



## Joanna Franklin Leaves Incredible Legacy

*Jeffrey Derevensky and Rina Gupta – International Centre for Youth Gambling Problems and High-Risk Behaviors*

Joanna Franklin, esteemed colleague and dear friend, passed away suddenly in October. Joanna received her BS and MS degrees from Johns Hopkins University. Throughout her dynamic career, Joanna trained thousands of counsellors and treatment providers while establishing and setting high standards for the profession through her work on certification. In 1979, Joanna was the first clinician hired by a state-funded gambling treatment program where she worked with gamblers and their families. She worked tirelessly on helping the National Council on Problem Gambling take a prominent place in research, training, education and public policy. Joanna was the founder and past president of the Maryland Council on Problem Gambling and most recently helped get funding for the Maryland Center of Excellence on Problem Gambling, at the University of Maryland Medical School, where she was Program Director. This Center will continue to serve as testimony to her fortitude and endless efforts and perseverance to help further our knowledge and outreach in helping others. Over the course of her career, Joanna delivered clinical training in 45 states, 10 Canadian provinces, 9 other countries and worked with 31 tribes, more than anyone else in the field. Joanna designed and implemented responsible gaming training programs for state lotteries, race tracks and casinos internationally. Additionally, she consulted and trained for a multitude of organizations including the FBI, CIA, Pentagon, the U.S. Navy, and the U.S. Army. Joanna was internationally revered as the trainer's trainer. Joanna had an incredible wealth of knowledge and experience. No matter how many times one would attend her talks or training sessions, we all walked away with some new knowledge, greater insight and an appreciation of the complexities in dealing with problem gamblers and their families.



Joanna authored several book chapters on family therapy and teen gambling for Harvard publications and published multiple journal articles on problem gambling treatment. She served on the NCPG Board of Directors for over 20 years, representing the Maryland Council on Problem Gambling, and in 1994 received the NCPG's prestigious Goldman Lifetime Award. Joanna was an incredible teacher, a passionate advocate and one of the most caring, generous and selfless individuals. In addition to her incredible professional achievements, Joanna was a dedicated and caring wife, mother, grandmother and daughter. She was always thinking of others. She touched the lives of all around her with her gentle nature and endless compassion. We are grateful to have shared many fun and special moments with her. In recent years, we had the great pleasure to work closely with Joanna and Carl in helping them carry out youth prevention initiatives in Pennsylvania and Maryland. Their passion and commitment helped bring these prevention initiatives to thousands of youth.

Joanna's gentle smile, warm heart and caring attitude inspired us all. She was one of a kind. Another great pioneer has passed this year but her teachings and legacy will live on. Joanna will never be replaced and will always be missed.

We have lost a great friend and esteemed colleague. Her loss and generosity has been felt across the globe. As many have noted, God now has a new angel to help him help others. May Joanna rest in peace knowing that her work, generosity and accomplishments have inspired and helped so many. ◆

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# Behavioural Analytics – Toward Prevention and Informed Decision Making

*Simo Dragicevic, Founder and CEO Bet Buddy*

## Introduction

As governments around the world respond to the growing demand for gaming by regulating more forms of gaming and launching new products, with this expansion comes the expectation of gaming operators providing an increased duty of care towards consumers. One of the fastest growing gaming channels is Internet gaming. Internet gaming allows for many effective preventive measures which are often not feasible in land-based gaming. Forms of pre-commitment and self-limitation are best implemented online and the Internet allows for behavioural analysis, which not only helps scientists to better understand gambling issues, but also helps the industry to identify at-risk gamblers. The use of behavioral analytics is becoming increasingly important in building a coherent narrative to support policies for the responsible growth of gaming.

## Traditional Uses of Behavioral Analytics

Industries have been using behavioral analytics techniques for decades in areas such as marketing. One such industry is retail banks. Banks have been collecting and analyzing customer data to understand behaviour for many years in order to help them to try to better target promotional offers. Banks analyze consumer behavior by monitoring significant triggers in a customer's life (e.g. change

of job, significant credit), tracking key events and reacting accordingly (mortgage expiry), offering logical selections (such as savings products vs. competitor products) and undertaking propensity modelling based on key variables (such as credit card company risk profiling). As more businesses shift to adopting digital and eCommerce (or Internet) business models, the opportunities to use data to support business processes increases.

