

Underage Gambling Prevention

Ready?

Set.

Go!

Ready?

Adolescent Gambling & Your Community

Set.

What works?

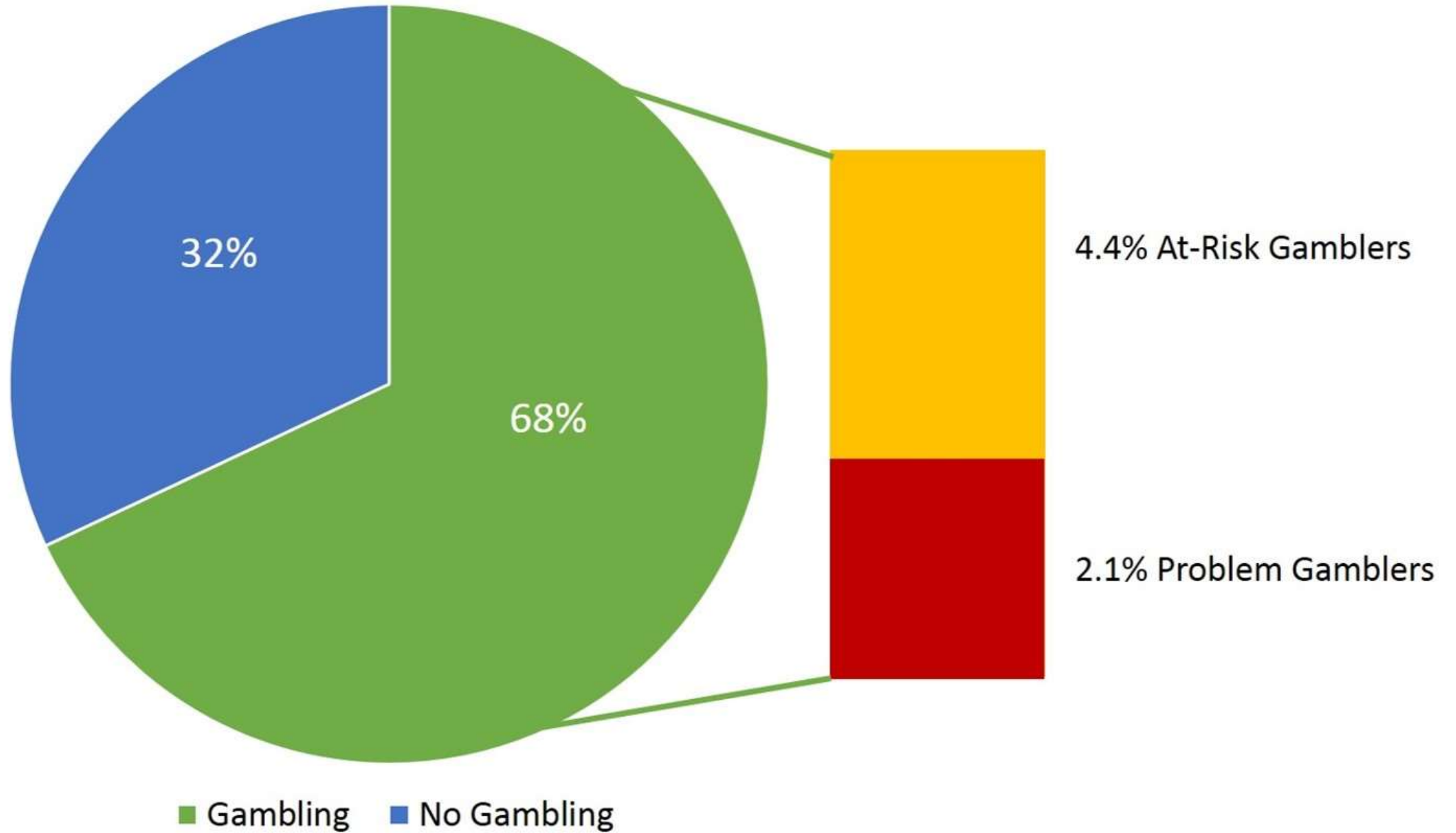
Go!

Pull it all together!

Ready?

