

# Problem Gambling Community Awareness & Education Strategy



## To what degree is problem gambling a stigmatised public health issue?

### Methodology

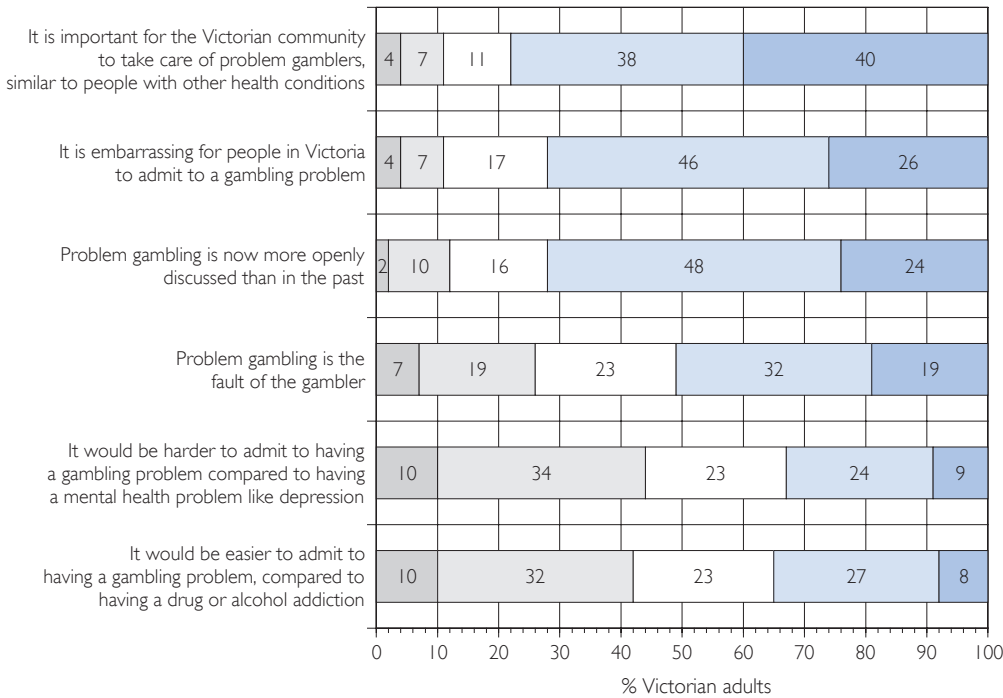
The Market Segmentation study (2008) involved 1743 x ~30min computer aided telephone surveys with members of the Victorian community (adults 18yrs or over). Research was used to inform the development of the Problem Gambling Community Awareness and Education Strategy. Sampling covered both people at-risk for problem gambling and general members of the Victorian community.

### Key findings

The Market Segmentation Study (2008) explored Victorian adult views about the stigmatisation of problem gambling. This was also researched in the context of focus groups. Both survey and focus group research suggested that problem gambling is somewhat stigmatised and some community members feel embarrassed to admit a gambling problem.

Interestingly, however, many community members were aware that people experiencing gambling problems may not be gambling for fun and that gambling may be used as a coping strategy during difficult periods in life. Raising awareness of the reasons why people gamble to excess was seen as a way to help destigmatise the issue.

Community views about problem gambling



Strongly Disagree
  Agree  
 Disagree
  Strongly Agree  
 Neutral

*"We need to show a bit of empathy towards problem gamblers, so they're not looked upon and judged... We need to raise awareness that some people gamble to get through a rough patch" (focus group participants)*



take the **problem** out of gambling