



# BETTING ON OUR FUTURE

# 2023 Annual Report

TO LEARN MORE VISIT: [WWW.PROBLEMGAMBLING.CA.GOV](http://WWW.PROBLEMGAMBLING.CA.GOV)

BETTING ON OUR FUTURE IS A PROJECT OF THE CALIFORNIA FRIDAY NIGHT LIVE PARTNERSHIP

Gambling Can Make Your Wallet Cry

To learn more visit

ation, visit problemga

The collage features several hexagonal frames containing illustrations: a person holding a teddy bear, a slot machine, a calculator, a game controller, and a character with a sad face.



Prepared by  
California Friday Night Live Partnership

# Table of Contents

About BOOF	3
Skill Development	4
Youth-led Action Research	5
Environmental Prevention	6
Standards of Practice	7
Community Engagement & Impact	8
Youth Advocacy	9
Contact Us	10

**YOU CHOOSE!**

**This**

**That**

**BOOF**  
BETTING ON OUR FUTURE

To learn more visit:  
[www.problemgambling.ca.gov](http://www.problemgambling.ca.gov)  
Bettings on Our Future is a project of the California Friday Night Live Partnership

**BOOF**  
BETTING ON OUR FUTURE

**11**

**1**

**9**

**3**

**7**

**5**

**DON'T LET GAMBLING CONSUME ALL OF YOUR TIME**

For more information visit: [www.problemgambling.ca.gov](http://www.problemgambling.ca.gov)  
Bettings on Our Future is a project of the California Friday Night Live Partnership

**Make The Right Move**

Gambling at a young age can be harmful in the future and can lead to a gambling addiction.

**1-800-GAMBLER**  
**PROBLEMGAMBLING.CA.GOV**

# Betting On Our Future

Betting on Our Future (BOOF) is a youth-driven problem gambling awareness campaign supported by the California Friday Night Live Partnership (CFNLP) at the Tulare County Office of Education through a grant from the California Department of Public Health Office of Problem Gambling.

During the 2022-2023 project year, the CFNLP funded 25 BOOF sites in 13 counties, engaging nearly 1,000 young people across California. In their efforts to reduce underage gambling and the impact of problematic gambling behaviors. BOOF participants conducted research, developed multi-media campaign components, engaged their local communities, and utilized both traditional and social media to promote their efforts.



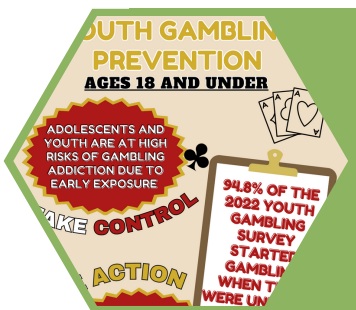
# Skill Development

Young people in the BOOF program built valuable leadership skills this year through their participation in learning communities, webinars, and conferences, including the FNL Youth Summit in November, 2023, which was attended by 955 participants, and through project implementation. These learning opportunities equipped young people with the knowledge and skills to create positive social change.



## PUBLIC SPEAKING

Young people developed their communication skills through research and in practice, discovering the value that their voice has in motivating change.



## ASSESSMENT & DATA COLLECTION

Participants engaged in youth-led action research where they gained issue-specific knowledge to develop projects that spoke to underage gambling behaviors specific to peers in their community.



## MARKETING

Young people learned how they can be targeted as consumers, and how to use those same strategies to impact behaviors.



## VIDEO & GRAPHIC DESIGN

Student leaders worked with videographers and graphic designers, and mastered creative software to develop tools.

