

B.C. RESPONSIBLE GAMBLING STRATEGY

2009/2010 Annual Report



GAMING POLICY AND ENFORCEMENT BRANCH
MINISTRY OF HOUSING AND SOCIAL DEVELOPMENT



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Letter of Transmittal and Accountability Statement

I am pleased to present the Responsible Gambling Strategy 2009/10 Annual Report.

This report reflects the activities of the Province's Gaming Policy and Enforcement Branch in managing the strategy for the 12 months ending March 31, 2010. I am responsible for the contents of this report, including the selection of accomplishments and the manner in which they are reported.

The Responsible Gambling Strategy guides the branch's problem and responsible gambling education and awareness activities, as well as all problem gambling outpatient treatment in British Columbia.

2009/10 was another very productive year. The strategy established new programs for high-risk populations, developed efficiencies to provide more service per dollar spent, addressed service gaps, and built a solid foundation for measurement of service outcomes.

I would like to thank all staff and contracted service providers for their excellent work and dedication.

I will continue to work closely with branch management, staff and contractors and B.C.'s gaming industry to ensure gambling is delivered in a safe, responsible manner and necessary services are available to anyone in the province who may need them.

Derek Sturko

Assistant Deputy Minister and General Manager
Gaming Policy and Enforcement Branch

Know your limit, play within it.

Responsible Gambling Strategy

ORGANIZATION

Established in 2002, the Gaming Policy and Enforcement Branch is responsible for regulating gaming in British Columbia. It ensures gaming and horse racing in the province are conducted with integrity and are delivered in a manner that is safe, fair and beneficial for all British Columbians. The branch implements legislation, regulations, policies and public interest standards and manages the Province's Responsible Gambling Strategy.

The Responsible Gambling Strategy was introduced by the branch in 2003 and has three key goals: to reduce the incidence of problem gambling, to reduce the harmful impacts of excessive gambling, and to ensure that gambling is delivered in a manner that encourages responsible play and healthy choices.

To achieve these goals the branch supports awareness and education projects, provides a continuum of free clinical treatment services across the province and implements and enforces responsible gambling public interest standards to which the gaming industry must adhere.

“I'm grateful that this program is available, otherwise I couldn't afford help.”

“The problem gambling counselling sessions have given me hope about overcoming my addiction to gambling.”

“I'm very appreciative that counselling extends to family members as well as the gambler.”

“I always felt completely accepted and understood. The counsellor skilfully kept me on track with goals.”

— problem counselling clients, 2009/10.

THREE-YEAR PLAN

The Province's Responsible Gambling Strategy is guided by a rolling three-year plan. The current plan covers fiscal years 2008/09 to 2010/11.

The plan outlines the strategy's three key goals, the long-term objectives, the approaches for meeting those objectives and the indicators for measuring success.

THE STRATEGY'S THREE GOALS ARE TO:

1. REDUCE THE INCIDENCE OF PROBLEM GAMBLING *by:*

- increasing public awareness of problem gambling issues and services; and
- encouraging gamblers to know the risks, be aware of their limits and play within their means.

2. REDUCE HARMFUL IMPACTS OF EXCESSIVE GAMBLING *by:*

- continuously improving the effectiveness and availability of clinical counselling services; and
- mitigating the consequences for individuals and families related to problem gambling behaviour.

3. ENSURE THE DELIVERY OF GAMBLING IN A MANNER THAT ENCOURAGES RESPONSIBLE PLAY AND HEALTHY CHOICES *by:*

- increasing the knowledge and promotion of responsible play practices and options within the gaming industry;
- improving the gaming industry's knowledge of and ability to deal with problem gambling behaviours; and
- conducting research to inform government, the BC Lottery Corporation and the gaming industry on issues related to gambling, problem gambling and responsible gambling.

A copy of the current Responsible Gambling Strategy Three-Year Plan is available at: www.pssg.gov.bc.ca/gaming/reports/docs/plan-rg-three-yr-2008-2011.pdf

2009/2010 HIGHLIGHTS – CATEGORIZED BY STRATEGY GOAL

1. REDUCE THE INCIDENCE OF PROBLEM GAMBLING

- Seventeen full- and part-time prevention service providers delivered approximately 1,700 problem gambling prevention and responsible gambling awareness presentations.

