

# “BLUFF! - FROM FOUR OF A KIND TO ROYAL FLUSH”

An educational film for young people aged 14–18  
by the Belgian Gaming Commission

“Regulating Gambling : The Role of the Authority”  
12 October 2010

Young people often dream of becoming rich by playing poker or slots for money, but they are not always aware of the dangers inherent in gambling. This is the reason why the Belgian Gaming Commission has launched an information campaign on gambling addiction intended for young people aged 14 to 18. The medium-length film "BLUFF! – From four of a kind to royal flush" is the cornerstone of this campaign and is available for free to schools, health care structures, youth associations and all interested person.

In fact, different surveys conducted with young people, the availability of a variety of games on the Internet targeting an increasingly younger public, and the poker hype have convinced the Commission that such a film was necessary. Moreover the gamblers’ protection is one of the most important missions assigned to the Gaming Commission. 1610 dvds have been sent so far, mostly to schools.

The Commission had the project of producing an educational film intended at young people since long. At the end of a tendering process and on the basis of a script, Concentrate, in partnership with the production company Content Cowboys, was granted the public contract. A guidance committee made of members of the production company, of the Commission and of specialists in the field of addiction, has met regularly to discuss options.

The film tells the story of a group of friends who innocently get in contact with the gambling world, but end by being the victims of it. The film is divided into 5 parts that mirror the escalation towards gambling addiction. The film lasts 37 minutes. The film is part of a package including an instructors’ manual, a board game on games of chance, a deck of cards and a poster for prevention. A dedicated site was created for the film: [www.bluffonline.com](http://www.bluffonline.com).

The instructor’s manual is available from the website of the Commission: [www.gamingcommission.fgov.be/website](http://www.gamingcommission.fgov.be/website).

The dubbing of the film and the translation of the instructors’ manual into **English** and **German** have just been achieved. The film and the book are now available on request at the Belgian Gaming Commission.

Do not hesitate to give us your opinion on this project by sending an email to: [ksc-cjh@just.fgov.be](mailto:ksc-cjh@just.fgov.be).

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