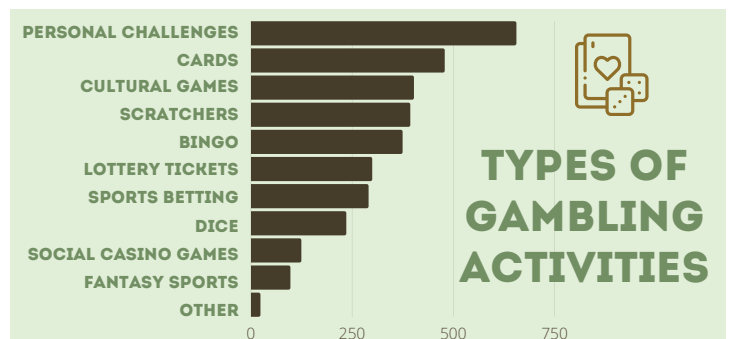
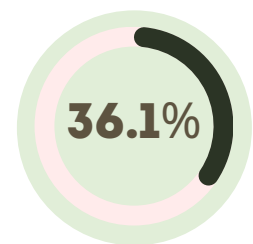
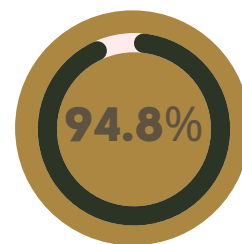
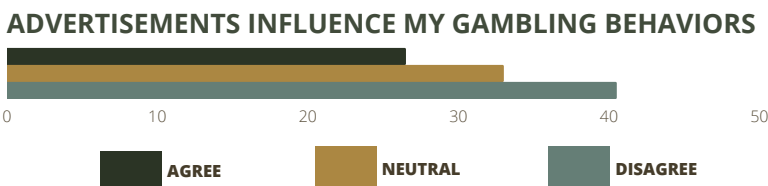
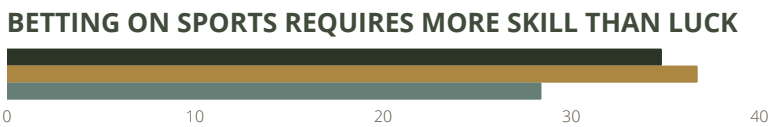
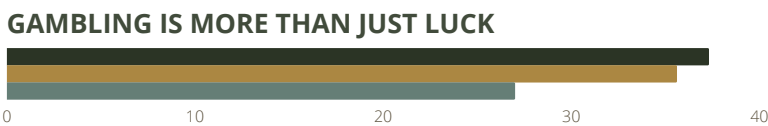
# Youth-led Action Research

The administration of the Youth Gambling Survey was facilitated by students in the **BETTING ON OUR FUTURE** project to assess the norms, attitudes, and behaviors of underage gambling among youth in California.

This year, 1,338 respondents from 45 counties contributed to the survey results. The survey included basic demographic questions and as well as questions that assessed gambling behaviors and attitudes. Youth administered the survey online with a shared link. Descriptive analysis was used to summarize the data. Non-parametric tests (i.e., Mann-Whitney U) were used to examine association between gambling behavior and attitudes and for comparisons with categorical data.



## GAMBLING ATTITUDES



# Environmental Prevention

**The promotion of health and safety by changing policies, settings, and community conditions that contribute to high-risk, unhealthy behaviors.**

Youth leaders in the BOOF program worked to change the messages and settings that directly and indirectly make gambling appealing, by focusing on the four planks of environmental prevention.

## MEDIA

Young people engaged media outlets, shared projects in local showcases, and utilized social media to promote their advocacy efforts

***BOOF graphics developed by youth leaders in Glenn County were showcased at the Glenn County Office of Education building and will be on display at the DMV in Willows, CA for the next year.***

## ACCESS

Participants conducted store makeovers, secured retailer partnerships, and educated the community on the harms of promoting gambling behaviors

***BOOF students in the American Canyon High School Link Crew hosted a town hall meeting where they presented their data and surveys to city council members, advocating for stricter underage gambling restrictions at local casinos and lottery retailers.***

## POLICY

Youth leaders educated/reminded lottery retailers about purchase and payout compliance and encouraged elected officials to review underage gambling policies

***Native youth in the Rise West BOOF chapter actively participated in meetings with government representatives, discussing problem gambling and addiction prevention issues.***

## SOCIAL NORMS

BOOF campaigns targeted parents, schools, and the community at large to highlight the risks of underage gambling

***Young people in the Breaking Sky BOOF chapters presented their projects and engaged in a Q&A session with community members at the "Moments" Community Arts Summit in Santa Clara.***

# Friday Night Live

## Youth Development Standards of Practice

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Youth in BOOF programs will experience the following:

### A Safe Environment

- Physical Safety - to feel safe physically, free from the risk of harm.
- Emotional Safety - to feel safe emotionally, to feel like they can be who they are.

### Opportunities for Community Engagement

- Knowledge of Community - to learn about their community and its resources.
- Interaction/Interface with the Community - to interact and work with community members.
- Communication with the Community - to communicate about the program or youth issues.
- Contribution to the Community - to give back and serve the community.

### Opportunities for Leadership and Advocacy

- Decision-Making and Governance - to participate in decision-making and occupy leadership roles, such as staff or board roles.
- Youth Voice - to learn to express their opinions constructively and to hear those of others.
- Action - to take action on issues or projects they care about outside of the program - in the community, at school.