2. REDUCE THE HARMFUL IMPACTS OF EXCESSIVE GAMBLING

- Twenty-eight full- and part-time clinical service providers delivered counselling services to over 1,400 people across the province;
- The Problem Gambling Help Line fielded 5,926 calls; and
- The Problem Gambling Help Line referred 2,693 callers to problem gambling counsellors.

3. ENSURE THE DELIVERY OF GAMBLING IN A MANNER THAT ENCOURAGES RESPONSIBLE PLAY AND HEALTHY CHOICES

- GameSense Information Centres (previously known as Responsible Gambling Information Centres) now include GameSense Advisors at all 17 casinos in the province.
- In addition, the BC Lottery Corporation has placed touch-screen interactive educational terminals in all casinos and community gaming centres.

***Know your limit,
play within it.***

Goal 1 Reduce the incidence of problem gambling

The Gaming Policy and Enforcement Branch creates awareness of problem gambling issues and services by informing British Columbians of the risks involved in gambling, the importance of playing within one's means and the services available to people experiencing a problem with gambling.

The methods used to create awareness include presentations and training sessions designed for specific audiences, online and in-person programs for students and public awareness/advertising campaigns.

PREVENTION PRESENTATIONS 2009/10

In 2009/10, the branch's 17 full- and part-time contractors delivered about 1,700 community-based presentations and training sessions.

Topics included:

- education for kids regarding the differences between playing games and gambling;
- debunking common myths related to gambling;
- responsible play practices for those who choose to gamble;
- identification of problem gambling behaviours;
- free counselling services and how to access them; and
- appropriate ways to talk to friends or family members who are experiencing problems.

Audiences included community organizations, Parent Advisory Councils, seniors groups, treatment centres, Aboriginal groups, allied professionals and elementary, secondary and post-secondary students.

***Know your limit,
play within it.***

PREVENTION PRESENTATIONS 2009/10 *CONT'D.*

The branch also sponsors a fun, interactive computer program for students in grades five and six. KnowDice dispels gambling myths and teaches kids about the risks and consequences of gambling.

The program includes an educational video game, the Amazing Chateau, designed by McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviours. KnowDice also includes lesson plans for teachers and an interactive website that reinforces lessons learned from the computer game.

Prevention Presentations delivered in 2009/10

Target Audience	No. of presentations
Children and youth	968
Young Adults (including university and college students)	48
Seniors, Aboriginal people	216
Allied professionals	72
General public (at health fairs, ESL classes, community centres, etc.)	384
Total	1,688

Number of awareness and information packages distributed to British Columbians during fiscal year 2009/10: 41,482

“It was a really great presentation! Thank you so much for coming here, I really felt that I learned a lot about a topic I wasn't familiar with before.” — Masters student, Vancouver, B.C.

“I am writing this to say thank you for coming to our class. That was actually the first time I'd had a lesson about gambling. It was very helpful to me that now I know what are some ways that can prevent me from being in danger.” — Grade 10 student, Langley, B.C.

PROBLEM GAMBLING PREVENTION PROGRAMS FOR ABORIGINAL PEOPLE

While many Aboriginal people in British Columbia consider gambling to be an integral part of their heritage, it is important to keep in mind that modern gambling carries with it greater risks than those generally encountered generations ago. Today's games are different, and the consequences of losing can be more detrimental.



As part of the three-year plan, a strategy is being developed to establish responsible and problem gambling initiatives specific to Aboriginal people. An important part of the strategy is the invitation to Aboriginal communities to contribute to the development of educational resources.

In 2009/10, problem gambling prevention specialists interacted with about 6,300 Aboriginal people through organizations and/or events such as these:

The **All-Aboriginal Basketball Tournament** is an annual event supported by the First Nations Health Council. During the week-long tournament in Prince Rupert in February 2010, 3,000 players and fans from all over the province visited the branch's responsible and problem gambling booth. About 1,500 people spoke directly with a prevention service provider about responsible gambling awareness and problem gambling issues as they relate to their respective communities.

The Kermode Friendship Society, which offers culturally sensitive programs and services to the Aboriginal community in the Terrace area, invited the branch to provide responsible and problem gambling training for the society's program coordinators. The society says it will continue to draw on the branch's resources.

The Wilp Si' Satxw House of Purification in Kitwanga is certified by the Association of BC First Nations Treatment Programs as a non-profit organization that provides holistic healing to First Nations people who have addictions and related issues. The branch has an ongoing relationship with the centre and its province-wide clientele, regularly presenting six-hour workshops on responsible and problem gambling. In 2009/10, the branch presented nine such workshops, each of which was conducted by a prevention specialist paired with a problem gambling counsellor.

