



Winter 2009 Volume 9, Issue 4

The fate of U.S.-based Internet gambling hangs on proposed legislation

By Lynette Gilbeau B.Ed. - International Centre for Youth Gambling Problems and High-Risk Behaviors

In an effort to curtail U.S.-based Internet gambling, the 2006 Unlawful Internet Gambling Enforcement Act (UIGEA) made it illegal for U.S. banks and credit card companies to process payments to online Internet gambling sites, excluding lotteries and horse racing activities. As a result of this legislation, many online sports betting and poker sites no longer welcome American player participation. This legislation further complicated the future of on-

In this Issue

IVI LVIUS ISSUE
New prevention and awareness product 2
Energy products using cocaine imagery as marketing ploy 3
Book Review 5
Opinion: Poker face 7
2008 Durand Jacobs Award: Call for Papers
Teen-produced music video targets gambling 9
Harry Potter's underlying messages about alcohol raise concerns
Recent publications and presentations
News from the Centre 12
Upcoming events 12

line poker playing which was already mired in a debate regarding whether it is predominantly a game of skill or chance.

The UIGEA stipulates target dates for compliance by the financial institutions. As of January 19, 2009, banks and credit card companies were expected to start formulating and implementing initiatives to block transactions related to "unlawful Internet gambling," even though the UIGEA does not clearly delineate exactly what activities constitute "unlawful Internet gambling." Among the initiatives set forth in the UIGEA, financial institutions must assess new accounts and reject those suspected of being associated with online gambling. It is not necessary for them to review existing accounts. Until November 30, 2009, as per the original UIGEA directives, institutions were not forced to comply with the UIGEA but could do so if feasible and noncompliance was not met with penalty. Starting December 1, 2009, the financial institutions were expected to comply with the UIGEA by enforcing the sanctions or face penalties. This set of policies represents an onerous task for the already beleaguered banking industry.

A bill called the Reasonable Prudence in Regulation Act tabled

in the House of Representatives, along with a letter-writing campaign by Massachusetts Democratic Representative Barney Frank, other members of congress and the Poker Players Alliance sought to delay this compliance date by one year. On November 27, 2009, the U.S. Treasury and Federal Reserve delayed mandated implementation of the UIGEA financial institution compliance by six months making the new deadline June 1, 2010. It is hoped that new guidelines for the administration and taxation of Internet-based gambling will be developed during this requested reprieve.

Supporters of Internet gambling hope that two other bills before Congress will reverse the wide reaching restrictions imposed by the UIGEA. Barney Frank's Internet Gambling Regulation Consumer Protection and Enforcement Act of 2009 (referred to as the Frank Bill) and the Internet Poker and Games Skill Regulation, Consumer Protection and Enforcement Act of 2009, proposed by New Jersey Democratic Senator Robert Menendez, seek to establish a framework for online gambling. An indication of the discontent with the UIGEA is that Frank has garnered considerable support for his bill, with a

current total of 63 congressional co-sponsors.

The UIGEA represents a significant albatross around the neck of the American legislature. In March 2009, the Economic Union (EU) ruled that the UIGEA violates World Trade Organization agreements. At home, poker players (with their considerable lobby) and other gamblers feel that

the UIGEA infringes upon their personal rights. Additionally, in these tough economic times, the government regulation of online gambling offers potential for a lucrative and sustainable revenue stream.

The future of Internet gambling is at an interesting crossroads. While some countries such as Poland are outlawing Internet gambling in favour of casino-based gambling, other countries like the United States and Canada are seeking to legalize these online gaming activities. Only time will tell how the U.S. Internet gambling quagmire will play out. Any bets?

References

http://www.uigea.net/

Kelly, J., & Catania, F. (2009). Mired battles, but a winnable war? Casino & Gaming International, 4.

NEW prevention and awareness product!

Centre to release multimedia reference kits about youth gambling

The International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University is proud to announce the January release of two media toolkits dedicated to educating professionals about youth gambling problems. Youth Gambling Problems: Practical Information for Health Professionals is aimed at doctors and allied health professionals, while Youth Gambling Problems: Practical Information for Professionals in the Criminal Justice System was created for judges, attorneys and other legal system professionals.

Both reference sets contain a DVD and CD-Rom filled with useful, easy-to-access materials. The DVDs feature four, short, informative, independentlyproduced video segments with information about youth gambling tailored to the needs and interests of professionals in these two critical frontline fields. Each CD-ROM offers a selection of important papers and articles about youth gambling for the health and criminal justice system professionals who would like to learn more, as well as printable posters outlining warning signs of a gambling problem and screening tools that can be placed in waiting rooms and offices. All articles are used with permission from their publishers and can be conveniently downloaded to one's own computer.

