the current Oregon Revised Statute language (ORS 167.117) to include a minimum age. The committee is still awaiting response.
4. **REMOVING OF INSTANT TICKET VENDING MACHINES (IVTMS) FROM LOCATIONS ACCESSIBLE TO PERSONS UNDER 18.** A September 2005 survey indicated that four of 34 Lane County students under 18 years old admitted to having purchased a scratch-it ticket from an instant ticket machine. In order to reduce accessibility of illegal gambling among underage persons, the Oregon Committee on Problem Gambling Prevention recommends removal of these machines from locations accessible to persons under 18.
5. **ENACTING OREGON ADMINISTRATIVE RULE TO SCREEN FOR PROBLEM GAMBLING IN ALCOHOL AND SUBSTANCE ABUSE TREATMENT.** Many people who are accessing alcohol and substance abuse treatment programs also have a gambling problem that is often being overlooked due to limited awareness of the problem and lack of screening. The high correlation problem gambling with alcohol and substance problems points to potential increased problem identification through the addition of proper screening for gambling problems.

DATE: February 17, 2006

TO: The Honorable Kitty Piercy, City of Eugene

FROM: Julie Hynes, Problem Gambling Prevention Coordinator

AGENCY: Lane County Health & Human Services

REGARDING: Proposed proclamation to designate the week of March 6, 2006 as Problem Gambling Awareness Week



PURPOSE

To educate the public that problem gambling is a serious public health issue facing citizens in our community, to increase awareness that gambling is not a risk-free activity for youth, and to highlight that treatment in Oregon is free, confidential, and effective for problem gamblers and their family members.

BACKGROUND/JUSTIFICATION

The purpose of Oregon Problem Gambling Awareness Week is to increase public awareness and educate community providers about problem gambling. The effort began in keeping with the message of "Hope and Help" available for individuals and families who experience problems associated with gambling behaviors. Key messages to be shared during the week and all year are: 1) problem gambling is a serious public health issue for Oregon; 2) Oregon's investment in addressing problem gambling reduces harm and helps the economy; and 3) gambling treatment in Oregon is free, confidential, and it works. This year, Oregon's Problem Gambling Awareness Week efforts will have an additional focus on youth and young adult populations.

Gambling opportunities have never been so available in Oregon, as a host of gambling expansions have been made in recent years. Gambling has become such a popular activity in our state that, in 1999, Spirit Mountain Casino surpassed Multnomah Falls as Oregon's top tourist attraction (Associated Press, 1999, April 10). In 2004, the Oregon Lottery increased the amount of video lottery terminals that retailers are allowed by 20 percent. Click&Play computerized Lottery games were implemented, Keno games were increased in frequency to every four minutes, and the ninth tribal casino opened its doors in Lane County. In January 2005, video "line games" (slots) were approved by the Oregon Lottery Commission.



In addition to state-sponsored and Indian gaming, a host of emerging new gambling trends have become popular among the public. Television shows featuring poker and blackjack games, sales of poker sets, mobile gaming, and gambling-oriented websites have enjoyed unprecedented popularity. These trends have brought forth debate about the influences of gambling on youth, and prompted many prevention experts, parents, legislators, and other community members to question the potential impacts of the increased availability, accessibility, and acceptability of gambling opportunities.

Concerns About Youth Gambling

Little research has been conducted in the area of youth gambling attitudes and behaviors. Problem gambling research in general is in its infancy, and scarce funding currently exists for local prevalence studies. However, limited research combined with anecdotal evidence suggests that the rate of problem gambling among youth appears to be the rise. Several risk factors appear to be involved. First, youth in general are two to four times more likely than adults to have a gambling problem (Gupta & Derevensky, 1998; Shaffer & Hall, 1996), and research shows that the earlier an individual begins to gamble, the more at risk he or she is of developing a gambling problem (Burge, et al., 2004; Derevensky & Gupta, 2000; Gupta & Derevensky, 1997, 1998). Additionally, family history appears to play a key factor in whether a youth develops a gambling problem. Research consistently shows higher rates of pathological gambling in teens whose parents gamble excessively (Gupta & Derevensky, 1997; Jacobs, 2000; Wallisch & Liu, 1996). In Oregon, children of parents who gamble are nearly twice as likely to be weekly or daily gamblers than children whose parents don't gamble (Carlson & Moore, 1998). Surveys of middle school youth conducted since 2003 by Lane County's problem gambling prevention program show that three in four middle schoolers report having gambled, with the average age of gambling onset of nine years old.

