

New Horizons in Responsible Gambling Conference 2023

Piloting a Financial Literacy Campaign for Safer Gambling

Presented by:

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Who we are



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Greo Evidence Insights



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Stakeholder Engagement Lead,
Greo Evidence Insights



TAMARA MORGAN

Manager for GameSense
Programs and Training, BCLC

Background and campaign overview

Background to the campaign

- BCLC Player Health and Greo are exploring how building players' financial literacy as it relates to gambling could promote safer play practices and potentially prevent or reduce gambling-related harms.
- Together, we have developed an evidence-based campaign designed to positively shift knowledge, attitudes, and behaviours over time to improve financial literacy as it relates to gambling.

Why financial literacy?

- People who gamble at higher frequencies and who spend a larger proportion of their monthly income on gambling tend to have lower financial wellbeing and are at increased risk of experiencing financial harms (Swanton et al., 2021).
- Strengthening financial literacy can support financial wellbeing and in turn mitigate the harms associated with gambling (Swanton et al., 2021).

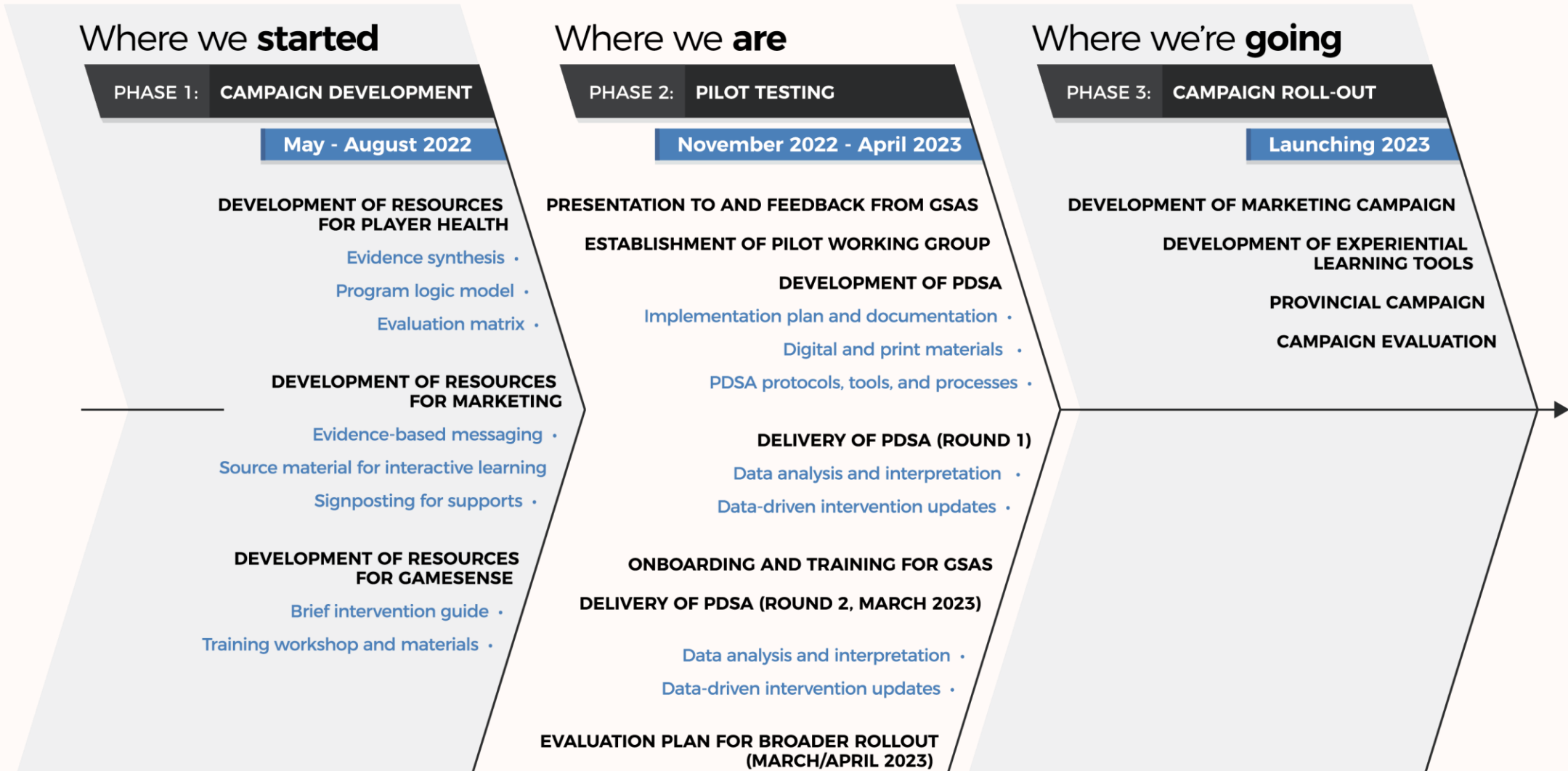
Who is this campaign for?

