

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting them. authority can be held responsible for



Co-funded by
the European Union



PROJECT

BLENDEND NATIONAL TRAININGS



Prevention of gambling addiction among youth

Project Summary

In Bulgaria there is a Gambling law and article 10a addresses that 10% of the annual income shall be provided to finance projects for youth. In addition numbers show that more than 40% of young people have been gambling at least once. In 2023 26 000 people are registered officially as addicts. The control must be strengthen, together with desinformation between young people. All advertisemtn campaigns shall have a countermeasure.

Context and Identified Problems/Needs

The Gambling Law in Bulgaria is missing prevention and regulation, control organs. On TV, billboards, in internet everybody freely could be attracted to different gambling sceneries. Young people are not informed about that addiction and its consequences. There are no informational campaigns about it and not enough institutions are open to work with such addiction. There is a huge gap between the institutions and regulatory structures. This topic is neglected which could lead to double increased numbers and more young people addicted to gambling.

Target groups

*Young people, 18-29

* Students, 15-18

*School teachers, professors and assistance

Objectives of The project

To educate, to connect the institutions and develop a common sense for action, develop practices and tools for engagement of the society and support groups

Partners of the project

Describe the partner and their role in the project.

PARTNER	BRIEF DESCRIPTION	ROLE IN THE PROJECT
Ministry of Finance/ Gambling commission	Regulatory body	Advisory body
NGOs	Social workers, medias, consultants, etc.	Supporting the initiative, attracting target groups, spreading the idea
Ministry of health	Advisory body	Advisory body
Ministry of Youth and Sports	Ministry of health	Advisory body

Activities

1. Project management
2. Media campaign
3. Consultant and advisory bodies meetings
4. Developing a white book with practices for prevention and support of addicted
5. Dissemination and communication

Gantt of the project

1. Project management - 18 months
2. Media campaign - 12 months
3. Consultant and advisory bodies meetings - 6 months
4. Developing a white book with practices for prevention and support of addicted - 12 months
5. Dissemination and communication - 16 months

Expected results & Impact of the project

Social awareness on the project and its idea.

Changes in the Gambling Law
Prevention.

Decrease of the numbers.

Engagement of institutions.

Even campaigns for prevention to the numbers of
approved for betting.

Promotion and Dissemination

Dissemination channels:

- *Social pages-IG, FB, Treads, TikTok, YouTube
- *Events for promotion of the project idea and dissemination of the results
 - *Closing conference with discussion
 - *Free download of the White book
- *Branding and promotional materials
 - *Influencers
 - *Mentors

Budget of the project

Define the expenses of the project.

Type of expence	Amount
Purchases	20 000
Personnel	10 000
Travel and hospitality	2000
General expenses	2500
Total	34 500