Many have questioned why prevention experts are concerned about the rise of gambling behavior in youth. Frequently, gambling is seen as a benign activity, even a healthy substitute for substance use, alcohol use, or other risky activities. It is true that the vast majority of people gamble with few or no consequences, however, the incidence of problem gambling has increased as gambling opportunities have become more available. In Oregon, over 60,000 adults (2.3%) and 10,000 teens (one in 25 youth, ages 13-17) meet the criteria for problem or pathological gambling (Moore, 2001; Carlson & Moore, 1998). This growing public health issue affects individual problem gamblers, their families and communities, and causes great social, economic, and psychological costs.

Costs of Problem Gambling

The following information illustrates the costs reported by 1,548 problem gamblers enrolled in Oregon's gambling treatment programs from July 2004-June 2005 (Moore and Marotta, in press):



- Over 6 percent of problem gamblers attempted to commit suicide within six months prior to enrolling in gambling treatment
- Over 60 percent of problem gamblers reported their gambling caused them serious problems in a marriage or significant relationship
- More than one in four (27%) problem gamblers reported concurrent problems with alcohol, and one in 10 reported concurrent substance abuse
- One in four (23%) of problem gamblers committed crimes to finance their gambling
- The gambling-related debt reported by clients was about the same as their annual household income, an average of \$23,000
- The total gambling-related debt in one year, of just over 1,500 reporting clients in Oregon's gambling treatment, exceeded \$29.5 million

Addressing the Issue

Effective prevention and treatment programs present the most significant opportunities to reduce the burden of problem gambling. The Oregon legislature, realizing the potential addictive effects of gambling, dedicated one percent of video lottery revenues to address problem gambling issues. Though current funding dedications are less than one percent, Lane County continues its commitment to supporting the continuum of care through its award-winning problem gambling prevention and treatment programs.

The prevention program, provided through Lane County Health & Human Services, aims to address the aforementioned risk factors for problem gambling through its educational materials, media efforts, and collaboration with other prevention and treatment partners. From July 2004 to June 2005, almost 1,000 Lane County youth were served through the program's problem gambling prevention workshops, and hundreds of adults were served through presentations, educational materials, policy efforts, and collaborative efforts with addictions and prevention partners. As a commitment to planning effective prevention practices, the program has also partnered with local researchers to begin studying youth attitudes and behaviors with regard to gambling. Additionally, the prevention program has been key in helping shape statewide prevention services planning.

Lane County's gambling treatment program, emergence (sic), provided gambling addiction treatment services over 200 problem gamblers and family members last year. emergence also houses the statewide problem gambling Help Line, which responded to over 4,500 calls last year.

This year will mark the fourth-annual National Problem Gambling Awareness Week and Oregon Problem Gambling Awareness Week, both to be observed during the week of March 6, 2006. Local activities to commemorate Problem Gambling Awareness Week



include green-and-white ribbon week (green symbolizing help and white symbolizing hope) with interagency collaboration, presentations, media efforts, including the KEZI Water Cooler and news event to roll out surprising new survey results on youth gambling behavior, and a poster search involving middle school students from our community.