- Based on the evidence related to financial literacy and gambling, the campaign messaging is best suited to support low to moderate risk players.
- Intentional signposting to additional information and resources is integrated to support the broader player base.

What is the opportunity?

- Strengthening and diversifying customer interactions.
- Supporting the delivery of evidence-based prevention and education messaging.
- Leveraging relationships and expertise held by GSAs.
- Application of a rapid cycle innovation approach to support evidence-based practice and strengthen program roll-out.

● Background and campaign overview



Developing the campaign

- Developing the campaign

Where we **started**

PHASE 1: CAMPAIGN DEVELOPMENT

May - August 2022

DEVELOPMENT OF RESOURCES FOR PLAYER HEALTH

- Evidence synthesis ·
- Program logic model ·
- Evaluation matrix ·

DEVELOPMENT OF RESOURCES FOR MARKETING

- Evidence-based messaging ·
- Source material for interactive learning
- Signposting for supports ·

DEVELOPMENT OF RESOURCES FOR GAMESENSE

- Brief intervention guide ·
- Training workshop and materials ·



FINANCIAL LITERACY EDUCATION CAMPAIGN FOR SAFER GAMBLING

0 / PLAYER CAMPAIGN

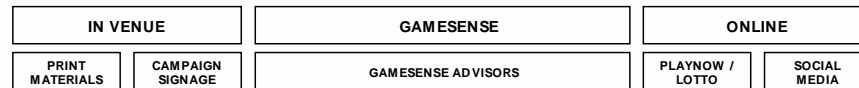
CAMPAIGN PURPOSE

By increasing players' financial literacy in relation to safer gambling strategies, this education campaign will meaningfully support BCLC's PlayerHealth commitment to a higher standard of care and support with comprehensive, evidence-based player health, and dedication to proactive player education and encouraging healthy gambling behaviours.

TARGET

People who gamble with BCLC (Players)

CAMPAIGN CHANNELS & OUTPUTS



PLAYER LEARNING OUTCOMES



CAMPAIGN IMPACTS

BCLC will better identify, communicate, prevent, and address financial harms related to gambling and financial literacy → People who gamble will have increased awareness of the relationship between financial literacy and safer gambling → People who gamble will have strengthened capacity to apply financial literacy skills to safer gambling decision-making and support seeking



FINANCIAL LITERACY EDUCATION CAMPAIGN FOR SAFER GAMBLING

02/
GAMESENSE
TRAINING

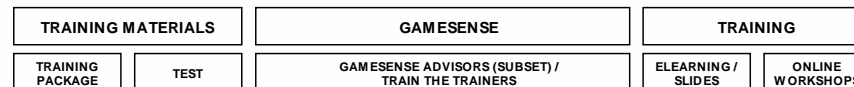
TRAINING PURPOSE

By training GameSense Advisors to deliver financial literacy educational messaging and brief interventions for BCLC players, this education campaign will meaningfully support BCLC's PlayerHealth commitment to a higher standard of care and support with comprehensive, evidence-based player health, and dedication to proactive player education and encouraging healthy gambling behaviours.

