

# What is GameSense?

GameSense promotes responsible gambling. It's a program designed for players – making all responsible gambling tools and information available to help them with informed choices.



In Alberta, we all have a role to play in being socially responsible. For the Alberta Gaming and Liquor Commission (AGLC), this means identifying industry policies, regulations and best practices to develop information and programs that help players gamble responsibly.

### Let's break it down

**'Game'** reminds players to keep gambling fun. **'Sense'** focuses on improving gamblers' knowledge and awareness of how games of chance work. Ultimately, AGLC's goal with GameSense is to take a proactive approach to responsible gambling: we do this by providing information that can help prevent the development of problem gambling behaviours.

### GameSense is designed to assist players to:

- Learn key gambling facts
- Discover how games of chance work
- Dispel commonly-held myths about gambling
- Practice tips for playing responsibly
- Access resources if gambling is a problem



## Where is GameSense?

GameSense is available online at **GameSenseAB.ca** and at the GameSense Info Centres located at all Alberta casinos and racing entertainment centres. GameSense messages also reach the public through paid advertising, AGLC's marketing materials and social media channels, and public service announcements.

## What are GameSense Info Centres?

These 'one-stop shops' for GameSense are in all casinos and racing entertainment centres in Alberta and are staffed by AGLC GameSense Advisors. The Advisors answer players' questions about gambling, and they have online and printed information about responsible play available. They provide 'hands-on' demonstrations of what randomness means; of the real cost of plays, odds and house advantage with fun, interactive GameSense educational tools. Also, Albertans wanting help with at-risk or problem gambling behaviours receive support and access to resources in confidence.

## Working with Casino and Racing Entertainment Centre Staff

The GameSense Advisors educate casino and racing entertainment centre staff on:

- What is responsible gambling?
- What can staff do to help promote healthy attitudes towards gambling?
- How can staff recognize the signs of excessive gambling?
- What are the programs and services available to help reduce incidences of problem gambling?

## Finding help?

Are you concerned that you or someone you know may have a gambling problem? Visit an AGLC GameSense Info Centre located on the gaming floor of all Alberta casinos. The GameSense Advisors are knowledgeable about responsible gambling and can provide information on problem gambling treatment resources.

Or call the 24-hour, toll-free Alberta Health Services *Addiction Helpline* at 1-866-332-2322.

Do you have a general question about gambling?  
Visit the GameSense Info Centre at this location  
or **GameSenseAB.ca**.