City of Eugene
Mayor's Proclamation on Problem Gambling Awareness Week
(Signed Hard Copy on File)

WHEREAS, the week of March 6, 2006 is celebrated across the state and nation as the fourth annual Problem Gambling Awareness Week; and

WHEREAS, problem gambling is a significant public health issue that affects citizens all ages and backgrounds in all our communities, and which has significant personal, social, health and financial costs; and

WHEREAS, problem gambling is preventable and treatable, and treatment is effective in minimizing the harm to both individuals and society as a whole; and,

WHEREAS, Oregon is dedicated to reducing the negative effects of gambling for all Oregonians through its nationally awarded problem gambling services system of prevention, outreach and treatment for citizens throughout the state; and

WHEREAS, hundreds of Eugene citizens have successfully sought treatment, are in recovery along with their families, and have benefited from the expertise of professionals in the prevention and treatment field who have dedicated themselves to helping people prevent and recover from problem gambling;

NOW, THEREFORE, I, Kitty Piercy, Mayor of the City of Eugene, do hereby proclaim the week of March 6, 2006 as **Problem Gambling Awareness Week** and encourage all citizens that choose to gamble to make responsible decisions and to support men, women, and youth who are working to improve their lives through problem gambling treatment and recovery efforts.

Kitty Piercy, Mayor



**Lane County Health and Human Services
Problem Gambling Prevention Program
“Know the Rules of the Game”**



FOR IMMEDIATE RELEASE: March 8, 2006

***VISUAL/INTERVIEW OPPORTUNITIES: YOUNG PEOPLE TELL THEIR STORIES;
EVENT HELD IN A CLASSROOM; GAMBLING ‘TOYS’ DISPLAY***

Contact: Julie Hynes, Lane County Problem Gambling Prevention Coordinator, 682-3928

Event: Lane County Observes Problem Gambling Awareness Week with Youth Gambling Focus; State Presents School with Local Student’s Award-Winning Poster, County Launches Groundbreaking Public Service Announcements

When: Friday, March 10 at 9:00 a.m.

Where: Monroe Middle School, 2800 Bailey Lane, Eugene, Classroom C-1

Participants:

Monroe Middle School students and staff; Principal Rick Gaultney
Problem gambling experts

Speakers:

- Monroe Middle School 8th grade student Hollis Gehrett
- 19 year-old Anthony Hafemann will share his story
- Health teacher Sarah Kerr-Daly
- Jeff Marotta, Oregon Problem Gambling Services Manager
- Julie Hynes, Lane County Problem Gambling Prevention Coordinator

Story:

Eugene, Oregon—

From TV shows to toy stores, poker and gambling seems to be just about everywhere. Gambling has experienced unprecedented exposure and popularity, and people of any age—including youth—find it easier to access exciting games that often feature fast-moving technology and even celebrities. Local stores feature poker sets and casino-style video games, and schools and workplaces around the county this time of year are full with March Madness brackets as people place bets on their favored teams.

These usually harmless games are causing concern among many public health experts about the rise in youth gambling. Research shows that over 70,000 Oregonians, including one in every 25 Oregon teens, experience problems with gambling. Many believe the number of problem gamblers has risen since the last studies conducted in Oregon, particularly youth problem gambling, as the only prevalence research of Oregon teen gambling occurred in 1998--well before the Internet gambling and poker trends began.

To help increase public awareness about problem gambling and the availability of free help for anyone concerned about a gambling problem, Oregon is commemorating the fourth-annual Problem Gambling Awareness Week from March 6-12. Special focus of this year's awareness efforts is around young people and poker.

On Friday, Oregon Problem Gambling Services Manager Jeff Marotta will present Principal Rick Gaultney and Monroe Middle School with Oregon's award-winning Problem Gambling Awareness Week poster created by student Hollis Gehrett, for last year's poster search. Gehrett's poster was just printed and widely distributed statewide as this year's official theme poster for Oregon Problem Gambling Awareness Week.

Gehrett, now a Monroe 8th grader, will be on hand to talk about why she created the poster and the importance of talking about youth gambling.

Monroe health teacher Sarah Kerr-Daly is having her students participate in the poster search again this year. "As a teacher, I feel it is my responsibility to educate students about all addictive behaviors—and problem gambling is definitely one of those addictions. We need to educate youth before their behaviors become a problem."

Julie Hynes, coordinator of Lane County's problem gambling prevention program, stresses the importance of problem gambling awareness among youth as well as adults. "Gambling isn't usually harmful—but it can be every bit as addictive as alcohol and drugs. All too often, well-meaning adults see gambling as a harmless alternative to alcohol or drug use among kids."

