

Addressing Stigma

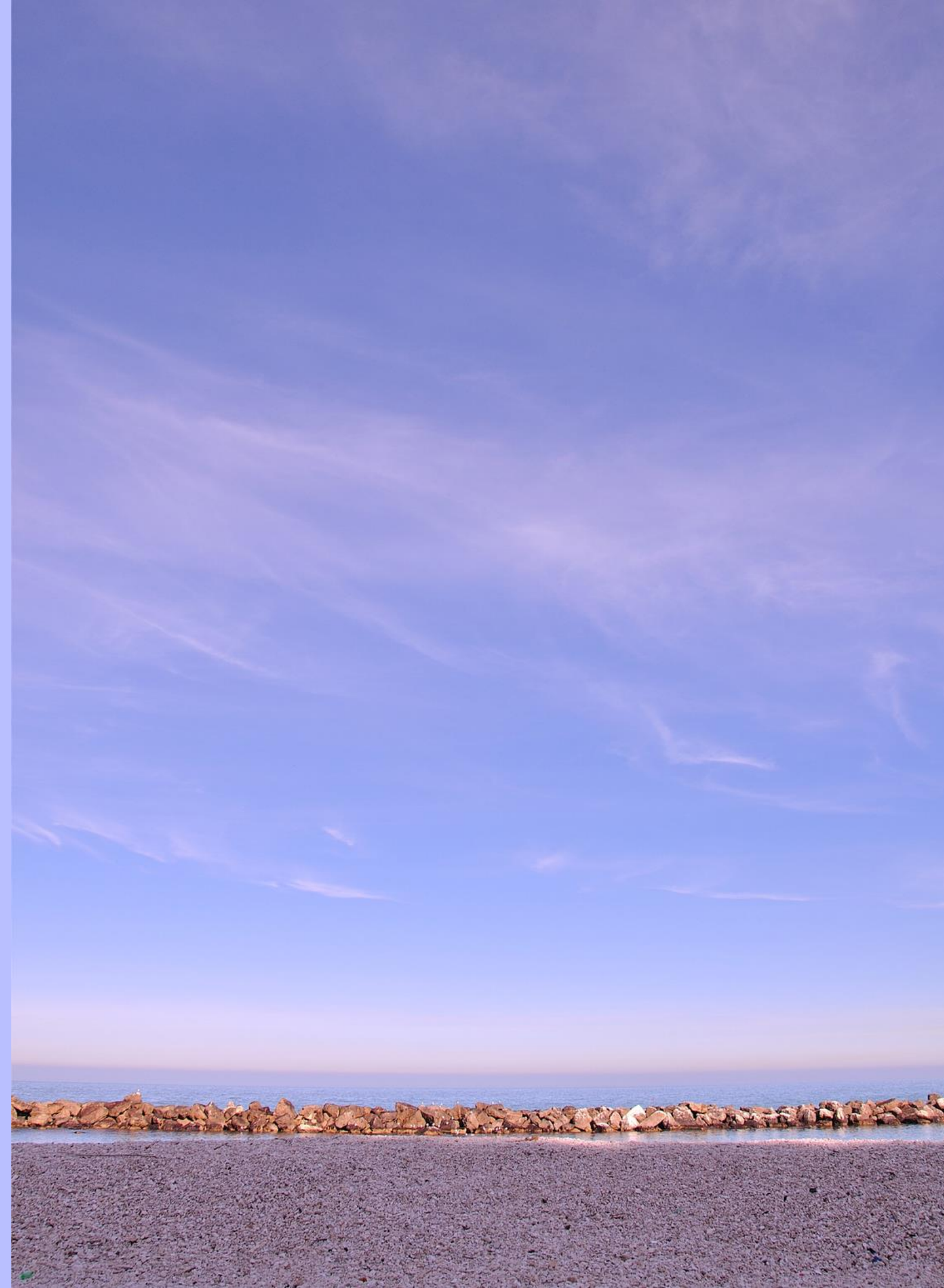
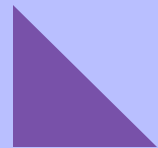
(For Real)

Jay Robinson
Principal, JR Consulting
Director, Focal research



Goals

- 1 Unpack stigma where it is most urgent
- 2 Everyone leave with one idea
- 3 Garner more momentum/coalesce





Stigma: *Gambling*

There is negative connotation of being slightly seedy a little bit back alley and something I shouldn't be doing, but I'm going to do it anyway.


