

**2009-2010 Problem Gambling
Prevention/Awareness (AD 80) Plan**

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County: Lane

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2009-10 Problem Gambling Prevention/Awareness Plan

County: **Lane**

Problem Gambling Prevention Coordinator: **Julie Hynes, MA, CPS**

See attached sample. Using the grid below, list all the proposed programs for which the County is requesting AD 80 funding in '09-10. All outcomes must be measurable. **Add extra sheets as needed.**

Proposed Programs	Outcomes	Measures
<p>1. SAFE & DRUG FREE SCHOOLS SUPPORT: RECONNECTING YOUTH (RY)</p>	<p>1-A. Develop outcome measurements with Lane County RY coordinator.</p> <p>1-B. Integrate information on problem gambling to Lane County students engaged in RY curriculum.</p> <p>1-C. Conduct RY outcome measures following RY implementation in FY10.</p>	<p>1-A. Outcome measurements will be developed.</p> <p>1-B, C. Outcome measures will be conducted following RY classes. Measurements will indicate improvement in accordance with local RY program goals.</p>
<p>2. YOUTH & PARENT PROBLEM GAMBLING PREVENTION & AWARENESS</p> <p><u>Goals:</u></p> <ul style="list-style-type: none"> • <i>Address risk factors that may increase the risk of youth problem gambling and protective factors that may minimize the risk of problem gambling.</i> • <i>Increase parental and youth awareness about the effects of problem gambling, and increase awareness on availability of problem gambling services.</i> 	<p>2-A. Provide a minimum of 15 lessons per school year on problem gambling for middle/high school students.</p> <p>2-B. Provide supply of youth problem gambling prevention material to all Lane County middle schools and Family Resource Centers.</p> <p>2-C. Contact all Lane County middle schools regarding participation in 2010 Oregon Problem Gambling Awareness Week (OPGAW) art search.</p> <p>2-D. Following Strengthening Families goals, support SF 10-14 efforts to: Teach parents and caregivers how to effectively discipline and guide their youth; Help parents and caregivers learn nurturing skills that support their children; Give youth a healthy future orientation and an</p>	<p>2-A. Lessons will be provided. Using evaluations, 90 percent of participants will demonstrate increased knowledge awareness of how and where to refer someone they know for problem gambling services.</p> <p>2-B. Materials will be provided; count to be tabulated using prevention Minimum Data Set (MDS).</p> <p>2-C. At least 75 Lane County middle school students will participate in OPGAW art search.</p> <p>2-D. Support will be provided to Strengthening Families 10-14 programs; SF evaluations will be used to measure outcomes.</p>

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	increased appreciation of their parents and caregivers; Teach youth skills for dealing with stress and peer pressure.	
<p>3. GENERAL COMMUNITY AWARENESS & COMMUNITY-BASED PROCESSES</p> <p><u>Goal:</u> <i>Increase parental and youth awareness about the effects of problem gambling, and increase awareness on availability of problem gambling services.</i></p>	<p>3-A. Develop a media campaign for Oregon Problem Gambling Awareness Week (OPGAW), using social norms strategy.</p> <p>3-B. Enhance & update resources on problem gambling on lanecounty.org/prevention/gambling.</p> <p>3-C. Provide staff support to Lane County Problem Gambling Advisory Committee.</p>	<p>3-A. Media campaign will be developed for OPGAW, using social norms strategy; campaign will reach at least 10,000 local residents based on viewer or readership numbers.</p> <p>3-B. Website will continue to be updated; visits will be tracked monthly with a goal of 2,000 visits per month.</p> <p>3-C. At least 80 percent of participants will rate committee efforts as good or excellent.</p>
<p>4. PROBLEM GAMBLING SERVICES PREVENTION / AWARENESS WEBSITE (www.lanecounty.org/prevention/pgs)</p>	<p>4-A. Enhance and update resources for PGS prevention / awareness providers at lanecounty.org/prevention/pgs. Track visits monthly.</p> <p>4-B. Develop a web-based survey to measure satisfaction among website users.</p>	<p>4-A. Website will continue to be updated; visits will be tracked monthly via Google Analytics with a goal of 25% increase in web visits over FY09 year.</p> <p>4-B. Survey will be developed; at least 75% will rate use of the website as “useful” or “very useful.”</p>
<p>5. UNIVERSITY-BASED PREVENTION / AWARENESS (UNIVERSITY OF OREGON PROBLEM GAMBLING AWARENESS PROJECT)</p>	<p>5-A(1). Deliver a minimum of one presentation, training and/or related method of reaching <u>each</u> of the following audiences: UO athletes and staff; Greek pledge classes; Freshmen orientations; Residence advisor trainings.</p> <p>Continue presentation, training and/or related means of reaching UO students and staff throughout the school year.</p>	<p>5-A(1). A minimum of three presentations, training, or related method will be delivered by September 2009. A minimum of five additional presentations or related method will be delivered by June 2010. Presentation evaluations will indicate at least 80% of participants will have increased knowledge about problem gambling and resources to address</p>

