

# Lane County Problem Gambling Advisory Committee

## Meeting Agenda: March 6, 2007

***Working Mission: "To reduce the negative effects of gambling in Lane County communities through coordinating effective prevention strategies and linking people to effective resources."***

### ⇒ **News/Announcements (5 min.)**

### ⇒ **Community Anti-Drug Coalitions of America Conference | Recap (Ronda, Michele, Robin – 40 min.)**

Ronda, Michele, and Robin recapped their experience with the CADCA conference. Each shared summaries of salient points of workshops.

They were able to meet with Representative Defazio, and aides to Senators Smith and Wyden. They, along with Lane County Coalition to Prevent Substance Abuse members, were able to present information about problem gambling and recommendations to the legislators on gambling policies.

### ⇒ **Oregon Problem Gambling Awareness Week | Mar. 5 – 11 (45 min.)**

Julie announced that Radio PSAs – [‘Talk to Your Kids About Gambling’ prevention ads & the emergence treatment ads] were to be on 20 local radio stations from March 1 to mid-April. This six-week run would give us 960 total radio ads.

The bus advertising campaign was discussed. Julie presented the committee with the newest draft developed by Lamar Advertising for our campaign. The consensus of the group was that the writing was too difficult to read, and that the writing needed to be bigger. Some members offered that we should try a different approach. Michel offered to draft up a new design for the campaign.

After discussion, consensus was to ask Elsa (the student who created the poster) create new writing for the ad. Sarah (Elsa’s teacher) would try to reach the family to create this new script. The script would read, “Which one of these people has a gambling problem?” Julie would then work with Lamar Advertising to change the ad, then go back to the group when the revised ad is complete. Consensus was also that, if future ad campaigns are planned, we could recruit Michel’s design talent for the campaign.

#### Awareness Week Update:

A news release was sent out during Awareness Week describing the bus ads and the poster contest. We did get several radio interviews, but did not get TV attention. This is believed to be due to the bus ads not being ready, so we were unable to get a good visual ‘photo op’ for the campaign. The bus ad was redesigned and in production at the time these minutes were written.

### ⇒ **Committee bylaws**

The second draft of bylaws was distributed. Voting will occur at a later meeting.

## ⇒ Oregon Problem Gambling Services (PGS) -- updates and joint projects

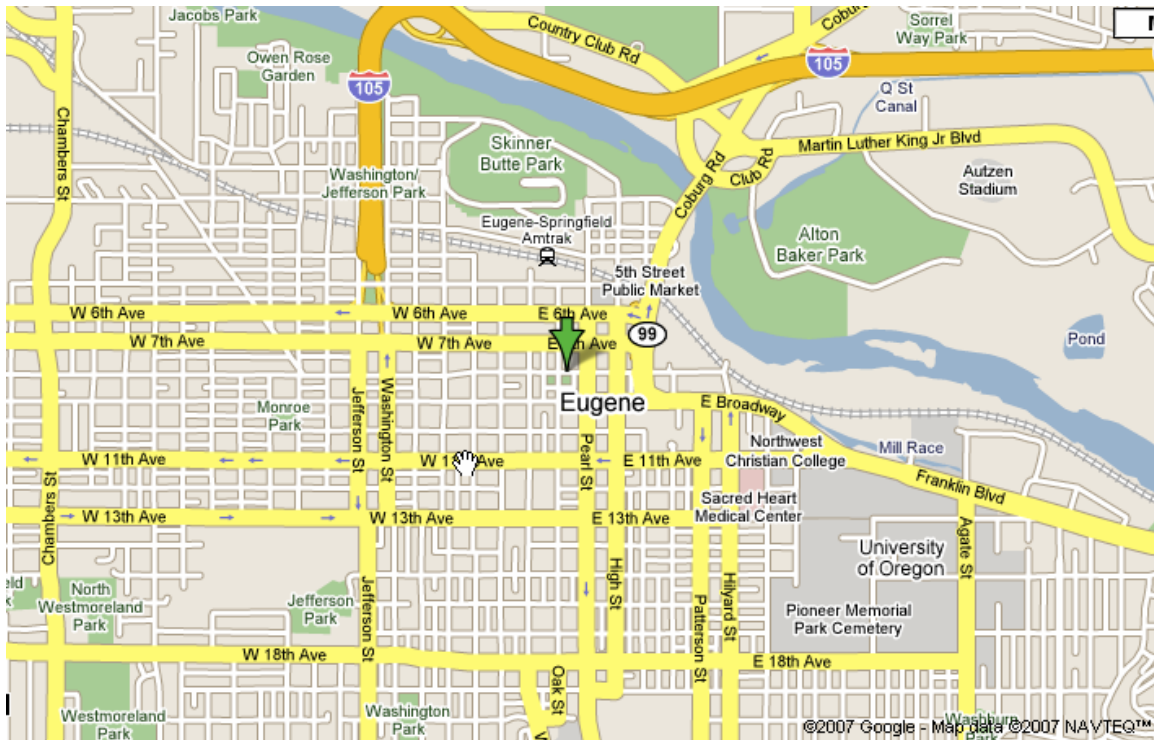
- Youth gambling video updates: The video script underwent more changes, and due to the changes, the video will be available in April.
- Potential project for committee: Parent/community member focus group – Does the Oregon Lottery logo on help line materials discourage people from calling the help line?
- The committee discussed an issue that was brought to Lane County prevention staff's attention. The issue involved the Oregon Lottery logo on help line materials, and a parent focus group's feedback that the Lottery logo discouraged people from calling the help line. Committee members decided that, given the other issues we are addressing, presence of the Lottery's logo was not something we wanted to address at this time.

### Next Meeting: POSTER CONTEST JUDGING

**\*\*NOTE TIME & LOCATION CHANGE!\*\***

Tuesday, April 3 from **3:30 - 5:00 pm** at **Lane County Health & Human Services**

**125 E. 8<sup>th</sup> Avenue, Eugene** [map/directions <http://tinyurl.com/2t2fwk>]



#### **Working Goals:**

1. Increase community awareness about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.
2. 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.
3. Build and maintain partnerships of individuals, agencies, and community groups to help support community approach to problem gambling prevention.