- Young sports bettor

Stigma

Culture

I am too Scots to gamble.....

- Janet Rowan, at 80



Safer Gambling and Stigma:
“Responsible” Gambling

We need new terms

Stigma

Help-seeking/Treatment

So, stigma was with me on my gambling journey hand in hand. Limiting my desire actually completely. To reach out for any sort of help. I didn't want to make that admission.

"B" – someone who accessed treatment



Stigma Treatment

**Inadvertently promoted as an
end stage option**

**What do most people who
experience gambling harms
really want?**

**To be in control and stop
consequences**



“Treatment”
is
AWESOME

It's change

It's practical
and
supportive



Stigma

Safer Gambling Tools

...things are improving, albeit from a standing start. Is there a stigma around using gambling tools? If there's a word weaker than stigma, I think that may be a better fit. But I would make this distinction. Gambling tools that you employ yourself. I think it's an extremely positive journey and you are taking steps to protect yourself.

Person with lived experience

“Framing is massive and all too often safer gambling tools with rates, deposit limits, play limits, self exclusion, they are being seen at the very end.

You have your problem now do this at the very end to stop me being culpable for your problems. There are preventative measures, what I would like to see is them being framed as.” – person with lived experience of gambling harms

Stigma

Safer Gambling Tools

*Gambling tools that may be imposed on you or that you may be heavily directed towards, I think carry more stigma because **you've been identified by whatever's been reviewing your activity.**So I think if you voluntarily apply the tools and it is positive, I don't think there's any stigma around that.*



Promote tools as guest experience

Innovate
Incentivizee
This is Customer Care
For ALL
Not “JUST FOR PG”



Stigma Research Themes

- Identifying “P Gamblers” – big data and land-based
- Identifying “Self-Excluders”
- Rethink barriers to treatment





Addressing Stigma “Player” research

e.g. Focal Research

Big data: algorithms (land, in play, uncarded) to identify

Instead: *Risky products/channels/risky play SESSIONS*

-not pathologizing players



“(Boardroom) Common Sense Policy”

Disentitlement – “Breaching”
Voluntary Self-Exclusion: lack of robust
evidence that the policy helps

Creates stigma for operators – “greed”
For people who gamble – punitive
For their families – punishment



“(Boardroom) Common Sense Policy”

Engage with and listen to people who gamble and professionals with compassionate insights in prevention

...someone who has a different vantage point





The Open Secret Employee & Retailer “PG”

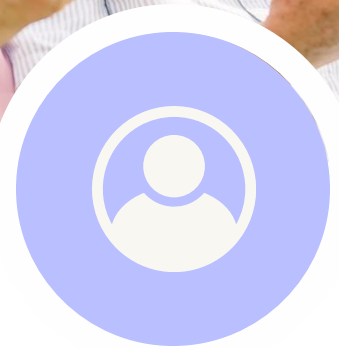
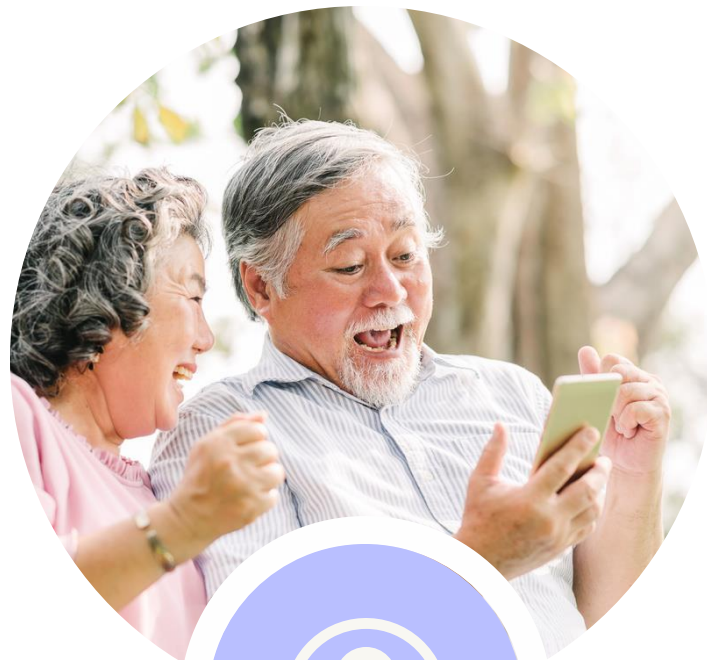
High incidence in every jurisdiction studied

