

PLAYER HEALTH IN BRITISH COLUMBIA

BCLC'S PLAYER HEALTH STRATEGY:

- BCLC is committed to offering safer gambling experiences and supporting all players, including those who are at risk of developing, or have, a gambling problem.
- Problem gambling is defined as any gambling behaviour that compromises, disrupts or damages one or more areas of a person's life. This can include problems with personal relationships, family, friends, finances, school or work.
- BCLC's Player Health Strategy is underpinned by a vision for the future where its players demonstrate the safest gambling behaviours in the world. This five-year strategy sets the direction for player health in B.C. and focuses on better understanding its players, personalizing their experiences and further fostering a player health culture throughout its business.
- Additionally, one of BCLC's objectives in its [2024/25 – 2026/27 Service Plan](#) is to reduce harms associated with gambling.
- Working towards that objective, BCLC aims to reduce the percentage of BCLC players who score as high risk on the Problem Gambling Severity Index (PGSI) from 10 per cent in FY 2022/23 to eight per cent by FY 2025/26.

PROBLEM GAMBLING SEVERITY INDEX (PGSI):

- The PGSI, developed by Dr. Harold Wynne and Jackie Ferris in 2001, is a self-reported, standardized measure of assessing at-risk gambling that is used around the globe.
- It is a tool that uses nine items representing a combination of behaviours and consequences associated with problem gambling to determine an individual's risk for problem gambling based on a continuum of no risk, low risk, moderate risk and high risk.
- When an individual completes the self-assessment, they will calculate their total score based on how they answered the nine questions related to the last 12 months of their gambling activity. The higher the score, the higher the risk for problem gambling. The self-assessment tool is attached for your reference.
- The tool provides BCLC with a metric to monitor our impact on risk levels.
- BCLC measures PGSI among its players through continuous surveys by a third-party research panel. It reports on the PGSI rates annually in its service plan and annual reports, which are always publicly available on corporate.bclc.com.
- For more information about BCLC's PGSI rates, targets and methodology, see the [Annual Service Plan Report 2022/23](#).

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GAMESENSE:

- Launched in 2009, GameSense is BCLC's player health program, designed to assist players in making informed decisions about gambling and to connect them to resources.
- GameSense Advisors provide information and support to players at GameSense Information Centres in all casinos and community gaming centres. They are also available via phone and live chat on GameSense.com and PlayNow.com. Through conversation and rapport, they help players understand how the games work, help them make informed choices about gambling to help keep play positive and help connect players to available support resources as needed.
- BCLC continues to evolve the GameSense Advisor program with the introduction of new educational programming to increase customer engagement with safer gambling tools and resources.
- BCLC licenses GameSense to ten other gambling organizations in Canada and the U.S., including: Alberta Gaming, Liquor and Cannabis; SaskGaming; Saskatchewan Indian Gaming Authority; Massachusetts Gaming Commission; MGM Resorts International; and BetMGM.

GAME BREAK:

- BCLC's self-exclusion program, [Game Break](#), is a resource for individuals who recognize they are experiencing difficulties associated with gambling. Participants can restrict themselves from B.C. gambling facilities and PlayNow.com for terms of six months, one year, two years or three years. Individuals can sign up virtually or in person at a gambling facility.
- In 2023/24, there were 10,557 Game Break enrollments and re-enrollments.

OTHER INITIATIVES:

- BCLC received the World Lottery Association's (WLA) Level 4 certification for excellence in responsible-gambling programming for the fifth consecutive time in 2023. Level 4 is the highest level of certification granted by the WLA's Independent Assessment Panel (IAP) under the Responsible Gambling Framework.

For more information about BCLC's player health program, visit corporate.bclc.com.

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