Many experts believe that casino nights and other gambling-related fundraisers can send confusing messages to youth. "We need to be careful about what we're telling our kids," said Hynes. "Even if our kids aren't actually betting money on these games, they're learning behaviors now that can form habits down the road."

In keeping with Oregon's theme this year addressing youth gambling, Lane County's Problem Gambling Prevention Program is also launching the first-known radio public service announcements aimed at parents about youth gambling. The groundbreaking "Know the Rules of the Game" campaign begins airing this week, in both English and Spanish, through March 15 on 20 local radio stations, to help increase adult awareness that gambling is not a risk-free activity for youth.

Parents and teachers often don't understand the potential dangers or recognize warning signs of youth problem gambling. These signs may not seem harmful or even apparent in the teen years, but develop a pattern of behavior that can lead to serious issues, such

as bankruptcy, lost relationships, lost jobs, alcohol and substance problems, depression, and even suicide.

Studies show that the earlier in life a person begins to gamble, the more at risk he or she is of developing a gambling problem later in life. “The problem won’t develop overnight,” says Hynes, “so it’s important for parents to talk with their kids about gambling, monitor their behavior, set limits with their own spending, and know the warning signs of a problem.”

Michele Tantriella-Modell, director of Eugene-based emergence Gambling Treatment Program, stated that anyone concerned about gambling behaviors can receive free and confidential help by calling the 24-hour help line at 1-877-2-STOP-NOW (877-278-6766).

Parents and others can get tips and more information about problem gambling at Lane County’s problem gambling website, www.lanecounty.org/prevention/gambling.

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Majoring in Wagering?

If they're not smoking, drinking, or using drugs, what's the big deal with a little betting?

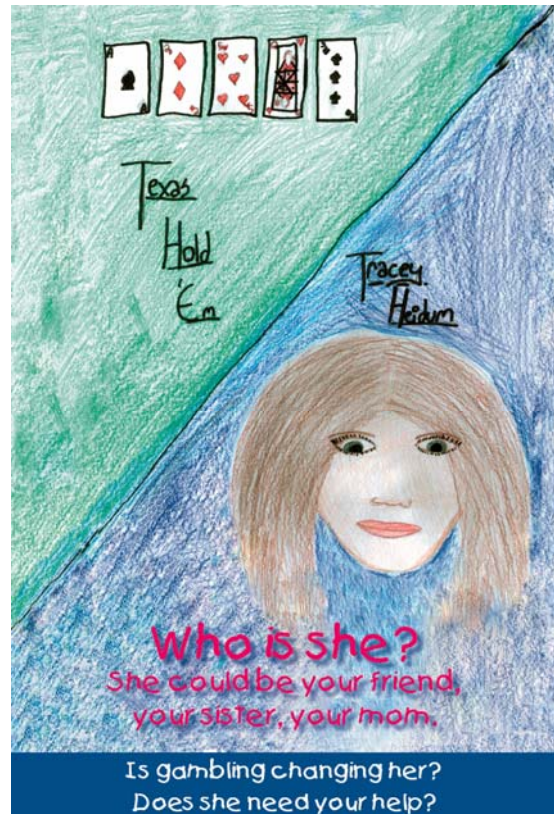
Heard your students talking a lot about poker? Seen them exchanging cash over the big game?

With the increasing availability, accessibility, and acceptability of gambling, more young people are gambling than ever. What may seem like harmless fun can actually develop into a serious problem for some people.

As educators, you play an important role in the prevention of problem behaviors among your students.

Three key points you need to know about youth gambling:

1. **Gambling is not a safe alternative to alcohol or drug use.** Many people think that poker cards among friends is totally safe because young people are not drinking or smoking. The truth is, while most people don't have problems when they gamble, more young people are developing problems with gambling. Consequences of problem gambling include more than lost money. Depression, social withdrawal, and school dropout are just a few of the consequences of a gambling problem.
2. **Many teens already have gambling problems.** It may only be a harmless bet of a dollar or two, but it can become a lot more serious. An Oregon study showed that one in every 25 teens (4%) have a gambling problem. An additional 15% are at risk for developing a gambling problem.
3. **Teens are only a few years away from being adults who can gamble legally.** Honest education about gambling is important to preparing young people to make responsible choices.