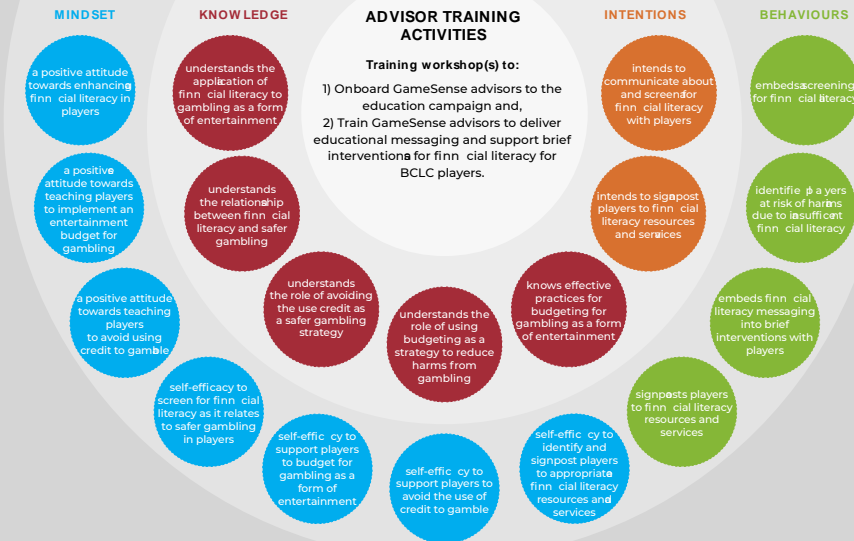
TARGET

GameSense Advisors who work with BCLC

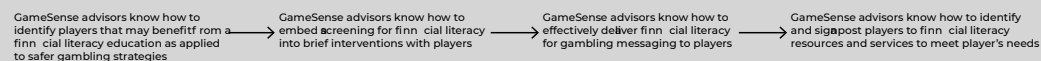
TRAINING CHANNELS & OUTPUTS



ADVISOR LEARNING OUTCOMES



TRAINING IMPACTS



- Developing the campaign

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- Training workshop and materials ·

- Developing the campaign
-

Campaign key messages

Based on the evidence related to financial literacy and gambling, the campaign focuses on the following key messages:

- Avoid using credit to gamble
- Budget for gambling
- Gambling is entertainment not a form of income (e.g., extra money to cover a bill, to fund a renovation, additional income, etc.)

- Developing the campaign
-

Campaign key components

This campaign engages with players by:

- Engaging with players to deliver a brief intervention
- Delivering evidence-based messaging
- Providing interactive learning resources
- Signposting to relevant financial supports and services

- Developing the campaign
-

Campaign delivery channels

This campaign will be delivered:

- In-venue via print materials and campaign signage
- Online via the GameSense website
- By GameSense Advisors through a brief intervention delivered in venue and online

- Developing the campaign

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Brief intervention objectives

The financial literacy for safer gambling for safer gambling is a person-focused and non-judgmental framework for GameSense Advisors to:

- Explore players' gambling behaviours associated with increased risk of financial harms
- Deliver effective messaging around financial literacy as it relates to gambling
- Refer individuals to appropriate financial literacy resources and supports

Field testing the campaign

- Field testing the campaign

Where we **are**

PHASE 2: **PILOT TESTING**

November 2022 - April 2023

PRESENTATION TO AND FEEDBACK FROM GSAS

ESTABLISHMENT OF PILOT WORKING GROUP

DEVELOPMENT OF PDSA

Implementation plan and documentation ·

Digital and print materials ·

PDSA protocols, tools, and processes ·

DELIVERY OF PDSA (ROUND 1)

Data analysis and interpretation ·

Data-driven intervention updates ·

ONBOARDING AND TRAINING FOR GSAS

DELIVERY OF PDSA (ROUND 2, MARCH 2023)

