

Revised - September 2005
**2005-2007 Problem Gambling Prevention
Implementation Plan**

Cover Sheet

County: Lane

Agency Information

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Major Program Areas Addressed In This Proposal

1. Community Awareness Building
2. “My Money’s On Me!” Youth Prevention Strategy
3. College Student Outreach
4. Community-Based Processes
5. Survey Development and Research Collaboration

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2005-2007 Problem Gambling Prevention Funding Plan
Baseline Funds

Major Program Area: Community Awareness Building

Baseline Strategy Number: 1

Program Strategy (What will County do?):

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

Is this program a Promising Practice? Yes No

IOM Category for this Strategy or Program: Universal; CSAP: Information Dissemination

Please list all year-one Outputs (process objectives) for this strategy:

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

Please list all year-one Intermediate-Outcomes for this strategy:

- At least eighty percent of participants will report increased awareness resulting from presentations
- Results from Lane County adult community surveys will reflect an increase of perception of risk of gambling among high-school age youth
- At least eighty percent of participants will rate introduction of problem gambling issues to their agencies/ groups as useful
- Problem gambling prevention website will receive an average of at least 200 visits per month

What evaluation method will be used for this strategy?

Pre-Post Test Survey Social Indicator Data Other? _____

Who will be providing this service?

- Problem gambling prevention coordinator
- Advertising agency to be determined

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Major Program Area: "My Money's On Me!" Youth Prevention Strategy

Baseline Strategy Number: 2

Program Strategy (What will County do?):

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.

Is this program a Promising Practice? Yes No

IOM Category for this Strategy or Program: Universal, Selective; CSAP: Information dissemination, policy, alternative activities

Please list all year-one Outputs (process objectives) for this strategy:

- *[Information dissemination]* Develop and provide a minimum of 12 lessons per school year on problem gambling for the following youth:
 - Middle/high school students
 - Adolescent youth at-risk for, or with a history of, problem behaviors
- *[School policy]* Reduce availability and accessibility of gambling opportunities to youth through school policies
 - Include gambling behavior in school conduct codes
 - Grad night and fundraising effort alternatives free of gambling themes
- *[Community policy]* Reduce availability and accessibility of gambling opportunities to youth through community policies, focusing on social gaming ordinance minimum age
- *[Education]* Integrate problem gambling prevention component to substance abuse prevention curriculum
 - Implement Reconnecting Youth (high school) problem gambling prevention component
 - o targets shared risk factors of peer involvement and persistent antisocial behavior
- *[Alternative activity/Information dissemination]* Participate in Oregon Problem Gambling Awareness Week poster search

Please list all year-one Intermediate-Outcomes for this strategy:

- Seventy percent of youth participants will demonstrate increased knowledge about problem gambling as a risky activity
- Seventy percent of youth participants will demonstrate increased knowledge about treatment resources
- Fifty percent of youth participants will demonstrate attitudinal improvement in relation to gambling

- At least one Lane County school will incorporate a healthy gambling policy into existing school policies
- At least one school will integrate a problem gambling lesson into Reconnecting Youth curriculum
- At least one incorporated city within Lane County will consider adopting age minimum to social gaming ordinance
- At least 50 Lane County students will participate in the Oregon Problem Gambling Awareness Week poster search

What evaluation method will be used for this strategy?

Pre-Post Test Survey Social Indicator Data Other? _____

Who will be providing this service?

- Problem gambling prevention coordinator

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Major Program Area: College Student Outreach

Baseline Strategy Number: 3

Program Strategy (What will County do?):

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.

Is this program a Promising Practice? Yes No

If not, please explain why this program was chosen:

IOM Category for this Strategy or Program: Universal; CSAP: Information dissemination, policy

Please list all year-one Outputs (process objectives) for this strategy:

- *[Information dissemination]* Partner with on-campus substance abuse prevention, health/student life centers to provide resources on problem gambling for students and student counselors
- *[Information dissemination]* Provide at least 2 presentations in college/university courses (e.g., U of O SAPP courses, NWCC group counseling/family systems courses)
- *[Information dissemination]* 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)
- *[Policy]* Collaborate with local college/university campuses to include

Please list all year-one Intermediate-Outcomes for this strategy:

- At least 80 percent of participants will report increased knowledge about problem gambling
- At least 80 percent of participants will report increased knowledge about treatment resources

What evaluation method will be used for this strategy?

Pre-Post Test Survey Social Indicator Data Other? _____

Who will be providing this service?

- Problem gambling prevention coordinator

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Major Program Area: Community-Based Processes

Baseline Strategy Number: 4

Program Strategy (What will County do?):

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 (LCCPSA, PGAC, OCPGP).

Is this program a Promising Practice? Yes No

IOM Category for this Strategy or Program: Universal; CSAP: Community-Based Processes; Policy

Please list all year-one Outputs (process objectives) for this strategy:

- Build capacity and involvement of Lane County Problem Gambling Advisory Committee
- Collaborate with Oregon Committee on Problem Gambling Prevention to further statewide efforts and support regional efforts
- Collaborate with Lane County Coalition to Prevent Substance Abuse in activities that cross substance abuse/gambling disciplines

Please list all year-one Intermediate-Outcomes for this strategy:

- At least 80 percent of participants will rate collaboration efforts as good or excellent.
- Lane County problem gambling prevention coordinator will collaborate with statewide problem gambling prevention committee on at least one policy change effort
- Retention of at least 50 percent of new Lane County Problem Gambling Advisory Committee members

What evaluation method will be used for this strategy?

Pre-Post Test Survey Social Indicator Data Other? _____

Who will be providing this service?

- Problem gambling prevention coordinator

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Major Program Area: Survey Development and Research Collaboration

Baseline Strategy Number: 5

Program Strategy (What will County do?):

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

Is this program a Promising Practice? Yes No

IOM Category for this Strategy or Program: Universal

Please list all year-one Outputs (process objectives) for this strategy:

- Develop and evaluate survey instruments and/or items on related instruments to assess gambling attitudes, behaviors, and awareness of county prevention efforts
- *[Community-based processes]* Partner with local research group(s) to include gambling-related questions on youth survey instruments
- *[Community-based processes]* Provide consultation to Oregon Center for the Applied Sciences for electronically-based youth intervention strategy (if project receives funding)

Please list all year-one Intermediate-Outcomes for this strategy:

- At least one Internet survey will be developed for the general population
- At least one survey will be developed to assess youth gambling attitudes and behaviors
- Gambling items will be included in at least two instruments from local research group(s)
- Results of surveys will be used as baseline data; intermediate outcomes will be used next year to compare to baseline data

What evaluation method will be used for this strategy?

Pre-Post Test Survey Social Indicator Data Other? _____

Who will be providing this service?

- Problem gambling prevention coordinator
- Lane County management analyst (for assistance with survey development and evaluation)
- Local research group(s)