All of the information featured in

these reference kits draws upon years of research and expertise in the area of youth gambling problems. Drs. Jeffrey Derevensky and Rina Gupta, co-directors of the International Centre for Youth gambling Problems and High-Risk Behaviors, appear in both videos.

World-renowned experts featured in Youth Gambling Problems: Practical Information for Health Professionals also include Dr. Howard Shaffer, of the Harvard Medical School Division on Addictions, Dr. Marc Potenza, Yale University Department of Psychiatry and Dr. John Sader, director of the BACA clinic.

For Youth Gambling Problems: Practical Information for Professionals in the Crim-

Youth Gambling Problems
Practical Information for Professionals in the Criminal Justice System

inal justice System, we were fortunate to feature the expertise of attorney Isabel Schurman, of Shurman, Longo & Grenier, Judge Marc G. Farrell, J.D., Presiding Gambling Treatment Court Judge of the only therapeutic gambling court in the world (in Amherst, NY), along with his Treatment Courts Coordinator, Jim Cavanaugh and Gambling Court Coordinator, Judith Munzi. Funding for the media toolkits was provided by the Nova Scotia Gambling Corporation.

To order either of these multimedia toolkits or any of our other prevention and information products, please call Arlene Doheny at (514) 398-1391 or email arlene.doheny@mcgill.ca.



Energy products using cocaine imagery as marketing ploy

By Jessica McBride, M.A. - International Centre for Youth Gambling Problems and High-Risk Beahviors

A surprising new product is available for purchase over the Internet – a white powder that comes in clear plastic vials accompanied by a small mirror. Called Blow, it's one in a long line of energy products aimed at young people, many of which are available in convenience stores and online.

The energy drink market contains many different products, each a variation on a theme of sugar, caffeine, and taurine. In 2006, annual worldwide energy drink consumption increased 17% from the previous year to 906 million gallons (Reissig, Strain, & Griffiths, 2009). The total U.S. retail market value for energy drinks was estimated to be \$5.4 billion in 2006. New products need to find a way to stand out. Companies are looking for catchy ways to attract energy drinkers.

Blow, along with the energy drink Cocaine (which was pulled from the shelves by the FDA in 2008), and a brand of coffee called Meth Coffee, expropriate drug culture to carve their niche. This marketing trend makes light of anti-drug efforts and glamorises the use of illegal narcotics. When drinks are promoted as alternatives to illicit drugs, the concern is they may increase interest in the use of such drugs. This concern is not spurious. A study of 1,253 college students (ages 17-19) found that energy drink consumption significantly predicted subsequent nonmedical prescription stimulant (stimulant, analgesic, and tranquilizer) use (Arria, Caldeira, O'Grady, Vincent, Griffiths, & Wish, 2008). Twenty-four percent of students consumed energy drinks and, compared with non-users, energy drink users were disproportionately male, drank alcohol more frequently, and had used more illicit drugs in the past year. A single serving of Blow contains 240 mg of caffeine, roughly equal to three cups of coffee.

All three of the products named above clearly use drug imagery and allude to drug-taking behaviour in their advertising and websites. In addition, they use social marketing tools like Facebook, Twitter, and MySpace, and post videos on YouTube, sites frequented by young people. Cocaine Energy called itself as "The Legal Alternative." The Blow website (www.Iwantblow.com) has a picture of four attractive and nearly-nude females, not only using drug imagery to sell its product, but the age-old standby, sex, as well. Blow is cited as "pure, uncut energy". The letters in the product name appear to be spelled out in a white, granular substance that resembles cocaine powder. The website contains multiple images of a similar powder, and some images illustrate the powder has been "cut" and formed into lines, suggestive of the most common method of using cocaine. The product comes in a "stash box sampler set", a "recreational user pack", or a "fiender's hook up case," all terminology associated with and suggestive of illicit drug use. When ordered online, the product arrives packaged to resemble a white brick of cocaine/ Meth Coffee, whose creator goes by the name The Roaster, comes in beans or "powder", roasted by a "master druggist." It is "supercharged with maximum caffeine and a dusting of yerba mate". Yerba mate, itself containing caffeine, is a South American plant, typically steeped in hot water like tea and drunk as a stimulant. Meth Coffee's commercial, "Addicted," is available on YouTube and shows a man drinking a cup of coffee, then proceeding to become increasingly manic in his need for the coffee, snorting, smoking, and eventually injecting it with a syringe.

All companies claim their products are edgy and decidedly counter-culture, but maintain they do not promote the

use of illegal drugs. The general reaction is that anyone who believes they do promote drugs should develop a sense of humour and concentrate on more important issues. Parents and regulators who become upset do not get the joke. Blow company owner Logan Gola (has gone on record claimingthat he wishes people would "lighten up, take the product for what it is supposed to be, tongue in cheek, and move onto more important issues." Gola claims his market is people over 18 years old, although there is no age verification upon ordering from the website.

