



## **Facciamo Girare La Voce – Spread the Word: Lottomatica’s Campaign and Promotional Tour for the Prevention of Underage Gambling in Italy**

**Valentina Baisi, Responsible Gaming, Lottomatica**

Lottomatica is the concessionaire in Italy for the management of the national lottery, instant scratch tickets and draw-based lotteries. Over the years, Lottomatica has expanded its offerings by acquiring concessions and licenses for prize machines and video lottery terminals (AWPs and VLTs), sports betting (football pools, pari-mutuel betting, fixed odds) and online games.

Aside from gaming products, Lottomatica offers a complete range of commercial services to businesses and individuals through an electronic network connecting Lotto game terminals at retail locations, such as tobacco shops, cafes, newsstands and rest stops. As a result, Lottomatica’s products, both games and services, are found in a variety of locations and are highly visible to the public.

### **Framing Lottomatica’s Responsible Gaming Program**

As a member of the European Lottery Association and the World Lottery Association, Lottomatica has always been strongly committed to the development and implementation of Responsible Gaming programs. Since 2007, Lottomatica has developed its own Responsible Gaming Program, developed using global best practices comprising 10 intervention areas that enable the overseeing of the entire gaming management process with a focus on social impact. The principles that guide Lottomatica in pursuing its Responsible Gaming program revolve around dialogue and cooperation with other organizations including: gaming associations, youth protection agencies, problem gambling experts, as well as universities and research institutions.

### **Player Education and Stakeholder Engagement: Two of the Cornerstones of the Responsible Gaming Program**

Lottomatica has underlined its commitment to player awareness through substantial investment in developing informational campaigns aimed at fostering responsible gaming behavior. The campaign messages underline the importance of moderation and responsible gaming as a form of entertainment. In 2009, to further support this commitment, Lottomatica signed a memorandum of understanding with the MOIGE (Italian Parents Movement) and the FIT (Italian Tobacconists Federation, representing roughly 45% of the retail network) creating a joint work group to identify the most effective and appropriate measures to prevent underage gaming. MOIGE and FIT are two of the key stakeholders directly involved in the protection of minors.

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### **2013: The Year of The Balduzzi Decree**

2013 was a critical year for the gaming sector in Italy, as the law known as the “Decreto Balduzzi” (Balduzzi Decree) went into effect. This law, named after the Health Minister who proposed it, expressly prohibits minors from taking part in any form of game with cash prizes. In spite of this law, it is still common for minors to take part in games, together with their parents, who may involve the youth in playing or in collecting winnings from a retailer. There remains a profound lack of awareness regarding the underage gambling ban in Italy.

### **2015: Facciamo girare la voce – Spread the Word**

In order to raise awareness about underage gambling and the ban (only 50% of the population was aware of this ban at the end of 2014), Lottomatica, in association with the MOIGE and FIT organizations, launched a revitalized country-wide campaign and promotional tour. In 2015, the Facciamo girare la voce (Spread the Word) campaign was initiated. The basic campaign message,

aimed at families, institutions, and retailers was that underage gambling can impact youth but it is the responsibility of the entire community to help protect them. Locations including a hotel, restaurant, supermarket and gas station were represented in the campaign to illustrate that all community partners have a role to play in preventing underage gambling. Fundamentally, this ban is not directed at minors, but rather is an inclusive message to the community at large.



*Van Used in the Spread the Word Campaign*

In order to maximize the reach of the campaign message, the Facciamo girare la voce (Spread the Word) campaign involved a tour organized with MOIGE in major shopping centers of every city visited. The cities were selected on the basis of two criteria: cities with the highest risks of problem gambling according to strategic stakeholders' perception and desire to target an expanded geographical area by visiting a larger number of cities. On weekends, during each stop of the tour, specially trained individuals (training provided by the Italian Federation of Addiction Departments and Services Operators) conducted outreach and training activities for families with children. They distributed informational material, surveyed participants' regarding their knowledge of the gambling ban for minors, and assessed adults' attitudes toward gambling.



