

BETTING ON OUR FUTURE

2010-2011 Report



OFFICE OF
PROBLEM GAMBLING
California Department of
Alcohol & Drug Programs



FRIDAY
NIGHT

live

Office of Research, Education & Training



ABOUT BETTING ON OUR FUTURE

Betting On Our Future (BOOF) supports young people to develop and execute interactive, high-energy multi-media awareness projects to communicate the risks and signs of problem gambling among youth.

BOOF empowers young people to be advocates of change by raising awareness not only about the risks of problem gambling, but also by informing others about existing resources through presentations and media products.

The California Friday Night Live Partnership and the California Center for Youth Development and Health Promotion have implemented BOOF awareness campaigns annually in partnership with young people in California since 2007. BOOF has substantially grown since then to fund 19 youth teams across the state in the last fiscal year to develop and implement local multi-media gambling awareness campaigns in schools and communities.

BOOF campaign partners include the California Friday Night Live Partnership, UCLA Gambling Studies Program, and the Youth Leadership Institute, with funding from the California Office of Problem Gambling.

The California Friday Night Live Partnership has been partnering with young people across the state of California to create change in their schools and communities since 1984, reaching over 1 million youth annually. The mission of the California Friday Night Live Partnership is to build partnerships for positive and healthy youth development, which engage youth as active leaders and resources in their communities.



**BETTING ON OUR
FUTURE**



YOUTH PROBLEM GAMBLING

Gambling among youth is a growing public health concern. While gambling is predominantly seen as a harmless adult pass-time, many youth exposed to the availability and accessibility of various forms of gambling are tempted by the pressures to participate.¹ Four to eight per cent of youth presently have a serious gambling problem, while another 10-14% are at risk for developing a serious gambling problem.²

Gambling, by definition, refers to any game of chance or skill that involves a financial risk.³ The definition adheres to two major concepts: 1) uncertain outcome and; 2) risk of financial loss. Some examples are quite obvious, but other gambling activities are less so.

Current research shows that problem gambling among adolescents is associated with adverse outcomes including delinquency, crime, depression and suicide that have an impact on broader society. Youth that gamble are more likely to develop an addiction, show decreased academic performance and are overly represented as a group compared to adult problem gamblers.⁴

Youth that gamble are⁵:



Three times more likely to drink alcohol



Four times more likely to smoke tobacco



Twice as likely to use marijuana



Twice as likely to use other illegal drugs



Four times as likely to get in trouble with the police



Three times as likely to be involved in a gang fight

Youth may begin gambling for a variety of reasons that include: loneliness, peer pressure, perception that it's an easy way to get rich, desire to impress others or be the center of attention, perception that it's a way to make friends, or winning provides a temporary boost of confidence.⁶ Permissive attitudes towards gambling by youth, parents, and communities, as well as wide accessibility are all contributing factors. In a recent study, 84% of parents do not object to their children gambling while 61% of youth who gamble do it with their parent's permission.⁷

1 McGill Education online

2 McGill Education online

3 Problem Gambling Youth Curriculum © NICOS Chinese Health Coalition, 2006

4 McGill Education online

5 Delaware Council on Youth Gambling 2004

6 California Council on Problem Gambling – from American Psychiatric Association and Connecticut Partnership for Problem Gambling

7 McGill Education online

BETTING ON OUR FUTURE AWARENESS CAMPAIGNS

Young people have demonstrated their creativity, insight and leadership through the development of local BOOF awareness campaigns. Youth leaders have acted, edited, developed storyboards, conducted surveys, written scripts, filmed video, hosted premiere nights and delivered community presentations through the development of their gambling awareness campaigns.

BOOF campaigns highlight and explore a variety of issues around problem gambling: personal stories and testimonials, cultural and community norms, family influences, direct and indirect messages youth receive, risk factors and consequences to problem gambling as

well as what gambling looks like in today's society and youth culture. Several youth teams utilized research activities to inform the focus for the project utilizing peer-led surveys and community photos to first better understand the issue. A number of teams also explored the issue of problem gambling within certain cultures (i.e. Filipino, Chinese community, etc.) and targeted their PSAs and videos to those communities.

