



The Space Between Safer and Problem Gambling

CHANGE STARTS HERE

Oregon Lottery, Stacy Shaw

Vice President, Product and Program Marketing

Welcome

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Vice President, Product and Program Marketing



Interactive Session Today!

Please have your phones or other electronic devices with internet access handy for an interactive session using

Menti.Com

- Using your browser
- Type in **Menti.com**
- Enter the code **744811** when prompted.



You can also scan the QR code.

Why We're Here Today

The Hypothesis

There is a need to reach more players at more points on their help- seeking journey and a **big opportunity** to more effectively help people who are just beginning to think about changing their gambling





Why We're Here Today

What We Did About It

- **Talked** with customers to better understand their beliefs, needs and challenges.
- **Collaborated** with treatment and prevention providers to see how services and programs could support this group.
- **Researched & Tested** language, messaging, online tools and advertising.

What We'll Share

- Key learnings and practical ideas for reaching this important population.

What We Want For YOU

- **Think** differently about the help seeking journey.
- **Feel** like this was a good use of your time.
- **Do** identify one thing you can use in your own work.



Change Starts Here

Reaching More Players at More Points on their Help Seeking Journey

- Focus on inclusive language and stigma reduction
- Focus on removing barriers to reaching and engaging with ***people who are just beginning to experience harms***
- Align outreach and customer experience
- Build content and test marketing designed to reach players in this group



Inclusive Language and Stigma Reduction

- Inclusive and non-stigmatizing language guidelines
- Incorporating into web content, advertising and cross walk as appropriate with treatment and prevention



Join at menti.com | use code 7448 11



With more inclusion and less stigma, I believe we can:

2 responses

Ggg

Change the world



Here is a snapshot of how treatment and prevention professionals in Oregon answered the question

normalize asking for help
offer better services
remove the fear
make help acceptable
increase success rate
better serve community
more outreach
decrease shame
increase engagement
reach people earlier
change perceptions
improved lifestyle
transform lives
broaden access to help
save lives

The Inclusive & Non-Stigmatizing Language Guidelines

To inform and guide non-stigmatizing, inclusive outreach promoting ***help seeking and treatment resources utilization*** for a wide range of player segments, from ***those contemplating change to those actively seeking treatment.***

- How We Talk About People
- How We Talk About Seeking Help
- Cultivating Positive Behaviors
- Contextually Relevant Messaging
- Considerations for Affected Others



A Few Excerpts from the Guidelines

Avoid labelling groups of people as homogeneous

Gen X, Boomer – use specifics instead: e.g., males aged 18-25 who bet on sports

Specific language related to gambling harms and risk

Avoid clinical language, use instead: risk, high risk, harms, experiencing harms, negative impacts, affected by gambling harms

Specific language for help resources

For treatment pathways, use: counsellors, trained gambling help professionals, specialists, professionals

Change talk

Should be emphasized, recovery is not a broad-based message for advertising.
Stage messaging to enable people to choose what resonates best with their goals