*Spread the Word Campaign Stand*

A wide range of activities were provided in the campaign stand:

- Advice was given to encourage dialogue between parents and children about underage gambling;
- An e-learning course with specific sessions devoted to: the Balduzzi Decree; warning signs that a child is attracted to cash games; practical advice for parents; and a test aimed at understanding their attitudes toward gaming (CPGI - Canadian Problem Gambling Index / PGSI, Ferris & Wynne 2001);
- Outreach materials (brochures and leaflets) designed to provide appropriate analytical tools for parents to help them in their discussion with their children regarding the ban on underage gambling and to remind them of the importance of the issues addressed by the campaign (including the test). The first section was devoted to the explanation of Balduzzi Decree on the prohibition of cash games for children under 18 years of age. This was followed by an analysis and description of the warning signs of possible risky behaviors, with a particular emphasis on Internet gaming. The final part provided contact information for help and support for problem gambling. All of this material was developed in collaboration with the Italian Federation of Addiction Departments and Services Operators and MOIGE representatives.
- A video documenting the outreach information listed above was continuously displayed on a TV at the campaign stand.



*Spread the Word Campaign Stand*

## Results

For many years, roughly 50% of citizens reported being aware of the Balduzzi decree. In 2016, surveys distributed to campaign participants showed a 5% increase in knowledge about the ban. This is a positive step toward achieving 100% awareness about the gambling ban for minors. Further work will be required to ensure that all community stakeholders work toward the common goal of protecting our youth.

Furthermore, at the end of the campaign, in 2016, through an analysis of media outlets (newspaper and websites) used to broadcast the campaign message, Lottomatica recorded a 22% increase in contact outreach compared to the previous advertisement campaigns.

The Facciamo girare la voce (Spread the Word) campaign has been a further important step in the right direction.

# Problem Gambling Research in Finland: Where We Are and Where We Need To Go

**Sari Castrén,<sup>1,2</sup> PhD, Licensed Clinical Psychologist, Senior Researcher**

<sup>1</sup>*National Institute for Health and Welfare, Department of Health, Tobacco, Gambling and Addiction Unit, Finland*

<sup>2</sup>*Institute of Clinical Medicine, University of Helsinki, Finland*

Our team recently published a study titled “Teacher awareness and attitudes regarding adolescent risk behaviours: A sample of Finnish school teachers” in collaboration with Dr. Derevensky from McGill University and Dr. Temcheff from University of Sherbrooke. We collected data in Finland by using the original questionnaire developed by Derevensky and his colleagues in 2013. This was an example of great international collaboration that significantly improved the level of adolescent research in Finland.

In Finland, only in recent years, have gambling-related problems been taken up in public debate (see review by Tammi et al. 2015). This shift in awareness has happened rapidly. For example, in 2003 only half of Finns considered compulsive gambling a serious problem, by 2007 this had increased to 63% and in 2011 approximately 70% held this opinion. From 2011-2015, the prevalence of gambling activities had increased by two percentage points, particularly within the 18–24 and 65–74 age groups (Salonen & Raisamo, 2015). Furthermore, Finns’ attitudes toward gambling became more positive from 2011 to 2015 (Salonen & Raisamo, 2015).

Using data from the published 2015 Finnish Gambling Study, our research team has published numerous studies, with several others still under review. For example, we investigated gambling-related harm on significant others (Salonen et al., 2016) and at-risk and problem gambling health correlations among Finnish youth (Edgren et al., 2016).

Since 2006, Finnish adolescent problem gambling has only been investigated by using single questions or extracting data from population studies. For example, the past-year prevalence rate for 15–24 year olds was 3.8% (SOGS  $\geq 3$ ) (Turja et al., 2011). Only two studies have used instruments specifically developed for adolescents: Ilkas and Aho, 2006 used the SOGS-RA (score 2-3 points) and found prevalence to be 5.0% and Castrén et al., 2015, who used the DSM-IV-MR-J (score  $\geq 2$ ), revealed 9% being identified as at-risk/problem gamblers.

