

Touchpoint

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Dear Foundation Friend,

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On October 16th, 2008, the Nova Scotia Government issued a press release heralding the results of the 2007 Adult Gambling Prevalence Study. Taken at face value, this is largely a good news story: “Nova Scotia has one of the lowest rates of at-risk gambling in the country and fewer people are gambling overall.” What the press release did not include was that, according to the prevalence study, problem gambling is trending upwards and problem gamblers are actually spending more annually.

The Nova Scotia Gaming Foundation envisions a future where individuals, families and communities are free from gambling harm. As such, we have delved deeply into the prevalence study, analyzing each of the problem gambling-related statistics and facts, with a view to sharing them with you.

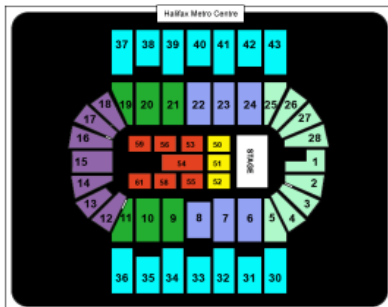
In the coming weeks, Touchpoint will help paint a picture of gambling in Nova Scotia. Using facts gleaned from the prevalence study, the Foundation will explore:

- who is gambling
- what kinds of gambling products are being used
- how gamblers typically come to recognize they have a problem
- where people go for help, and
- Nova Scotian attitudes and views on gambling advertising



Today, the Foundation will begin with a visual representation of the growing numbers of “at risk” and problem gamblers in Nova Scotia. More often than not, people who experience this kind of difficulty suffer in silence. When it comes to public disclosure, very few people will make themselves known in photographs or interviews.

The Halifax Metro Centre holds 10,000 people. There are almost 19,000 problem gamblers in Nova Scotia.



120,000 people marching in Ireland. The same number of Nova Scotians are affected by the gambling of someone they care about.

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