Above: Poster created by Hollis Gehrett, 7th grader of Eugene. First place poster statewide for 2005 Oregon Problem Awareness Week poster search.



Why should I be concerned about my students?

- Problem gambling affects school performance and increases the dropout rate.
- Many problem gamblers say they started out gambling at an early age—approximately 10 years old.
- About one in every 25 Oregon teens already has a gambling problem.
- Young people often don't have well developed coping or decision-making skills.
- Young people can easily hide a gambling problem. There are no needle marks, drowsy walking, bloodshot eyes, or other tell-tale signs so that others can get help.
- The problem typically develops over several years. Without prevention efforts now, small problems can escalate into serious consequences down the line.

How we can support you—and not add extra work!

Problem gambling prevention efforts are meant to supplement your current classroom activities—not to add more work for you.

Here are some things we can offer you:

- In-class interactive, informative, and fun workshops
 - Educating youth on responsible, healthy choices
 - Helping youth recognize the difference between responsible and problem gambling
 - Providing resources for which youth can seek help for family or friends who might have a gambling problem
 - Adding an easy plug-in component to your existing alcohol, tobacco, or other drug curriculum
- Presentations to educators, administrators, and parent groups
- Problem gambling awareness poster creation (visit our website to see this year's posters)
- Student incentives provided
- And more—contact us!



Above: Poster created by Bryant King of Eugene's Monroe Middle School for 2005 Oregon Problem Awareness Week poster search.

contact us!

Julie Hynes, Coordinator
(541) 682-3928 Julie.Hynes@co.lane.or.us

Also find tools and tips on the web!
www.lanecounty.org/prevention/gambling

contact us!



School Casino Nights and Fundraising Activities: Concerns and Effective Alternatives

What's the big deal about having a casino night?

In an effort to make alcohol-free events attractive to teens, well-meaning communities often offer casino nights and other gambling-related events as replacement activities. An Oregon study showed that one in 25 teens (4%) already have a gambling problem, and an additional 15 percent are considered "at risk." Youth who gamble excessively are prone to problems in school, work, and with peer and family relationships. Those who take gambling too far may commit crimes to finance their gambling, are more at risk for alcohol and drug abuse, and are much more likely to commit suicide.

But these events are harmless compared with kids drinking or using drugs.

As with alcohol and substance abuse, accessibility, availability, and acceptability are key factors in increasing the rate of youth gambling and associated problems. The reality is that there is little difference between an addiction to a substance and an addiction to gambling; the consequences are often every bit as devastating.

Yes, but the students aren't even exchanging real money!

This of this: would you consider holding a mock-tail party for kids where non-alcoholic umbrella drinks and near-beer is served? Probably not, because it gives kids the wrong message. The same is true for casino nights or other school organized gambling activities. Even while real money isn't being used, casino nights or other gambling-related activities and fundraisers promote a behavior that is dangerous and sends the wrong message that gambling is risk free.

So how can we still have a successful event AND attract the kids?

Students and parents have offered us a number of suggestions that would be both effective and FUN. These alternatives include, but aren't limited to:

- **Movie night theme**
- **Video game night theme**
- **Board game night theme**
- **Mardi Gras theme**
- **Fear Factor theme**
- **Amazing Race theme**
- **Whodunit mystery night**
- **Survivor theme**
- **Athletic center activities (swimming, racquetball, Sumo wrestling, etc.)**
- **Silent auction (for fundraisers)**
- **"The Bachelor" theme / date auction (for fundraisers)**
- **Game tournaments (e.g., dodge ball, flag football, other games; for fundraisers)**

Have suggestions or would like further information?
Contact us!
541.682.3928 /
Julie.Hynes@co.lane.or.us

Thank you very much for your consideration on this important issue.

We know it is a challenge to plan successful, fun events – and appreciate your dedication to the health and well being of the students!





Oregon Problem Gambling Awareness Week is March 6-12, 2006.