Based on previous studies, adolescents have consistently been reported to have higher problem gambling rates than the adult population (Blinn-Pike et al. 2010). Furthermore, initiation of gambling at a young age has regularly been identified as a risk factor for developing gambling-related problems (Derevensky & Gilbeau, 2015) Therefore, adequate tools for identifying both at-risk and problem gambling (ARPG) among adolescents are of the utmost importance (Derevensky & Gupta, 2000; Derevensky et al., 2011). As such, we are preparing to conduct a prevalence study of adolescents in 2018. In preparation for this, we wanted to explore what would be the most appropriate instrument to use in

our forthcoming adolescent prevalence study in order to conduct a systematic review on the reliability of instruments measuring at-risk and problem gambling among young individuals (Edgren et al. 2016).

As important as it is to measure adolescent at-risk and problem gambling prevalence, it is equally important to increase awareness and knowledge of adolescent gambling issues and associated risky behaviours. As has been demonstrated in Finland, Canada and Romania, adolescent gambling and problem gambling have been shown to be perceived as less problematic than other risky behaviors (e.g., drug use, violence in schools or spending too much time online) with gambling being perceived by parents, teachers and professionals as the least risky adolescent behaviour (Campbell et al. 2011; Castrén et al. 2016; Temcheff et al. 2014). In addition, we recently explored professionals’ opinions, and concluded that current education and training of social and health care professionals does not provide adequate knowledge about problem gambling and related issues and treatment. The majority of professionals felt that their current knowledge of problem gambling and related issues is still limited. However, professionals endorsed an interest in continuing to receive education (Castrén et al. 2016). In November 2016, we started a preliminary pilot study among health care providers (N=20) exploring their attitudes and opinions on how to screen adolescents and young adults for possible gambling problems and further apply a mini-intervention for those at-risk and refer those with severe problems for treatment to the Helsinki Gambling Clinic.

In Finland, treatment for addictions and related disorders (e.g., gambling problems) have been traditionally provided by the A-Clinics, multi-professional treatment units that draw largely on social case-work. However, treatment services for gambling problems are mainly targeted at adults, yet adolescents and children can seek help for gambling problems and related issues from school health services, mental health and substance abuse centres for teens.

Just recently, significant effort has been placed on the training of professionals in Finland for the treatment of gambling disorders with the manualized and evidence-base treatment using the Ladoucer & Lachance treatment approach (Therapist Manual and Workbook), that was translated into Finnish (Castrén & Kuronen 2016). Thus far, no efficacy studies from behavioural treatments in problem gambling have been conducted. However, one randomized, double-blind, placebo-controlled trial of as needed Naltrexone in the treatment of pathological gambling has been conducted (Kovanen et al. 2015) and follow up and continuation of this line of study is planned to start in 2017.



In Finland, gambling-related research is mainly funded by the Ministry of Health and Social Welfare (MHS) and two research foundations in the field. Direct funding from the MHS goes to the National Institute for Health and Welfare. At present, there are six gambling researchers working at the Institute. Three of them focus mostly on treatment research, and the other three on population-level policy studies, as well as on health-promotion-related research on gambling (Tammi et al. 2015).

Significant changes have occurred in the gambling environment during the past years with Internet gambling being the fastest growing mode of gambling. Therefore, serious attention is needed to prevent vulnerable segments of the population (including adolescents) from gambling related harm in Finland.

Despite the small number of researchers on our team, we are an enthusiastic multidisciplinary team open to future international collaboration, especially relating to adolescent gambling issues.

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# The 2017 Holiday Campaign



Planning is underway for the 2017 Holiday Campaign. This annual 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 campaign is growing steadily and participation is free.

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.

In 2016, a record number of lottery organizations world wide formally participated in this initiative. We are continuing to expand our collaborative efforts to promote responsible gambling. Stay tuned for some new and exciting developments!