Data analysis and interpretation ·

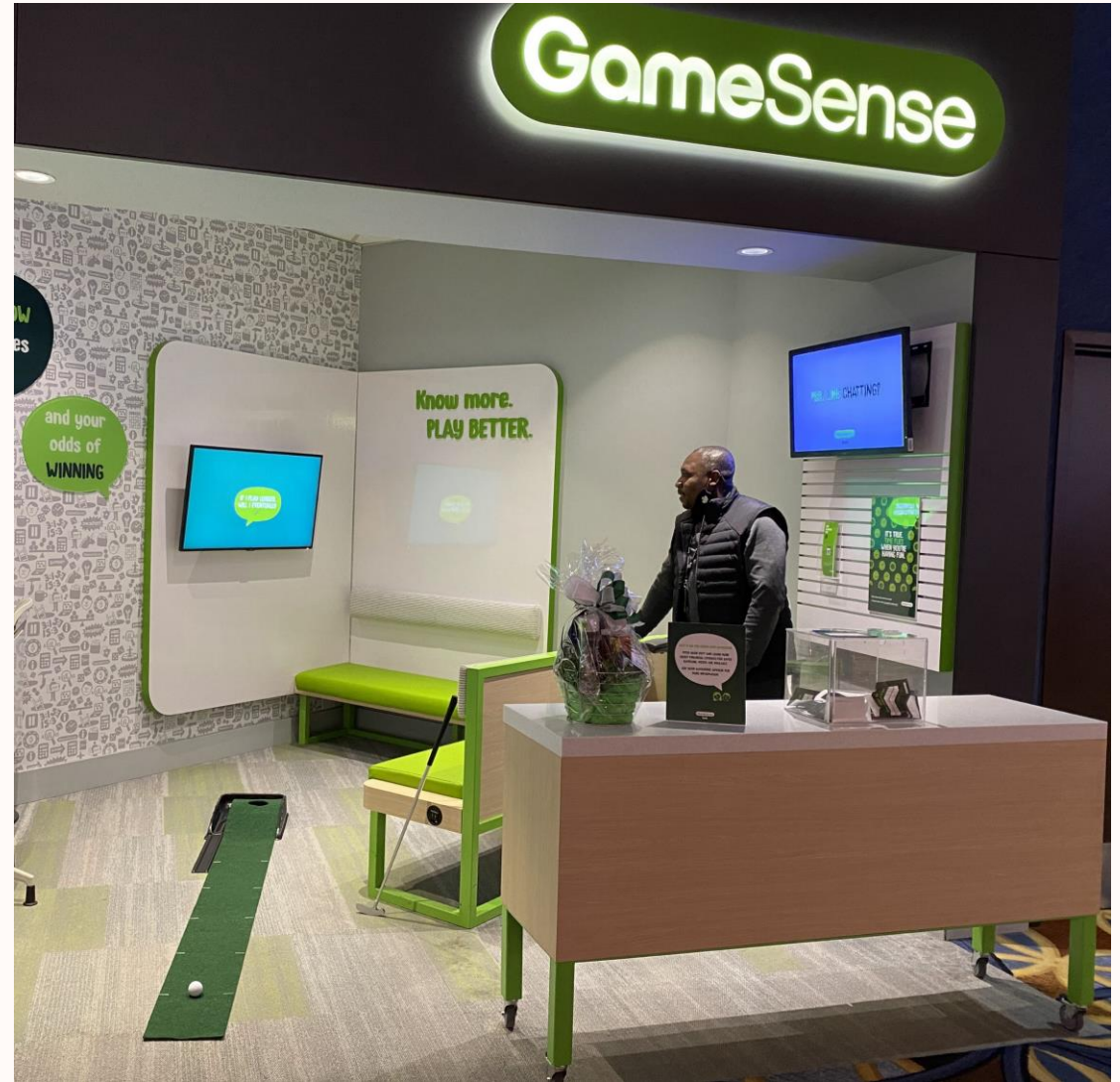
Data-driven intervention updates ·

EVALUATION PLAN FOR BROADER ROLLOUT (MARCH/APRIL 2023)

KEEP IT ON THE GREEN WITH GAMESENSE.

