



FOR IMMEDIATE RELEASE

RGC Partners with Greo Evidence Insights to Develop Comprehensive Youth Gambling Prevention Strategy

Toronto, ON – [NOVEMBER 21, 2025] – The Responsible Gambling Council, (RGC) is partnering with [Greo Evidence Insights](#) to create a multi-year youth education and prevention framework that will shape how young people learn about gambling risks and access support.

This collaboration brings together two leading organizations to develop an evidence-based strategy focused on preventing gambling harm among youth through a three-stage approach. The strategy will first target high school students in Grades 11 and 12, then expand to Grades 9 and 10, and ultimately reach elementary-aged students. Consultations will engage students directly, as well as parents of underage youth and people in positions of authority—including teachers and coaches—across all three target demographics.

"We're building a world-class prevention strategy that puts young people first," said Sarah McCarthy, RGC Chief Executive Officer. "Grounded in rigorous research and informed by the voices of youth and communities, this program has the potential to set a new standard and positively impact lives across Canada."

The project will unfold in three phases over seven months: a discovery phase focused on strategic assessment and consultation planning; an engagement phase featuring interviews and focus groups with youth, parents, educators, and other stakeholders; and a formulation phase to develop a



comprehensive multi-year strategy with clear pathways to change and measurable outcomes.

Greo brings deep expertise in preventing gambling harm through research, sharing knowledge, and measuring impact. The organization has partnered with communities around the world to create prevention strategies that are informed by both scientific evidence and real-world insights from the people they serve.

“We’re excited to partner with RGC to develop a prevention strategy that meaningfully engages Ontario’s young people,” said Trudy Smit Quosai, Chief Executive Officer at Greo Evidence Insights. “We believe that this collaborative approach bringing together youth perspectives, research evidence, and practical insights is essential to prevent gambling-related harm.”

The strategy will inform RGC's youth prevention programming, which has been delivered in Ontario for more than 20 years through funding from the Ontario Ministry of Health. This new framework addresses significant shifts in youth culture and gambling access, ensuring RGC's prevention efforts evolve to meet the changing needs of this at-risk population. The work aligns with RGC's core belief that gambling should never come at a human cost, and that people have a right to know about gambling's inherent risks, understand how to prevent harm, and access support when needed.

About the Responsible Gambling Council

The Responsible Gambling Council is an independent non-profit organization dedicated to problem gambling prevention. RGC has been a leader in youth gambling prevention in Ontario for over 20 years, developing evidence-based educational programs that reach students, parents, and educators across



the province. Through research, community partnerships, and innovative prevention strategies, RGC works to ensure that young people understand gambling risks and know how to access support. Learn more at responsiblegambling.org.

About Greo Evidence Insights

Greo Evidence Insights is an independent, non-profit organization specializing in research, knowledge mobilization, and evaluation in the health and well-being sectors. For 25 years, Greo has transformed research and insights into actionable strategies for our clients and partners to prevent and reduce harm related to gambling, gaming, technology use, and substance use. Learn more at greo.ca.