

Annual Report

Gambling: help and referral

April 1st 2002 to March 31st 2003

Gambling: help and referral is a telephone information service for listening and referral on compulsive gambling, open 24 hours, 7 days a week, for all Quebec. The personnel help people reflect on their gambling habits and refer compulsive gamblers and their family to helpful resources.

In the fall of 1993, at the time the Quebec government established the first casino, a wide range of measures for the protection of gamblers were put into place including the implementation of **Gambling: help and referral**. The service is provided by the Information and Referral Centre of Greater Montreal, and is financed by the Quebec Ministry of Health and Social Services since April 2001. Loto-Québec provided the financing for the service between 1993 and 2001.

Gambling: help and referral is born from the need to promote prevention among the public and to make people aware of the fact that, for some of them, gambling is not a game anymore. People must feel as responsible towards gambling as with other risky activities, such as alcohol intake. Games of chance are not innocuous and the calls for help and support that we receive each day are resounding proof of this.

Statistics

Between 1993 and 2002, almost 64,000 people turned to **Gambling: help and referral**. By its mandate of info-referral and listening, **Gambling: help and referral** allows people who need help to contact the organizations which are the most able to help them. The anonymous and confidential nature of the communications allows people living in small communities to ask for help without being identified or recognized. Since the start of the service, the number of calls has increased gradually, whereby **Gambling: help and referral** received 15,478 calls in 2001-2002 a nearly 57% increase from last year.

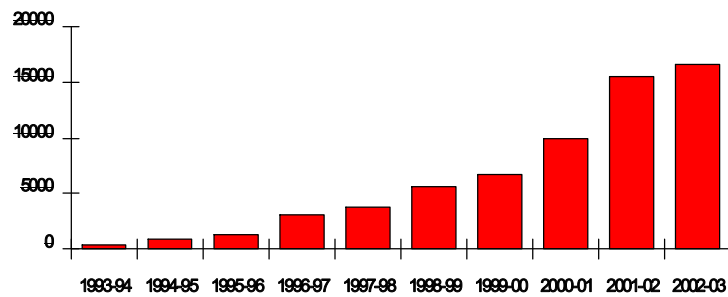
The major element for this increase in the amount of calls received is surely the promotional campaign of Loto-Québec in the spring of 2001. In fact, during almost four months, television messages hosted by well-known personalities (Rita Lafontaine and Marcel Sabourin) and printed advertising were broadly broadcasted throughout the province. This promotional campaign was accompanied by a billboard campaign in more than 450 places equipped with video-lottery terminals. During this information campaign, while we were receiving an average of 30 calls a day, these calls rapidly increased to more than 60 a day.

Loto-Québec also printed the phone number of the service on the back of the lottery tickets.

As for the geographic origin of the calls, 44% originate from Greater Montreal, 14% from *Montréal*, 11% from Quebec City, 5% from *Outaouais*, and 26% from the remaining

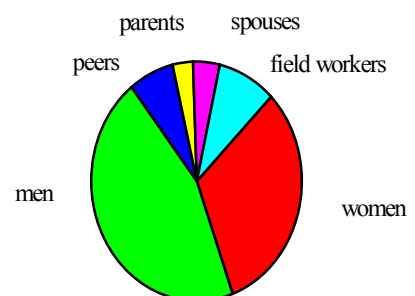
regions of Quebec. We would like to highlight an increase in the amount of calls received from all the regions except *Abitibi-Témiscamingue*.

Number of calls



The people seeking help

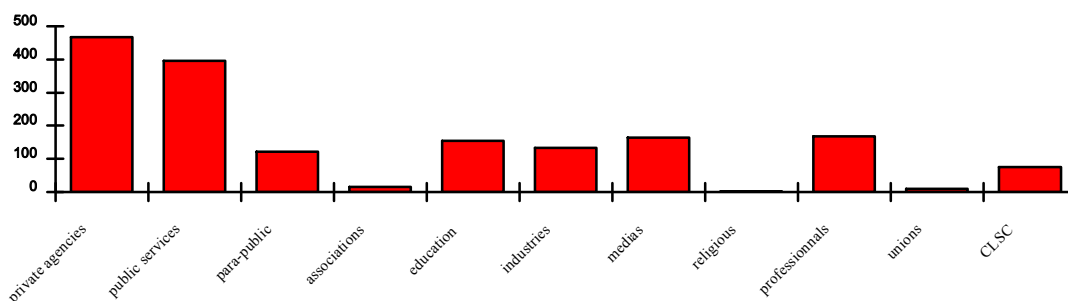
We can establish that 77% of the callers were worried about their gambling habits (32% were women and 45% were men). Among the other calls, 7% came from peers of a gambler (brother, sister, or friend); 4% were spouses; 3% parents; and 9% field workers.