Wear this ribbon to increase awareness about problem gambling.

The color green on the ribbon symbolizes help, and white symbolizes hope.

.....

*If you or someone you know has a gambling problem, call the 24-hour gambling Help Line at **1-877-2-STOP-NOW**. Help is free, confidential, and it works.*



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The color green on the ribbon symbolizes help, and white symbolizes hope.

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*If you or someone you know has a gambling problem, call the 24-hour gambling Help Line at **1-877-2-STOP-NOW**. Help is free, confidential, and it works.*



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2006 PSA GAMBLING PREVENTION: PARENTS

:60 second

MOM: HAVE YOU NOTICED THAT JASON'S PLAYING A LOT MORE POKER LATELY?

DAD: SO? I USED TO PLAY STUFF LIKE THAT ALL THE TIME WHEN I WAS A KID.

MOM: YEAH, BUT NOW IT'S EVERYWHERE. THE TV, THE INTERNET--GAMBLING'S JUST EVERYWHERE. IT'S NOTHING LIKE IT WAS WHEN WE WERE YOUNGER.

DAD: C'MON, HE'S ONLY PLAYING WITH A FEW BUCKS. AND HE'S NOT OUT DRINKING OR DOING DRUGS.

MOM: TRUE. BUT JASON'S FRIEND SPENT SO MUCH TIME PLAYING THAT HIS GRADES DROPPED, HE STARTED DRINKING AND GOT REALLY DEPRESSED. I JUST LEARNED THAT 1 IN EVERY 25 TEENS HAS A PROBLEM WITH GAMBLING. AND THE EARLIER THAT KIDS START TO GAMBLE, THE MORE AT RISK THEY ARE FOR DEVELOPING GAMBLING PROBLEMS LATER IN LIFE.

DAD: SO HOW WOULD WE KNOW IF JASON HAD A PROBLEM?

MOM: WELL, IT'S REALLY EASY TO HIDE...BUT WE SHOULD KEEP AN EYE OUT FOR HOW MUCH HE PLAYS AND SPENDS...AND WE REALLY NEED TO TALK WITH HIM ABOUT THE RISKS AND ODDS. I MEAN, HE REALLY THINKS HE'S GOING TO WIN.

VOICEOVER: KNOW THE RULES OF THE GAME. TALK TO YOUR KIDS ABOUT THE RISKS OF GAMBLING. SHOW THEM RESPONSIBLE CHOICES. FOR INFORMATION OR FOR FREE AND CONFIDENTIAL HELP, CALL THE 24-HOUR GAMBLING HELP LINE AT 1-877-2-STOP-NOW. THAT'S 1-877-THE NUMBER 2-STOP-NOW. BROUGHT TO YOU BY LANE COUNTY HEALTH & HUMAN SERVICES IN ASSOCIATION WITH EUGENE AREA RADIO STATIONS, EARS.

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2006 PSA GAMBLING PREVENTION: PARENTS

:30second

DO YOU TALK TO YOUR KIDS ABOUT DRUGS AND ALCOHOL? WELL, HOW ABOUT GAMBLING? YES, GAMBLING, WHILE GAMBLING IS HARMLESS FUN FOR MOST PEOPLE, FOR KIDS, IT'S NO SAFE BET. ABOUT ONE IN 25 OREGON TEENS ALREADY SHOW PROBLEMS WITH THEIR GAMBLING. KNOW THE RULES OF THE GAME, TALK TO YOUR KIDS ABOUT THE RISKS OF GAMBLING. KEEP TRACK OF THEIR ACTIVITIES. FOR MORE INFORMATION, OR FOR FREE AND CONFIDENTIAL HELP FOR ANYONE WITH A GAMBLING PROBLEM, CALL THE 24-HOUR GAMBLING HELP LINE AT 1-877-2-STOP-NOW. SPONSORED BY LANE COUNTY HEALTH & HUMAN SERVICES IN ASSOCIATION WITH EUGENE AREA RADIO STATIONS, EARS.

***Additional items are on file and/or hard copy.
Materials available upon request.***