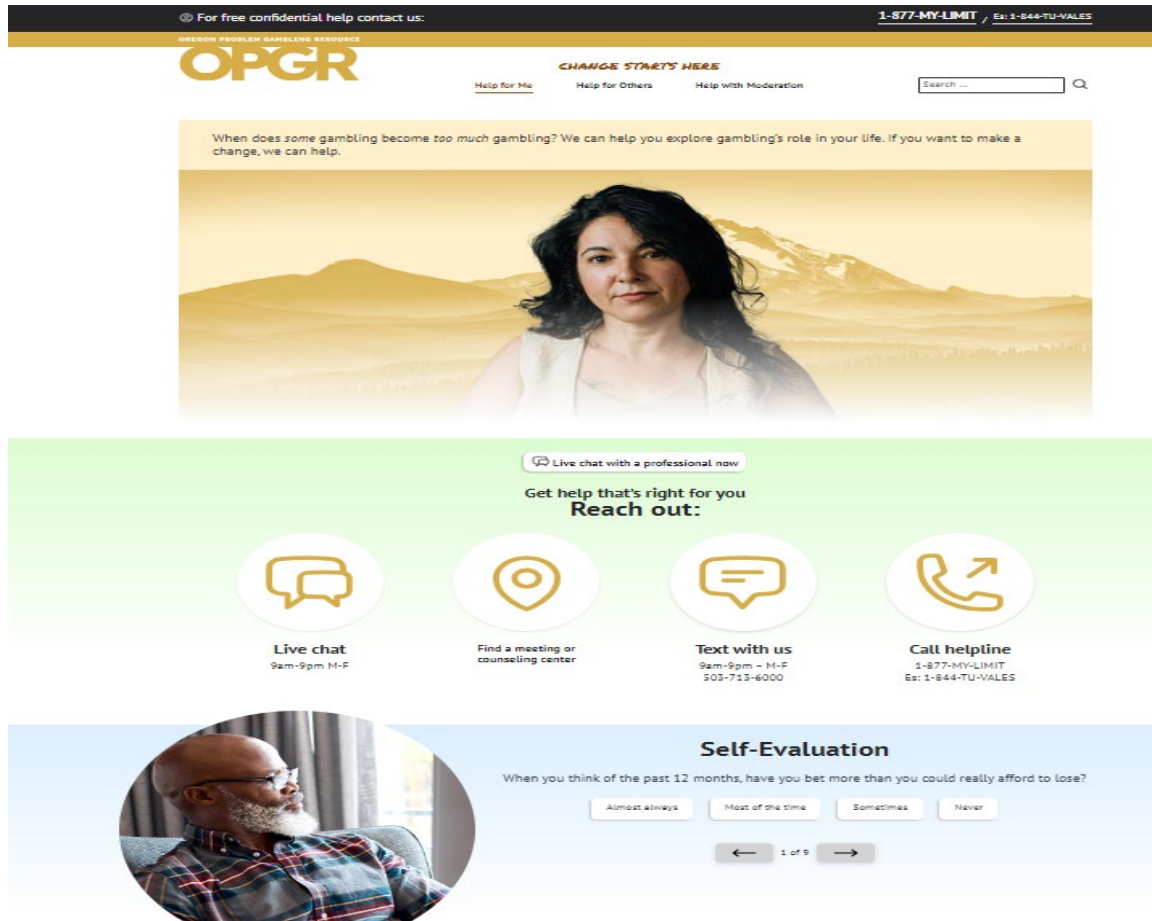
Affected others

Always stress confidentiality and that you can access these services without the person who gambles being involved: they are there for YOU

Practical support for concerned others

Demonstrate how you can help them manage day to day challenges, with specific examples e.g., your finances, parenting and family concerns, legal etc.

Small But Important Changes to opgr.org

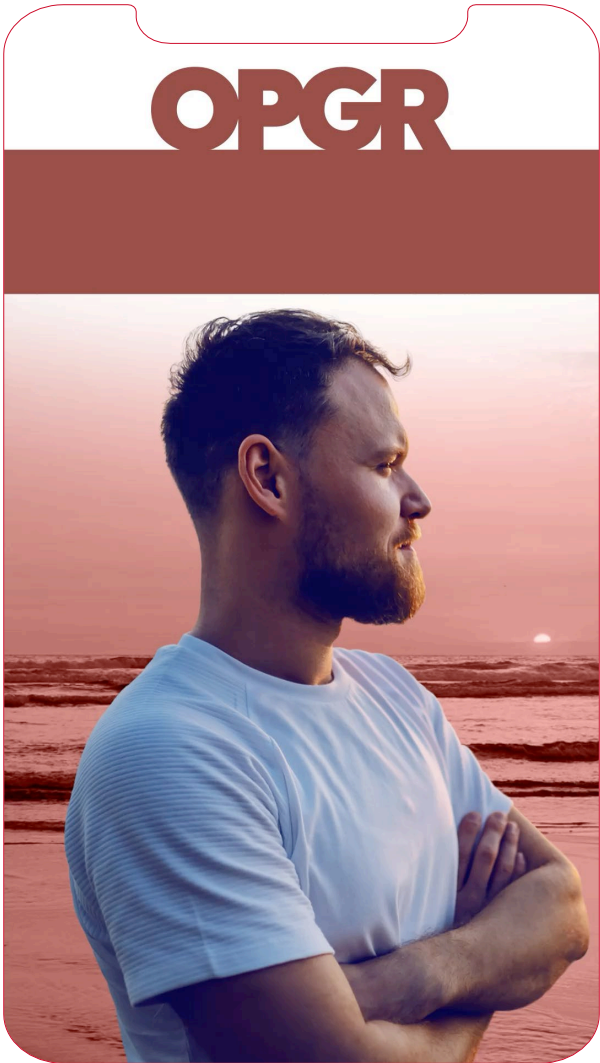


- Recovery Starts Here becomes *Change Starts Here*
- Help for Gamblers becomes *Help for Me*
- Call to action to a *Professional*
- Treatment becomes *Counseling*
- Introduce options beyond counseling

Whether you just want to chat, get more information, or be referred for counseling, you'll be connected to the resources that are right for you.

Small But Important Changes to Marketing Outreach

Updated language and messaging for existing and new digital, print and paid social advertising



Removing Barriers & Aligning Customer Experience

Journey Mapping and Persona Development
A Two-Part Research Study

What do you think are the biggest barriers to reaching people early?