Above:

The raven graphic was created by Michael Olebar of the Cowichan Valley on Vancouver Island. Michael said this raven is "gambling with its last coin."

ABORIGINAL PROBLEM GAMBLING PREVENTION *CONT'D.*

The Gaming Policy and Enforcement Branch is committed to adapting elements of the Responsible Gambling Strategy to meet the unique needs of Aboriginal communities throughout British Columbia.

The educational banner, shown in reduced size at right, was developed with the assistance of three Aboriginal prevention providers. It highlights the differences between traditional Aboriginal games and gambling.

Measuring 34.5 x 88 inches, the actual banner attracts attention at the Aboriginal events where it is displayed.

Balance



The difference between traditional games and gambling today:

Traditional Games: Gaming establishes connections and relationships between tribes and families.

Gambling Today: Gambling is usually an individual activity and is age restricted.

Traditional Games: Gaming plays a role in ceremonies and celebrations.

Gambling Today: Gaming is still used in ceremonies and celebrations; however when money is wagered, we risk losing the value and meaning of the ceremony or game.

Traditional Games: Gaming teaches skills of concentration and memory and develops physical stamina and ability.

Gambling Today: Most forms of gambling today do not involve skill and none develop physical stamina.

Traditional Games: Gaming plays with the concept of the trickster and promotes laughter and lightheartedness.

Gambling Today: There is very little laughter or lightheartedness in gambling venues today.

Traditional Games: Gaming develops character, honor and integrity.

Gambling Today: Gambling is risking money (or other valuables) on an activity of chance where money may be won or lost. It takes time and money, not integrity.

For more information, check out www.bcreponsiblegambling.ca or call 1-888-795-6111 (24 hrs)

Know your limit, play within it.

"Traditional gambling games are expressions of our proud history and culture. They are games of skill, trickery and competition that helped to build a strong sense of family and community unity."

-Ray Harris



PUBLIC AWARENESS CAMPAIGNS

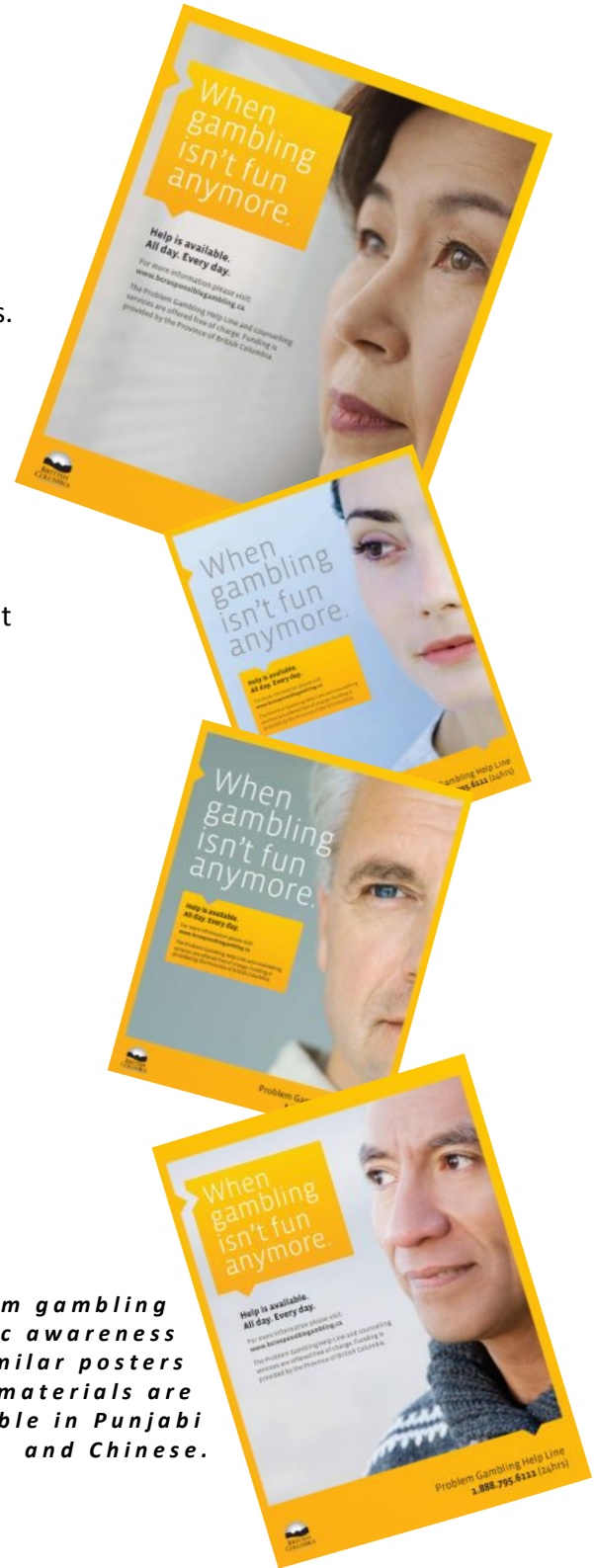
The branch conducts advertising campaigns across the province to raise awareness of responsible gambling practices, problem gambling issues and free counselling services.