## Key Principles

Before assessing how behavioral analytics can be practically applied in the context of responsible gaming, it is worth stepping back and understanding why this is relevant. The Reno Model, published in 2004, sets out a framework for responsible gaming that has been adopted by gaming regulators and operators around the world (Blaszczynski, Ladouceur & Shaffer, 2004). One of the principles that the model supports is that the ultimate decision to gamble resides with the individual and represents a choice but to properly make this decision, individuals must have the opportunity to be informed. The principle of gaming operators promoting “informed player choice” is widely supported by all industry stakeholders, and is thus a key reason to support behavioral analytics becoming a mandatory element of consumer protection for all regulated gaming jurisdictions in the future.

## Developing an Evidence Base

A key development to building an understanding of problem gambling through the use of player data has been accomplished by studying actual Internet player gambling data. The Division of Addictions, an affiliate of the Harvard Medical School, has been using gambling data obtained from Internet gaming operator Bwin Interactive Entertainment AG to publish research describing player behaviours in the context of risk. Since the Harvard/Bwin collaboration, other researchers, including Bet Buddy collaboratively with GTECH (Dragicevic et. al., 2011, Dragicevic et. al. in press), have been publishing new research using real player gaming data sets to analyze behavior in the context of gambling risk and harm. These initiatives help ensure that our evidence base concerning problem gambling continues to increase.

## Applying Behavioural Analytics to Responsible Gaming

Given that the principle of offering informed player choice is widely supported, and given that our evidence base is growing, then what comes next? A new generation of software companies, such as Bet Buddy, have developed solutions that can be integrated into both Internet and land-based gaming operations to apply behavioral analytics techniques to responsible gaming.

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There are many different behavioral analytical techniques that can be adopted to analyze player behaviour in the context of risk. Some techniques aim to predict whether a player is likely to become a problem gambler using statistical techniques, (e.g., logistic regression which has long been used in social and medical science). Other approaches analyze player data and flag significant changes in behavior that could signal problem gambling behaviour, rather than trying to predict whether a player is likely to become a problem gambler. This is an important distinction. The Reno Model suggests that “the gambling industry does not have the expertise or responsibility to diagnose or clinically treat individuals with gambling-related harms”. If this is the case, then how can gaming operators use behavioral analytics to help players?

Let us look at an example in further detail. Research indicates that an important behavioral signal for problem gambling is how much a player wagers over time. This is relevant because research indicates that problem gamblers (i) need to increase the amount of their wagers to achieve the desired excitement previously experienced at lower levels of wagering, (ii) report unsuccessful attempts to cut back or control gambling, (iii) chase losses (i.e., wager or bet more to try to win back what they have lost), and (iv) suffer negative financial consequences, which are likely to increase with higher wagering amounts in the long run. By flagging sharp and relevant increases in how much a player wagers over time, the operator can

provide an early warning system to the player and make appropriate brief and relevant interventions, for example suggesting to the player that he or she can set a wagering limit.

It is not only the player who can benefit from getting access to such insights. For example, the gaming operator’s customer service representatives can be provided with access to such insights to provide more personalized and meaningful support to patrons who may have issues or concerns. By understanding that the player has been wagering significantly more money over time, the conversation may be steered toward this behaviour and appropriate interventions by trained staff may be initiated. Likewise, the marketing department of the gaming operator can use these insights to inform socially responsible marketing campaigns, for example by not proactively targeting the gambler with marketing offers that are designed to further stimulate the risky behaviour(s) that the player has been exhibiting.

### **Building Scalable Education and Prevention Solutions**

The Reno Model suggests that to guarantee informed choice among gambling participants, the gaming industry needs to provide the minimum core information that is required for appropriate decision-making. The challenge the gaming operators face today is that since its publication in 2004, what may have been considered “the minimum core information” 5-10 years ago, such as providing generic information on odds and house advantage for example, has most

certainly evolved with opportunities to provide more individualized “minimum core information” (e.g., via individualized player messaging based on sound scientific and evidence base of what constitutes high risk gambling).