## Post Doctoral Position Available

An immediate opening for a post-doctoral fellow focused upon studying youth risk-taking behaviors is available. A doctorate degree in developmental, clinical, school/applied, social, experimental or health psychology, addictions research, or related field is required. Fluency in French is an asset. An understanding of addictions is beneficial but not required. The candidate must have skills in statistical analyses and research methodology, and experience in using SPSS and/or SAS for data analyses. The successful candidate should be highly motivated, have strong library research skills, experience in academic writing, strong analytic skills, and be able to conduct field-based research projects independently. We are searching for someone who is independent, yet who enjoys working in a collaborative environment. We are offering either a one-year or two-year position. Salary is commensurate with other post-doctoral positions. The successful candidate will work in the area of youth risk-taking behaviors and will become an active member of the International Centre for Youth Gambling Problems and High-Risk Behaviors. He/she will be responsible to the director of the centre and will work closely with the research faculty, other post-doctoral candidates and graduate students. Responsibilities will include developing and conducting field-based research studies, analysis of data, manuscript writing, assistance with grant writing, and literature searches. The candidate will also contribute toward the development, production, and distribution of a quarterly publication. Opportunity to present at national and international conferences is offered and the candidate is expected to publish in peer reviewed journals.

Please e-mail or mail letter of application, curriculum vitae and three reference letters to:

Dr. Jeffrey Derevensky  
School/Applied Child Psychology  
McGill University  
3724 McTavish Street  
Montreal, Quebec H3A 1Y2  
Tel. 514-398-4249  
Fax: 514-398-3401  
E-mail: [Jeffrey.Derevensky@mcgill.ca](mailto:Jeffrey.Derevensky@mcgill.ca)



## Jeffrey Derevensky Named James McGill Professor

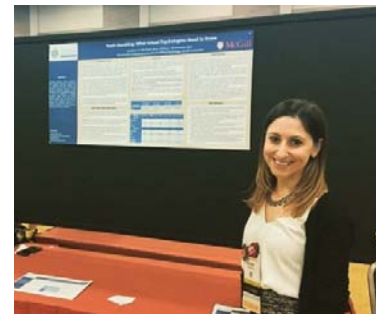
The Faculty of Education at McGill University is pleased to announce that Professor Jeffrey Derevensky has received the prestigious James McGill Professor Award. Created in parallel with the federal Canada Research Chair (CRC) program, the James McGill Professor Award recognizes a tenured scholar's status as an "outstanding researcher of world-class caliber and an international leader in his or her field similar to that of a CRC Tier 1 chair holder." Congratulations Jeff on this well-deserved honor!

## Loredana Marchica at NASP Conference

Loredana Marchica, PhD student in our lab, presented her research on adolescent gambling at the 2017 National Association of School Psychologists (NASP) conference in San Antonio.

Poster Title: Youth Gambling: What School Psychologists Need to Know

Gambling disorders among adolescents have significant deleterious consequences for individuals and their families. This study explored the relationship between gambling frequency among adolescents and at-risk gambling behaviors, as well as the difference in gambling behaviors among various age groups. The study employed data from the 2016 Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board/Wood County Educational Service Center Survey on Alcohol and Other Drug Use. Participants included a total of 6,818 adolescent students from grades 7-12 from public schools in Wood County, Ohio. Results suggest that as adolescents get older they are significantly more likely to gamble and gambling frequency is a significant predictor of problem gambling symptoms, over and above age and gender.



## Yaxi Zhao at Discovery Conference

Yaxi Zhao, MA student in our lab, presented her research at the recent Discovery conference.

Poster Title: Familial Role in Adolescent Gambling Prevention: A Comparison with Substance Use

Adolescent gambling behavior and substance use often co-occur at subclinical and clinical levels and have a similar impact on adolescent neurological and cognitive performance. Parental supervision and disapproval have been shown to be related to lower gambling frequency and decreased substance abuse among adolescents. Unlike substance use, parents of adolescents have shown tacit approval of adolescent gambling behavior. However, the rapid growth in accessibility of gambling activities provides adolescents easier access. In this study, a survey was completed by 6,818 junior/senior high school students aged 10-19. Although adolescents exhibited relatively high levels of early engagement in gambling, parents expressed less disapproval of this activity compared to substance use. The study revealed that perceived parental disapproval is one of the most influential predictors of less gambling engagement, whereas peer disapproval is the best predictor of less substance use. The results highlight the importance of the familial role as a potential prevention strategy in underage gambling.