This year's projects yielded a substantial amount of media and tremendous levels of youth engagement and leadership. The final PSAs, videos and plays were launched across the state at premiere nights.



2011 SPOTLIGHT FESTIVAL



In culmination of the statewide campaign, youth and adults convened for a two-day Spotlight Festival and conference to highlight and celebrate developed media campaigns, share campaign resources, participate in workshops, connect with each other and build momentum for future BOOF campaign work.

In 2010-2011 BOOF supported:

- 19 funded project sites
- 250 youth leaders
- 13 video projects
- 29 public service announcements
- 3 plays

SPOTLIGHT ON PROJECTS

Asian Americans for Community Involvement

Santa Clara County

Script - "More Than Just A Game"

Video Project - "More Than Just A Game"

PSAs - "Hidden Addiction" and "Bet on Help"

Bakersfield High School & Royer Studios

Kern County

Animated PSAs - "A Vice With a Great Price", "Poker Pain", "Damsel in Distress", "Alin: Cool or Fool?", "Gail Goes to Jail", "Dingo Goes to the Slingo".

Centennial High School & Riverside FNL

Riverside County

Video Project - "I Could Be You", PSA - "Lucky Day"

Community Youth Center of San Francisco

San Francisco County

Video Project - "Gambling and the Net Generation"
PSA - "Will You Bet Your Life?"

Sierra West End Educational Theatre (SWEET)
dramaworks | *Plumas County*

Video Project - "Debt Hurts"

High Tech High School, Chula Vista

San Diego County

Video Project - "Silent Gambling", PSA - "I'm Addicted"
Script - "Just Another Prom", PSA - "I Can't Stop"

Kern County Superintendent of Schools

Three sites in Kern County

Video Projects - "Gambling", "Losing Money, Chasing Dollar\$",
untitled

PSAs - "You Think It's Not Gambling, When It Really Is", "Youth Think
It's a Skill, But It's Really Not", "Don't Lose What You Can't Lose"

La Quinta High School & Riverside County FNL

Riverside County

Script - "Betting on a Dream", PSA - "Betting on a Dream"

Los Angeles County FNL | *Los Angeles County*

PSAs - "Runaway Gambler", "You Lost the Bet", "Never Too Late",
"Gambling Rap"

Mt. Whitney High School | *Tulare County*

Video Project - untitled, PSA - untitled

River Springs Charter School & Royer Studios

Riverside County

Animated PSAs - "Grievin' Steven", "Bart Fell Apart",
"Gambling Wreck", "Speedy Stevie"

San Francisco YLI | *San Francisco County*

Video Project - "City Livin': Is Your Life a Gamble?"
PSA - "Gambling in SF: It's Everywhere"

San Mateo YLI | *San Mateo County*

Video Project and PSA - "Youth Gambling in the Filipino American
Community of Daly City, CA"

Sutter County FNL | *Sutter County*

Video Project - "Contagious", PSA - "Bum Chronicles"

Yuba County FNL | *Yuba County*

Video Project - "Left With Nothing", PSA - "Game Over"

VIEW BOOF PROJECTS ONLINE

www.bettingonourfuture.org

www.facebook.com/bettingonourfuture



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USING THE FNL YOUTH DEVELOPMENT STANDARDS OF PRACTICE

The Friday Night Live system utilizes a set of reasearch-based principles and effective youth development practices in a clear framework for youth development programs. A growing body of research has made the case that youth development is an effective approach to preventing problems and increasing positive outcomes in other areas, such as skill building, and social and personal skills. Integrating the best research in identifying the five youth development outcomes – or “Standards of Practice” guide all FNL programs, campaigns and projects.