During the 2012 National Center for Responsible Gaming (NCRG) conference in Las Vegas, Dr. Thomas McLellan, CEO of the Treatment Research Institute, explained that one of the biggest challenges in healthcare today was to decrease the rate of rising healthcare costs and that this can only be achieved by focusing on prevention and early intervention strategies (given that treatment is typically expensive). Behavioral analytics can help provide the gaming industry with not only evidence-based approaches but also highly scalable opportunities to implement player education and harm prevention strategies.

### **References**

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# G2E – Toys for Grownups

*Lynette Gilbeau, B.Ed. – International Centre for Youth Gambling Problems and High-Risk Behaviors*

In September, Centre team members toured the floor of the Global Gaming Expo (G2E) in Las Vegas, Nevada. The G2E, the largest trade show and conference event for the gaming industry, features the latest offerings from companies in all sectors of the gaming industry including games, gaming machines, services and even non-gaming amenities such as food, beverages and entertainment. With over 455 companies represented and 17,000 delegates registered, the exposition floor was buzzing.

Spotted on the Expo floor were slot machines involving nostalgic, well-known board/social games from adults' youth including Connect Four, Monopoly, Yahtzee and Clue. Additionally, there was a profusion of games with child-like themes including Peter Pan, Superman and Batman. Additionally, social media brand recognition was brought into the slot machine realm with games such as Spielo's Bejeweled. However, the glitz, glamour and excitement of the industry were well showcased by the release of new branded content slot machines by developers IGT and Bally Technologies. Incorporating themes from different entertainment channels (film, television and entertainment), these new slots combine leading technology, video clips and enhanced graphics to capture players' attention and create an encompassing gaming experience. Slot machine offerings with

film themes included Avatar, Bridesmaids, Back to the Future, Beetlejuice, and Titanic, amongst others. Those with integrated themes from popular TV shows included True Blood, Pawn Stars and The Walking Dead and from the general entertainment world, offerings included ZZ Top, The Rolling Stones, Michael Jackson, Dolly Parton and David Copperfield slot machines. As part of the G2E glamour, David Copperfield was personally on hand at the Bally Technologies booth to help launch the new slot machine game based on his illusionist show. This new slot machine features video clips from his performances, surround-sound seating and bonus functionality "based on his magic including the death saw and levitation."

Delegates on the exposition floor had to dodge roaming blue Avatars, part of IGT's marketing campaign for their new slot machine based on the Avatar movie, which was the highest grossing film of all time. After more than two years in development, the Avatar slot machine, available with 42, 70 or 103 inch screens, blends the newest technological developments with movie magic. The game incorporates video and animation from the movie and the larger models can handle multiple players – up to five playing at one time. According to Darrell Rodriguez, Chief Creative Director at IGT, they wanted to "create an immersive game that recreated the feeling of the movie." IGT

developers worked closely with James Cameron's production company Lightstorm Entertainment and Avatar film producer Jon Landau to create this new slot machine game. The 70 and 103 inch models are scheduled to be in casinos this Fall.



A new and growing trend seems to lie in interactive slot machines. These machines incorporate touch screen capability along with the standard push button/one-arm pull mechanisms. These new machines enable players to interact with the games in a familiar way, adding a new dimension to the playing experience. According to Dean Takahashi of GamesBeat, "these new machines will resemble video games with levels, achievements, progress metrics and more incentives to encourage play." Additionally, machine developers are adding personalization features. For example, on some machines, players can select the colors and sounds emitted by "their" machine. Furthermore, on some machines, left-handed players are accommodated by a feature

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that enables them to personalize the machine so they can gamble with their dominant hand.

The gaming industry and in particular land-based casino operators want to provide a complete entertainment package for their players including the latest in machine games, spectacular facilities and abundant dining and shopping opportunities. Gaming is big business and operational efficiency is paramount. To this end, advanced metrics software programs for slot machines have been developed that are used to track the financial viability of machines on the casino floor and enable casino operators to assess machine profitability at

very exacting levels. These comprehensive applications provide casino operators with a wealth of knowledge.