The field workers

We have noted an increase in requests coming from the public services and from the medias.

Number of calls:



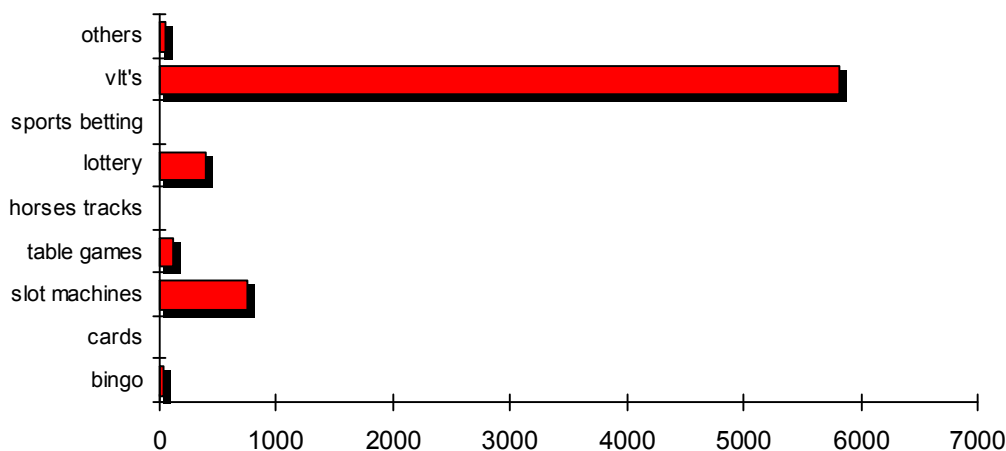
Types of callers

The requests for help

Requests can be divided in three categories: requests for general information on compulsive gambling (22% of calls); requests for therapy, counselling, self-support groups, or other related requests as budgeting, help for problems related to violence in family, drug abuse or suicide (74% of calls); requests for listening and support from gamblers themselves, their spouses, their peers and parents (4% of calls).

The types of gambling

Among the types of games mentioned the most often by callers were video-lotteries (81% of the mentions), the slot machines at the casinos (11%), and the lotteries (5%).



Numbers of calls mentioning game

Training program

We have established a continuing education program in order to respond to the needs of our counsellors who face the emerging problem of compulsive sessions by gambling. We have benefited from training by the *Centre pour la prévention et le traitement du jeu*. And also by the participation of Mr. Claude Boutin, psychologist, who referred to a specific telephone approach towards the excessive gamblers, their ambivalence and their difficulty in asking for help. We would like also to thank Mr. Pierre L'Heureux, professor at the *Faculté de l'Éducation permanente de l'Université de Montréal*, who explained techniques to use with aggressive clients.

Dynamic public relations

Concerning public relations activities, ***Gambling: help and referral*** participated in 71 activities, 37 of which were television or radio broadcasts.

The information booth was used at:

- The *Centre d'Écoute et référence Halte-Ami* for the compulsive gambling prevention week;
- The Week of the Bar of Montreal;
- *Forum Jeunesse, Université de Montréal*.

Moreover, presentations were made to the following groups:

- *L'Institut national de la recherche scientifique*;
- *Parentrie de Montréal-Nord*;
- *Revue Autrement Dit*;
- *Direction de la Santé publique de Montréal Centre*;
- Ministry of Health and Social Services.

During the fall of 2001, the Ministry of Health and Social Services launched the campaign *Jeux Excessifs*, a series of five radio messages on the prevention of gambling. During the last session, the telephone number of our service was advertized. This campaign has received an Award by the radio industry.

The telephone number of the service has been published many times by *La Presse* in a section entitled "Need Help? Call one of these emergency numbers ". Our number was listed on the page of emergency numbers in all the directories from Bell Canada and Quebec Telephone throughout Quebec.

In total, ***Gambling: help and referral*** was the subject of nearly one hundred publications in the written media; our leaflet was also inserted in the magazine *L'infirmière du Québec* of the Order of Nurses of Québec. At the end of March 2002, Loto-Québec publicized our service under the name 1 866 SOS-JEUX.

The service ***Gambling: help and referral***, benefited from a promotional budget which allowed among other things, the production of advertising panels in bus shelters in the regions of Montréal, Québec, Lower St. Lawrence, Charlevoix, Côte-Nord, Beauce, Trois-Rivières, Chicoutimi, Jonquière, Sherbrooke, Laval, Longueuil, Hull, Thedford Mines, and Victoriaville. We would like to thank the company Viacom Affichage for their collaboration.