### Opportunities to Build Caring and Meaningful Relationships with Peers and Adults

- Peer Knowledge - to learn about their peers and build relationships with them.
- Adult Knowledge/Guidance - to learn about the adult staff and build relationships with them.
- Emotional Support - to feel supported emotionally by others in the program.
- Practical Support - to feel like their practical needs are met by adult staff.
- Sense of Belonging - to feel like they belong, like they matter to the group and its success.

### Opportunities to Build Caring and Meaningful Relationships with Peers and Adults

- Specific Skills - to develop and build specific skills, through program activities.
- Challenging and Interesting Activities - to engage in interesting and challenging activities.

# Community

## Engagement

Young people in the BOOF program engaged their local community through all aspects of the campaign development. Students partnered with school administration, on-campus clubs, and local organizations to gain support and promotion of their projects. Advisors enlisted the services of marketing and video agencies to train and work alongside young people in the development of various project components. Youth showcased their projects and shared information and statistics to raise awareness of underage gambling and shift the norms that contribute to young people's access. Press releases and social media posts updated the community on chapter activities.

Youth participants utilized Not on My Watch (NoMW) tools to involve the local community in their BOOF efforts. Postcards, yard signs, and flyers were distributed to share survey findings, campaign information, and resources for those in need. Young people also secured signed pledges from parents within the community to not host gambling activities in their home and to not give children lottery tickets as gifts.



## Impact

Through the Betting On Our Merchant (BOOM) campaign component, youth participants developed partnerships with local lottery retailers to decrease risk factors that contribute to underage gambling and accessibility. Young people researched California laws and penalties, and armed with fact sheets and BOOF graphics, they educated merchants and obtained signed pledges from merchants to not sell lottery products or pay out prizes to minors. BOOF youth visited 158 lottery merchants and secured 158 pledges across the state.

911 young people participated in the BOOF program this year, gaining youth advocacy skills and creating positive social change. 24 radio and video public service announcements (PSA) were created and 23 digital graphics were developed that utilized BOOF survey results and shared resources for those in need. The 1-800-GAMBLER hotline was promoted in PSAs and on graphics that were geared towards an adult audience over the age of 18. Young people included the [www.problemgambling.ca.gov](http://www.problemgambling.ca.gov) website for publications created for a youth audience. Through their efforts throughout the project year, BOOF sites earned 16,266 traditional media spots (newspapers, newsletters, local television, etc.) in addition to 37,227 social media impressions.

### Some Gamblers Start Young

98.4% claim that they started gambling before the age of 18



Don't Be A Statistic, Just Be A Kid!



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# Youth Advocacy

25 sites across California were funded to create a Betting On Our Future multimedia campaign to raise awareness of underage gambling and share resources available to those in need. Each group of youth leaders approached their work in unique ways to develop projects that would resonate the most with their local communities.

## 2022-2023 BOOF Sites

Banteay SREI 1 -- Banteay SREI 2 -- Boy Scouts of America Troop 904 -- Amador County Youth Council -- The kNOw Youth Media -- Capay Club Live -- Hamilton High School FNL -- Lake Club Live -- Orland High School FNL -- Princeton FNL -- Willows High School FNL -- Boys & Girls Club of Burbank -- Main Club -- RISE - East -- RISE -- West -- American Canyon High School - Link Crew -- ELD Class Valley Oak High School -- Chaparral High School -- Citrus Valley High School -- Oak View High School -- Pacific High School -- Breaking Sky Productions 1 -- Breaking Sky Productions 2 -- Solano Youth Coalition -- Vanden High School Academic Decathlon -- El Diamante High School

The kNOw Youth Media held their BOOF Town Hall Meeting during their Teen Summit. Participants did energizers that helped them gain more perspective on how gambling has surrounded them throughout life. Attendees learned about the different ways people gamble and its adverse effects on people. Youth leaders shared personal testimonies regarding family members who had gambled. They also created an online pledge encouraging young people to refrain from gambling until they are of age. In total, youth garnered 34 signatures from their peers.



The Solano Youth Coalition presented its BOOF project and other problem gambling information at the Solano Board of Education community meeting.

Valley Oak High School ELD class shared their PSA electronically through their weekly bulletin, reaching students throughout Napa Valley Unified School District.

El Diamante High School BOOF members displayed their digital graphic on campus during their school's Open House, where it was used as the backdrop for their showcase of the year. Their showcase generated great interest, and they acquired 30 signed parent pledges. People who stopped by their booth asked them about their project, poster, and the NoMW pledge, allowing youth to talk about their work.



# Contact Us



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