G2E is an exciting and unparalleled event showcasing the industry's latest innovations. The new slots are bigger, more interactive and aim to capture the excitement of many different popular entertainment streams. Slots remain an important mainstay of the industry. While the old slots, Blazing 7s and Fruit Machines are not gone they are definitely being overshadowed by the newest technologies. The new slots come complete with unbelievable graphics, sound, and interactive capabilities to enhance the

playing experience. Gaming, and slot machines in particular, generate significant revenues and there is no shortage of new toys to dazzle the grownups!

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<http://venturebeat.com/2013/09/18/igt-and-twentieth-century-fox-invest-big-in-avatar-slot-machine-games/>

<http://www.reviewjournal.com/columns-blogs/business/business-press/pop-goes-expo-celebrity-and-cinema-dominate-g2e> ♦

## Centre Fundraising Campaign in Full Swing

Due to restricted government infrastructure funding, the Centre has initiated a fundraising campaign to help us maintain our ability to develop and deploy empirically-based prevention and harm-minimization programs. The Centre is housed on McGill University's main campus in the heart of Montreal, Canada. McGill University is a public university and recognized charitable organization.

Donations are welcome and can be made to:

The International Centre for Youth Gambling Problems and High-Risk Behaviors  
McGill University  
3724 McTavish Street  
Montreal, Quebec H3A 1Y2

Official letters of contributions and tax receipts will be forwarded

# The Annual Holiday Campaign

The Holiday season is approaching quickly, and once again the widely endorsed annual Holiday Campaign is underway. The annual Holiday Campaign, a collaborative initiative of the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the National Council on Problem Gambling (NCPG), encourages lottery corporations in North America and around the world to share the message that when gifting lottery tickets, it is important to keep the recipient's age in mind. Momentum and participation in this NASPL endorsed Holiday Campaign is growing steadily and participation is free.

Results from recent studies show a growing number of high school students reportedly receive one or more lottery tickets or scratch cards as gifts. Additionally, research shows that the majority of adolescents gamble at least occasionally, and that lottery products may be a gateway to problem gambling. Youth gambling has been shown to be linked to other risk-taking and addictive behaviors such as smoking, drinking and drug use.

Last year, 37 lottery organizations worldwide formally participated in this initiative including:

AB Svenska Spel (Sweden), Alberta Gaming and Liquor Commission, Arizona Lottery, Atlantic Lottery, Austrian Lotteries, British Columbia Lottery Corporation, California Lottery, Camelot (United Kingdom), Colorado Lottery, Connecticut Lottery Corporation, Illinois Lottery, Hoosier (Indiana) Lottery, Hrvatska Lutrija d.o.o. (Croatia), Iowa Lottery, Kentucky Lottery Corporation, Loto-Québec, Manitoba Lotteries, Maryland Lottery, Massachusetts State Lottery Commission, Minnesota State Lottery, Missouri Lottery, New Mexico Lottery, North Carolina Education Lottery, Nova Scotia Gaming Corporation, Ohio Lottery Commission, Oklahoma Lottery Commission, Ontario Lottery and Gaming Corporation, Oregon Lottery, Rhode Island Lottery, Saskatchewan Lotteries, South Dakota Lottery, State Lottery of Serbia, Texas Lottery Commission, Vermont Lottery Commission, Virginia Lottery, Washington Lottery, and Wisconsin Lottery.



We are continuing to expand our collaborative efforts to promote responsible gambling. This year, we have produced industry-specific materials which will help lottery corporations spread the message. The playcenter insert shown above has been designed to publicize the effort and lottery corporations are encouraged to reproduce it and display it in their retail locations. The insert was designed to facilitate rapid and easy lottery corporation customization. A space is provided on the insert enabling lotteries to add their corporate logo prior to printing. We also encourage lottery corporations to develop their own materials and responsible gambling initiatives based on the Holiday Campaign theme.

