

WHAT:

Know the Score 2 (kts2) is an interactive problem gambling awareness program that engages university and college students in a fun and informative way.

kts2 dispels myths about gambling, highlights signs of problem gambling, shares problem gambling services, and suggests ways to keep gambling safer.

HOW:

kts2 features multi-faceted communications designed to attract students in two ways: online using social media and on campus with a two-day, staffed interactive display.

Using a quiz, students try to answer five questions designed to increase their awareness of the program messages. Students check their answers for accuracy with specially created online communications or kts2 representatives staffing the display.

STATS:

The program was developed in 2001 with input from a number of colleges and universities. Since piloting the program in 2002, kts2 has been delivered 668 times to 444,389 students on campuses in British Columbia, Manitoba, Newfoundland and Labrador, New Brunswick, Nova Scotia, Ontario, Prince Edward Island and New York State.

An independent evaluation has shown that:

- 89% felt they were better informed to make decisions regarding gambling
- 84% of students reported increased understanding of ways to keep gambling safer
- 91% retained key messages associated with the program, and
- 22% indicated that they had used the information they had learned

To request additional program information, please email kts2@rgco.org.