1 response

Krystal



About 4,520,000 results



Verywell Mind

<https://www.verywellmind.com/tips-for-cutting-back-on-drinking-69453>

10 Tips for Cutting Back on Drinking - Verywell Mind

Have you been thinking about cutting back on the amount of alcohol that you drink? Maybe you have experienced some negative health effects because of your drinking... If you are currently drinking more than the recommended guidelines, any change that you make—even small changes—can help you reduce the harm tha... [See more](#)

Set a Realistic Goal

Write down the maximum number of drinks you want to drink per day and the maximum number of days a week you w... People who drink within the recommended guidelines have a much lower risk of developing problems. I... [See more](#)

Count Your Drinks



Measure Your Drinks



Harvard Health

<https://www.health.harvard.edu/staying-healthy/11...>

11 ways to curb your drinking - Harvard Health

Email: hhp_info@health.harvard.edu

Published: Jul 4, 2020

Location: 4 Blackfan Circle, 4th Floor, Bosto...

Phone: (877) 649-9457

1. Put it in writing. Making a list of the reasons to curtail your drinking — such as feeling ...
2. Set a drinking goal. Set a limit on how much you will drink. You should keep your drinking ...
3. Keep a diary of your drinking. For three to four weeks, keep track of every time you have a ...
4. Don't keep alcohol in your house. Having no alcohol at home can help limit your drinking.

[See full list on health.harvard.edu](#)

Videos of cutting down on drinking

cutting down on gambling



Stacy.Shaw...



200



SEARCH

CHAT

WORK

IMAGES

VIDEOS

MAPS

NEWS

SHOPPING

MORE

About 10,700,000 results

Any time ▾

Twelve Tips to Help You Quit Gambling Forever

- 1. Take a Short Break ...
- 2. Find a Replacement Activity ...
- 3. Remember How Bad It Feels to Lose ...
- 4. Educate Yourself About Gambling Addiction ...
- 5. Find Self-Help Materials ...

[More items](#)

Twelve Ways to Stop Gambling Addiction Forever - YouMeMindBody

youmemindbody.com/mental-health/Gambling-Addiction10-Ways-To-Stop-Gambl



See more ▾

What are the benefits of quitting?

How can I cope with cravings?

What are some >

Problem gambling

Gambling behavior



Problem gambling or ludomania is repetitive gambling behavior despite harm and negative consequences. Problem gambling may be diagnosed as a mental disorder according to DSM-5 if certain diagnostic cr...



Other names Ludomania, degenerate gambling, gamb... +

Specialty [Psychiatry](#), [clinical psychology](#)

Symptoms Spending a lot of money and time in casin... +

Image: en.wikipedia.org. Data: [Wikipedia](#)
Wikipedia text under [CC-BY-SA license](#)

Feedback

Wally: From Casual to Heavy Video Lottery Play – Demographics, Attitudes and Beliefs

Wally is 32. He lives in Klamath Falls. Has a high stress job working from home for a tech firm. He loves hanging out at his “local” - Boones Public House – a Lottery Retailer.

He likes to relax with “mindless fun” like video lottery, “freemium” games and reels about pets.

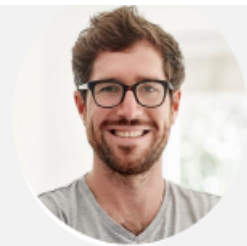
He has an app for everything – including tracking the alcohol units of his beloved craft beer. **He is fiercely self-reliant.**

For the past three years Wally played Video Lottery 1- 2 a week spending \$100 each time.

Recently, he’s playing more frequently and spending a *lot* more. He’s frustrated with himself, concerned, and wonders *is this normal?*

He **isn’t comfortable bringing this up with the guys** at Boones , his **friends disapprove of Video Lottery**. Wally is aware he needs to cut down **but doesn’t want to stop, really enjoys hanging out.**





WALLY: FROM CASUAL TO HEAVY VIDEO LOTTERY PLAYER – Currently a Journey FILLED with stigma

Importance to Customer



Typical Journey

Alternate Journey

NEEDS &
EXPECTATIONS

Change in Game Play

- Wants to relax from work stress
- Wants to enjoy the company of the other regulars

Pre-Contemplation

- Wants to know how his gambling compares to others like him
- Wants to track his spending automatically

Contemplation

- Wants to gamble only on Tuesday during Trivia Night at Boones
- Wants to understand why he feels the need to gamble so much more than he used to

Preparation/Action

- Is planning to talk to someone about what's going on with him



OPPORTUNITIES

EXPLORE RELEVANT IN-PLAY
MESSAGING

ADD & ADAPT CONTENT ON
THE WEBSITE

ENGAGE RETAILERS

ALIGN LANGUAGE/MARKETING
WITH THE DIGITAL AND IRL
EXPERIENCE

Found some good info
online, but it's not
totally relevant to me.



Lottery has a tracker
on their app, but I
have to enter my
play manually.



I am now getting served ads
and information for problem
gamblers and addicts.



I found a website called
GamTalk and I'm
connected to people
like me!



I asked the
bartender if he
could "cut me off"
after 30 minutes.
He said he'll try.