For more information about the campaign or to join this initiative, please contact Lynette Gilbeau, Research Coordinator, International Centre for Youth Gambling Problems and High-Risk Behaviors (McGill University), 514-398-4438 or [lynette.gilbeau@mcgill.ca](mailto:lynette.gilbeau@mcgill.ca). ♦



## NASPL Endorses the Annual Holiday Campaign

In October, at the annual North American Association of State and Provincial Lotteries (NASPL) meeting in Providence, Rhode Island, the NASPL board of directors unanimously approved a resolution encouraging participation in the annual Holiday Campaign. The resolution states that the NCPG/McGill University Holiday Campaign is an effective way to promote responsible gift giving of lottery games and products and that member organizations are encouraged to participate in this effort to the extent allowed by their governing laws and regulations. We are grateful to NASPL for their support and look forward to working with lottery corporations to further share and increase the visibility of this important responsible gambling message.

## Holiday Campaign Award Winners!

At the October NAPSLS meeting in Rhode Island, the winners of the annual Holiday Campaign awards were announced. These awards recognize lottery corporations participating in the Holiday Campaign who have developed materials and campaigns supporting the Holiday Campaign initiative. Awards are presented to one U.S. and one international lottery corporation. The award for the U.S. lottery was presented to the Connecticut Lottery while the international prize was awarded to the British Columbia Lottery Corporation. Each of these lottery corporations created comprehensive campaigns and materials around the responsible giving theme of the annual Holiday Campaign. Congratulations to the winners! ♦

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## News briefs

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### Gambling and Outlet Shopping

In late September, Foxwoods Resort and Casino in Connecticut broke ground for the construction of a new Tanger Outlets retail center furthering their goal of making Foxwoods a premier destination resort. This outlet center will house more than 80 stores including popular American chains such as Ann Taylor, American Eagle and Nike. It will seamlessly connect to the casino with expected traffic of 10-15 million customers per year. Steven Tanger, President and Chief Executive of Tanger Factory Outlet Centers refers to this new retail project as "entertainment for the non-gambling spouse." The Connecticut Governor indicated that the retail center will generate substantial tax revenues while drawing tourists and creating jobs for the state.

### Slot Machine Sledgehammered

Opponents of gambling expansion in New York State took a sledgehammer to a slot machine outside the New York State Capitol in Albany. This small group of anti-gambling demonstrators demolished a slot machine to draw attention to the campaign against New York State's Proposal Number One—an Amendment to the State constitution that would authorize up to seven casinos in New York State. Proponents cite a number of positive outcomes from the expansion including job growth, increased financial support for schools and reduction of property taxes. Those opposed argue that this gambling expansion could potentially result in harm to the communities housing the casinos, increase gambling addiction, and have a host of other hidden social costs. Voting on Proposal Number One is scheduled for November 5, 2013.

### Mother/Daughter Arrested for Leaving Children Unsupervised

A mother and daughter were arrested after leaving five children unattended in their car while gambled at the Gulfstream Casino in Hallandale Florida. Surveillance video indicates that the children, ranging in age from 1 to 11 years of age, were left alone in the vehicle with the engine running for roughly 30 minutes. The children were remitted to the custody of a family member after being discovered by police detectives. ♦

# Recent publications and presentations

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## REFEREED PUBLICATIONS

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Martins, S., Hedden, S., Goldweber, A., Storr, C., Derevensky, J., Stinchfield, R., Ialongo, N., & Petras, H. (in press). Childhood aggressive behavior and late adolescent gambling problems: Is there an association? *Journal of Clinical Child and Adolescent Psychology*.

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Shead, N.W., Derevensky, J., & Paskus, T. (in press). Trends in gambling behavior among college student-athletes: A comparison of 2004 and 2008 NCAA survey data. *Journal of Gambling Issues*.

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Storr, C., Lee, G., Derevensky, J., Ialongo, N., & Martins, S. (in press). Gambling and adverse life events among urban adolescents. *Journal of Gambling Studies*.

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St-Pierre, R., Walker, D. M., Derevensky, J. & Gupta, R. (in press). How availability and accessibility of gambling venues influence problem gambling: A review of the literature. *Gaming Law Review and Economics*.