Ads typically are placed in public transit shelters, Skytrain platforms and on buses and Skytrain cars.

Designed to reach all demographic groups, the multi-lingual campaigns have been very successful. The most recent B.C. Problem Gambling Prevalence Study (2007) found that between 2002 and 2007, awareness of the Problem Gambling toll-free Help Line increased by 22 per cent, and awareness of the program's free counselling services increased by 17 per cent.

The next ad campaign is scheduled for 2011/12.

Posters and banners have also been used to promote responsible gambling in gambling facilities, at community and health fairs, on college and university campuses and at problem gambling prevention presentations.



Problem gambling public awareness posters. Similar posters and print materials are available in Punjabi and Chinese.

GOAL 2 Reduce the harmful impacts of excessive gambling

Immediate, professional assistance is a phone call away for any British Columbian who experiences a problem with gambling.

PROBLEM GAMBLING HELP LINE AND FREE COUNSELLING SERVICES

THE HELP LINE

The first link in the immediate response chain is the branch's dedicated, 24-hour toll-free Problem Gambling Help Line (1-888-795-6111). In 2009/10, the multi-lingual Help Line fielded almost 3,700 calls related to problem gambling.

Help Line operators provide crisis counselling and, upon request, provide referrals to treatment and support services in the caller's community. Referred clients are contacted by a counsellor within 24 hours of their call to the Help Line.

In a client satisfaction survey (please see more data on next page), 30 per cent of respondents said they heard about the counselling service by calling the Help Line. Ninety per cent of those respondents rated the Help Line service as very good or good. (Other respondents said they heard about the counselling service through other means, mainly: the Voluntary Self-Exclusion program—34 per cent, friend or family—15 per cent, health professional—13 per cent, responsible gambling resource in gaming facility—8 per cent.)

The chart below covers fiscal years 2009/10 and 2008/09 and shows the total number of calls fielded by the Help Line, the number of Help Line calls related to problem gambling issues and the number of referrals to problem gambling counsellors.

Problem gambling Help-Line calls, two-year comparison.

	2009/10	2008/09
Total Help Line calls	5,926	6,228
Total Problem Gambling Calls	3,699	6,006*
Referrals to Problem Gambling Program counsellors	2,693	2,864

***Note:** The 2008/09 Total Problem Gambling Calls shown in this table and in the 2008/09 annual report mistakenly included a number of non-problem gambling requests.

"I appreciate how quick and responsive the referral service was to my situation."

— problem gambling counselling client, 2009/10

PROBLEM GAMBLING HELP LINE AND FREE COUNSELLING SERVICES *CONT'D.*

COUNSELLING

Group and/or individual therapy sessions are available. Depending on the client's needs, counselling over the phone or internet may be suitable, or a counsellor may travel in the evening or on a weekend to meet with a client.

In 2009/10, the branch contracted with 28 clinical counsellors who delivered problem gambling counselling services to over 1,400 people across the province.

CLIENT SATISFACTION SURVEY

The Responsible Gambling Strategy is committed to the ongoing evaluation of its services. Between November 2009 and March 2010, clients in the latter part of their clinical treatment process were invited by counsellors to participate in the strategy's client satisfaction survey. Participation was voluntary and anonymous, and no incentives were provided or offered. The survey was available online or in a mail-in hard copy version.