In addition to the worry about the romanticisation of drug use among adolescents, another concern is the level of caffeine in these drinks. Caffeine acts by pharmacologically stimulating the central nervous system, heart, voluntary muscles, and gastric acid secretion, and it induces diuresis. Caffeine saturates all body tissues and fluids, including breast milk. Too much caffeine produces adverse effects. Potential adverse consequences of caffeine use, usually following the consumption of over 250 mg of caffeine, include caffeine intoxication, the symptoms of which include nervousness, anxiety, restlessness, insomnia, gastrointestinal upset, tremors, tachycardia or cardiac arrhythmia, psychomotor agitation, insomnia, rambling thought and speech, and death (though this is rare). Excess caffeine may also cause seizures, acute mania, or stroke. Four reports of adverse reactions involving energy drinks have been reported to Health Canada, including electrolyte disturbances, nausea and vomiting, and heart irregularities, either from drinking with alcohol or in greater quantities than recommended. Although death is rare, there are a number of reported cases. A 28-year-old Australian had a cardiac arrest follow-



ing excess consumption of seven cans of a caffeinated energy drink prior to a motocross racing. In Britain, a 21-year old died on a nightclub dance floor after four cans Red Bull and several VKs, a vodka-based drink high in caffeine. In Ireland, an 18-year old died after drinking three cans of Red Bull and then playing basketball. In Sweden, three people died in 2001 after drinking caffeine-rich drinks.

Adverse effects from energy drinks may be worsened by a lack of adequate labelling, advertising stressing the drinks as performance enhancing and consumers thinking more is better, and the lack of restrictions. Youth often consume more than one drink in a row, particularly while studying or during exams. Energy drinks are marketed to students, athletes, and active individuals between ages of 21 and 35. They are promoted at nightclubs, bars, universities, concerts, etc. where they are more likely than not consumed with alcohol.

Surveys show when some students mix energy drinks with alcohol, they drink more (Malinauskas, Aeby, Overton, Carpenter-Aeby, & BarberHeidal, 2007). One study of U.S. college students reported that consumption of alcohol mixed with energy drinks was associated with increased heavy episodic drinking and twice as many episodes of weekly drunkenness (O'Brien, McCoy, Rhodes, Wagoner, & Wolfson, 2008). The danger is that mixing the two reduces self-perceived motor impairment and youth may not feel intoxicated, increasing the risk of alcohol-related injury (Curry & Stasio, 2009). Researchers have found higher prevalence of alcohol-related consequences when mixed with energy drinks (even after adjusting for alcohol consumed), such as being taken advantage of, assaulting, riding in a car with a drunk driver, being hurt or injured, and requiring medical treatment (O'Brien et al., 2008). The stimulating effects make it harder for people to identify when they are intoxicated, and make it harder for bartenders to identify as well - may lead to higher drunk driving prevalence.

Obviously, most teens will not assume Blow, Cocaine Energy drink, and Meth Coffee contain actual drugs. But by purchasing these products, and in the case of Blow actually cutting a white, powdered substance on a mirror with a credit card, of the consumption of such dangerous drugs is normalized as funny, edgy and even harmless. Excessive caffeine consumption can also be risky, and proper awareness of the possible problems caused by these drinks should be part of their marketing campaign.

References

Ari Kapner, D. (2008). Ephedra and energy drinks on campus. The Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention.

Arria, A.M., Caldeira, K.M., O'Grady, K.E., Vincent, K.B., Griffiths, R.R., & Wish, E.D. (2008, October). Energy drink use is associated with subsequent nonmedical prescription stimulant use among college students. Paper presented at 136th Annual Meeting and Expo of the American Public Health Association, Public Health Without Borders, San Diego, CA.

Curry, K., & Stasio, M.J. (2009). The effects of energy drinks alone and with alcohol on neuropsychological functioning. Human Psychopharmacology, 24, 473-481.

Geffroy, A. (2009, October 3). Is Blow the latest trend? A new supplement on the market causes some serious controversy. NBC Los Angeles. Downloaded October 14, 2009 from http://www.nbclosangeles.com/news/health/Is-Blow-the-Latest-Trend-63322917.html

Hagan, P. (2009, November 13). Are high energy drinks killing you? The Sun. Downloaded November 13, 2009 from http://www.thesun.co.uk/sol/homepage/woman/health/health/2524802/Are-high-energy-drinks-killing-you.html

Health Canada (2005, June). It's your health: Safe use of energy drinks. Downloaded November 13, 2009 from http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/prod/energy-energieeng.php.