# Recent Publications and Presentations

## REFEREED PUBLICATIONS

Marchica, L., Zhao, Y., Derevensky, J. & Ivoska, W. (in press). Understanding the relationship between sports-relevant gambling and being at-risk for a gambling problem among American adolescents. *Journal of Gambling Studies*.

Saunders, J., Hao, W., Long, J., King, D., Mann, K., Fauth-Buhler, M., Rumpf, H-J., Bowden-Jones, H., Movaghar, A., Chung, T., Chan, E., Bahar, N., Achab, S., Lee, H-K., Potenza, M., Petry, N., Spritzer, D., Ambekar, A., Billieux, J., Derevensky, J., Griffiths, M., Pontes, H., Kuss, D., Higuchi, S., Mihara, S., Assangangkornchai, S., Sharma, M., El Kashef, A., Ip, P., Farrell, M., Scafato, E., Carragher, N., & Poznyak, V. (in press). Gaming disorder: Its delineation as an important condition for diagnosis, management and prevention. *Journal of Behavioral Addictions*.

Zhao, Y., Marchica, L., Derevensky, J. & Shaffer, H. J. (in press). The scope, focus and types of gambling policies among Canadian colleges and universities. *Canadian Psychology/Psychologie Canadienne*.

Deans, E., Thomas, S., Daube, M., & Derevensky, J. (2017). The role of peer influences on the normalisation of sports wagering: A qualitative study of Australian men. *Addiction Research & Theory*, 25(2), 103-113.

Marchica, L. & Derevensky, J. (2016). Fantasy sports: A growing concern among college student-athletes. *International Journal of Mental Health & Addiction*, 14, 635-645.

McBride, J. & Derevensky, J. (2016). Gambling and video game playing among youth. *Journal of Gambling Issues*, 34, 156-187.

## BOOK CHAPTERS

Derevensky, J. & Gilbeau, L (in press). Preventing adolescent gambling problems. In A. Heinz, N. Romanczuk-Seiferth, & M. Potenza (Eds.). *Gambling disorders*. Berlin: Springer International.

Derevensky, J. & Gilbeau, L. (in press). Adolescent gambling: Another risky behavior. In D L. Evans, E.B. Foa, R.E. Gur, H. Hendin, C.P. O'Brien, M. Seligman & B.T. Walsh (Eds.). *Treating and preventing adolescent mental health disorders: What we know and what we don't know. A research agenda for improving the mental health of our youth, 2nd edition*. New York: Oxford University Press.

Marchica, L. & Derevensky, J. (in press). Prevention of impulse control disorders. In J. Grant & M. Potenza (Eds.). *Oxford handbook of impulse control disorders*. New York: Oxford University Press.

Derevensky, J., Csiernik, R. & St-Pierre, R. (2017). Problem gambling: Current knowledge, clinical perspectives and concerns. In R. Csiernik & W. S. Rowe (Eds.). *Responding to the oppression of addiction: Canadian social work perspectives, Third edition*. Toronto: Canadian Scholars Press, 434-462.

## CONFERENCE PRESENTATIONS

Zhao, Y., Marchica, L., & Derevensky, J. (2017). The familial role in adolescent gambling prevention: A comparison with substance use. Poster presented at the annual Discovery conference, Toronto, April.

Deans, E., Thomas, S., Daube, M. & Derevensky, J. (2017). I can sit on the beach and punt through my mobile phone: The influence of physical and online environments on the gambling risk behaviours of young men. Paper presented at the World Public Health Conference, Melbourne, April.

Pitt, H., Thomas, S., Daube, M., & Derevensky, J. (2017). "They show you what to bet on." The role of marketing in the normalization of gambling for children in Australia. Paper presented at the World Public Health Conference, Melbourne, April.

Marchica, L. & Derevensky, J. (2017). Youth gambling: What school psychologists need to know. Poster presented at the National Association of School Psychologists annual conference. San Antonio, February.