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Faregh, N. & Derevensky, J. (2013). Epidemiology of problem gambling in a Canadian community. *Community Mental Health Journal*, 49, 230-235.

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Gupta, R., Nower, L., Derevensky, J., Blaszczynski, A., Faregh, N. & Temcheff, C. (2013). Problem gambling in adolescents: An examination of the Pathways Model. *Journal of Gambling Studies*, 29, 575-588.

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Thomas, S., Lewis, S., Westberg, K. & Derevensky, J. (2013). Examining the beliefs and behaviours of 'moderate risk' gamblers: A qualitative study. *International Journal of Mental Health and Addiction*, 11, 474-489.

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## CONFERENCE PRESENTATIONS

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Derevensky, J. (2013). Social media gambling amongst youth: Parental, operator or regulatory responsibility? Invited presentation to the European Association for the Study of Gambling Seminar: *Social Gaming & Gambling: Threat or Opportunity*. Brussels, October.

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Derevensky, J. (2013). Perspectives on adolescent risky behaviors: Is adolescent gambling perceived to be an important issue? Invited keynote address presented at the New York Council on Problem Gambling annual conference, Albany, September.

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Derevensky, J. (2013). Internet gambling and the impact of social media gambling upon current and future gambling among young people: Should we really be worried? Invited paper presented at the New York Council on Problem Gambling annual conference, Albany, September.

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## RESEARCH & POLICY REPORTS

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Derevensky, J., St-Pierre, R., Walker, D. & Gupta, R. (2013). Availability and Accessibility of Gambling Venues: An examination of the Literature Concerning: How These Impact Problem Gambling. Final report to Mise Sur Toi, 42pp.

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Derevensky, J., Gainsbury, S., Gupta, R. & Ellery, M. (2013). Play-for-Fun/Social-Casino Gambling: An Examination of Our Current Knowledge. Final report to the Manitoba Gambling Research Program, 31pp. ♦

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## News from the Centre...

In September, Dr. Derevensky was presented with the 2013 NCRG Scientific Achievement Award at the 14th annual NCRG Conference on Gambling and Addiction in Las Vegas, Nevada. This prestigious award recognizes outstanding contributions to the study of gambling disorders. "Dr. Derevensky's research and prevention work have made an incredible impact on how we understand and address youth gambling, both in the United States and around the world," said Alan Feldman, chairman of the NCRG and executive vice president of global government and industry affairs at MGM Resorts International. "He is not only considered by his peers to be one of the most accomplished researchers of adolescent gambling, but he has taken it a step further by translating his research to promote public awareness of gambling disorders and responsible gaming for the general public."



### Prevention Initiative - Partners in Prevention

Partners in Prevention is a collaborative partnership between the Lester B. Pearson School Board of Montreal (the largest English-language school board in Quebec) and Portage Adolescent Residential Rehabilitation Center (substance abuse rehabilitation center), the Royal Canadian Mounted Police (RCMP), Montreal Urban Police (SPVM), Foster's Pavilion (substance abuse rehabilitation program), and the International Centre for Youth Gambling. Annually, the Partners host a multi-night event aimed at Grade 6 students and their parents to promote healthy choices in an attempt to minimize adolescent risky behaviours. Planning for the 2014 events is underway and dates have been confirmed. We will once again join our partners in this worthwhile initiative.

## Upcoming Events

- **Issues of Substance 2013**  
November 4-6, 2013  
Ottawa, Ontario
- **NAGS 23rd Annual Conference 2013**  
November 20-22, 2013  
Sydney, Australia
- **2nd Asia Pacific Conference on Gambling & Commercial Gaming Research**  
December 1-4, 2013  
Kaohsiung, Taiwan
- **Excessive Gambling: Prevention and Harm Reduction**  
January 15-17, 2014,  
University of Neuchatel, Switzerland
- **2014 New Horizons in Responsible Gambling Conference**  
January 27-29, 2014  
Vancouver, BC
- **5th International Gambling Conference**  
February 19-21, 2014  
Auckland, New Zealand ◆

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