**PITCH YOUR PUTT AND LEARN MORE
ABOUT FINANCIAL LITERACY FOR SAFER
GAMBLING. PRIZES ARE AVAILABLE.**

**ASK YOUR GAMESENSE ADVISOR FOR
MORE INFORMATION.**





I haven't received my \$20 sign-up bonus after I deposited



User



ChatBot

Oops, can you try again?

Missing sign-up bonus



User



ChatBot

Our team member will connect with you shortly.

- Field testing the campaign
-

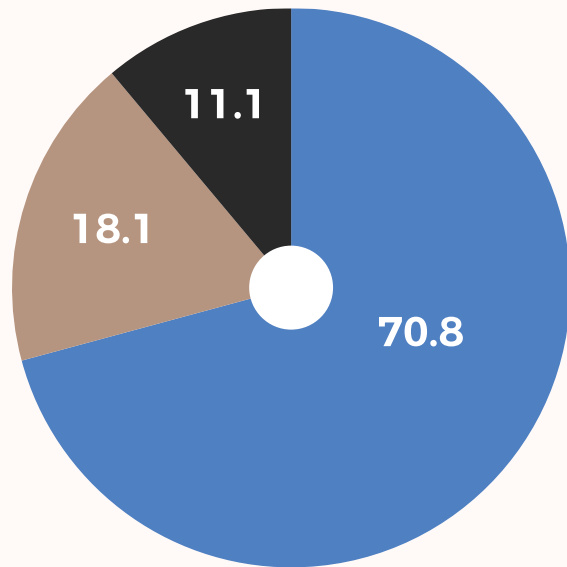
Data analysis





Data to inform next steps was collected through four touchpoints:

- Brief intervention survey (72 responses)
- Campaign feedback survey (66 responses)
- Salesforce interaction log (82 entries)
- Feedback from GSAs

- Field testing the campaign

Campaign sites & participation



	Grand Villa Casino Hotel & Conference Centre	51 resp.	70.8%
	Parq Vancouver Casino Resort	13 resp.	18.1%
	Virtual GameSense Advisor Live Chat	8 resp.	11.1%
	Chances Maple Ridge	0 resp.	0%

- Field testing the campaign

Responses to brief intervention survey

Has gambling ever caused any financial stress for you or your household?

43% YES



Do you usually gamble with a set budget in mind?

83% YES



Have you ever used credit or borrowed money to gamble?

32% YES



Have you ever gone over your gambling budget?

59% YES



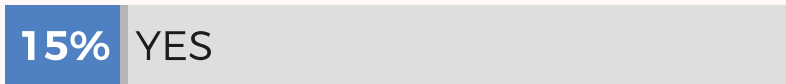
Have you ever bet more than you are willing to lose?

74% YES



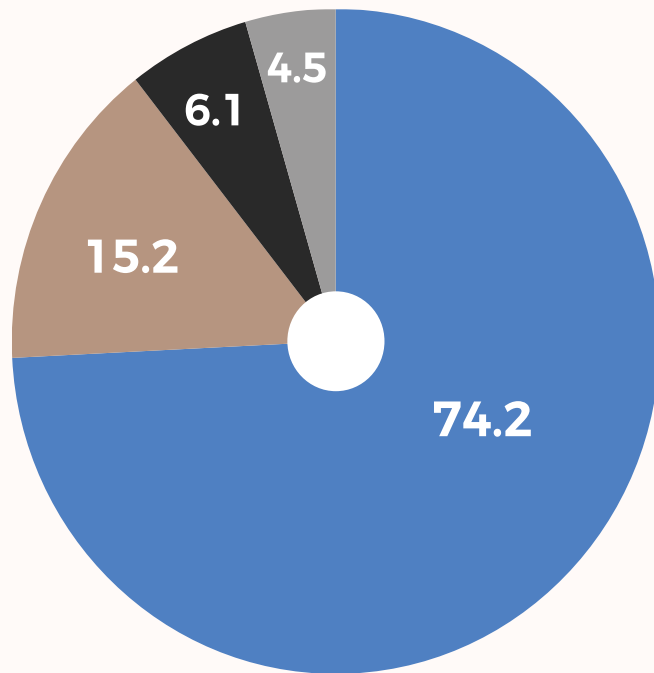
Do you view gambling, or have you ever gambled, as a source of extra money?