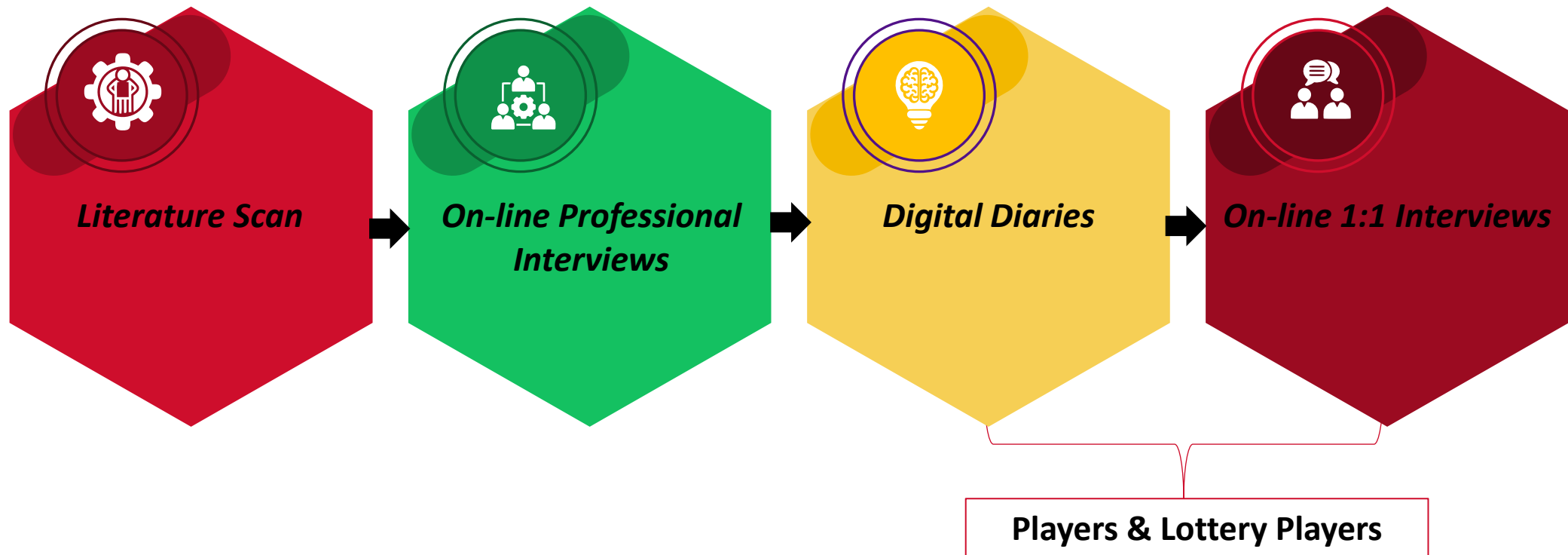
The website said you could just
call and chat about tools for
change, but they tried to register
me for TREATMENT.



I kept my play to
just Tuesdays
for the past two
weeks, but I
don't know that I
can keep it up.



Phased Research to Understand the Segment and Test Hypothesis



Phased Research to Understand the Segment and Test Hypothesis

Part 1

Literature Scan

- Scan and compile information related to contemplation and “sober curiosity”
- Early support options in the alcohol space
- Early support/tools in the gambling space
- Similarities and differences in sober curiosity and gambling

Interviews with Experts researchers, prevention and treatment professionals to better understand the current prevention and support landscape.



Phased Research to Understand the Segment and Test Hypothesis

Part 2

Online Digital Diaries

- All participants identified as having concerns about their gambling behavior in the past two years.
- Questions included:
 - Changes they noticed in their gambling behavior
 - Motivations for seeking help
 - Information or help they explored
 - Actions they took/considered
- 57 participants completed digital diaries over a two-day period.



Phased Research to Understand the Segment and Test Hypothesis

Part 2

Online One-On-One Interviews

Uncover opportunities to provide inclusive support tools, resources, and services that would be valuable in the early stages of the player's journey

- Explore reactions to the OPGR “Help with Moderation” content
- Develop persona and a journey map from the player's perspective to better understand relevant resources/tools
- 26 interviews: 7 non-lottery, 19 lottery
 - 7 Video Lottery, 7 DraftKings, 5 Lottery Product



Develop and Test Marketing

Provide people seeking to make a change to their gambling – with *encouragement, resources and tools that align with the person's preferences, values, stage of journey and readiness for change.*

- December: Launched robust “Moderation”/Change content
- December – February: PSA’s leveraging “Resolution” timing
- December – March: 20% of PG digital ad spend to drive traffic to new content
- Ongoing – optimizing creative, adding content to moderation page

Set Your Change Goals

It can be really powerful to decide on a goal. You may be familiar with “Dry January” where participants step away from drinking alcoholic beverages for a predefined time, or “Sober Curious” where people explore different ways to see what life is like without alcohol. What if you applied those same ideas to gambling?