Malinauskas, B.M, Aeby, V.G., Overton, R.F., Carpenter-Aeby, T., & Barber-Heidal, K. (2007). A survey of energy drink consumption patterns among college students. Nutrition Journal, 6, 7 pages.

O'Brien, M.C., McCoy, T.P., Rhodes, S.D., Wagoner, A., & Wolfson, M. (2008). Caffeinated cocktails: Energy drink consumption, high-risk drinking, and alcohol-related consequences among college students. Academic Emergency Medicine, 15, 453-460.

Reissig, C.J., Strain, E.C., & Griffiths, R.R. (2009). Caffeinated energy drinks – A growing problem. Drug and Alcohol Dependence, 99, 1-10.

Book Review

Playing with Fire: The Highest Highs and Lowest Lows of Theo Fleury

By Theo Fleury & Kirstie McLellan Day (2009). Harpercollins Canada, Limited: Toronto, ON. 312 pages, ISBN: 9781554682393. Price: \$32.99 CDN (hardcover).

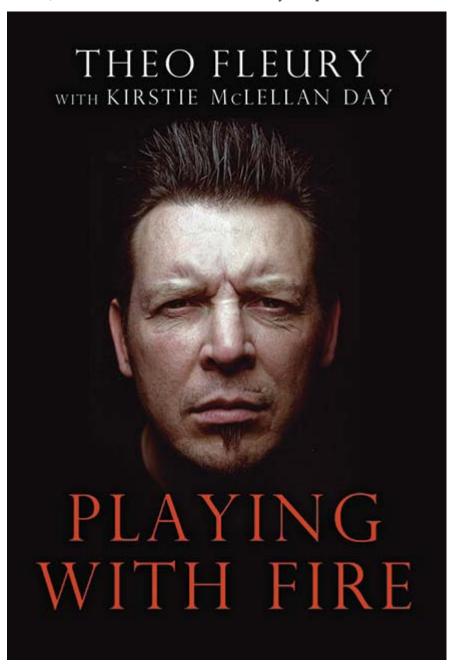
Reviewed by Will Shead, Ph.D. - International Centre for Youth Gambling Problems and High-Risk Behaviors

professional hockey Former player Theoren Fleury is a case study in high-risk behaviour. One cannot help but wonder how an individual like Fleury, who has spent the better part of his 41 years throwing caution to the wind and taking every action to the extreme limit, has lived long enough to write his autobiography. For those interested in getting a personal account of one of the most compelling hockey figures of the past three decades, we are fortunate that he has beat those odds. Playing with Fire is a riveting portrayal of the pintsized player that many hockey fans grew to love (and hate) throughout his 22-year professional career.

This book is raw. Fleury does not hold back when telling his story. He includes frank, often disturbing, details of his rise through the hockey ranks as a youngster and his turbulent NHL career. Among the unsettling topics covered in the book are parental neglect, sexual abuse of minors, excessive substance abuse, gambling sprees, sexual promiscuity, and suicidal ideation.

Fleury describes how his involvement in drugs, alcohol, gambling, and sex was his way of dealing with the emotional

pain caused by the sexual abuse he suffered as a teenager at the hands of his childhood coach, Graham James. In the book he describes the horrors of the abuse – a recurring real-life nightmare that took place over a two-year period. He wouldn't



tell anyone about the abuse until many years later, a dark secret that haunted him and sent him into a spiral of self-destructive behaviour. "There were demons in my closet and when they were triggered I had to shut them up. Throughout my life, I used several things to do this—drugs, alcohol, gambling, sex, anything that numbed me or took me out of the moment" (pp. 169).

Fleury's biggest difficulties, it seems, is that no thrill or achievement was big enough for him. He was constantly chasing a feeling that was never possible. He played hockey for the competition, the glory, the buzz of success. And when that was not enough he turned to drugs, alcohol, gambling, and women. None of it was enough. After scoring the biggest goal of his ca-

"There were demons in my closet and when they were triggered I had to shut them up. Throughout my life, I used several things to do this—drugs, alcohol, gambling, sex, anything that numbed me or took me out of the moment."

It didn't help that Fleury's entire identity was wrapped up in hockey-a fraternity where some of these behaviours are viewed as normative rather than delinquent. He spends much of the book painting a picture of reckless after-game behaviour among NHL-ers, including epic episodes of binge drinking, patronizing of strip joints, drug use, and drinking-and-driving. In fact, his accounts of life as a professional hockey player seem to focus more on his exploits in bars than on the ice. There are undercurrents of bravado here that give the narrative an air of ambivalence. While he tries to convince his readers that these high-risk behaviours almost killed him, he sure sounds like he had a great time doing them.

reer against the Edmonton Oilers in overtime of a playoff game, he noted "Those five seconds made life worth living. No drink or drug that I have tried since - and I'm talking about cocaine, weed, whatever – compares to the feeling I had at that moment" (pp. 93). The problem is, he could not hold onto that feeling. Perhaps this is a risk factor among all athletes. Their identities are tied to their sports. They get high off the feeling of competing. But what happens when the game is over? "The only place I felt good when I was sober was on the ice, but when I left the rink I didn't have a clue who I was" (pp. 220). How many other children, addicted to the healthy high they get from sport, attempt to replicate that high through unhealthy means of high-risk behaviours?

