

ENGAGING YOUTH IN COMMUNITY ACTION FOR UNDERAGE GAMBLING PREVENTION

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Presenter: Liz Parsons



Objectives



- 1 Apply lessons learned from an alcohol policy case study to other policy change efforts
- 2 Identify policy levers for effective problem gambling prevention
- 3 Identify ways to gain support for impactful policy changes
- 4 Learn how other adult advisors have engaged youth in policy efforts

POLL QUESTION

Youth Engagement



THE PROBLEM: CASE STUDY EXAMPLE



Total bans or comprehensive restrictions of alcohol advertising across all media types including digital marketing are one of the **WHO "BEST BUYS"**.

"Best buys" are cost-effective interventions to reduce alcohol consumption and associated harm.



The Solution: Case Study Example

THE PROBLEM: UNDERAGE GAMBLING



50%

of 6th-8th graders are
engaged in some form
of gambling

80%

of high school students
report having gambled
once in the past year

4-8%

of youth are impacted by
problem gambling, compared
to just 1% of adults

10yrs

The age gambling
disorders can begin to
develop in children

Source: Let's Talk Risk: A Guide to Discussing Gambling with Your Child by Massachusetts Department of Public Health

Online Gambling Ads on MBTA



Image: © Boston Business Journal / Gary Higgins



The Solution

Policy Solutions

Advertising

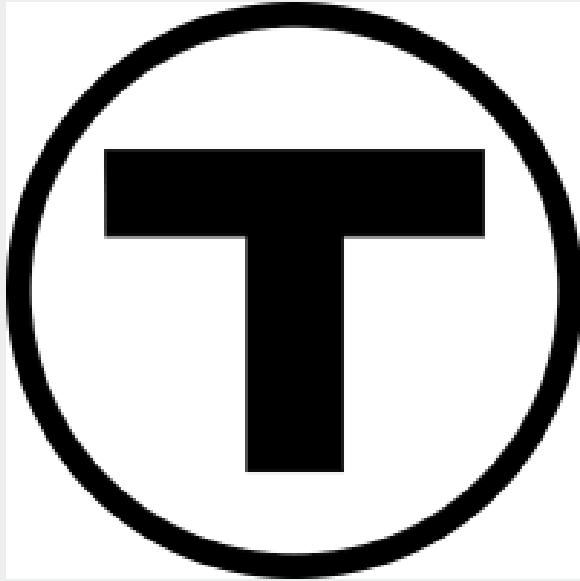
Decreasing the # of gambling promotions

Availability

Decreasing the # of places for gambling opportunities and hours/days allowed

Accessibility

Decreasing ease of online gambling by youth



THE HOW: CASE STUDY EXAMPLE

THE HOW: REDUCING UNDERAGE GAMBLING

What are the policy or regulatory levers for reducing underage gambling?



THE HOW: UNDERAGE GAMBLING PREVENTION

THE HOW CONTINUED...

1. Data Collection
2. Capacity Building
3. Building Support
4. Lessons Learned

Data Collection & Research



- Opinion Polls
- Documenting ads in the environment
- Research
- Ad revenue



Data Collection & Research

- What data do you already have that you can use?
- What data might you need to collect?



Capacity Building & Training for Youth



Increase knowledge



Build skills



Be mindful of power dynamics

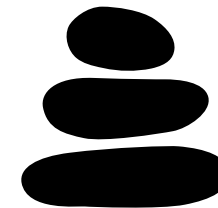
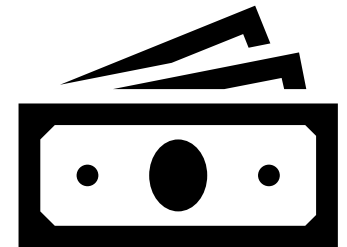


Find a space for all youth



Capacity Building & Training for Youth

1. How does your program support youth needs?
2. What might you consider to build the capacity of youth to take action?



Building Support: Case Study Example



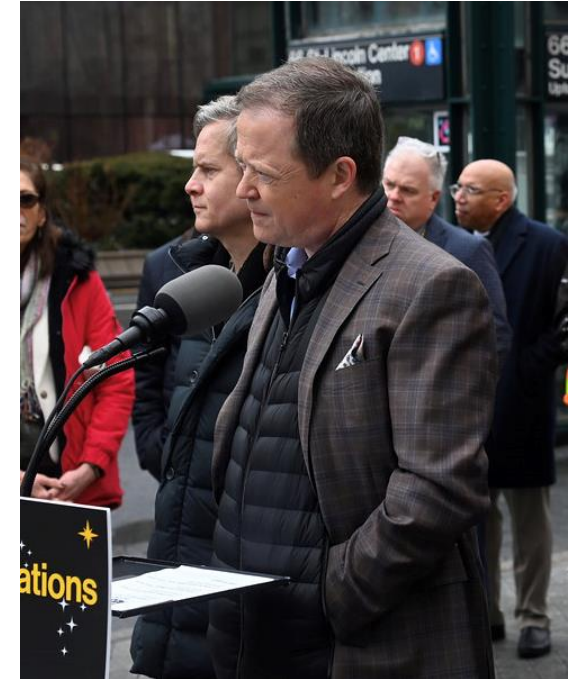
Allies and Aligned Values

Press Conference

Rallies

Resolution

Media



Building Support: Underage Gambling Prevention

Allies and
Aligned Values

Press
Conference

Rallies

Resolution

Proclamations

Health Impact
Assessments

Community
Advisory
Boards

Issue Briefs

LESSONS LEARNED

Value Youth

Broad Base of
Support

Shared Values

Be Creative

Be Aware of
Political
Climate

Other
Considerations

Resources

Framing Resources

- [Berkeley Media Studies Group](#)
- [Frameworks Institute](#)

Media Resources

- [Tips with Working with the Media](#)

Equity Resources

- [Equitable Enforcement to Achieve Health Equity | ChangeLab Solutions](#)

10 Step Policy Toolkit

- [Implementing Policy to Prevent](#)

Problem Gambling Prevention Resources:

- [MA YRBS for youth gambling rates](#)
- [Problem Gambling Toolkit - Prevention Technology Transfer Center \(PTTC\) Network \(pttcnetwork.org\)](#)
- [Let's Talk Risk](#)
- [Engaging Youth in Prevention](#)

Questions





PROBLEM
GAMBLING
PREVENTION

MASSACHUSETTS CENTER OF EXCELLENCE

THANK YOU

Liz Parsons

Eparsons@edc.org