Clients were asked to rate their counsellors' knowledge and competence, ability to provide a comfortable counselling environment, ability to listen and understand their particular problem and ability to be multi-culturally sensitive and respectful. Clients were also asked to rate the overall quality of the counselling they were receiving.

Responses were received from 197 clients, the vast majority of whom rated their counselling experience extremely positively. In each category, 99 per cent of respondents (100 per cent in the multi-culturally sensitive and respectful category) gave a rating of excellent or very good.

“My counsellor has been one of the mainstays of my recovery and she does an incredible job. I am grateful.”

“This was a very worthwhile resource for me and helped me better understand the nature of my gambling problem.”

— problem counselling clients, 2009/10.

THE DISCOVERY PROGRAM

Launched in 2008/09, the Discovery program helps problem gamblers develop the knowledge and skills needed to address their gambling-related issues.

Discovery is a day, evening and weekend intensive clinical treatment program that runs several times a year in selected locations.

Participants in the Discovery program learn about:

- problem gambling triggers and issues;
- stress management;
- financial management;
- communication skills; and
- life-skills.

Discovery also provides:

- intensive group therapy;
- couples therapy; and
- relapse prevention counselling.

The program is constantly responding to the expressed needs of professionals and clients. In the coming year Discovery sessions will be more frequent and offered in more locations.

“I did not see a way out of my problems and did not want to live any more. Discovery saved my life.”

“This was an amazing journey and exceeded my expectations.”

“I just wanted to tell you how helpful this program has been for me and my partner. It has provided us with so many tools to work on my addiction and our relationship.”

“The program was a great success and all facilitators were very knowledgeable and excellent in conducting their sessions.”

— Discovery program clients, 2009/10.

Goal 3 Ensure the delivery of gambling in a manner that encourages responsible play and healthy choices

GAMESENSE INFORMATION CENTRES

Co-managed by the branch and BCLC since 2006/07, GameSense Information Centres (previously known as Responsible Gambling Information Centres) provide responsible and problem gambling information at every casino and community gaming centre in B.C.

Centres located in casinos are staffed by 25 GameSense Advisors who share responsible gambling information with interested patrons and assist anyone experiencing distress related to gambling. This may include assistance with BCLC's Voluntary Self-Exclusion Program and/or a referral to the Problem Gambling Treatment Program. In 2009/10, GameSense Advisors had 20,571 meaningful interactions with clients, and 1,020 clients were assisted with VSE registrations.

In addition, touch-screen interactive terminals are located in casinos and community gaming centres. The terminals provide engaging responsible gambling education modules at the push of a button, including an entertaining animated tutorial that explains the inner workings of slot machines and the odds of winning when playing the slots.

Other educational tools include responsible and problem gambling brochures, fun and informative give-aways and hand-outs. GameSense Advisors also present monthly promotions, including quizzes testing interested patrons' knowledge of responsible and problem gambling principles and issues. Prizes are awarded.

***Know your limit,
play within it.***

VOLUNTARY SELF-EXCLUSION PROGRAM

The BC Lottery Corporation's Voluntary Self-Exclusion program (VSE) enables individuals to request they be banned from casinos, community gaming centres and/or BCLC's online website. Self-exclusion is available in periods of six months, one year, two years or three years. Once the client registers for a particular period, it cannot be reduced, although the client may extend it. Registrants are also offered a referral to a Problem Gambling Program counsellor in their community.

At larger gaming facilities, self-exclusion requests are facilitated by trained security staff supported by the GameSense Advisor on duty at the facility's GameSense Information Centre. At smaller community gaming centres and bingo halls, self-exclusion requests are processed by the facility managers. VSE registrations are also completed at BCLC's offices in Richmond and Kamloops. Alternative arrangements may be made by calling BCLC's Consumer Services line: 1-866-815-0222.

The VSE program has been enhanced in several ways over the last year. Renewals now may be requested by letter, all registrants receive a helpful resource kit, and casino security supervisors receive special training in the sensitive handling of the registration process.

In accordance with its rule-making authority under the Gaming Control Act, on April 1, 2009 BCLC began to withhold prize payouts from registrants in the Voluntary Self-Exclusion Program. There are plans to amend the Act in 2010/11 to give BCLC explicit powers to withhold such prizes.

BCLC is continually making refinements to enhance the program's administration and support elements and has commissioned a four-year independent study by the BC Centre for Social Responsibility. The purpose of the study is to evaluate the program from a participant's perspective and to suggest improvements.