Studies show that making small changes can lead to significant improvements. Many people find success in taking a break, cutting down or following scientifically backed guidelines for moderation. What’s most important is to focus on now *what will work for you right now*. Set any goal you think might help you – the possibilities are endless so long as you make a change in a healthier direction.

Take a Break

Try some time away from gambling and you might learn that a more balanced lifestyle leaves you with improved finances, lower anxiety, more time for family and friends and an overall better outlook. If you find the idea of an extended period of time overwhelming, set a smaller goal like three days in a row – hit that, and make your goals tougher as you achieve them.

Cut Down

If you’re gambling more or more often than you want to, consider cutting down:

- If you’re currently gambling most days, pick a few days off.
- Replace one hour of gambling with one hour of exercise or exploring the outdoors three times per week.
- If you tend to drink when you gamble, consider gambling only when you are not drinking.

Follow Moderation Guidelines

The Lower Risk Gambling Guidelines are the result of an intensive research effort and provide data-informed advice for people who gamble to do so in a way that lowers their risk of experiencing harm from gambling.

- Gamble **no more than 1%** of your household income before tax per month.
- Gamble **no more than four days** per month.
- **Avoid** regularly gambling at **more than two types** of games.



Click image to play video

Moderation Webpage

Live Chat with a professional now

Why your habits never stick

Watch later

Share

Watch on

YouTube

Make a Change

By visiting this page, you taken an important first step towards changing your relationship with gambling. You recognize that you have the power to make positive choices about how you want to manage your time, your dollars and your well-being. This page offers options to help you make those choices and make them stick. Whether you just want to cut down, take a break for a while, quit all together or simply be more mindful about how you gamble, we have tactics and tools, a supportive community, and resources to help you make a plan that works for you and your goals.

View Less

Understand Your Relationship with Gambling

To make any change successful, you'll want to know where you're starting from. Often called a baseline, understanding how much of your time and money goes into gambling now will help you decide on attainable goals and adjustments you can make to get where you want to be.

The good news is, there are many tools available make it easy for you to track your wins, losses and time spent on gambling. Even if you don't change anything at all, understanding how often and how much you currently play helps create a more mindful relationship with gambling.

Follow the link below to download a variety of worksheets that you can print out to complete. These worksheets are an excellent tool to help you understand your relationship with gambling and were developed by Gamcare for their workbook "Changing your Relationship with Gambling". Gamcare is the leading UK provider of information, advice, and support for anyone affected by gambling harms.

GamCare Workbook

Budgeting Tools

While not specifically built for gambling, you can try one of these free budgeting apps to help you track your expenses and offer powerful insights about your spending habits.

Mint

YNAB (You Need a Budget)

Pocket Guard

Everydollar

Wally

Empower

Gambling help

Live Support

Customer Support

Type a message here...

zendesk

Track Your Progress and Create New Habits

Now that you've set some goals it's important to keep track of them and review periodically to help you stay accountable and identify any patterns that need adjustment. This is also a great time to get in the habit of engaging in some new activities you genuinely enjoy and that align with your interests. If you're transitioning away from gambling, you may want to explore activities which not only provide a dopamine rush but also contribute to your overall well-being. Activities that fill the void constructively and promote a healthier lifestyle.

Tracking Your Goals & Habits

There are so many resources available to help you manage positive change in your life. They don't need to be specific to gambling to help you cut back either. The most important thing is that you have a tool or system to track your progress and navigate your adjustments. Maybe one of these will work for you.

Strides App

Habitica - Gamify Your Life

HabitBull

Creating New Habits

Dopamine is a neurotransmitter associated with pleasure reward and you can engage in various healthy and enjoyable non-gambling activities that trigger its release. The key is to find activities you genuinely enjoy and that align with your interests.

Meditation (Try the Calm App For Free)

Exploring Nature

Acts of Kindness

Baking

Reading or Intellectual Pursuits

Socializing

Listening to Music

Dopamine - What It Is and How to Boost It Naturally


Watch on

YouTube

Yiyon Lu

MS, RD, CPT

View Less

 OREGON LOTTERY

Together, we do good things.®

**What?
So What?**



Key Findings: Research Part 1

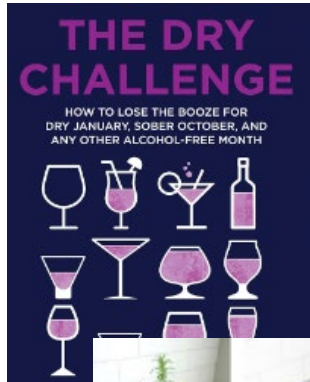
Strategies and actions used in the Sober Curious space align with strategies and actions used in the gambling prevention and treatment space, ***the difference is that the Sober Curious movement is delivered in a more positive, inclusive way.***

- There's something that motivates you to change, not an assessment that labels you (no stigma)
- Self-guided exploration of self, including behaviors (you're in control)
- Flexibility in finding what works for you
- Doesn't require you to be in a treatment setting
- Easy to recruit others to join you in your journey (support/community)
- Fun and engaging ways to try it out (e.g. dry January, sober spring, mocktails)

