

NC PROBLEM GAMBLING PROGRAM

1-877-718-5543

<https://morethanagame.nc.gov>

If gambling is more than a game, free help is available.

Problem Gambling, Gaming and Digital Media Overuse Youth Prevention Education Grant Program

The NC Problem Gambling Program

The North Carolina Problem Gambling Program (NCPGP) was established to provide and support effective problem gambling prevention, education, support and treatment programs throughout the state.

What to Know

- Problems related to gambling, gaming and digital media overuse can impact both physical and mental health, relationships, school, work and overall well-being.
- Social media may impact sleep, body image and mental health.
- Social media can expose youth to cyberbullying, sexual exploitation, sexual content, alcohol, gambling and other age-inappropriate products and services.
- Excessive technology use can impair executive functioning in the brain in the areas of attention and working memory skills.
- Youth with gambling problems are more likely to engage in tobacco, alcohol and drug usage at higher rates than their peers.
- Gambling and gaming persuasive design concepts are utilized to increase the time and money people spend online.
- Gambling marketing and advertising is reaching youth and impacting their behaviors and attitudes about gambling.
- Gambling impacts the brain similar to substance use disorders and can develop into an addiction.

Youth Gambling

While gambling is not a good way for an individual to make money, it has become extremely profitable for the gambling industry. The American Gaming Association reported over \$15 billion dollars in revenue in 2022. With the increased expansion of online gambling, young people have also increased their gambling activities. Despite adolescent gambling being illegal, youth engage in gambling with a prevalence rate higher than adults. Global findings indicate that 8-15 percent of youth are at-risk for problem gambling and 3-8 percent are living with problem gambling. Young people experience problems related to gambling at a higher rate than adults because their brains are still developing. This brain development, coupled with external pressure from family, peers, social media and industry marketing influence their decision making and behaviors.

Advances in Technology and Gambling

Advances in technology have given companies platforms to market and advertise products and services. Gambling marketing and advertising are targeting children and adolescents utilizing social media, in-game advertising, online ads and promotions, gambling websites and apps, billboards and public advertising, promotional products, sports-betting sponsorships and celebrity endorsements. Increased participation in gambling activities can be credited to an increase in

access to gambling products and persuasive design concepts. These concepts utilize psychological and social theories to entice people and keep them engaged and spending money on gambling products and services.

Youth Prevention Education and Media Literacy

Youth Prevention Education (YPE) programs focus on reducing high-risk behaviors and are proven methods to promote academic success, build resilience and increase decision-making skills. The Center for Media Literacy (CML) has evidenced-based curriculum utilizing Core Concepts and Key Questions to teach students how to access, analyze and produce media thus becoming a more responsible digital media citizen of the world. This curriculum is available for free on the CML website. Please inquire with CML for trainings on the curriculum <https://www.medialit.org>.

Youth Prevention Education and Social Emotional Learning

Social emotional learning is the process in which adults and youth learn competencies such as self-awareness, self-management, social awareness, relationships skills and responsible decision-making. It is the process through which children, adolescents and adults learn skills to support healthy development and relationships. Universal Social Emotional Learning (SEL) is promoted across the country as an excellent prevention tool for school systems. Evidence shows that when SEL is embedded into learning with intentional efforts, students have more positive attitudes towards self and others and in the long term have better mental health and academic success. For more information on SEL, please visit <https://www.dpi.nc.gov>.

The North Carolina Problem Gambling Program Youth Prevention Education Curriculum

Stacked Deck is an evidence-based program that is effective in preventing and reducing the risk of problem gambling among teens. Offered in five sessions, the program is aimed at changing gambling-related attitudes, knowledge, beliefs and practices around gambling. Two bonus lessons were added in media literacy and gaming and digital media overuse. These complimentary sessions provide skills in understanding the commercial interests of digital media, and digital media overuse, and the relationship to problematic gambling and gaming, to assist youth in making smart choices. The North Carolina Problem Gambling Program partnered with the Center for Media Literacy to add components of their evidence-based curriculum in media literacy and instructors are encouraged to create projects with students to analyze marketing, advertising, or persuasive design concepts. In addition, intentional social emotional learning concepts, questions, and tools are embedded within the curriculum.

NCPGP Grant Information

Grants of up to \$5,000 are available for middle schools, high schools and at-risk community-based programs to implement the NC Problem Gambling Program Youth Prevention Education (YPE) seven lesson curriculum. Instructors are trained, provided technical support and given the materials needed to implement the program. Educators can also opt to facilitate the curriculum in a learning management system. In this system, instructor-led modules are coupled with multiple choice questions. To provide this to students, instructors must attend a two-hour training to learn to facilitate the curriculum utilizing this model. Both methods of instruction have been proven to be effective in delivering the curriculum and changing behaviors, attitudes, beliefs and knowledge around gambling.

Instructors must also engage students in an outreach activity. This can include implementing a problem gambling poster competition or public service announcement with the NC Problem Gambling Program website and helpline or implementing a media literacy project where students are analyzing marketing, advertising or persuasive design techniques. The outreach activity must include an action item where students are presenting their projects or showcasing the information throughout the school or community.

