

## EVIDENCE EXCHANGE

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### COMPARISONS OF LOW AND MODERATE RISK GAMBLERS

[Bond, K. S., Jorm, A. F., Miller, H. E., Rodda, S. N., Reavley, N. J., Kelly, C. M., & Kitchener, B. A. \(2016\). How a concerned family member, friend or member of the public can help someone with gambling problems: A Delphi consensus study. \*BMC Psychology\*, 4, article 6. doi: 10.1186/s40359-016-0110-y](#)

The current study gathered expert feedback to develop guidelines for family members, friends or members of the public on how to recognize the signs of gambling problems and provide support. The guidelines include a list of warning signs that may be evident at home, at work, or when gambling.

[Holdsworth, L., Nuske, E., & Hing, N. \(2015\). A grounded theory of the influence of significant life events, psychological co-morbidities and related social factors on gambling involvement. \*International Journal of Mental Health and Addiction\*, 13, 257-273. doi: 10.1007/s11469-014-9527-9](#)

The researchers examined recreational and problem gamblers' accounts of the influences of significant life events, psychological problems, and social influences on their gambling involvement. They found that recreational gamblers have strong social support networks and use positive ways of coping to deal with stressful events and health problems. In contrast, problem gamblers increase their gambling activity as a way to cope with life stresses and have poor social support networks.

[Gainsbury, S. M., King, D. L., Russell, A. M., Delfabbro, P., Derevensky, J., & Hing, N. \(2016\). Exposure to and engagement with gambling marketing in social media: Reported impacts on moderate-risk and problem gamblers. \*Psychology of Addictive Behaviors\*, 30\(2\), 270. doi: 10.1037/adb0000156.](#)

Moderate-risk and problem gamblers were more likely to recall or report exposure to gambling promotions via social media. They also were more likely to report engaging with these advertisements. A large number of moderate-risk and problem gamblers reported that their problems worsened as a result of social media marketing for gambling

[Hing, N., Sproston, K., Tran, K., & Russell, A. M. \(2016\). Gambling responsibly: Who does it and to what end? \*Journal of Gambling Studies\*, 33\(1\), 149-165.](#)

Compared to higher-risk groups of moderate risk and problem gamblers, lower-risk gamblers were more confident in their understanding of RG and had lower gambling limits (i.e., less money and time spent on gambling). They were less likely to gamble to win money, to challenge their skills and beat the odds, or to forget about worries and stresses. Lower-risk gamblers were more likely to gamble for pleasure and entertainment than higher-risk

gamblers. Finally, lower-risk gamblers were more likely to set a money limit before gambling and to balance their gambling with other activities

[Lund, I. \(2007\). Lessons from the grey area: A closer inspection of at-risk gamblers. \*Journal of Gambling Studies\*, 23, 409-419.](#)

At-risk gambling was more prevalent for men, young people, single people, people who had not attended college, and people from abroad, especially those from non-Western countries. Compared to no-risk gamblers, at-risk gamblers engaged more frequently in all gambling activities, except bingo and lotteries. At-risk gamblers also engaged in a wider range of gambling activities than no-risk gamblers. At-risk gamblers began gambling at a younger age, reported more family gambling problems, were more likely to report experiencing beginners luck, and had more misconceptions about luck and probability. Even controlling for previous gambling history, gender, age, and ethnicity predicted at-risk gambling, as did experience of beginners luck, family gambling problems, and misconceptions about luck and probability. Participation in sports betting, and use of bingo automats and gambling machines also predicted at-risk gambling.

[Shen, Y., Kairouz, S., Nadeau, L., & Robillard, C. \(2015\). Comparing problem gamblers with moderate-risk gamblers in a sample of university students. \*Journal of behavioral addictions\*, 4\(2\), 53-9.](#)

Results show that problem gamblers engage massively and more diversely in gambling activities, more often and in a greater variety of locations, than moderate-risk gamblers. In addition, important differences have been observed between moderate-risk and problem gamblers in terms of expenditures and accumulated debt. In regards to the associated problems, compared to moderate-risk gamblers, problem gamblers had an increased reported psychological distress, daily smoking, and possible alcohol dependence.

