

**Lane County H&HS Problem Gambling Prevention
 “Know the Rules of the Game” Program
 Biennial Plan Progress Summary, July 2005 – October 2006**



Program 1. Community Awareness Building.

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

Objectives	Proposed Outcomes	Actual Outcomes / Plan Revisions
<p>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.</p>	<p>Develop radio public service announcements (PSAs)</p> <p>Develop media release(s) surrounding local gambling-related news.</p> <p>Results from Lane County adult community surveys will reflect an increase of perception of risk of gambling among high-school age youth.</p>	<ul style="list-style-type: none"> • Radio PSAs developed for target audience of parents of youth who may gamble. • English and Spanish PSAs created and disseminated on 20 Eugene-area radio stations in 2006. • Estimated 102,000 Lane County residents exposed to media efforts over the last year through radio public service announcements, guest television specials and interviews, radio interviews, and news articles. <p>Two local media releases developed and run in 2006.</p> <p>In progress. (Lane County community survey funded for 06-07 fiscal year.)</p> <p>**Addition: Subcontracted with emergence program to develop PSAs on problem gambling awareness and gambling treatment availability</p> <p>**Addition/Proposed Plan: Subcontract with emergence program in Florence to develop radio public service announcements on gambling awareness to the Florence area community. (One-time carryover funds requested.)</p>
<p>Provide speaking engagements to community groups, coalitions, key leaders, prevention/treatment providers, Latino groups, and others.</p>	<p>At least 80% reporting increased awareness resulting from presentations.</p> <p>At least 80% rating of problem gambling issues to their agencies/ groups as useful.</p>	<p>Average of 94.2% (4.71 on a 5-point Likert scale) of presentation contributed “new, pertinent data to my understanding of the topic.”</p> <p>“Usefulness of program content” was rated 4.71 on a 5-point Likert scale (94.2%).</p> <p>Presented to 1,572 persons from July 2005-June 2006.</p>

		**Addition/Proposed Plan: Subcontract with emergence program in Florence to provide specific outreach to the Florence area community. (Additional carryover funds requested.)
Develop and provide information and resources on problem gambling at Lane County problem gambling prevention website (www.lanecounty.org/prevention/gambling).	Problem gambling prevention website will receive an average of at least 200 visits per month.	Problem gambling prevention website averaged 958 visits per month (total of 14,373 visits from July 2005-September 2006).
Program 2. "Know the Rules of the Game" Youth Prevention Strategy.		
<i>Goal: 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.</i>		
Objectives	Proposed Outcomes	Actual Outcomes / Plan Revisions
<i>[Information dissemination]</i> Develop and provide lessons on problem gambling for middle school and other adolescent youth.	70 percent of youth participants will demonstrate increased knowledge about problem gambling as a risky activity.	80 percent correct response rate on knowledge posttest questions. 34 presentations delivered to over 926 students from September 2005-June 2006. **Addition: Program is part of a curriculum development committee to develop and integrate problem gambling material with existing evidence-based substance abuse prevention curricula
<i>[School policy]</i> Reduce availability and accessibility of gambling opportunities to youth through school policies. <ul style="list-style-type: none">- Include gambling behavior in school conduct codes.- Grad night and fundraising effort alternatives free of gambling themes.	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 2005-06 school year. 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. **Addition: Responsible gambling/problem gambling educational material developed and disseminated for schools who choose to proceed with casino nights.
<i>[Community policy]</i> Reduce availability and accessibility of gambling opportunities to youth through community policies, focusing on social gaming ordinance minimum age.	At least one Lane County city will implement an age minimum to social gaming ordinance, or decline to adopt a social gaming ordinance.	Pending. The City of Eugene has a pending administrative order which includes a minimum age of 18 years old. (http://www.eugene-or.gov/portal/server.pt/gateway/PTARGS_0_2_185091_0_0_18/56-06-04.pdf)
<i>[Information dissemination]</i> Participate in Oregon Problem Gambling Awareness Week poster search.	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.

Program 3. College Student Outreach.

Goal: 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.

Objectives	Proposed Outcomes	Actual Outcomes / Plan Revisions
<p><i>[Information dissemination]</i> Provide presentations in college/university courses.</p> <p><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.</p>	<p>At least 80 percent of participants will report increased knowledge about problem gambling.</p> <p>At least 80% of participants would rate information presented to be useful in their degrees/careers.</p>	<ul style="list-style-type: none"> • Seven presentations given at university/college. • 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. <p>88% of participants rated information presented to be useful to their degrees/careers (4-point Likert scale).</p>
<p><i>[Policy]</i> Collaborate with local college/university campuses to include gambling in student conduct codes.</p>	<p>One university/college would add gambling to student conduct code.</p>	<p>Pending; University of Oregon has added gambling to its proposed conduct code language.</p> <p>http://studentlife.uoregon.edu/programs/student_judi_affairs/Proposed%20Student%20Conduct%20Code.pdf</p>

Program 4. Community-Based Processes.

Goal: 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.

Objectives	Proposed Outcomes	Actual Outcomes / Plan Revisions
<p>Facilitate and increase capacity of Lane County Problem Gambling Advisory Committee.</p> <p>Collaborate with Oregon Problem Gambling Prevention Committee to further statewide efforts and support regional efforts.</p> <p>Collaborate with Lane County Coalition to Prevent Substance Abuse in activities that cross substance abuse/gambling disciplines.</p>	<p>Lane County Problem Gambling Advisory Committee will retain at least 50% of new members.</p> <p>Lane County problem gambling prevention coordinator will collaborate with committees on at least one policy change effort.</p>	<p>All new members of Lane County Problem Gambling Advisory Committee retained. Group meets monthly.</p> <p>Lane County problem gambling prevention coordinator has been working with local Problem Gambling Advisory Committee and statewide prevention committee on:</p> <ul style="list-style-type: none"> • Social gaming ordinance: minimum age amendment to Oregon Revised Statutes • Instant Ticket Vending Machines (Lottery): removal from supermarkets