# A Knowledge Translation Strategy for Coming of Age Youth in Greater Sudbury

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## ABSTRACT

Young adults are at increased risk for gambling problems. Certain subgroups are at higher risk, including those who are coming of legal gambling age, domestic and international students, those living close to casinos, and Indigenous youth. Resources for these at-risk groups are limited. **The purpose of this project was to identify the most appropriate gambling information to share with coming of age youth and the most impactful ways of doing so.**

A focus group and in-depth interviews were conducted with 19 and 20 year olds who live in Sudbury, a large municipality in northern Ontario with a diverse youth population and that is undergoing gambling expansion. Results showed that coming of age youth could benefit from knowing more about gambling risks, ways to limit risk, and sources of support, and the best ways to share this information are online, on campus, and where they gamble. Results were used to develop a knowledge translation (KT) strategy and infographic.

## OBJECTIVES

- **Identify the needs and preferences** for gambling information of coming of age youth in Sudbury using focus groups and interviews;
- **Develop a strategy** for addressing those needs and preferences through KT; and
- **Develop a KT tool** for sharing the strategy with stakeholders in Sudbury and other relevant municipalities.

## METHODS

One focus group and 5 in-depth phone interviews were conducted. For both methods, participants discussed what they know and don't know about gambling, and the best ways to share gambling information with people their age in Sudbury. Participants were recruited through Laurentian University student groups (international students, Indigenous students; email, social media), a sponsored Facebook post, an online classified ad, and a group of Sudbury stakeholders. Analysis identified recurring themes. Results were used to develop **a knowledge translation strategy and summary infographic**. The infographic was revised based on feedback from focus group and interview participants via telephone, and from stakeholders in Sudbury via an online survey.
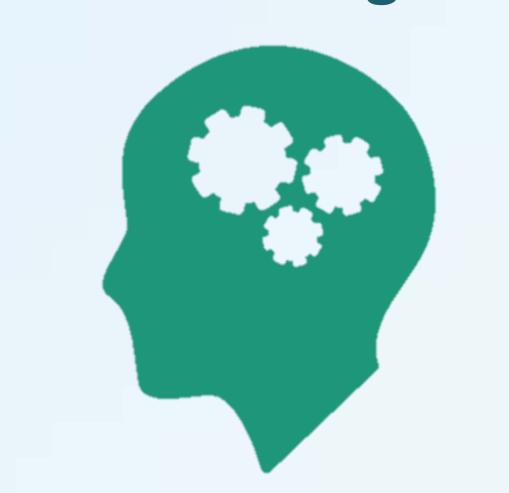
**1 Focus Group**

**5 Interviews**

## RESULTS

**19 and 20 year olds know some things about:**

1. **Responsible Play Strategies**, like setting money limits;
2. **Risk Factors for Gambling Harm**, like being male, having a low or fixed income, living close to a casino, and playing slots or casino table games; and
3. **Signs of a Problem**, like spending large sums of money and increased betting frequency.

**19 and 20 year olds could benefit from knowing more about:**

1. **Non-Monetary Responsible Play Strategies**, like setting time limits, not chasing losses, not gambling to escape negative moods, and staying sober;
2. **Risk Factors for Gambling Harm**, like being a young adult, a domestic or international student, an Indigenous person, or having a higher income;
3. **Risks of Playing Non-Casino Games**, like scratch tickets, sports betting, poker, online gambling, and gaming;
4. **Resources for Playing Responsibly and Seeking Help**, like play calculators, and phone, online or in-person support;
5. **Hidden Signs of a Problem**, like hiding debts or negative impacts on school or work; and
6. **How To's**, for setting money limits, supporting someone who is struggling with their gambling, and limiting harm from gaming.

**The best ways to share this information are :**

- **online**

✓ **Online**:
  - Have seconds to make an impression
  - Use minimal content, be highly visual
  - Be clever, eye-catching, dark, witty
  - Use memes, in-app advertising (Instagram, Snapchat, YouTube), interactive quizzes/tools/apps with algorithms that illustrate limits/risks
✓ **On Campus**, as part of general mental health and wellness messages; and
✓ **Where They (begin to) Gamble,** for example where scratch cards are purchased and sports bets are made

## Conclusions

Gambling-focused knowledge translation for coming of age youth should focus on providing information about non-monetary responsible play strategies, risk factors for gambling harm, risks of playing non-casino games, resources for playing responsibly and seeking help, hidden signs of a problem, and how tos. Products should be highly visual, smart, and accessible online, on campus, and where coming of age youth gamble.

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