

Problem Gambling Community Awareness & Education Strategy

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The Problem Gambling Community Awareness & Education Strategy

Overview

Taking Action on Problem Gambling (TAPG) outlines the Victorian Government's commitment to a coordinated, systematic and evidenced-based approach to problem gambling. The Victorian Problem Gambling Community Awareness and Education Strategy (2008-2012) forms part of the broader response to problem gambling in Victoria.

Key objectives of the Strategy

The Victorian Problem Gambling Community Awareness and Education Strategy (2008-2012) provides a strategic context for preventing and responding to problem gambling at a whole-of-community and target population level.

The objectives of the Strategy recognise the need for a response at different levels including:

- Building community resilience to problem gambling
- Educating and targeting community segments at-risk of problem gambling
- Service awareness and promotion of available services and resources

Evidence underpinning the Strategy

The Market Segmentation study is a quantitative and qualitative research study, which underpinned the development of the Victorian Problem Gambling Community Awareness and Education Strategy (2008-2012).

The research included 1743 thirty-minute computer aided telephone surveys with members of the Victorian community (adults aged 18 years or over). In addition, four qualitative focus groups were undertaken with the general public, people who had family or friends suspected of problem gambling and people at-risk for problem gambling.

For the purpose of focus groups, risk for problem gambling was defined by the nine-items of the Problem Gambling Severity Index (PGSI), a scale of the Canadian Problem Gambling Index (CPGI).

Findings of the study were used to develop strategies for building community resilience to problem gambling (primary prevention), educating and targeting community segments at-risk (secondary prevention) and raising awareness of services and resources to support people affected by problem gambling (tertiary prevention).



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Linkages to state-wide communications

All communications and education relating to problem gambling in Victoria will be guided by the three key themes.

Build community resilience to problem gambling

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At the heart of the strategic approach is to build real and lasting resilience against problem gambling within the Victorian community. This will be achieved by addressing the broader social determinants of health and by empowering the Victorian community with the knowledge of how to gamble safely to protect against problem gambling.

Educate and target community segments at risk of developing a gambling problem

2

The results of the market segmentation study and analysis of presentations to Gambler's Help have enabled strategies to be developed to communicate and educate segments of the community who are at moderate to high risk of developing problem gambling.

Targeted community segments include people with health issues (eg. mental health and co-morbid conditions), people in socio-economically vulnerable communities, people who are socially-isolated, people with intellectual disability/ cognitive impairments, people of Indigenous backgrounds, senior Victorians, people on community services or corrective orders, people of CALD backgrounds and young people.

Service awareness and promotion of problem gambling services

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Victoria offers a range of highly effective treatment services for people who experience problem gambling. The programs in this strategy will encourage problem gamblers and their family and friends to seek help for their gambling and promote the range of services available to problem gamblers (and their family and friends), such as problem gambling counselling, financial counselling, group work, online self-help and self-help exclusion programs.

At the frontline for detection and diagnosis, health professionals will be an important source of referral to specialist health and treatment services. Advertising and communications will reinforce and build on awareness of Gambler's Help Line and services and the associated branding and logo.

Linkages to research findings

The relevance of key market segmentation study findings to the core themes of the Problem Gambling Community Awareness and Education Strategy (2008- 2012) is illustrated on the right-hand corner of fact sheets within this series (through use of a tick mark).



take the **problem** out of gambling