Adolescent Gambling

Past Year Gambling Among United States Youth Ages 14-21



Source: Welte, 2007

Consequences

- Higher rates of **depressive** symptomology
- Increased risk of **alcohol and substance abuse disorders** (*Hardoon, et al, 2002*)
- Increased risk of **suicide ideation and attempt**
- Higher **anxiety** (*Gupta and Derevensky, 1998*)
- **Poor general health** (*Potenza et al, 2002*)
- **Delinquency**
- **Crime**
- **Disrupted relationships**
- **Poor academic performance** (*Wynne et al., 1996*)

Risk Factors

**From OASAS 2014 Prevention Guidelines*

- Availability
- Insufficient Laws
- Social Norms
- Family History
- Family Management Problems
- Family Conflict
- Parental Attitudes
- Friends

Ready?

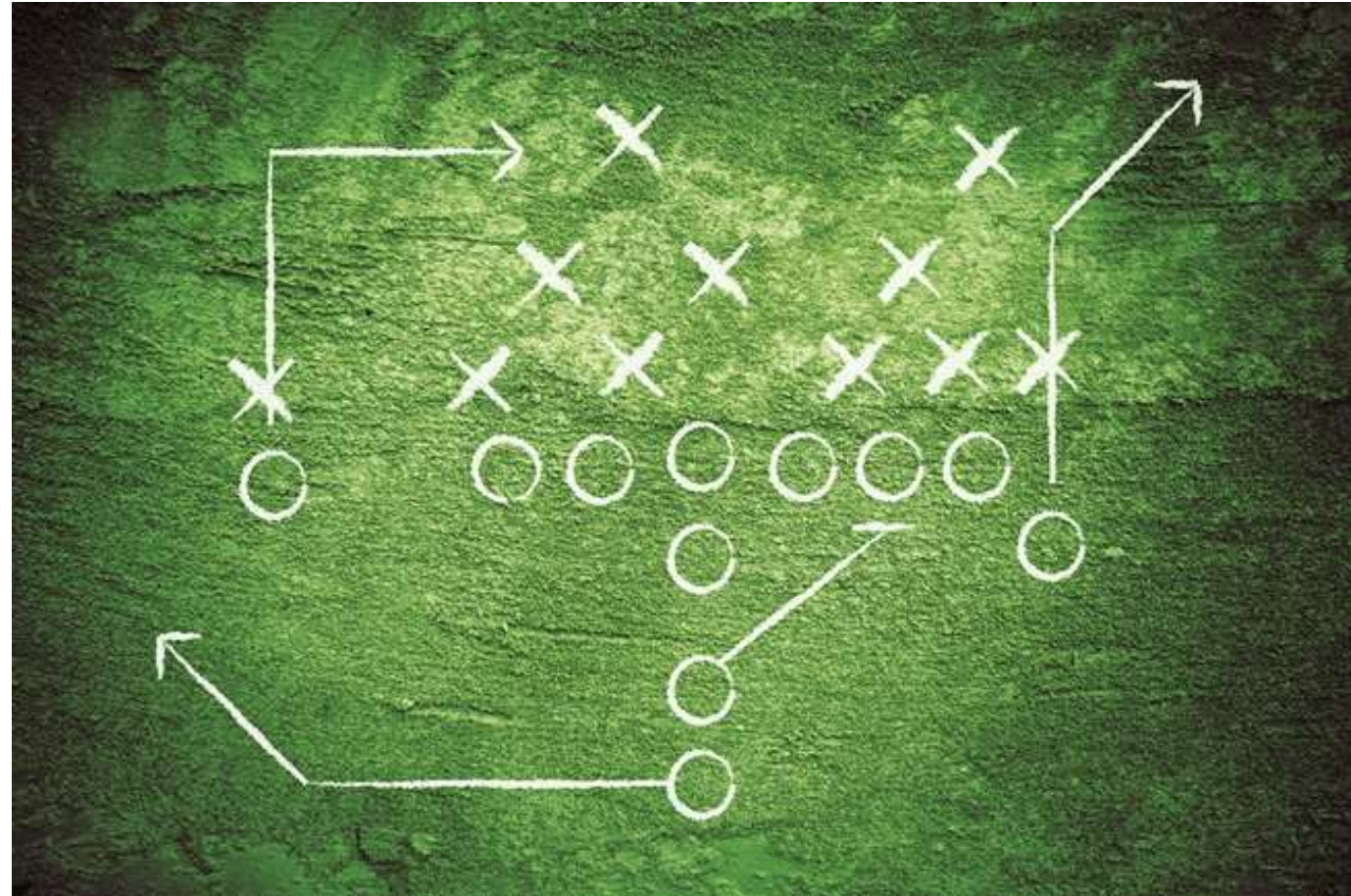
Adolescent Gambling

Set.

What works?

Research shows...

