

Both Sides of the Coin

A strategy to prevent problem gambling and support responsible gambling

Purpose

To prevent problem gambling and to promote responsible gambling behaviour

Outcomes

- Ensure Albertans who choose to gamble have the resources they need to make informed decisions.
- Minimize gambling related harm.
- Create healthy, sustainable gambling environments.

Goals, Strategies and Objectives

Public Awareness and Education

1. *Albertans have the information they need to make responsible decisions with regard to gambling, know the risks and signs of problem gambling and where to find help. Albertans who choose to gamble do so in a responsible way.*

Strategies

- Educate and inform Albertans about responsible gambling and problem gambling.
- Improve community knowledge and awareness of the impacts of gambling
- Provide individual Albertans – especially adolescents and young adults - with the tools, information and support they need to make reasonable decisions with regard to gambling.
- Leverage existing partnerships to expand the distribution channels for gambling-related information.
- Ensure that Albertans who are experiencing gambling problems know where they can go for help.

Objectives

- Develop a joint website.
- Promote the inclusion of responsible and problem gambling information in K-12 curriculums.
- Develop a sustained social marketing campaign.
- Provide information through health facilities, educational and financial institutions.

PERFORMANCE MEASURES	LAST ACTUAL	TARGET
Percentage of Albertans that are aware of responsible and problem gambling behaviours.	Establish baseline	Exceed baseline
Percentage of Albertans that are aware of responsible and problem gambling services.	Establish baseline	Exceed baseline

Intervention, Counselling and Support Services

2. *All Albertans have access to problem gambling treatment choices that meet their individual needs.*

Strategies

- Reduce the stigma and encourage problem gamblers and the people who are close to them to get the help they need.
- Develop targeted early intervention strategies to reduce the risk factors for problem gambling.
- Develop programs that help problem gamblers regain control.
- Design and deliver sustainable, accessible, high-quality programs and services that are tailored to meet the needs of specific genders, age groups and cultural sub-groups.
- Explore technology to provide alternative forms of treatment and support services.
- Pilot programs to promote problem gambling awareness at the community level.

Objectives

- Implement recommendations from the VSE program evaluation.
- Develop web-based counselling and tele-counselling treatment services.
- Establish a Community Grant program for innovative approaches that support responsible gambling and prevent problem gambling.
- Develop resource materials targeted to youth, seniors and people where English is a second language.

PERFORMANCE MEASURES	LAST ACTUAL	TARGET
Percentage of moderate and high risk problem gamblers	Establish baseline	Decrease baseline
Percentage of problem gamblers who access AHS treatment services.	Establish baseline	Exceed baseline

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Responsible Gambling Environments

3. Gambling continues to take place in highly regulated and socially responsible environments. Gambling service providers – including licensed operators, government regulators and facility staff – understand their role in promoting responsible gambling and reducing problem gambling.

Strategies

- Provide Albertans with a range of government regulated gaming products accessible in venues that provide also provide assistance and resources to those who need it.
- Continue to work with the gaming industry to ensure gaming staff are appropriately trained in responsible and problem gambling awareness and intervention protocols.
- Continue to work with the gaming industry to develop and implement venue-based interventions that help gamblers keep track of the time and money they spend on their gambling activities.
- Expand the responsible gambling information centre (RGIC) program.

Objectives

- Develop a code of conduct that supports responsible gambling.
- Develop socially responsible policy toolkits for gaming venues.
- Establish accreditation and wards programs.
- Develop joint signs and fixtures program.
- Conduct research into card based play.
- Establish RGICs in every casino and REC in the province.

PERFORMANCE MEASURES	LAST ACTUAL	TARGET
Percentage of gaming industry staff completing responsible and problem gambling training.	Establish baseline	Exceed baseline
Percentage of accredited gaming venues.	Establish baseline	Exceed baseline

How we work:

The following outlines the key operational processes that define how we work, and outlines the specific strategies that will support these processes.

Leadership and Coordination

- Establish operational and decision making processes and appropriate funding levels to
- support the jointly sponsored programs and activities that fall within the strategy framework.
- Identify the most effective ways of reporting progress.
- Identify appropriate messaging streams and coordinate corporate communication plans to prevent duplication of efforts and ensure that messages have maximum impact. Sometimes this may mean collaborating; sometimes agency-specific communication may be more effective.
 - Establish a Responsible Gambling Advisory Committee (RGAC) to inform, help guide implementation of province-wide initiatives and monitor results.

Research

- Build the research base needed to support evidence-based decision-making and best practices.
- Investigate and monitor what best practices are currently in place in other jurisdictions.
- Track emerging issues and trends.
- Facilitating knowledge transfer between academic researchers, the gambling industry and government.

Planning, Implementing and Evaluating

- Develop terms of reference and guidelines to determine what types of activities are best undertaken jointly, and what types are best undertaken by the AGLC or AHS as individual agencies.
- Identify the most effective ways of maintaining ongoing communication and information-sharing between our two agencies.
- Develop efficient processes for sharing information with regard to the development of our respective agencies' policies, communication plans, business plans and budgets.
- Evaluate programs gambling-related programs and services to ensure they remain relevant and effective today and in the future.
- Develop an appropriate approval mechanism that meets the needs of the AGLC's and AHS's respective boards.
- Develop mechanisms to ensure that appropriate funding for problem gambling treatment and prevention programs is included in future discussions regarding gaming expansions.