

Gamblers and RG Messages

**A presentation for the Responsible Gambling Trust
Harm Minimization Conference**

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Community Prevention

Youth Awareness

Prevention Weeks

625,000
Students



325M
Impressions

Patron Information/Support



1.4M
Visitors

Effective Communications

A moving target

Social Marketing Ad

**KNOW A FRIEND
WHO'S LOST IN THE SHUFFLE?**

If a friend is consumed by the need to gamble, she could use your help. Find out more at
friends4friends.ca

1-888-328-3000
Public Service of Canada

 Responsible Gambling Council



Daniel Negreanu





CENTRE FOR THE
ADVANCEMENT OF
BEST PRACTICES

INSIGHT 2010

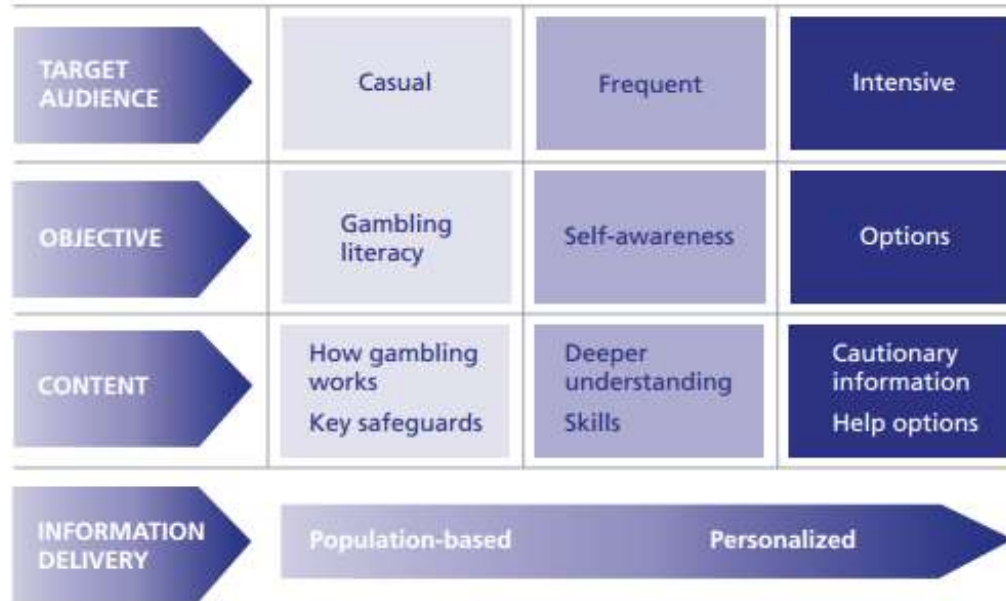
Informed Decision Making



RESPONSIBLE
GAMBLING
COUNCIL

The Right Information to the Right Player at the Right Time

IDM Framework Schematic





MYTHS