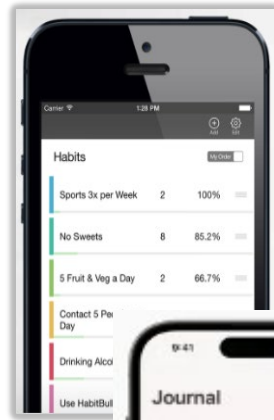


Thought Starters

Create Social
Media
Challenges



Enable
Self-Reflection



Encourage
Exploration / Trying
New Things



Partnering with
Existing Apps



Creating an
Ambassador
Network to
Amplify Content



Key Findings: Research Part 2

Three segments were revealed in the player research:

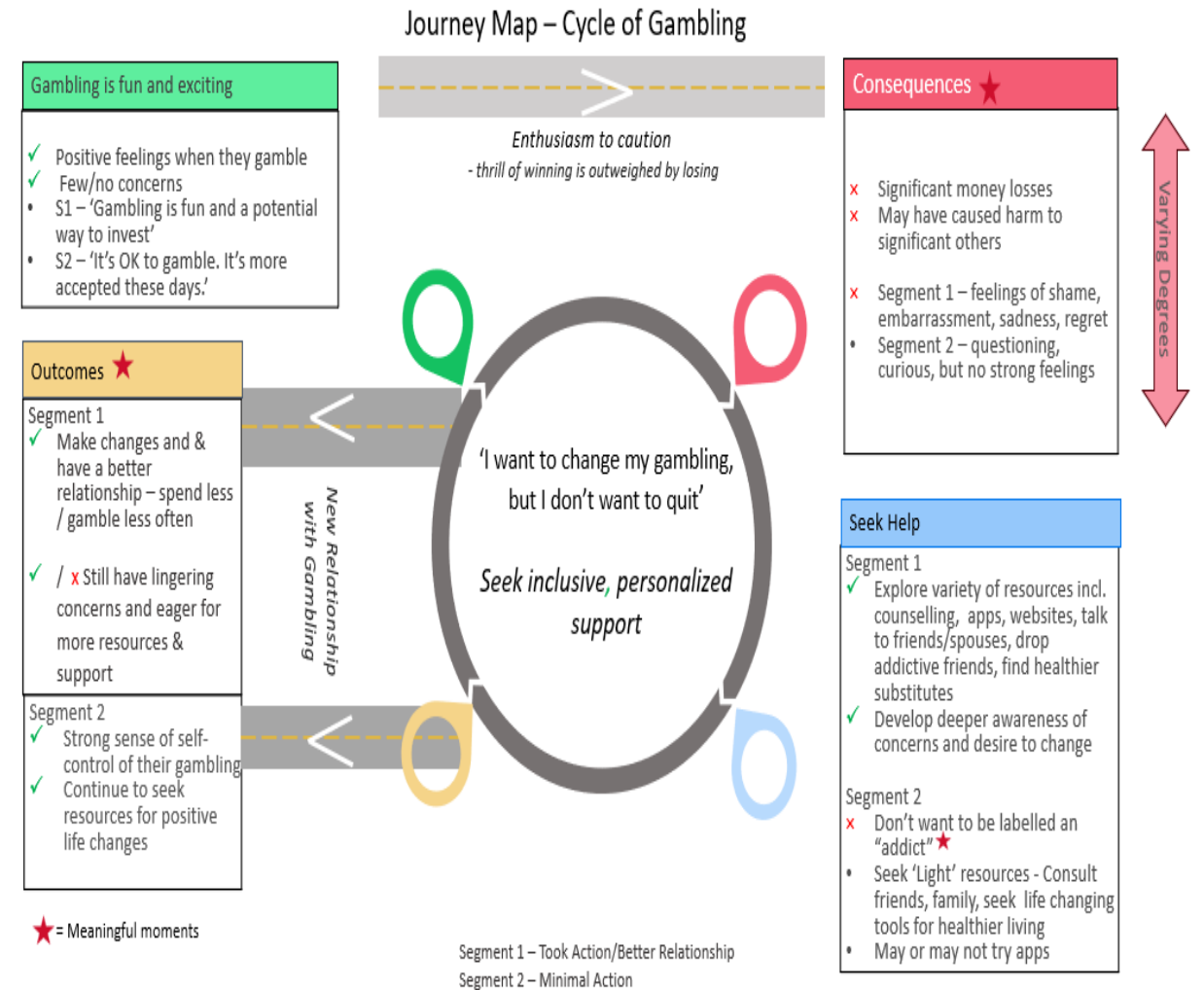
- **Took Action, Better Relationship:** explored and used more resources and continued to look for support to reinforce their new gambling practices - appreciating both in-person and virtual/ digital options
- **Minimal Action:** are very sensitive to being referred to as “addicts” or to any support that makes them feel like they are addicts. More interested in resources that focus on well-being and improving lives
- **No Need for Change:** this segment was adamant they don’t need any changes / help although they stated during the screening process that had concerns about their gambling

A Key Observation: As participants progressed through the two phases, a majority became more open about their experiences and revealed that their concerns were not as minimal as first presented in their online diaries.