First-year applicants can apply for up to \$5,000, second-year applicants can apply for up to \$3000 and third-year applicants can apply for up to \$2,000. Please consider teaching the curriculum to 7th – 12th graders.

A virtual summer school program is scheduled on June 28 and 29, 2023 from 11:30 am to 3:30 pm. Topics covered will include risk and protective factors and the landscape of youth problem gambling, gaming and digital media overuse.

Participants will also learn how to deliver the YPE curriculum in a train the instructor model. Contact Alison Drain at alison.drain@dhhs.nc.gov or 919-800-8482 for more information.

Youth Prevention Education Grant Guidelines

Approach to Application

- 1) Grants of up to \$5,000 are available for middle schools, high schools, and community-based programs in North Carolina to implement the Stacked Deck curriculum and outreach activity.
- 2) Teach all seven lessons of the curriculum utilizing the PowerPoint presentation to 30 students or an entire grade or guide the students through seven instructor-led learning modules on a learning management system to 30 students or an entire grade.
- 3) All lessons must be delivered in seven to eight classes with a 45-minute window of teaching time for each class period. More time might be needed for the students to engage in their outreach activity. Please make note of the outreach activity and the amount of time it will take for the students to complete their projects.
- 4) Implement an outreach activity such as a media literacy project, poster competition or a public service announcement to be viewed by all students in the school, parents, teachers and/or community.

Program Requirements

- 1) All students must complete the online pre and post surveys. The pre surveys should be given before the curriculum has been taught and post surveys after all lessons have been taught.
- 2) The prevention and treatment specialist will conduct a site visit when necessary.
- 3) Community programs must have partnerships with school systems to receive the grant funding. First time applicants must submit a letter of support from the school administrator.
- 4) At least 30 students must complete the curriculum to receive funding.
- 5) All of those teaching the curriculum must be trained by NCPGP staff before teaching it to students.
- 6) All grant applications must include an awareness component, such as a media literacy project, press release, public service announcement or poster contest.
- 7) All items created for awareness need to be submitted to the prevention and treatment specialist. Signed parent consent forms are due when submitting any public service announcements.
- 8) Anything printed should include the North Carolina Problem Gambling Program (NCPGP) logo and any poster contests or public service announcements should include the NCPGP Helpline. This can be emailed upon request.
- 9) The soft deadline for the grant application is May 30 and the final deadline is August 30.
- 10) All changes or disruptions to the program should be reported to the prevention and treatment specialist immediately.
- 11) All outcomes are due by June 1 for all grants. This includes the number of students who taught the curriculum, the outreach activity with pictures or videos and the number of people exposed to outreach.
- 12) The grant award is official once the award letter and approved plan is returned to the prevention and treatment specialist with the appropriate administrator's signature.

Program Recommendations

- 1) Attend the summer "train the instructor" session to learn about youth problem gambling, gaming and digital media overuse and the NCPGP Youth Prevention Education curriculum.
- 2) Attend the spring or summer "train the instructor" session to learn to facilitate the curriculum in the learning management system.
- 3) Grantees should consider the option to participate in Problem Gambling Awareness Month (March).

Acceptable Uses for Funding

- Planning and program development time for employees to offset personnel costs.
- Program supplies and equipment, such as video equipment or projectors.
- Stacked Deck instructor’s supplies and classroom equipment up to \$1,000.
- Travel to YPE training to be reimbursed at the state rate.
- Contractors with an expertise in the program.

Unacceptable Uses of Funding

- Faculty and staff stipends, or fringe benefits.
- Cash or gift cards to students.
- Field trips to gambling establishments or guest speakers on responsible gambling.

Youth Prevention Education Grant Scoring System

The North Carolina Problem Gambling Program (NCPGP) grant application scoring system uses a 15-point scale for the grant review process. There is an overall impact activity score and an individual score which will be combined for a total of 14 points. Applicants must at least receive a score of three to be considered for funding. Applicants with higher scores will receive preference. Past grant performance will also be taken into consideration by reviewing outcome reports.

Impact Activity Score Description

- The number of students that will go through the curriculum.
- The type of outreach activity that will be implemented.
- The groups that the outreach activity will reach.

Individual Criteria Score Description

- A Title 1 school designation or the number of children on free or reduced lunch.
- A school or organization in a county with a military installation.
- A school or organization that is a first-time applicant or has not applied in five years.

Impact Activity Score

Impact Activity	Score
Teach 30 students the curriculum utilizing the PowerPoint presentation and notes or learning management system.	1 point
Teach an entire grade the curriculum utilizing the PowerPoint presentation and notes or learning management system.	2 points
Create and implement a poster competition with the NCPGP Helpline on all entries.	1 point
Create and implement a PSA video with the NCPGP Helpline on all entries.	2 points
Create and implement a media literacy project analyzing marketing, advertising, or persuasive design concepts.	3 points
Present the outreach activity to the school.	1 point
Present the outreach activity to the school, parents and/or community.	2 points

Individual Criteria Score

Criteria	Score
A Title 1 school or organization that serves more than 50 percent of free or reduced lunch.	1 point
A school or organization in a county with a military installation.	1 point
A school or organization that is first-time applicant or has not applied in the last five years.	1 point



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Mental Health, Developmental
Disabilities and Substance Abuse Services
NC Problem Gambling Program

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