[Victorian Responsible Gambling Council \(2017\). Hidden harm: low-risk and moderate-risk gambling.](#)

This background paper compares low and moderate-risk gamblers on a variety of indicators, including demographics, gambling preferences, and social determinants of health.

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SOCIAL MARKETING AND PUBLIC EDUCATION CAMPAIGNS FOR GAMBLING HARM

[De Vos, S., Crouch, R., Quester, P., & Ilicic, J. \(2017\). Examining the effectiveness of fear appeals in prompting help-seeking: The case of at-risk gamblers. \*Psychology & Marketing\*, 34\(6\), 648-660.](#)

This research demonstrates the role of gender and experiential avoidance (EA) on fear appeal effectiveness in at-risk gamblers. In Study 1, gamblers suggested that fear appeals must focus

on threats relevant to problem gamblers to prompt them to seek help. Many gamblers felt that loss of control, social isolation, and loss of self-esteem and identity would be impactful threats. In Study 2, fear appeals were more likely to prompt two groups of at-risk gamblers to seek help: (1) females, and (2) those who do not tend to avoid negative thoughts and feelings (low EA).

[Freethy, C. \(2006\). \*Social marketing campaigns: what are we learning?\* Discovery 2006: Conference of the Responsible Gambling Council. Toronto, Ontario, Canada. April 9-12, 2006.](#)

This social marketing campaign focused on awareness of early warning signs and encouragement to access the government's problem gambling website or telephone helpline. This session will discuss the two-stage process of provision of support materials, developed in conjunction with Gambler's Help Southern Melbourne, which adopted a continuum perspective on gambling participation and encompasses informed choice as well as self-management.

[Messerlian, C., Devernsky, J.L. & Gupta, R. \(2006\). \*A social marketing approach to youth gambling: an adolescent perspective.\* Discovery 2006: Conference of the Responsible Gambling Council. Toronto, Ontario, Canada. April 9-12, 2006](#)

Through guided discussion with adolescents (30 focus groups: 175 students aged 12-18 years), this study explored the types of messages, communication strategies and media routines believed to be most effective in social marketing campaign on youth gambling. This presentation will discuss the results of the focus groups; the identification of campaign preferences and media strategies deemed favourable by high school age students.

[Perese, L., Bellringer, M., & Abbot, M.W. \(2005\). \*Literature review to inform social marketing objectives, approaches, and behaviour change indicators, to prevent and minimise gambling harm.\* Gambling Research Centre, Auckland University of Technology.](#)

This report provides an overview of gambling and other bodies of literature relevant to the development of social marketing objectives and approaches to prevent and minimise gambling harm in New Zealand. The eight topics investigated in the review are: social marketing; public health implications of gambling and problem gambling; risk and protective factors associated with gambling-related harm; gambling behaviours and attitudes/perceptions towards gambling; theories and models of behaviour change; indicators of behaviour change; marketing strategies and competition with a social marketing approach; and services for preventing and minimising gambling harm in New Zealand.

[Thomas, S. L., Lewis, S., & Westberg, K. \(2012\). 'You just change the channel if you don't like what you're going to hear': gamblers' attitudes towards, and interactions with, social marketing campaigns. \*Health Expectations\*, 18\(1\), 124-136. doi:10.1111/hex.12018](#)

Social marketing campaigns, which apply the principles of commercial marketing to social issues, are commonly used to promote responsible gambling and minimize risky gambling behaviour. However, there are few empirical evaluations of social marketing strategies aimed at promoting prevention and treatment of problem gambling. The current research explored how both problem and non-problem gamblers interact with and respond to social marketing campaigns related to gambling risk and responsible gambling.