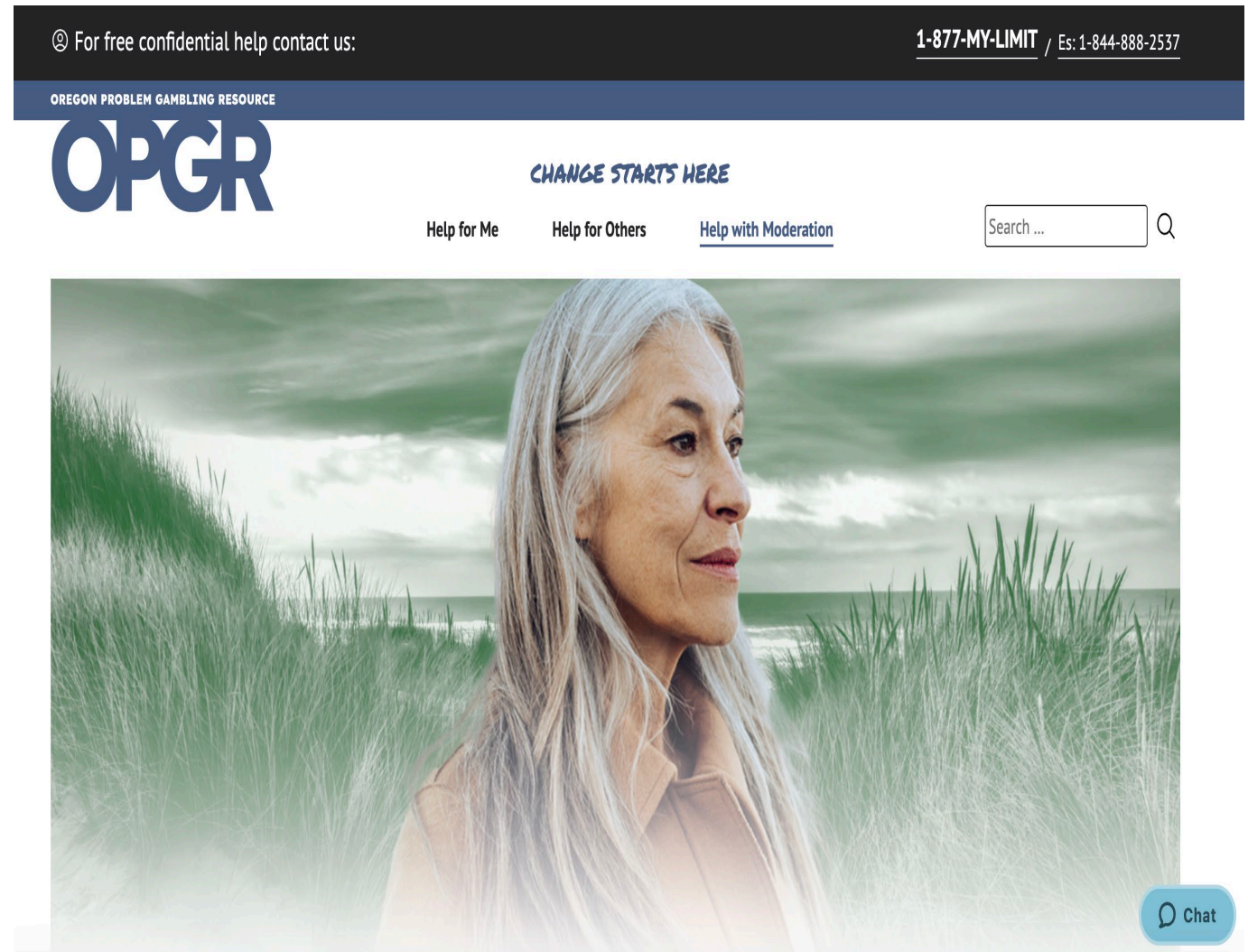
Key Findings: Research Part 2

- The journey of change for these gamblers is non-linear i.e., and not a simple problem-solution situation
- **Majority don't want to quit gambling** and are looking for ways to continue in moderation. Commitment to change fluctuates and they want help/support at different stages in their journey



Key Findings: Research Part 2

Moderation webpage on OPGR.org: was very well-received, liked by 25/26 participants.



"I think it's [the webpage] really good. I think it's really thorough. It's the most thorough resource I've ever come across as far as gambling goes."

