

## ONTARIO'S PROBLEM GAMBLING STRATEGY

Ontario is a leader in prevention, research and treatment of problem gambling. The government has invested \$36.7 million in problem gambling strategies. The funding is allocated through a formula that allots two per cent of gross slot machine revenue from charity casinos and racetrack operations to problem gambling activities.

The government's problem gambling initiatives include:

- \$4 million over two years for a social marketing campaign directed at problem gambling among adults and youth. Announced in January 2005, the provincewide advertising campaign is set to begin this fall.
- The Ontario Problem Gambling Helpline. Local and international audiences have consulted with the Ontario government on programs such as the helpline, which offers around-the-clock information and referrals to treatment services in more than 100 languages.
- The Ontario Problem Gambling Research Centre. The centre funds many research projects including the recent investigation of problem gambling within different cultural communities. The study attracted worldwide attention and interest.
- Funding the Centre for Addiction and Mental Health for ongoing training of addiction counsellors on how to identify and address problem gambling. The centre also uses this funding to train other social service professionals such as credit counsellors and mental health workers.
- Multilingual, culturally sensitive websites with information on problem gambling, warning signs of problem gambling, responsible gambling tips and where to look for help.
- A website targeting youth with age-appropriate information on problem gambling, warning signs of problem gambling and where to look for help.