In the epilogue, Fleury makes a final plea to youngsters who have experienced sexual abuse to speak out and seek help. It's certainly a positive and powerful message that suggests his primary purpose for sharing his story was to reach out to kids like him - abused kids who feel alone, who are too afraid to talk, who need to see that the most therapeutic course of action is to open up to someone you trust rather than keeping traumatic events locked inside. Unfortunately, this is not a book for kids. So perhaps his message won't reach them directly. But if it can get parents to start thinking about their own children's behaviours, to see the warning signs, and to communicate honestly with them, the book is well worth it. Not every child will grow up to be an NHL superstar, but many will experience the same difficulties as Fleury. For this reason his story is inspirational – not for his dominance as a hockey player, or his ability to overcome huge obstacles to succeed, or his multiple comebacks - those are just products of his phenomenal gift. Rather, it is Fleury's evolution as a person that is truly inspiring. It took him nearly 40 years to learn that his self-worth could not be found in a bottle of alcohol, a line of cocaine, the bed of a female admirer, or even on the ice in front of thousands of screaming fans. It could only be found in true acceptance of himself. And for Fleury, that self-discovery has been his ultimate redemption.

Poker face

Opinion: Should you teach children to play poker?

By Jeanne Maclay-Mayers, Ph.D. - Cape Town Child Reprinted with permission by Cape Town Child

My grandfather called it "the devil's game". My dad taught us how to play it. In fact, my dad was an ace poker player – so much so that he was planning to earn his crust through poker games at one stage in his life, until he met my mum and gradually took up more domesticated ways. But he never lost his love of poker and would pass on his skills to us kids after suppertimes in suburbia.

"flush" and its potential for toilet humour).

Poker is also about people skills. Bluffing may be the best known (or most notorious) of these, but while bluffing does play a part in any game, just as valuable is being able to recognise the situations you shouldn't try to bluff your way through. Also important is learning how to be a good loser,

throw good money after bad." If you have been betting money on a particular hand, don't be too stubborn to quit.

Some might say that a youth spent playing poker with matchsticks or jellybeans will lead to a gambling problem in later life, which involves real money. In my case it hasn't; the only time I have entered our local casino is to go ice-skating. As far as I can tell, gamblers believe in luck. They go to a casino and hope Fortune will smile upon them. But the very existence of the casino, its glossy exterior and luxury detailing, should tell them that Fortune is smiling on the establishment and not its patrons. It has been said that gambling (with real money) is a tax on stupidity.

My childhood of poker did not lead me to believe in luck. However, clearly some people do have gambling problems, and in some cases this can ruin their lives and those of their loved ones. Some of those people must have learnt gambling at a young age. Did their youthful experience of playing poker with their parents lead to their later problems?

Dr. Alissa Sklar of the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University thinks that parents should be careful about the messages sent out by their own behaviour. According to Dr. Sklar, "Children need to be taught to recognise the difference between

Some might say that a youth spent playing poker with matchsticks or jellybeans will lead to a gambling problem in later life, which involves real money.

By his manner my dad imbued the game with a raffish charm, but he was adamant that winning the game was mainly about working with statistics. And that is probably the main lesson that poker offers: how to size up your chances of winning when you are considering different options.

As I recently explained to nineyear-old Max Hoffenberg, the son of a family friend, it is always tempting to chase straights or flushs but your chances of successfully getting the cards to complete your draws are slim. It is much wiser to aim for three of a kind. Poker can teach children the relationship between risk and returns, and where they like to position themselves on the low-risk/highrisk continuum (although Max was more focused on the word and how to quash the desire to gloat once you have won, which, if not mastered young, can cost you friends in the heady days of your adult successes.

Then there is the "poker face" – which my longstanding friend Marcus Coetzee couldn't ever master. When playing with our family, young Marcus preferred to turn his back to the game, but we still speculated aloud about his cards and learnt to tell by his giggles whether we were right or not. Since then Marcus (now 36) has become a successful businessman, albeit a straight-talking one. Would a poker face have helped him in his career? I suspect it could come in handy in some situations.

Poker is also a mine of sensible proverbs, for example: "Don't

skill and chance, and they need to understand that if they do gamble (even with jellybeans), they need to 'know their limit and play within it.' Playing poker with children can possibly be one way to teach them these things, but it should be done in an open way, with discussion about risk."

