

Amendment to Contract #11423 | UO Problem Gambling Awareness Project (PGAP)

Project Goals

The purpose of this project is to continue campus-based problem gambling awareness and prevention efforts in partnership with the University of Oregon (UO) Substance Abuse Prevention Program, extending the contract period through June 30, 2010.

Goal #1: Student and Staff Awareness Building.

Using local data and social norms strategy, increase student awareness on campus about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.

Goal #2: Develop and maintain website, thepgap.org.

Create and maintain a website, with two primary functions:

- a) *Student and staff awareness building.* Using social norms strategy; build understanding problem gambling, providing self-assessment, and referral information; promote social norms.
- b) *Community forum for college and university partners.* Build awareness of connections of problem gambling to other problem behaviors among college student population; develop ability for an online community forum or blog for collaboration.

Goal #3: Coalition building / Community-based process

Initiate community-based process for problem gambling prevention efforts across systems within UO and across Oregon university & college campuses.

Staff and Roles

Julie Hynes, Lane County Problem Gambling Prevention Coordinator

Roles: Providing in-kind technical assistance to the PGAP coordinator and ongoing collaboration with SAPP Coordinator.

Ann Kokkeler, University of Oregon's Substance Abuse Prevention Program (SAPP) Coordinator, Conference Manager and Practicum Supervisor.

Roles: Providing supervision to PGAP Coordinator and ongoing collaboration with Lane County Problem Gambling Prevention Coordinator.

Navit Parker, Problem Gambling Prevention Project Coordinator, University of Oregon Substance Abuse Prevention Program

Roles: Providing project coordination and services; reporting to SAPP Coordinator and Lane County Problem Gambling Prevention Coordinator.

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PROPOSED WORKPLAN: JULY 1, 2009 – JUNE 30, 2010			
Goals, Description, & CSAP Strategies Addressed	Timeline	Outcomes	Measures
<p>Goal #1: Student and Staff Awareness Building</p> <p>Using local data and social norms strategy, increase student awareness on campus about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.</p> <p>[INFORMATION DISSEMINATION]</p>	07/2009-09/2009	<p>1-A. Deliver a minimum of one presentation, training and/or related method of reaching <u>each</u> of the following audiences:</p> <ul style="list-style-type: none"> • UO athletes and staff • Greek pledge classes • Freshmen orientations • Residence advisor trainings 	<p>1-A. A minimum of three presentations, training, or related method will be delivered by September 2009. A minimum of five additional presentations or related method will be delivered by June 2010. Presentation evaluations will indicate at least 80% of participants will have increased knowledge about problem gambling and resources to address problem gambling.</p>
	10/2009-06/2010	Continue presentation, training and/or related means of reaching UO students and staff throughout the school year.	
	10/2009-06/2010	<p>1-B. Using training in social norms strategy (Montana State University), develop and implement social norms campaign. Includes development of video(s), website content, poster(s), advertisement(s), Facebook fan page.</p>	<p>1-B. A minimum of five (5) educational pieces based upon social norms strategy will be developed.</p>

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	03/2010	1-C. Develop campaign for Oregon Problem Gambling Awareness Week (OPGAW), including materials developed in 1-B. Create one media advisory, conduct rally and/or tabling event, and create one news article or opinion-editorial piece in university publication.	1-C. Campaign for OPGAW will be completed; one media advisory, rally and/or tabling event, and one news article or opinion-editorial piece will be completed.
<p>Goal #2. Develop and maintain website, thepgap.org.</p> <p>Create and maintain a website, with two primary functions:</p> <p>a) <i>Student and staff awareness building.</i> Using social norms strategy; build understanding problem gambling, providing self-assessment, and referral information; promote social norms.</p>	07/2009 - 09/2009	2-A. Engage services of web development team. Develop and maintain repository of resources related to PGAP and related college projects, including examples cited in deliverable 1-B.	<p>2-A,B. Website foundation will be completed, including design template, links, resources, and scripts by September 2009. Confidential website visit tracking will be implemented by September 2009. Website will receive at least 2,500 distinct visits by June 2010.</p>
		2-B. Website visit analytics will be implemented.	

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<p>b) <i>Community forum for college and university partners.</i> Build awareness of connections of problem gambling to other problem behaviors among college student population; develop ability for an online community forum or blog for collaboration.</p> <p>[INFORMATION DISSEMINATION/COMMUNITY-BASED PROCESS/IDENTIFICATION & REFERRAL]</p>		<p>2-C. Confidential website satisfaction survey will be developed and implemented. Satisfaction will be monitored and website adjustments will be based upon visitor satisfaction.</p>	<p>Confidential website visitor satisfaction survey will be developed and implemented. Website satisfaction survey will be tracked monthly through June 2010. At least 75 percent of visitors completing the survey will be satisfied with website content; if satisfaction is lower than 75 percent, website content will be modified based upon feedback.</p>
	10/2009-06/2010	<p>2-D. Create online community forum (following examples such as http://connectedcommunities.ning.com) for group collaboration, news, information sharing, and web meetings.</p>	<p>2-D. Online community forum will be developed and implemented. Satisfaction survey to be implemented as per evaluation in 2-C above.</p>
	10/2009-06/2010	<p>2-E. Develop and implement online self-assessment tool for gambling behavior based on social norms strategy.</p>	<p>2-E. Online self-assessment tool for gambling behavior will be developed and implemented.</p>

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<p>Goal #3. Coalition building / Community-based process</p> <p>Initiate community-based process for problem gambling prevention efforts across systems within UO and across Oregon university & college campuses.</p>	07/2009 - 09/2009	3-A. Initiate contact with potential college/university-based prevention partners throughout Oregon.	3-A. Contact will be initiated with potential university/college partners in Oregon; PGAP will arrange initial meeting with respondents by Fall 2009. Coalition will convene in person and/or online a minimum of three times by June 2010.
	10/2009-06/2010	Build coalition of partners and address problem gambling prevention strategies (including gambling-related community laws & norms and favorable attitudes toward gambling behavior) during school year.	
	10/2009-06/2010	3-B. Mobilize UO students in development of student advisory committee to address problem gambling issues. Student advisory committee will work on issues such as: relationships with local retailers, student panels for presentations, OPGAW campaign, and serve as focus group for PGAP material development.	3-B. Student advisory committee to be convened in Fall 2009. Committee will meet on as-needed basis as facilitated by PGAP coordinator. Evaluation will be measured in meeting attendance, presentations given, and focus groups convened.
[COMMUNITY-BASED PROCESS/ENVIRONMENTAL]	10/2009-06/2010	3-C. Integrate community-based processes with online community forum tool as described in Goal #2.	3-C. Prevention partners and student advisory committee will be invited to online community forum. Online evaluation tool will measure participant satisfaction.