Also, a web page was created and will be developed by Les Productions du Sixième Inc.

The agreement concluded with the Ministry of Health and Social Services in order to promote ***Gambling: help and referral*** helped it to become the first contact resource in the

minds of the population. The number of calls which increased each year seems to indicate a real potential for development.

In 1993, The Information and Referral Centre of Greater Montreal accepted a major challenge: to put in place a 24/7 service on compulsive gambling, which would respond to the needs of individuals having a problem with compulsive gambling, as well as their family; to ensure that it would function within strict financial parameters; to establish a data bank which would be as extensive and reliable as possible, considering the lack of public and private resources; to ensure that the service would be publicized through gradual steadily increasing promotional efforts, as resources for help are put into place. By spring 2001, free services were being put in place for excessive gamblers for the first time in Quebec. We hope that soon, everyone will have access to these free services, notably spouses, people in distress, etc.

After nine years, we believe that we have attained our objectives again this year to offer a quality information, referral and listening service to the population of Québec. We will continue to do all we can to justify the trust of the public and of our sponsors who have supported us since 1993.

Lorraine Bilocq Lebeau
Executive Director

E-mail : crgm@info-reference.qc.ca

Monique Cantin
Communications Director

E-mail : m.cantin@info-reference.qc.ca

Hélène Hamel
Coordinator

E-mail : jar@info-reference.qc.ca

Web site : www.info-reference.qc.ca



Gambling : Help and Referral
c/b Information and Referral Centre of Greater
Montreal

801, Sherbrooke street East, Suite 401
Montreal H2L 1K7

Quebec

Telephone: (514) 527-0140

1 800 461 0140

Fax: (514) 527-9712

GAMBLING: HELP AND REFERRAL
STATISTICAL REPORT 2002-2003

SOURCE OF ENQUIRY

Associations	16
Colleges, Schools, Universities	162
Communications Media	54
Industry, Commerces	219
Labor and Union	5
Para-public services	139
CLSC	68
Private agencies	441
Professional persons	135
Public in general:	
Men	7 507
Women	5 273
Parents	416
Peers	1 107
Spouses	739
Public services	339
Religious organizations	

TOTAL 16 620

GEOGRAPHIC REGION

Region 01, Bas-Saint-Laurent	173
Region 02, Saguenay-Lac-Saint-Jean	395
Region 03, Québec	1 752
Region 04, Mauricie-Bois-Francs	675
Region 05, Estrie	332
Region 06, Montréal-Centre	7 204
Region 07, Outaouais	773
Region 08, Abitibi-Témiscamingue	148
Region 09, Côte-Nord	102
Region 10, Nord du Québec	32
Region 11, Gaspésie-Iles de la Madeleine	75
Region 12, Chaudière-Appalaches	225
Region 13, Laval	732
Region 14, Lanaudière	586
Region 15, Laurentides	785
Région 16, Montérégie	2 248
Other regions	383

TOTAL 16 620

TYPE OF GAMBLING

Arcades	
Bingo	32
Card game	16
Casino:	
Slot machines	755
Black Jack, roulette, baccarat	112
Craps games	2
Horse races	22
Lottery	395
Pool , Marbles	
Pool betting on sports	22
Video-lotteries	5 820
Others	49

TOTAL 7 225

AGE CATEGORIES

Adults	15 776
Children	23
Senior citizens	660
Teens	161

TOTAL 16 620

TYPE OF ENQUIRIES

Counselling	130
Listening and support	963
Support group:	
Gambler	3 432
Parents	154
Spouses and Peers	774
General Information:	
Gamblers' Profile	464
Gambling: help and referral	6 590
Self-Exclusion	40
Residential readaptation:	
Private services	797
Public services	38
Out-patient treatment:	
Private services	2 108
Public services	5 660

Individual After-care	7
Related requests:	
Budget counselling	264
Drug addiction	128
Legal services	17
Other requests	2 729
Suicide	219
Violence	62
Complaints against services	58

TOTAL 24 634

TYPE OF REFERRALS

Directed to appropriate resource	16 152
Referral calls by our staff	46
Short term service	8 423
Services required insufficient	4
Services required unavailable	9

TOTAL 24 634

FOLLOW-UP CALLS

Additional communication with client or other	57
Communication with services	553

TOTAL 610

PUBLIC RELATIONS

Information sessions
 (attendance : persons)
 Meetings and seminars
 Radio, TV

TOTAL

