

Responsible Gambling Council

Impact of Responsible Gambling Programs

Responsible Gambling in Massachusetts
Suffolk Downs Racetrack - Boston

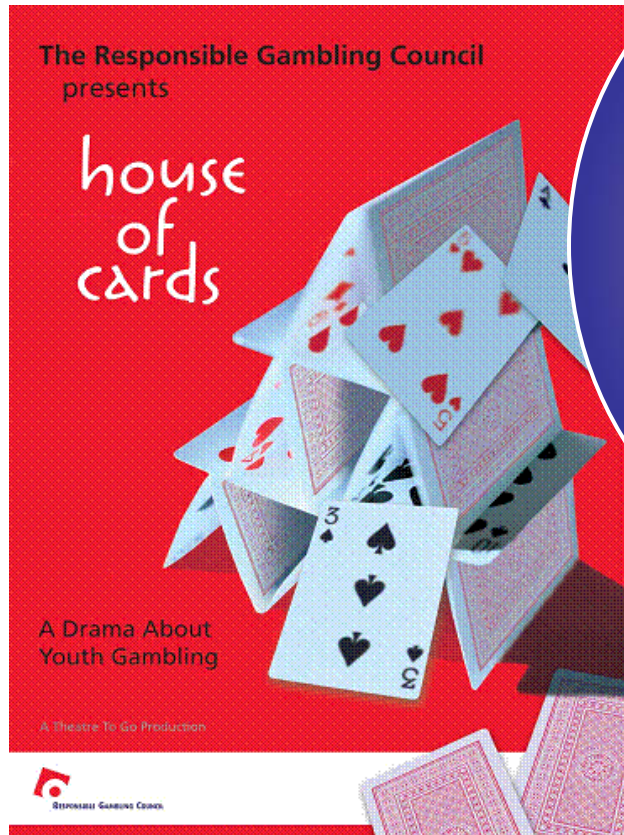
Presented by:
Laurie Bell, Director of Prevention Programs

Monday, September 21, 2009



Drama Programs for High School Students

- RGC youth dramas have reached more than 190,000 high school students in 5 provinces