15% YES



- Field testing the campaign

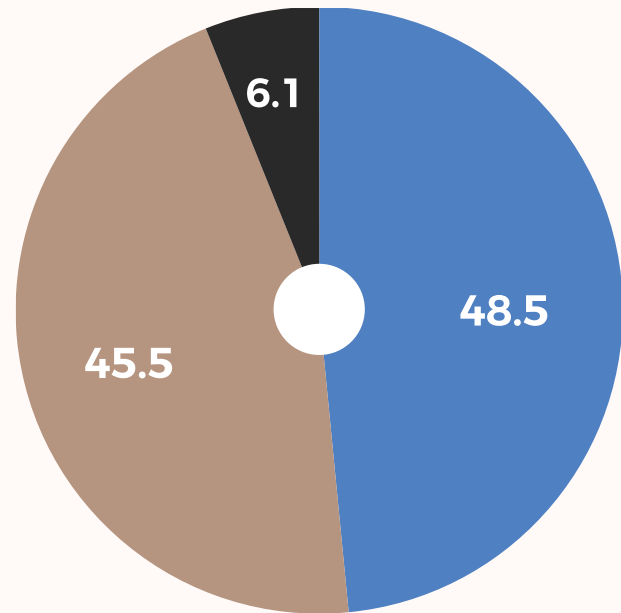
Campaign feedback survey findings



	Grand Villa Casino Hotel & Conference Centre	49 resp.	74.2%
	Parq Vancouver Casino Resort	10 resp.	15.2%
	Virtual GameSense Advisor Live Chat	4 resp.	6.1%
	Chances Maple Ridge	3 resp.	4.5%

- Field testing the campaign

Campaign feedback survey findings



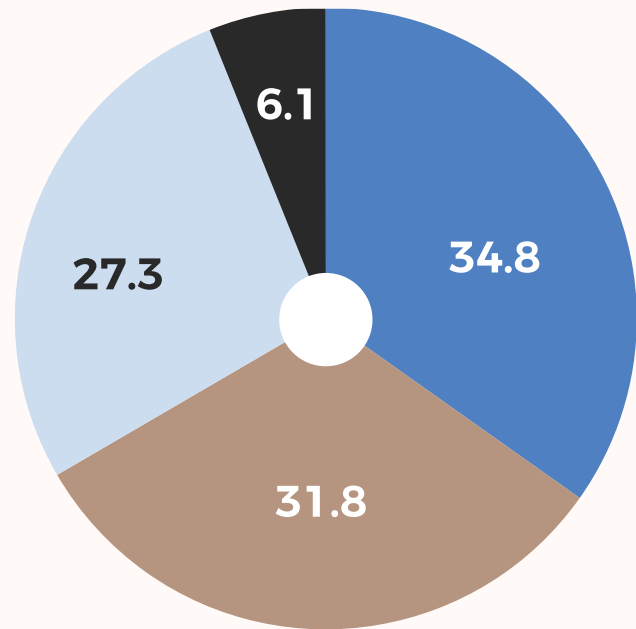
The questions the GameSense Advisor asked me were easy to understand.