On March 31, 2010, there were 6,463 British Columbians registered in the program. The table below shows the number who registered in fiscal 2009/10, by gambling type.

Number of British Columbians who registered in the Voluntary Self-Exclusion Program, by gambling type and year.

Gambling Type	2009/10	2008/09	2007/08
Casino or Community Gaming Centre	3,952	3,512	3,753
Bingo	13	17	122
PlayNow.com	526	304	529
Total who registered during year shown	4,491	3,833	4,404

APPROPRIATE RESPONSE TRAINING

The Appropriate Response Training program (ART) is a mandatory training program for all employees who work in a gaming facility in British Columbia. Conducted by the BC Lottery Corporation, ART is designed to enhance employees' knowledge, awareness, attitudes and skills, enabling them to respond appropriately to patrons who may be experiencing distress in a gaming facility.

Two levels of training are provided. In ART Level 1, an online course, frontline staff learn to recognize the signs of customer distress, to provide the appropriate level of assistance and to understand when to escalate assistance to the supervisor level.

ART Level 2 is a four-hour course for supervisors, managers and gaming security officers in which real-life distress situations are simulated. De-escalation methods and appropriate levels of response are highlighted and reviewed in detail.

The branch supports Appropriate Response Training by providing responsible gambling specialists who co-facilitate the training sessions with BCLC.



Two sides of the Responsible Gambling Strategy's program card.

INDUSTRY COMPLIANCE WITH PROVINCIAL RESPONSIBLE GAMBLING STANDARDS

British Columbians who choose to gamble have the right to do so in an environment that encourages responsible play and healthy choices.

Introduced in 2005, the Responsible Gambling Standards were designed to ensure minors are prevented from participating in gambling activities, patrons are equipped to make informed decisions regarding gambling activities, gambling-related risks are minimized and persons affected by excessive gambling have access to timely and effective information and assistance.

The standards apply to the entire B.C. gaming industry, including all community organizations licensed to conduct charitable gaming events. Each year, as part of its overall audit of the industry and licensees, the branch audits compliance with the standards. This includes, for example, the BC Lottery Corporation, all casinos, race tracks and community gaming centres, and half the commercial bingo halls in the province. The branch also inspects about 20 per cent of lottery retailers in the province each year.

The branch's audits of compliance with the Responsible Gambling Standards focus on five key areas:

1. Informed Choice – includes proper use of the “Know your limit, play within it” tagline, an appropriate level of responsible gambling messaging materials and availability of rules of play and information regarding the odds of winning;
2. Appropriate Response – includes ensuring gaming workers in the facility have received Appropriate Response Training;
3. Responsible Practices – includes placing clocks in highly visible areas, among other requirements;
4. Financial Transactions – includes prominently displaying information describing pay-out policies and stating that credit will not be extended; and
5. The Voluntary Self-Exclusion Program – includes having a fully operational program, readily available information on the program and effective monitoring of gaming facilities for excluded individuals.

The tables on the next page indicate the levels of compliance at different gaming facilities in 2009/10 and in the previous two years. Compliance levels posing particular concern for the branch are highlighted in red.

**OVERVIEW OF REGISTERED COMMERCIAL GAMING SERVICES PROVIDERS'
COMPLIANCE WITH RESPONSIBLE GAMBLING STANDARDS
2009/10 — 2008/09 — 2007/08**

2009/10					
Service Provider Type	Informed Choice	Appropriate Response	Responsible Practices	Financial Transactions	Voluntary Self-Exclusion Program
Casino	High	Med.	Med.	Med.	High
CGC	High	Med.	High	High	High
Bingo	Med.	Low	High	High	High
Racetrack	Med.	High	High	Med.	High
Lottery Retailers	Med.	Med.	High	N/A	N/A

2008/09					
Service Provider Type	Informed Choice	Appropriate Response	Responsible Practices	Financial Transactions	Voluntary Self-Exclusion Program
Casino	Med.	Low	Med.	High	High
CGC	Med.	Low	High	High	High
Bingo	Med.	Low	High	High	High
Racetrack	Med.	Med.	Med.	Med.	High
Lottery Retailers	Med.	Med.	Med.	N/A	N/A