Dr. Sklar also adds a cautionary note, reminding parents that "the younger children are when they start gambling, the more they are at risk for developing problems later on." She also warns that a big win at a young age can be a risk factor, because it makes children feel like they are particularly lucky or skilled at games of chance.

Raj Govender, a director of the South African organisation *Gamhelp*, assists people who are facing the disastrous consequences of their gambling problems and he takes a strict stance on the issue of children and gambling. He advises parents not to expose children to gambling, and not to make gambling acceptable to children. He says: "The seeds can be planted at a very young age, and parents don't really realise what they are

doing." Research from his organisation suggests that 90% of the people it helps started gambling before adulthood.

This zero-tolerance approach to children and poker is shared by Rayda Jacobs, author of the novel *Confessions of a Gambler*. She says: "Knowing what I know now, I would never teach my children how to play poker. The reality is that Gamblers Anonymous is full of addicts who have learnt the game from parents or friends. Do you know whether your child has an addictive nature? And would you take the chance?"

After these sobering thoughts, will I teach poker to my daughter? I am sure I will, because I believe that in most situations education and moderation are a more effective combination than outright prohibition, which can leave a child (and later the adult he/she becomes) quite naïve and susceptible to life's scamsters. However, I will teach her not to play with money, because the thought of winning and losing my and others' hardearned money makes me feel ill. I will teach her poker because it pro-

vides an entertaining springboard for discussions about the unavoidable choices of ordinary adult life, such as whether to invest in the stock market or the property market.

However, after talking to Raj and Rayda I would be more reticent to teach the game to other people's children (although I did recently teach the game to our friends, the Steiners, with their parents' permission). Their teenage lad Luca (13) quickly picked up on the game and was soon happily beating us adults (beware the influence of this early win on your later risk behaviour, young Luca!). It seems that with the Steiners, as in my life, poker is a game that brings different generations together.

Is it fair to call jellybean poker "the devil's game"? While people who have been burnt by a gambling addiction may feel it's an appropriate name, it seems that Reverend Robert Steiner is unlikely to agree, as I saw him saving the hierarchy of poker hands onto his cellphone for later bonding sessions with his son Luca.

2009 Durand Jacobs Award: Call for Papers

The International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University invites submissions to the 2009 Durand Jacobs Award competition, to be awarded to be best graduate student paper related to the psychology of addictive behaviors. This annual award is dedicated to Dr. Durand Jacobs' lifelong efforts to help mentor students. Published and/or publishable papers will be considered by the selection committee, comprised of an international panel of experts in the field. The recipient will receive an award plaque and their work will be featured in the Youth Gambling International newsletter. Graduate students from all related disciplines are encouraged to submit their papers by Feb 26th, 2010.

Please submit all entries electronically to alissa.sklar@mcgill.ca. If you have any questions, please direct them to Dr. Alissa Sklar by email, or telephone: (514) 398-2470.

Teen-produced music video targets gambling

By Todd Denny M.S.W., Director, Music Mentors Academies, Olympia, Washington

"Game Over," a music video developed in the winter/spring of 2009 by members of the Washington State Music Mentors (WAMM), is the collaborative brainchild of a diverse youth prevention team composed of students from eight Olympia-area high-schools. This unique media campaign was designed and implemented by and for youth. The Evergreen Council on Problem Gambling provided funding for the project, which won the National Council on Problem Gambling's National Public Awareness Award for 2009.

"Game Over" includes original music about gambling rapped by the students themselves, with a catchy hip hop beat and compelling visuals. Putting this award-winning video together was the focus of an intensive program with WAMM. The team attended two workshops in March of 2009 to increase their awareness of youth problem gambling. The Music Mentors song creation sequence followed a series of sequential steps, from journalwriting through song creation, to the development of instrumentals and a music video. The team was also involved in the distribution of their music video into classrooms, at conferences and online, as well as in live performances of their songs.

The final DVD product includes two distinct versions with special features that include the music creation process, interviews with the youth, and a classroom Lesson Plan. It was featured in a Washington D.C. press conference as support for a bill to allocate funding for problem gambling services. Subsequent live song presentations to over 2000 youth and adults were featured at The Washington State Youth Spring Forum, The Western Regional Conference on Problem Gambling, The Yakama Nation Youth Meth Summit, The Governors Juvenile Justice Conference, The Four Directions Tribal Problem Gambling Conference, and The New Directions Tribal Youth Music Academy.

Creating their songs was a daunting, but exciting project for the team. They took on the challenge of developing musical content for a largely hidden social issue. Furthermore the team cooperated to incorporate the ideas of all seven youth in their song recording and video. Staff advisors have expressed pride in the ability of these first-year music mentors to overcome a myriad of challenges to create a video that has already impacted their and other teens' lives.

