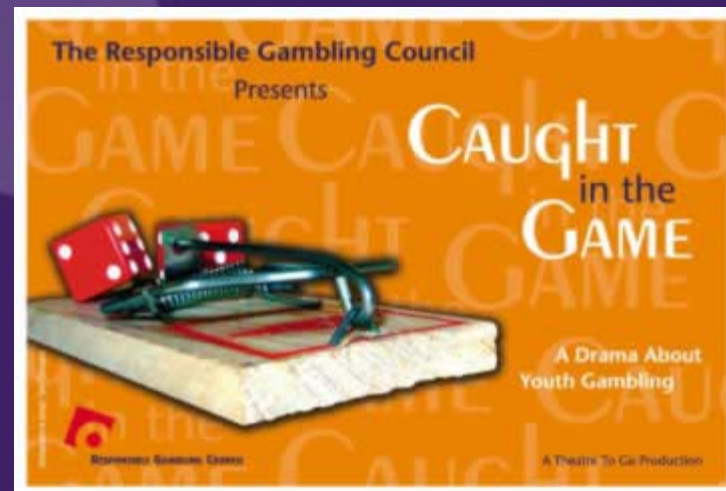
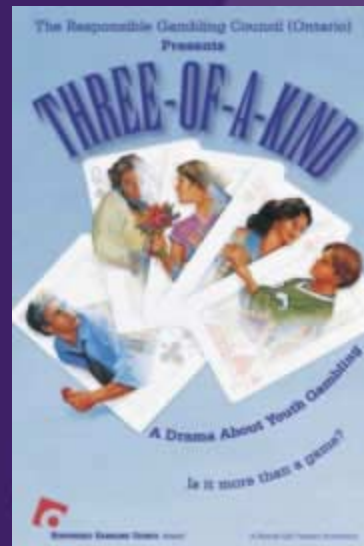
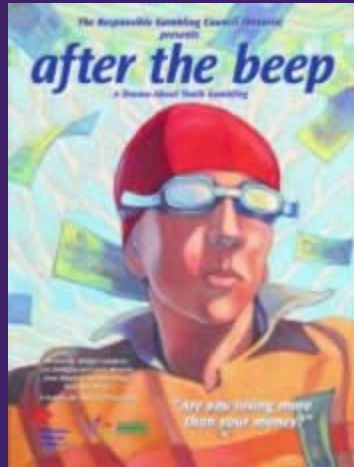


Using Performance to Engage Youth

Presented by:

Laurie Bell,
Director of Prevention
Programs



RESPONSIBLE GAMBLING COUNCIL

Target Audience

Teens In School



RESPONSIBLE GAMBLING COUNCIL

Performance Summary To Date

Communities - 183

Performances - 308

Students – 67,511



RESPONSIBLE GAMBLING COUNCIL

An Undervalued Medium?

- Peer to peer communications
- Entertainment based messaging
- Doesn't preach
- McDonalds would love a captive audience



Program Goals

- To get student's attention & stimulate discussion
- To provide students with local and provincial counselling and info resources
- To attract local media so prevention messages reach broader market



Process

■ Contests

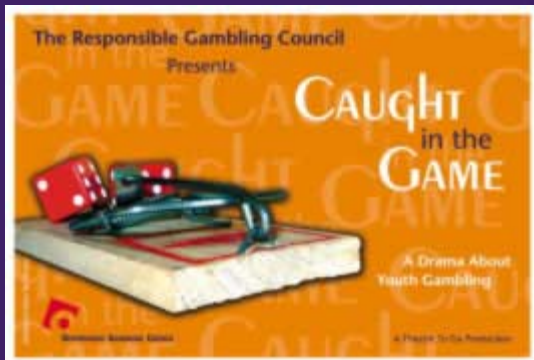
■ Scripts

■ Theatre Company

■ Booking Tour

■ Program Delivery

■ Always seeking feedback



RESPONSIBLE GAMBLING COUNCIL

Cumulative Student Feedback

Sample: 5,700 students

Did you like the play? Yes – 77.1%

Was the play realistic? Yes – 75.4%

Is the play a good way to tell you about problem gambling? Yes – 82.5%



RESPONSIBLE GAMBLING COUNCIL

Professional Evaluations Summary:

- 100% of attendees were satisfied with the quality of information, with 91% "very satisfied"
- 98% were satisfied with how useful the information was, with 79% "very satisfied"
 - 100% enjoyed the presentation, with 93% "very satisfied"
- RGC plans to do an external evaluation of the play tour in 2004



Lessons Learned

- More than one target audience
- Working with student inspired scripts
- Multiple vignette's vs. one plot
- Casting and direction



Lessons Learned cont.

- Dynamic, living organisms
- Managing the messaging
- Scheduling
- On the road again



Thank You



RESPONSIBLE GAMBLING COUNCIL