66 out of 66 people answered this question (with multiple choice)



- Field testing the campaign

Campaign feedback survey findings



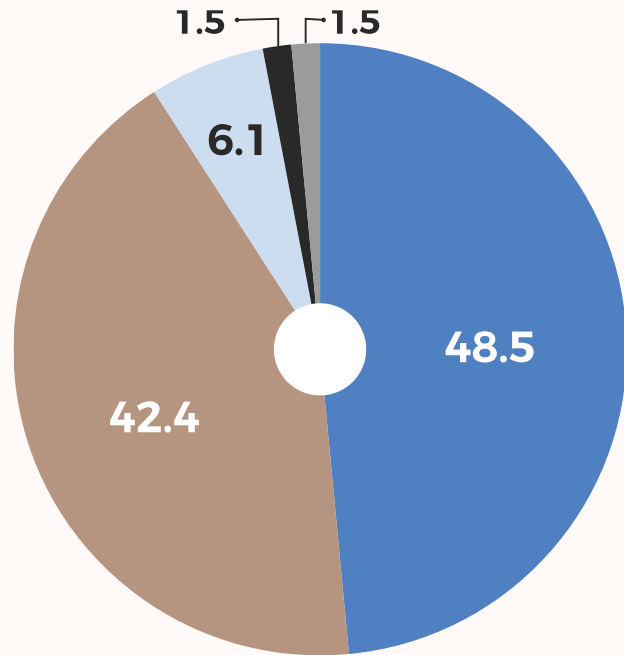
I felt comfortable answering the questions the GameSense Advisor asked me.

66 out of 66 people answered this question (with multiple choice)

- Agree ————— 23 resp. **34.8%**
- Strongly Agree ————— 21 resp. **31.8%**
- Neutral ————— 18 resp. **27.3%**
- Strongly Disagree ————— 4 resp. **6.1%**
- Disagree ————— 0 resp. **0%**

- Field testing the campaign

Campaign feedback survey findings



The GameSense Advisor gave me helpful information about lower-risk gambling for managing my money and play.

66 out of 66 people answered this question (with multiple choice)

- Agree ————— 32 resp. **48.5%**
- Strongly Agree ————— 28 resp. **42.4%**
- Neutral ————— 4 resp. **6.1%**
- Strongly Disagree ————— 1 resp. **1.5%**
- Disagree ————— 1 resp. **1.5%**

- Field testing the campaign
-

GSA feedback: In-person interactions

- Most people were ok with speaking about their finances when it came to gambling and the impact it has on how they play or the impact on their lives.
- More engaging, open conversations surrounding finances and the impact on players happened when GSAs already had relationships with the participants.
- Some populations may be more likely to feel uncomfortable being asked personal questions by a strangers.
- It might be good to soften the questions because they are so personal.
- Ensure participants and GSAs are aware they can end conversation at any time. Completion is not mandatory.

“

Most of the more engaging conversations happened at this site. I believe it is because I already had relationships with all of the participants. This led to having more open conversations with players surrounding finances and the impact on our players... I learned more about these players and was able to have engaging conversations sharing information and tools with all five that participated.

”

“

I also noticed that with some of our players [identified as being from a specific cultural group] at this site, they showed interest with the golf but as soon as the questions around finances started, the conversation abruptly ended.

”

- Field testing the campaign
-

GSA feedback: Live chat and phone

- GSAs found it easier to introduce promotions through Live Chat as players appear to have more time, and it is easy to put the canned chat questions into the chat.
- GSAs reported that offering a promotion or an activity through the phone is more uncomfortable to initiate.
- The screening tool felt user friendly to GSAs.
- The for Live Chat canned responses felt easier to use than the phone script.

- Field testing the campaign
-

Data-driven campaign adjustments

Based on the data collected, we made adjustments to the intervention and delivery, including:

- Restructuring the brief intervention and key message prompts into a conversation guide.
- Encouraging delivery of the intervention in a quiet, private space to reduce any unintended and potentially stigmatizing practices.
- Reiterating for GSAs and participants that the conversation can end at any time, as needed, to strengthen the feeling of safety in the conversation/ customer interactions.

Next steps

- Next steps

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EVALUATION PLAN FOR BROADER ROLLOUT (MARCH/APRIL 2023)

- Next steps

Where we're **going**

PHASE 3: CAMPAIGN ROLL-OUT

Launching 2023

DEVELOPMENT OF MARKETING CAMPAIGN

DEVELOPMENT OF EXPERIENTIAL LEARNING TOOLS

PROVINCIAL CAMPAIGN

CAMPAIGN EVALUATION

For more information



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