Rather than merely "telling" students about the risks of addictive behavior, the WAMM program engages them in the development of youth-to-youth prevention messages through their poetry, prose, and music. Our "Music Mentors" format incorporates the music of popular culture to involve students

in their year-long commitment to become addiction prevention peer educators. We teach youth how to write, record, and perform their musical messages within their schools and community.

Focus group discussions in classes at

Olympia High School showed strong support for the efficacy of using youth-created media to enable teens to understand problem gambling and addictive behaviors in their lives. Other comments revealed students' high value of peer education and music in prevention media created by youth. Followup meetings have confirmed the strong, positive attitudes of the Washington State Music Mentors toward their "Game Over" song creation process and video as well as their intention to write more personal poetry to address addictive behaviors. As a result of this project, it is hoped that youth who view the video will possess greater awareness of youth gambling addiction and their options for healthy choices.

Participant evaluations and the summary judgments of workshop outcomes by participating youth and adults at conference workshops judged this youth-created media campaign to be an outstanding success. The traveling music team will feature "Game Over" in upcoming presentations in schools, conferences, and communities throughout 2010.

To see the video go to http://www.you-tube.com/user/Evergreencpg ◆



Harry Potter's underlying messages about alcohol raise concerns

By Amy Taylor, B.A. - International Centre for Youth Gambling Problems and High-Risk Behaviors

Since its North American debut in 1997, J.K. Rowling has been entertaining readers of all ages with the tales of a boy wizard and his friends at the enchanted Hogwarts School of Witchcraft and Wizardry. The characters and storylines in the Harry Potter series are particularly successful with school-aged children, tweens, and teens and have deep resonance in contemporary popular culture. Harry and his friends, Ron and Hermione, have influenced and inspired countless readers' imaginations and reinforced the significance of friendship, loyalty, and courage.

While the popularity of these books cannot be disputed (the fifth book sold 5 million copies in the United States on the first day it was released (Welsh, 2004), Harry Potter and J.K. Rowling are certainly no strangers to criticism. The books have been censured by critics, church groups, and even the Pope. Some opposed to the books fear that they spread anti-Christian messages about sorcery and Satanism to young impressionable minds.

One theme in Rowling's series that has some people raising their eyebrows is the consumption of alcoholic beverages. The drinking of a fictional beverage called "butterbeer" occurs among both students and adults in living rooms and taverns throughout the magic world. Although Rowling never specifically discusses

the alcoholic content of the beer, there are quite a few indications, such as hiccupped-filled conversations between characters as they imbibe, that butterbeer has intoxicating effects (Welsh, 2004).

Butterbeer plays more than an incidental role in the latest cinematic adaptation of the 6th novel in the series, Harry Potter and the Half-Blood Prince. In the story, the 16-year-old Harry and his friends are now permitted to take unchaperoned trips to the pub in Hogsmede, which leads to instances of a frothy-lipped Hermione on one occasion and a passed-out Hagrid on another.

Some parents are concerned that this is sending the wrong message to their children and are worried that this somewhat matter-of-fact portrayal of an alcoholic beverage and drunkenness may encourage their children to experiment with underage drinking. There are, in fact, several studies that suggest that movies can influence teenagers' behaviour when it comes to drinking, drugs, and tobacco (Parker-Pope, 2009).

A longitudinal study conducted among 2,708 German students found that views of alcohol use depictions in movies correlated with problematic alcohol use during adolescence, and that adolescents who reported that their parents were less restrictive about the types of movies they watched indicated a higher risk of engag-

ing in binge drinking (Hanewinkel & Sargent, 2009). Another study that examined exposure to depictions of smoking in movies among 6,522 adolescents aged 10 to 14 revealed that watching people smoke in movies is a risk factor for experimenting with cigarettes among U.S. adolescents (Sargent, Tanski, & Gibson, 2007).

With movies having such strong influence on children's attitudes. it is important to remember that parents and caretakers have the responsibility to make sure their children have a solid understanding of what they are viewing. Dr. Christopher Welsh of the University of Maryland sees butterbeer as an excellent opportunity for parents to talk with their children about alcohol. He hopes that parents can communicate with their children and get the message across that "even though Harry Potter made that seem fun, it isn't okav."

References:

Hanewinkel, R., & Sargent, J. D. (2009). Longitudinal study of exposure to entertainment media and alcohol use among German adolescents. Pediatrics, 123(3), 989-995.

Sargent, J. D., Beach, M. L., Adachi-Mejia, A. M., Gibson, J. J., Titus-Ernstoff, L. T., Carusi, C. P., Swain, S. D., Heatherton, T. F., & Dalton, M. A. (2005). Exposure to movie smoking: Its relation to smoking initiation among US adolescents. Pediatrics, 116(5), 1183-1191.