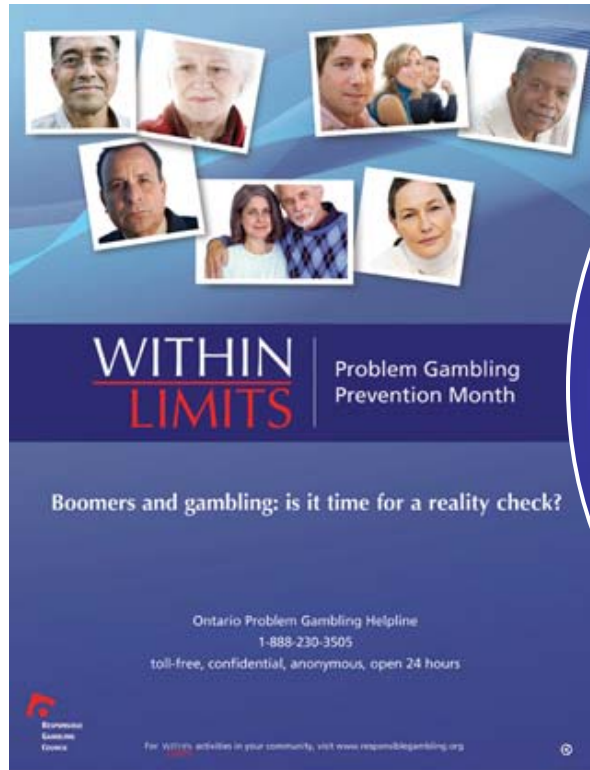
**MANAGING
THE
MESSAGE**





INTERSECTING INTERESTS

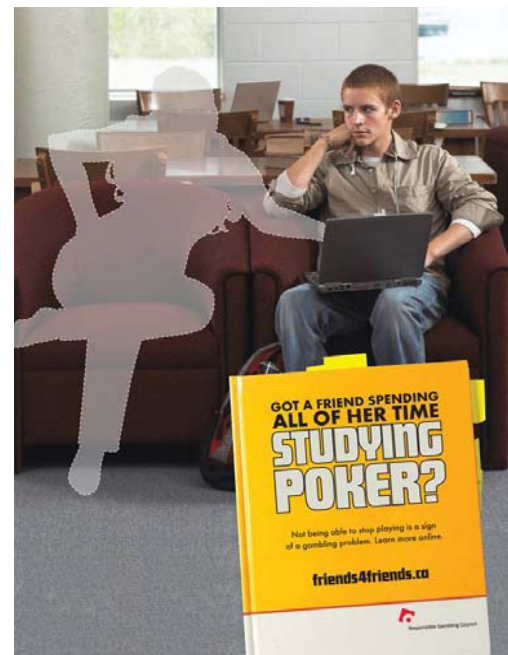
- Canada's largest problem gambling prevention program to date in its 7th successful implementation



Within Limits

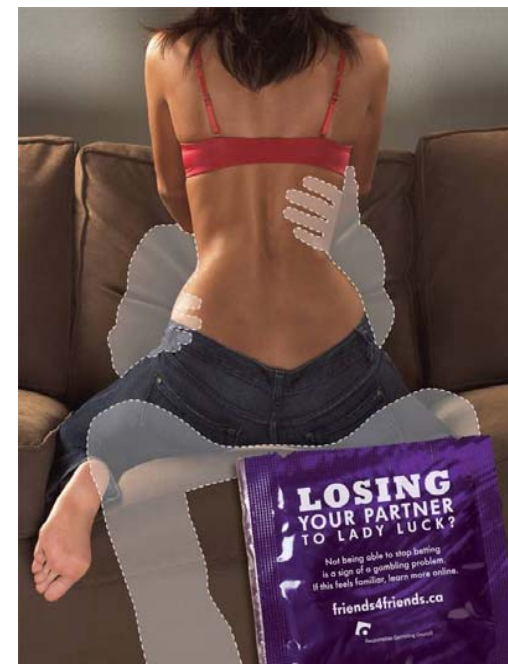
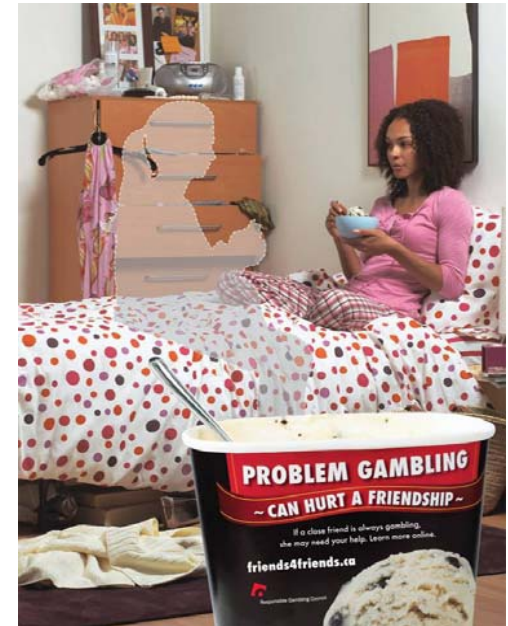
**MESSAGES
THAT NO ONE
BELIEVES
THAT
THEY NEED**

- Reaches more than 3.2M Ontario households



CUTTING THROUGH THE CLUTTER

- *friends4friends II* has reached over 98% of 18-24 year olds in Ontario





kts²

an interactive
problem gambling
awareness program
for college and
university
students



**REMAINING
NIMBLE**

- *Know The Score has reached more than 43,500 students from coast to coast*



RGC's Conferences & Annual Forums

Discovery
2010 Conference

April 13 - 16, 2010
The Westin Harbour Castle
Toronto, Canada

**AGENTS
OF
CHANGE**

- Opportunities for counselling professionals, researchers and gaming providers to share ideas and develop and contribute to future best practices in the field.