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<p><u>Goal:</u> <i>Using local data and social norms strategy, increase student and staff awareness on campus about the effects of problem gambling, and promote awareness that problem gambling is a preventable and treatable public health problem.</i></p>	<p>5-A(2). Using social norms strategy, develop and implement social norms campaign. Includes development of video(s), website content, poster(s), advertisement(s), Facebook fan page.</p> <p>5-A(3). Develop campaign for Oregon Problem Gambling Awareness Week (OPGAW), including materials developed in 1-B. Create one media advisory, conduct rally and/or tabling event, and create one news article or opinion-editorial piece in university publication.</p> <p>5-A(4). Follow up to May 2007 UO student online survey will be conducted for a minimum of 400 students. Incentives and survey follow-up materials on responsible and problem gambling will be disseminated to all survey participants.</p>	<p>problem gambling.</p> <p>5-A(2). A minimum of five (5) educational pieces based upon social norms strategy will be developed.</p> <p>5-A(3). Campaign for OPGAW will be completed; one media advisory, rally and/or tabling event, and one news article or opinion-editorial piece will be completed.</p> <p>5-A(4). 2007 survey will be used to ensure fidelity to initial survey. IRB (human subjects) approval will be obtained via independent survey group. Survey results will indicate participants will report a minimum 20 percent increase in knowledge about problem gambling and resources to address problem gambling. All survey participants will be sent follow-up materials and incentives by June 2009.</p>
<p><u>Goal:</u> <i>Create and maintain the website, www.thepgap.org, with two primary functions:</i></p> <ul style="list-style-type: none"> <i><u>Student and staff awareness building.</u> Using social norms strategy; build understanding problem gambling, providing self-assessment, and referral information; promote social</i> 	<p>5-B(1). Engage services of web development team. Develop and maintain repository of resources related to PGAP and related college projects, including examples cited in deliverable 5-A(2).</p> <p>5-B(2). Website visit analytics will be implemented.</p> <p>5-B(3). Confidential website satisfaction survey will be developed and implemented. Satisfaction will be monitored and website adjustments will</p>	<p>5-B(1,2). Website foundation will be completed, including design template, links, resources, and scripts by September 2009. Confidential website visit tracking will be implemented by September 2009. Website will receive at least 2,500 distinct visits by June 2010.</p> <p>5-B(3). Confidential website visitor satisfaction survey will be developed and implemented. Website satisfaction survey</p>

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<p><i>norms.</i></p> <ul style="list-style-type: none"> • <u>Community forum for college and university partners.</u> <i>Build awareness of connections of problem gambling to other problem behaviors among college student population; develop ability for an online community forum or blog for collaboration.</i> 	<p>be based upon visitor satisfaction.</p> <p>5-B(4). Create online community forum (following examples such as http://connectedcommunities.ning.com) for group collaboration, news, information sharing, and web meetings.</p> <p>5-B(5). Develop and implement online self-assessment tool for gambling behavior based on social norms strategy.</p>	<p>will be tracked monthly through June 2010. At least 75 percent of visitors completing the survey will be satisfied with website content; if satisfaction is lower than 75 percent, website content will be modified based upon feedback.</p> <p>5-B(4). Online community forum will be developed and implemented. Satisfaction survey to be implemented as per evaluation in 5-B(3) above.</p> <p>5-B(5). Online self-assessment tool for gambling behavior will be developed and implemented.</p>
<p><u>Goal:</u></p> <p><i>Initiate community-based process for problem gambling prevention efforts across systems within UO and across Oregon university & college campuses.</i></p>	<p>5-C(1). Initiate contact with potential college/university-based prevention partners throughout Oregon. Build coalition of partners and address problem gambling prevention strategies (including gambling-related community laws & norms and favorable attitudes toward gambling behavior) during school year.</p> <p>5-C(2). Mobilize UO students in development of student advisory committee to address problem gambling issues. Student advisory committee will work on issues such as: relationships with local retailers, student panels for presentations, OPGAW campaign, and serve as focus group for PGAP material development.</p> <p>5-C(3). Integrate community-based processes with online community forum tool as described in Goal #5-B.</p>	<p>5-C(1). Contact will be initiated with potential university/college partners in Oregon; PGAP will arrange initial meeting with respondents by Fall 2009. Coalition will convene in person and/or online a minimum of three times by June 2010.</p> <p>5-C(2). Student advisory committee to be convened in Fall 2009. Committee will meet on as-needed basis as facilitated by PGAP coordinator. Evaluation will be measured in meeting attendance, presentations given, and focus groups convened.</p> <p>5-C(3). Prevention partners and student advisory committee will be invited to online community forum. Online evaluation tool will measure participant satisfaction.</p>