2007/08					
Service Provider Type	Informed Choice	Appropriate Response	Responsible Practices	Financial Transactions	Voluntary Self-Exclusion Program
Casino	High	Low	Med.	High	High
CGC	High	Low	Low	High	High
Bingo	Med.	Med.	Med.	High	High
Racetrack	Med.	Low	Med.	High	Med.
Lottery Retailers	Low	Low	Med.	N/A	N/A

*Change in compliance levels from 2008/09 to 2009/10.
(Key to table provided on bottom half of page.)*

Service Provider Type	Informed Choice	Appropriate Response	Responsible Practices	Financial Transactions	Voluntary Self-Exclusion Program
Casinos					
Community Gaming Centres					
Bingo Halls					
Race Tracks					
Lottery Retailers				N/A	N/A

Key to the table above:

	Compliance levels compared to previous year: Green = improvement over previous year and high compliance this year. Yellow = improvement over previous year and medium compliance this year.
	Compliance levels compared to previous year: Green = no change from high level of compliance. Yellow = no change from medium level of compliance. (Room for improvement.) Red = no change from low level of compliance. (Continues to be unacceptable.)
	Any decrease in compliance level from previous year.

More information on the Province's Responsible Gambling Standards is available at:
www.hsd.gov.bc.ca/gaming/responsible-gambling/index.htm

BCLC's RESPONSIBLE GAMBLING INITIATIVES

In 2009/10 the BC Lottery Corporation (BCLC) launched several responsible gambling initiatives, including the GameSense website, GameSense public service announcements (the first responsible gambling messages ever televised in B.C.) and the enhancement of interactive information centres in all casinos and community gaming centres.

Casinos also are staffed by GameSense Advisors trained to provide information regarding gambling myths, responsible play strategies and resources available to those experiencing a problem with their gambling. GameSense Advisors are contracted by the Gaming Policy and Enforcement Branch, which co-manages this program with the BC Lottery Corporation. This collaborative working relationship is based on GPEB's and BCLC's complementary commitments: GPEB to provide responsible and problem gambling information and services to all British Columbians, BCLC to provide responsible and problem gambling information to its customers.

In the summer of 2010, when its PlayNow.com website is refreshed to include interactive casino-style games, BCLC will increase the prominence of responsible gambling features on the website. The Gaming Policy and Enforcement Branch will evaluate the new features once the updated site is launched.

BCLC's continuing activities include sponsorship of a four-year study of the effectiveness of the voluntary self-exclusion program. The study, conducted by the BC Centre for Social Responsibility, is in its third year.

In recognition of BCLC's achievements in promoting responsible gambling, the World Lottery Association conferred on the lottery corporation the highest accreditation level in the WLA's Responsible Gambling Framework, Level Four.

Responsible gambling tips

- Maintain a balance with other leisure activities.
- Remember, the odds always favour the house.
- Only use money you can afford to lose.
- Set a time limit and stick to it.

OTHER INITIATIVES

CANADIAN PARTNERSHIP FOR RESPONSIBLE GAMBLING

The Province's Gaming Policy and Enforcement Branch is a member of the Canadian Partnership for Responsible Gambling (CPRG), which was formed in 2005. CPRG's members include research centres, government agencies, non-profit organizations and gaming service providers. The partnership conducts research, shares information and promotes ways to reduce problem gambling.

In April 2010, CPRG sponsored the Responsible Gambling Information Centre Forum in Toronto. Two branch staff members and a contracted service provider attended the conference.

Annual general meetings are held in a different Canadian city each year. The 2010 AGM was held in February in Regina. One representative of the branch attended that meeting.

The 2011 meeting will be hosted by British Columbia in either Victoria or Vancouver.

CPRG produces the Canadian Gambling Digest, an annual compilation of statistics related to the regulation of gambling and the treatment of problem gambling in each of the Canadian provinces. Copies of the Digest are available at www.cprg.ca.