## INVITED ADDRESSES

Derevensky, J. (2017). Fantasy sports wagering: Should we be concerned? Invited paper presented at the New Horizons annual gambling conference, Vancouver, B.C., February.

## UPCOMING CONFERENCE PRESENTATIONS

Derevensky, J. (2017). Responsible Gaming: Preparing for the future. Invited presentation to the National Council of Legislators from Gaming States, Denver, June.

Marchica, L., Zhao, Y., Richard, J., & Derevensky, J. (2017). A comparative analysis of Canadian university policies towards alcohol, drugs, and gambling use. Poster to be presented at the Canadian Psychological Association annual conference, Toronto, June.

Zhao, Y., Marchica, L., Derevensky, J., & Ivoska, W. (2017). Understanding mobile gambling use and protective factors among American youth. Poster to be presented at the annual National Council on Problem Gambling annual conference, Portland, June.



# Upcoming Presentations

## UPCOMING CONFERENCE PRESENTATIONS

Pitt, H., Thomas, S., Bestman, A., Daube, M. and Derevensky, J. (2017). Parents, peers, or promotion? Which factors are the most influential in shaping children's attitudes towards gambling. Paper to be presented at the 6th International Conference on Drug and Addiction Research 2017, Lisbon, July.

Marchica, L. & Derevensky, J. (2017). A decade of fantasy sports: An examination of student-athlete participation. Poster to be presented at the American Psychological Association annual conference, Washington, DC, August.

Pitt, H., Thomas, S., Bestman, A., Daube, M. and Derevensky, J. (2017). The factors influencing children's attitudes and gambling consumption intensions. Paper to be presented at the American Public Health Association annual meeting, Atlanta, November.

# News Briefs

## Nevada Proposes Gambling Age Reduction

A bill, sponsored by Assemblyman Jim Wheeler (R-Minden), has been put before the Nevada Assembly that proposes lowering the gambling age in the state from 21 to 18. If passed, this bill would allow anyone 18 and over into sports books and casinos. Last year, a record 43 million people visited Las Vegas. However, gaming is not growing as quickly as other parts of the tourism industry.

Detractors from the proposed bill feel that the 18-21 year olds would not bring significant gaming revenue and some feel that allowing 18 year olds into a casino could also be confusing for casino staff as the legal alcohol consumption age would remain 21. This would force servers to card youth to ensure that the legal drinking age is met. The bill has been assigned to the Judiciary Committee and is expected to be heard. Previous efforts to lower the gambling age in Nevada have been unsuccessful.



# News Briefs

## Fewer Millennials Playing the Lottery

Fewer millennials are purchasing lottery tickets. This is according to a 2016 Gallup survey revealing that only one third of Americans aged 18-29 said they played the lottery in the past year compared with 61 percent for those aged 50-64. Despite record jackpot amounts, some analysts feel that the decline in lottery play is related to millennials need for more instant gratification and waiting days for a lottery draw is therefore unappealing.

Additionally, millennials seem to prefer more interactive gaming-such as sports wagering. In an effort to increase lottery ticket sales and capitalize on the increasingly "cashless society", some lotteries now allow debit card purchasing. Other options considered by lottery officials to augment millennial lottery play include a "social component – such as VIP access to a concert." According to Rose Hudson, president of the North American Association of State and Provincial Lotteries (NASPL), "Millenials want an experience, not just a prize."

# Upcoming Events

- **GiGse**  
April 26, 2017  
San Diego, California
- **31st NCPG National Conference on Problem Gambling**  
July 21-22, 2017  
Portland, Oregon
- **18th NCRG Conference on Gambling and Addiction**  
October 1-2, 2017  
Las Vegas, Nevada
- **G2E**  
October 3-5, 2017  
Las Vegas, Nevada



# YGI Newsletter

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**Editor & Layout Editor:** Lynette Gilbeau

**Design:** Ozalid Graphik

3724, McTavish Street,  
Montréal, Québec,  
Canada H3A 1Y2

Phone: 514-398-1391 Fax: 514-398-3401

ygi.educ@mcgill.ca

www.youthgambling.com