

Gam_iQ: A campus gambling awareness program

What is Gam_iQ?

Gam_iQ is a fun, engaging program for post-secondary students designed to raise awareness about the risks associated with gambling. **Gam_iQ** is available free of charge to all post-secondary campuses across BC. It is delivered by a Prevention Specialist, using an interactive booth and trained student volunteers.

The four primary goals of the Program are to:

- (1) promote informed choices about gambling by educating students about the risks involved;
- (2) provide tips on how to gamble responsibly, if choosing to gamble;
- (3) describe the signs of a problem with gambling; and
- (4) advertise the resources and services available in British Columbia for gambling-related problems.

What is the role of the campus partner?

Campus programs are more successful when they engage students and when campus community members like you are interested and excited about the program. For this reason, we hope you will assist us to organize **Gam_iQ** on your campus, by helping us to:

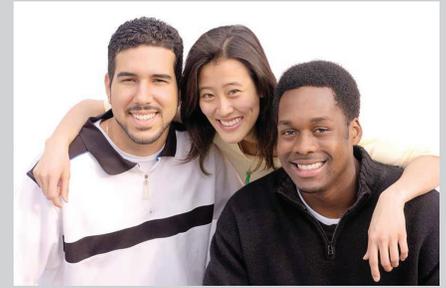
- Book a display table and a space on campus that has high student traffic;
- Advise on the campus protocol for hanging posters;
- Assist with locating student volunteers willing to work 6 to 12 hours (volunteers are given an honorarium for their time);
- Book a room for the student training; and
- Act as a resource for campus coordination.

When does it run?

Gam_iQ runs for three hours each day for 2-3 days, depending on the campus and availability. The days and dates are determined by the campus partner and the Prevention Specialist, with consideration given to the availability of high traffic areas and times.

How does it work?

Students visit the **Gam_iQ** booth and take a short, five-question quiz using an iPad application that focuses on the Program messages. Participants who take the quiz are eligible to receive various incentives, including a gift certificate to the campus bookstore or cafeteria and a different give-away each day.



Why Offer Gam_iQ on Campus?

- ▶ 73% of people in BC gamble.
- ▶ 18-24 year olds have a higher problem gambling estimate (6.8%) and a statistically higher at risk estimate (16%).
- ▶ 23% of young adults, 18 to 24, have experienced problems as a result of someone else's gambling.
- ▶ 56% of 18 - 24 year olds agreed with the statement: *"While gambling, you could win more if you used a certain system or strategy."*
- ▶ Approximately 19% of 18 – 24 year olds agreed with the statement: *"After losing many times in a row, you are more likely to win."*

References: BC Problem Gambling Prevalence Survey, 2008

For more information, please visit: bcresponsiblegambling.ca or call the BC Problem Gambling Help Line **1-888-795-6111** (24hrs)