Sargent, J. D., Tanski, S. E., & Gibson, J. (2007). Exposure to movie smoking among US adolescents aged 10 to 14 years: A population estimate. Pediatrics, 119(5), 1167-1176.

Welsh, C. (2004). Harry Potter and butter-beer. Journal of American Academy of Child and Adolescent Psychiatry, 43(1), 9-10.

Recent publications and presentations

REFEREED PUBLICATIONS

Brezing, C., Derevensky, J., & Potenza, M. (in press). Non-substance addictive behaviors in youth: Pathological gambling and problematic Internet use. *Child and Adolescent Psychiatric Clinics of North America*.

Derevensky, J., Sklar, A., Gupta, R., & Messerlian, C. (in press). An empirical study examining the impact of gambling advertisements on adolescent gambling attitudes and behaviors. *International Journal of Mental Health and Addiction*.

Derevensky, J., Shek, D., & Merrick, J. (in press). Youth gambling. *International Journal of Adolescent Medicine and Health*.

Felsher, J., Derevensky, J., & Gupta, R. (in press). Young adults with gambling problems: The impact of childhood maltreatment. *International Journal of Mental Health & Addiction*.

Huang, J-H., Jacobs, D., & Derevensky, J. (in press). Sexual risk-taking behaviors among youth problem gamblers: Empirical results from a national college athlete survey. *Archives of Sexual Behavior*.

Shead, N.W., Walsh, K., Taylor, A., Derevensky, J., & Gupta, R. (in press). Youth gambling prevention: Can celebrity-endorsed public service announcements be effective? *International Journal of Mental Health and Addiction*.

Shead, N.W., Derevensky, J., & Gupta, R. (in press). Risk and protective factors associated with youth problem gambling. *International Journal of Adolescent Medicine and Health*.

Sklar, A., Gupta, R., & Derevensky, J. (in press). Binge gambling behaviors reported by youth in a residential drug treatment setting: A qualitative investigation. *International Journal of Adolescent Medicine and Health*.

INVITED PRESENTATIONS

Gupta, R. (2009). Prevention initiative for the state of Pennsylvania. Workshop presented for the National Council on Problem Gambling. Philadelphia, November.

Derevensky, J. (2009). Prevention: What works with kids? Address presented at the 4th Annual Conference on Problem Gambling in Colorado, Denver, October.

Derevensky, J. (2009). Internet gambling: The tip of the iceberg. Address presented at the 4th Annual Conference on Problem Gambling in Colorado, Denver, October.

Derevensky, J. (2009). Sports wagering among college athletes: Results from a national study. Address presented at the 4th Annual Conference on Problem Gambling in Colorado, Denver, October.



News from the Centre...

New Postdoctoral Fellow

Cintia Quiroga, Ph.D., has joined the Centre as our newest postdoctoral fellow. Her research interests focus on adolescent social and emotional development. She is particularly interested in processes and mechanisms in early adolescence that explain the relationship between mental health, adjustment, and school success. Dr. Quiroga received a doctorate in Psychology from the Université de Montréal.

Her thesis aimed at understanding the role played by early adolescent depression symptoms in the school dropout process. Before joining the Centre she taught developmental psychopathology at Université de Montréal, gave quantitative method workshops and was a statistical consultant. She has participated in several longitudinal surveys on low-SES schools, youth wellbeing, and school experience.

Doctoral defenses

We are pleased to report that two of our Ph.D. students have successfully defended their theses. Isabelle Lussier defended her thesis, entitled, "Risk, compensatory, protective and vulnerability processes influencing youth gambling problems and other high risk behaviors" on Nov. 23rd. Harjit Aulakh defended her thesis, entitled "Biological, psychological and gambling variables associated with problem gambling: A functional magnetic resonance imaging study" on Nov. 24th. We are proud of their accomplishments and wish them many years of success.

Happy holidays!

Our entire team
wishes you all a
very happy holiday
season and all the
best in 2010!

Upcoming Events

- **2010 International Gambling Conference** February 24-26, 2010 - Auckland City, New Zealand
- Responsible Gambling Council's Discovery 2010 Conference
 April 13-16, 2010 - Toronto, Ontario, Canada
- 12th Annual Statewide Compulsive Gambling Awareness Conference March 18-19, 2010 - Sheyboygan, Wisconsin, USA

YGI Newsletter

A Quarterly Publication by the International Centre for Youth Gambling Problems and High-Risk Behaviors

Editor: Alissa Sklar

Layout editor: Lei Chen

Design: Ozalid Graphik

3724, McTavish Street, Montréal, Québec, Canada H3A 1Y2

Phone: 514-398-1391 Fax: 514-398-3401

ygi@youthgambling.com www.youthgambling.com