Key Findings: Research Part 2

- **Budgeting Tools:** appealing to both segments because budgeting was seen as relevant regardless of one's relationship with gambling
- **Instant Help / Chat:** impressed with the chat function that provides immediate support without hurdles (direct access)
- **Interactive Content:** the videos and the risk quiz were described as “helpful for learning” and self-improvement
- **Non-Aggressive Approach:** preference for the non-aggressive tone - does not confront them about their gambling but instead offers help and tools
- **Emphasis on Well-being:** responded positively to *messaging focused on improving well-being* rather than just highlighting problems



Make a Change

By visiting this page, you taken an important first relationship with gambling. You recognize that you positive choices about how you want to manage your well-being. This page offers options to help make them stick. Whether you just want to cut down quit all together or simply be more mindful about tactics and tools, a supportive community, and resources.

[View More](#)

Relationship with

I want to know where you're starting from. How much of your time and money goes into gambling? What are your goals and adjustments to be.

Tools available that make it easy for you to stop gambling. Even if you don't change your mind and how much you currently play with gambling.

A variety of worksheets that you can print out. An excellent tool to help you budgeting and were developed by Gamcare. "Relationship with Gambling". Gamcare is the leading support for anyone affected by gambling.



Budgeting Tools

While not specifically built for gambling, you can use budgeting apps to help you track your expenses and about your spending habits.

- [Mint](#)
- [YNAB](#) (You Need a Budget)
- [Pocket Guard](#)
- [EveryDollar](#)
- [Wally](#)
- [Empower](#)

Outcomes: Marketing

Digital marketing: “Change” creative generating good response/action. In some cases, outperforming ‘counseling” focused creative

Multi-cultural Creative: Outperforms other treatment & prevention marketing media

Web site analytics: 24% of all site users visited the new moderation content/page Jan-March

Content/Tool Usage: Top performing assets include

- *Budget Apps - #1 used tools!!*
- *Habit Tracking Apps*
- *Video Content*
- *Workbooks*
- *Communities*

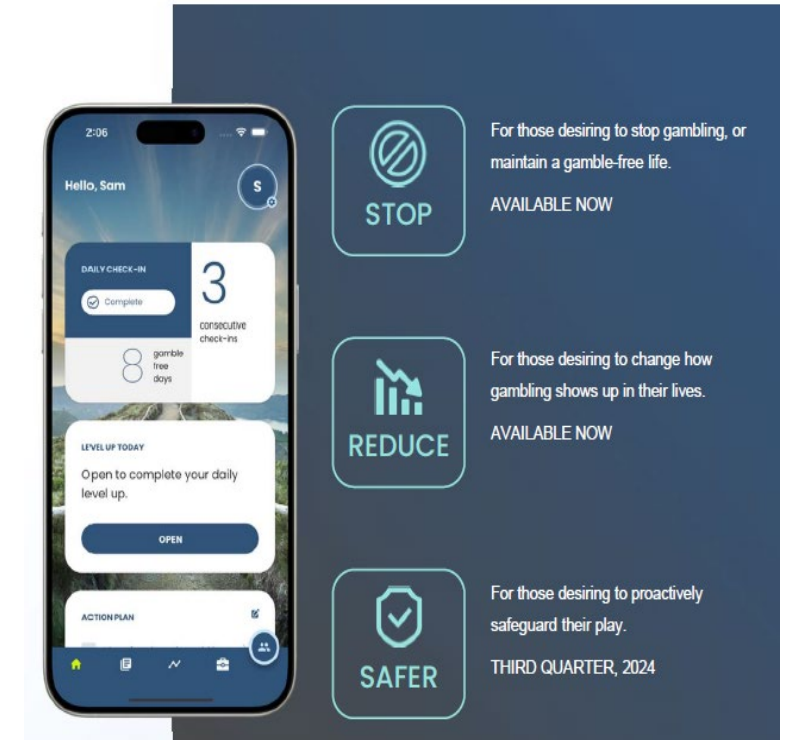


**Now
What?**



Now What?

- **Collaboration with OHA:** Data sharing, supporting new tools and technology, aligning services.
- **App:** Providing Oregonians free access to the first gambling specific digital health app. The EVIVE app offers solutions for cessation, reduction, and prevention.
- **Digital marketing:** Ongoing optimization based on performance and research. Quarterly testing.
- **Content & Tools:** Developing new video series, quizzes, collaborating to identify communities and to offer financial tools
- **Research:** Kicked off a multi-phased research to understand affected others.
- **Training:** Updating and enhancing all training
 - Advanced skills for Lottery staff
 - Self care/stigma for Lottery staff
 - Self care/stigma for retailers



What, if any, new ideas has this discussion sparked you to explore?

1 response

Hhh



Thank You



Together, we do good things.



For any questions contact:

Stacy.shaw@lottery.Oregon.gov

Scan the QR code or visit link to download:

- Inclusive Language Guidelines
- Literature/Research Info Scan
- Early Support Options - Full Research Report
- <https://www.oregon.gov/oha/hsd/problem-gambling/pages/resources.aspx>