- Social Marketing – real-life stories, portray negative consequences, caution against “don’t do it” messaging
- Address social acceptability
- Address misconceptions
- Address risk factors
- Neutrality to gambling
- Concepts of chance and randomness



Research shows...

- Multifaceted approach
- Start young
- Integration
- Respect adolescents
- ACTIVELY involve adolescents
- Include parents



Community Readiness



Community readiness measures...



...of...



**Community members and
leadership**

...in order to assess

A community's readiness to address an issue on 5 key dimensions:

Knowledge
of Issue

Knowledge
of Efforts

Community
Climate

Leadership

Resources

Is your community ready?

Identify your issue

Define your target “community”

Conduct COMMUNITY READINESS
ASSESSMENT

Score assessment

Develop appropriate strategies



Conduct COMMUNITY READINESS ASSESSMENT

- Anchored rating scales
- Read through levels on each list/page
- Circle level that most fits your community
(*when in doubt circle lower level)

Score assessment

DIMENSIONS/Interviews	#1	#2	#3	#4	Average
KNOWLEDGE OF EFFORTS					
LEADERSHIP					
COMMUNITY CLIMATE					
KNOWLEDGE OF ISSUE					
RESOURCES					
Overall Community Readiness Score →					

**ROUND DOWN*

Community Readiness Levels

1. No Awareness
2. Denial/Resistance
3. Vague Awareness
4. Preplanning
5. Preparation
6. Initiation
7. Stabilization
8. Expansion/Confirmation
9. Community Ownership

No Awareness

- One-on-one visits with leaders and members
- Inform small groups
- Activate your social networks to spread the word
- Collect stories
- SWOT assessment



Preplanning

- Introduce information through presentations/media
- Evaluate existing efforts
- Conduct focus groups to discuss issues and develop strategies
- Increase media exposure



Preparation

- Conduct public forums
- Get key leaders to speak out
- Sponsor event to kick off new efforts or revitalize existing efforts

