Another Social Issue in the Classroom. Are we Asking Too Much?
Perspectives on Prevention
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YGP Overview

- Goal
- Target audience
  - Schools
- Presentations
- Delivery
Accessing Schools

Involves:

- Raising general community awareness
- Involving community members
- Working with school boards
- Word of mouth
Community awareness

The following processes were effective for raising community awareness:

- Information booths
- Cold calls
- Presentations at conferences
- Newsletter
- Media coverage
Involving community members

- Advisory Committees
- Input on program resources
- Contact information of local organizations on YGP cards
- Collaboration between prevention & treatment agencies
Highlighting the following activities were successful when working with school boards:

- Connection to existing curriculum requirements
- Teacher training
- Parent education
- Follow up support – e.g. curriculum
Word of Mouth

Word of mouth was a very effective method of promoting the YGP services in schools

- School to school promotion
- Information provided at school educational forums (e.g. booths)
- Letters of support
- Examples of resource
Learning Opportunities

- Rural vs. Urban differences
- Importance of messaging
  - Harm reduction
  - Gambling neutral
- Addressing cultural diversity
- Responses from schools
  - “That age is too young for a gambling prevention message”
  - “I don’t want to encourage gambling”
  - “Gambling is not an issue at my school”
Contact Information

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