



CA Center for Youth Development & Health Promotion

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Betting On Our Future (BOOF)

The Issue:

Social norms and cultural influences have created a powerful behavioral model that allows problem gambling to be one of society's best-kept secrets. Young people across California are dealing first-hand with the effects problem gambling can have on an individual, within their families, and in our communities.

The Campaign:

The Betting on Our Future media campaign empowers young people to create positive change in their communities. Through the Office of Problem Gambling, the California Center for Youth Development & Health Promotion has the opportunity to support youth in raising awareness of the issue and educating others about the impact problem gambling has on our society. Students are charged with creating a variety of educational multi media productions and publications. Youth participants build skills in advocacy, increase their knowledge about the risks of problem gambling, and produce useful products to educate others about problem gambling and the resources available for help.

The Festival:

Youth from across California who have created, worked on, directed, acted in, produced, and supported projects for the BOOF campaign gather together every summer for the Spotlight Festival in Southern California. We spend three great days in informative workshops, participating in hands-on activities, and continuing to build skills in leadership, advocacy, team-building, public speaking, and project planning. Representatives from agencies across the state are also on hand to offer their expertise and knowledge on the issue of problem gambling; as well as to view the awareness projects youth participants have worked on so tirelessly over the last few months.



www.bettingonourfuture.org