***Know your limit,
play within it.***

Looking Ahead to 2010/11

As gambling grows in popularity – and continues to be a potential risk for some – the responsible gambling program’s strategic plan will include a number of new initiatives in 2010/11, as follows:

- Pursuant to amendments to the Gaming Control Act (the Act) in spring 2010, the BC Lottery Corporation will have explicit legislative authority to withhold prizes won by individuals registered in the Voluntary Self-Exclusion (VSE) program. The intention is to remove any financial incentive for VSE registrants to breach their self-exclusion agreement. Previously, BCLC withheld such prizes in accordance with their rule-making authority under the Act. Unclaimed prize money will be used to support responsible and problem gambling research.
- As part of the enhanced VSE process, participants will automatically receive a Notice of Prohibition, which is written notice they are prohibited from entering a casino, community gaming centre, bingo hall, or the casino gaming floor at a racetrack, pursuant to section 93(1)(c) of the Act. Failure to comply will be an offence under section 97(2)(d) of the Act. Those who breach their VSE agreement could receive a penalty or fine as per section 98(3), which will carry a maximum fine of \$5,000.
- In another change to the VSE program, bans from gaming facilities automatically apply to a VSE registrant’s PlayNow.com account, if they have one.
- It is anticipated there will be an increased need for public information campaigns promoting responsible play practices to British Columbians who choose to gamble. In response, the branch plans to present the following:
 - ◆ A provincial responsible gambling public awareness campaign;
 - ◆ Educational programs for university/college students, focused on internet gambling; and
 - ◆ Educational programs for younger students and their parents, focused on the risks associated with gambling.
- For those British Columbians who develop problem gambling behaviours (about 4.6 per cent of B.C.’s total adult population), the branch plans to launch a number of new initiatives in 2010/11, including, for example:
 - ◆ Internet-based counselling and support services; and
 - ◆ An improved Discovery program. The curriculum of this intensive treatment program will be standardized and delivered in week-long and weekend modules to more clients in more B.C. communities. Culture-specific components will be added for Asian and Aboriginal participants.

... cont’d on next page

Looking Ahead to 2010/11 *CONT'D.*

- British Columbia's Responsible Gambling website, an information resource for people struggling with their own or a loved one's problem gambling, is being remodelled to make it easier for visitors to find answers to their specific questions.
 - ◆ The new site will provide a wide spectrum of clinical and educational tools, including web links, downloads, videos, print materials and other interactive content.
 - ◆ Managed by the branch, the new-look site will be launched in fall 2010 at: www.pssg.gov.bc.ca/gaming/responsible-gambling/index.htm
- As part of its commitment to deliver the most effective responsible and problem gambling services possible, the branch will evaluate its services on a regular basis, with the goal of reporting annually on outcomes. Based on comparisons of future outcomes against established baselines, research can be conducted and services updated and/or expanded. Future initiatives include:
 - ◆ An independent evaluation of clinical outpatient counselling services;
 - ◆ Enhanced outcome measurement processes; and
 - ◆ An evaluation of the efficacy of the Responsible Gambling Strategy as a whole, with recommendations for future development.

***Know your limit,
play within it.***

Responsible Gambling Strategy Financial Overview

	2009/10	2008/09
RESPONSIBLE GAMBLING STRATEGY BUDGET	\$4,541,000	\$7,002,000
RESPONSIBLE GAMBLING STRATEGY EXPENDITURES		
Staffing		
Salaries and Benefits	265,534	183,003
Professional services ¹		41,274
Administration		
Advisory Services and Research Contracts	9,321	35,541
General office, Printing and Information Systems	195,297	332,841
Travel, and Training (contractors and staff)	58,858	152,296
Program Awareness		
Public Awareness Campaign ²	0	404,708
Other Program-Related Advertising Expenses	22,706	43,806
Program Delivery		
Contracted Prevention and Treatment Services, including the Problem Gambling Help Line ³	4,592,817	4,190,956
Total Expenditures	\$5,144,533	\$5,384,425

¹ These charges were centralized and removed from the branch budget in 2009/10 and therefore not reported. They included such items as legal services, building occupancy and workstation support charges.

² There was no public awareness campaign in 2009/10. The next campaign is scheduled for 2011/12.

³ The Program Delivery expenditure was increased to meet demand for services.



contact information

www.pssg.gov.bc.ca/gaming/responsible-gambling/index.htm

Provides information on the Responsible Gambling Strategy and the Problem Gambling Program.

1-888-795-6111

The B.C. Problem Gambling Toll-Free Help Line

If you have a gambling problem or know someone who does, call this number to access free counselling, or visit the website above.

www.pssg.gov.bc.ca/gaming/

Provides information on the Gaming Policy and Enforcement Branch and contact information for a specific branch office.

The branch's head office is in Victoria. Regional offices are located in Vancouver, Kelowna and Prince George.

GAMING POLICY AND ENFORCEMENT BRANCH
MINISTRY OF HOUSING AND SOCIAL DEVELOPMENT