Through the five Standards of Practice, BOOF has sought to provide young people opportunities to develop healthy personal attitudes and behavior. These Standards of Practice were integrated into BOOF to ensure effective programming and quality experiences for young people. It has been the aim of BOOF to provide these supports and opportunities so that young people participating will experience:

- (1) A safe environment
- (2) Opportunities for community engagement
- (3) Opportunities for leadership and advocacy
- (4) Opportunities to build caring and meaningful relationships with peers and adults
- (5) Opportunities to engage in interesting and relevant skill development activities

REFLECTIONS FROM THE FIELD

The reflections by **youth participants**, **adult allies** and **staff** about the positive opportunities and skill building young people experienced through BOOF exemplify the Youth Development Standards of Practice:

The most exciting part and major success of this project is the youth leadership development, building a team of young leaders, creating the projects and organizing an event for our local community to share and educate their community and allowing them to make an impact through art and performance.

- Thuy L., Adult Ally, Santa Clara County

I found a major success to be the kids learning to work together in the pre-production and production aspects of the film. It was exciting for me to see their unity and enthusiasm.

- Amber R., Adult Ally, Sutter/Yuba County

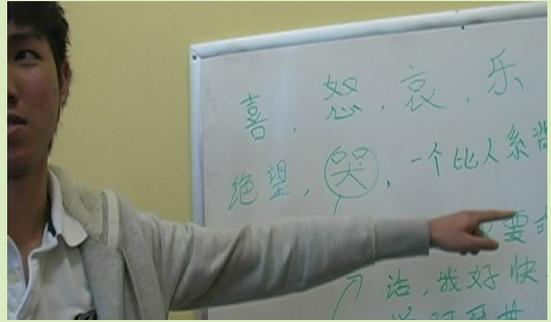


I wasn't expecting to be picked for this project by my classmates, but when they did, I said "alright, I'll try my best". We started working as a team and things just started fitting together. I was the producer - putting things together, making things happen, filming, going to meetings. We did everything we had to do, and it came out fine.

- Marissa, Youth Participant, Kern County

The final product represents their work. It is important to note that these students often would seek out the staff to suggest ideas outside of the scheduled time. Typically, these students struggle to be engaged in school. In this project, they wanted to be involved beyond the school hours.

- Ann G., Adult Ally, Kern County



My experience at the conference was a fun new experience that I loved from start to finish. What was really interesting and inspiring to me personally was the involvement from each county and their different takes on their PSA's for the anti gambling. It was really neat to get to be a part of promoting this issue that not even I knew was such a big problem.

- Will, Youth Participant, Yuba County

The major success was when the youth realized that messages are being directed towards the Filipino Community and that gambling is an issue in our community.

- Gabe D., Adult Ally, San Mateo County

I had fun with my group and learned alot about acting, filming and gambling. They're like my family now.

- Tatum, Youth Participant, Sutter County

They have a better understanding on the idea of "gambling" and "betting."

- Hiu Nam C., Adult Ally, San Francisco

The idea of making a music video got me excited. It was tough work, but we got it done, and in so many good ways this has affected my life. Before, my life had been on a bad track, this project helped me stop.

- Jamaal, Youth Participant, Kern County

I think the most exciting part was having discussions about this issue with my students. Many of them had not even considered gambling to be a problem that is relevant to their lives because they were too young. But after our many conversations, they soon realized that you don't have to be 18 and at a casino to gamble. Many of them also acknowledged that they themselves knew of people their age that had issues with gambling.

- Rod B., Adult Ally, San Diego County

I enjoyed the project and will cherish the experience forever.... The learning process was vast...from researching problem gambling to editing...The entire team holds a special place in my heart.

- Adam, Youth Participant, Sutter County

I have learned firsthand what an impact volunteering can make. I loved my experience working with the group and the Leaders.

- Jimmy, Youth Participant, Yuba County



LEARN MORE ABOUT BOOF ONLINE

www.bettingonourfuture.org

 www.facebook.com/bettingonourfuture

 www.twitter.com/BetOnOurFuture

 www.youtube.com/user/bettingonourfuture



Take a picture of this using the QR code app on your smartphone to visit BOOF on Facebook.

California Friday Night Live and The California Center for Youth Development and Health Promotion

www.fridaynightlive.org

Youth Leadership Institute

www.yli.org

Office of Problem Gambling

www.problemgambling.ca.gov
1-800-GAMBLER (1-800-426-2537)

UCLA Gambling Studies Program

www.uclagamblingprogram.org