Community Readiness Assessment

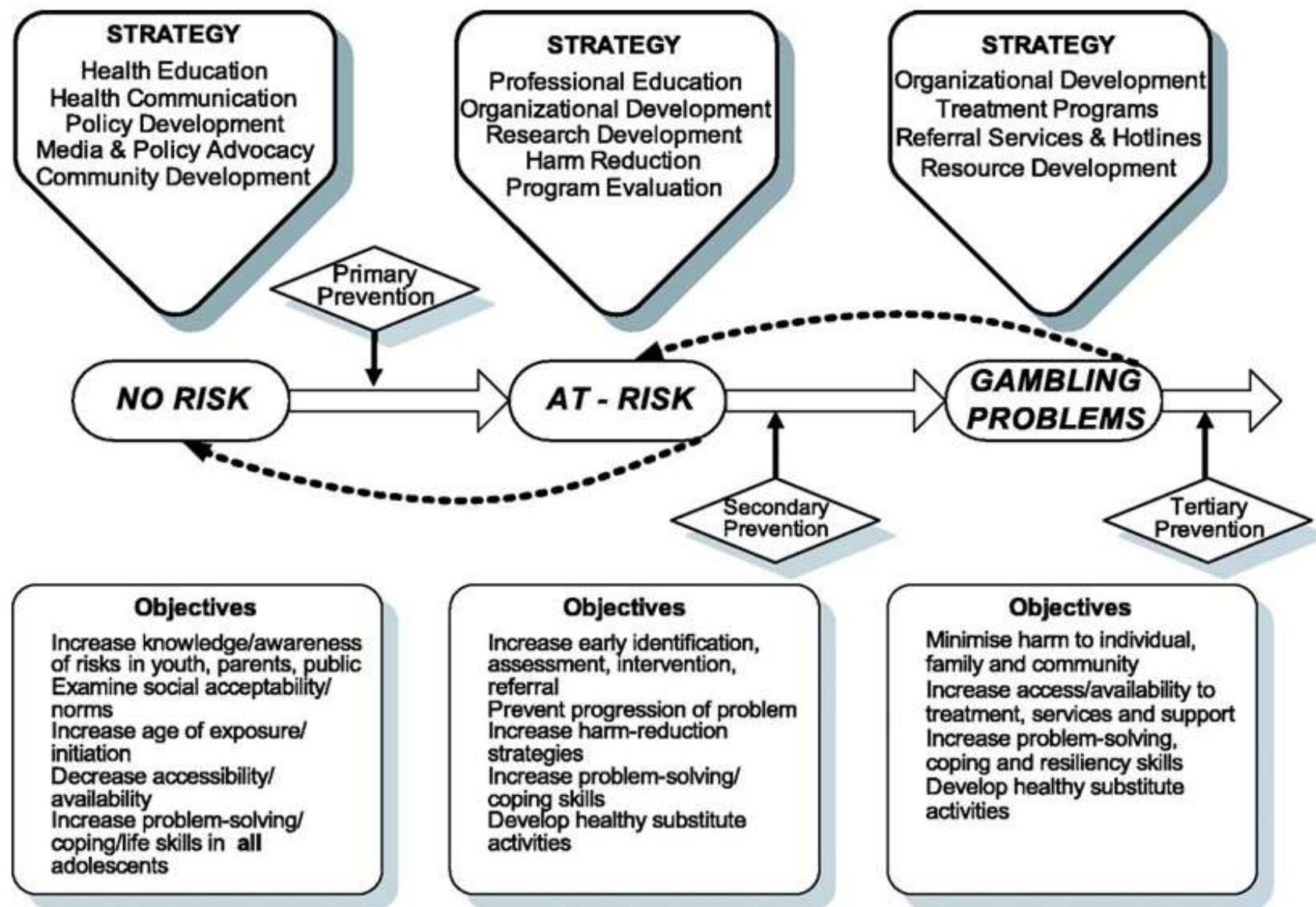


Target



Low Risk or High Risk?

Youth Gambling Risk Prevention Model



MESSERLIAN C et al. Health Promot. Int. 2005;20:69-79

Social-Ecological Model



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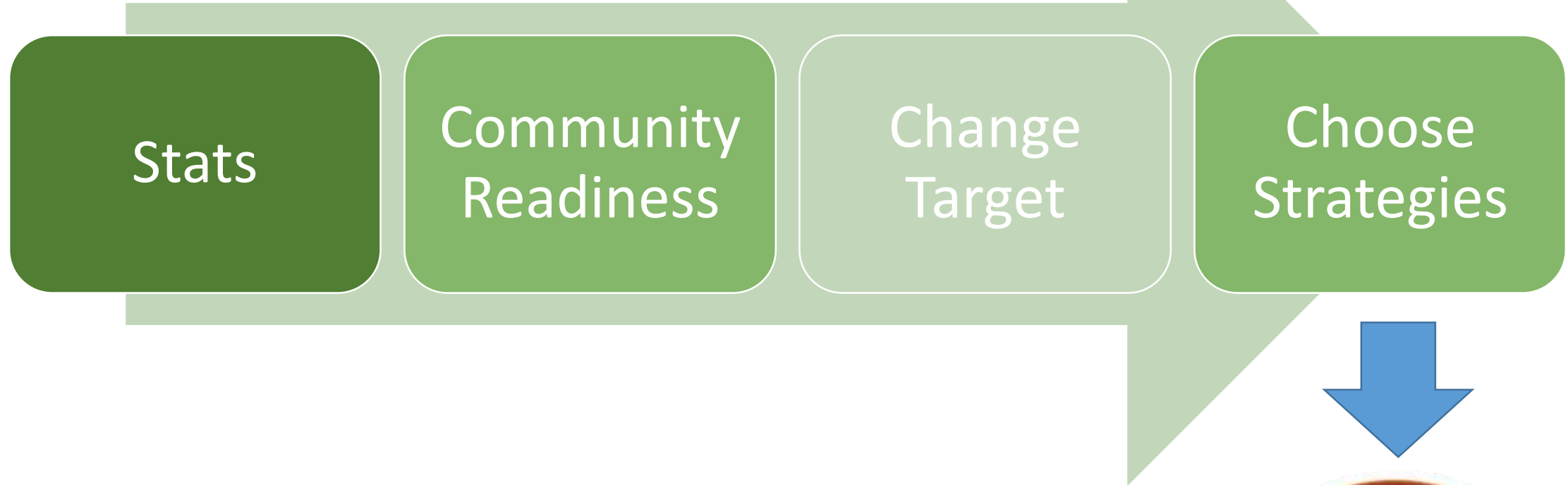
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Share

Resources

- OASAS 2014 Prevention Guidelines:
<http://www.oasas.ny.gov/prevention/documents/2014PreventionGuidelines.pdf>
- Tri-Ethnic Center Community Readiness Handbook:
http://triethniccenter.colostate.edu/docs/CR_Handbook_8-3-15.pdf