e.g. wide-Area network retailers, pub/club employees, venue staff

How do we expect these people to promote safer gambling?

Need: programs to care for our staff and acknowledge the issues

Welcome the panel



Ryan McCarthy



Stacy Shaw



Heather Grieve



Welcome Stacy Shaw

Hi, I am Stacy Shaw.

I lead Product Marketing & Critical Brand Programs including Customer Experience and Responsible Gaming for Oregon Lottery.

I WONDER IF WE CAN get OUR CUSTOMERS to think about treatment for gambling issues like they would a hot stone massage – instead of like chemotherapy.



Welcome Ryan McCarthy

Hi, I am Ryan McCarthy.

I WONDER IF WE CAN get our customers to think about treatment for gambling issues like any other health issue they seek support for

Ryan is Director of Player Health at BCLC, with a strong background in Behavioural Health Research.



Welcome Heather Grieve

Hi, I am Heather Grieve.

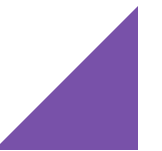
I am Team Lead, with the Player Health Department.

I HOPE we can move towards a culture where all patrons feel SAFE to speak openly about their experiences, challenges and impacts as they relate to gambling.



And me, JR

I HOPE we can move towards a culture where we have a shared understanding of what healthy gambling looks like in a community/family, how it contributes to culture, and how all people can avoid harms should they choose to gamble.



Q to the panel

One initiative I am proud of that addressed stigma in some way

Stigma: Health Promotion

Heather



Player Health

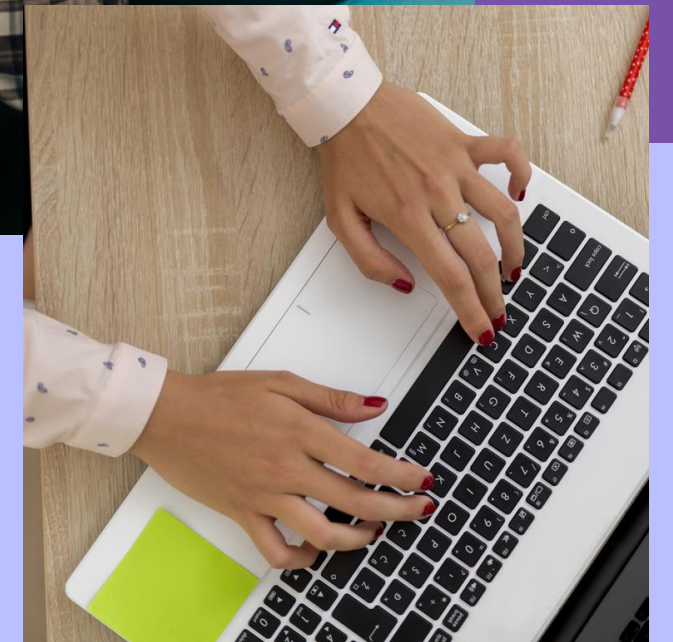
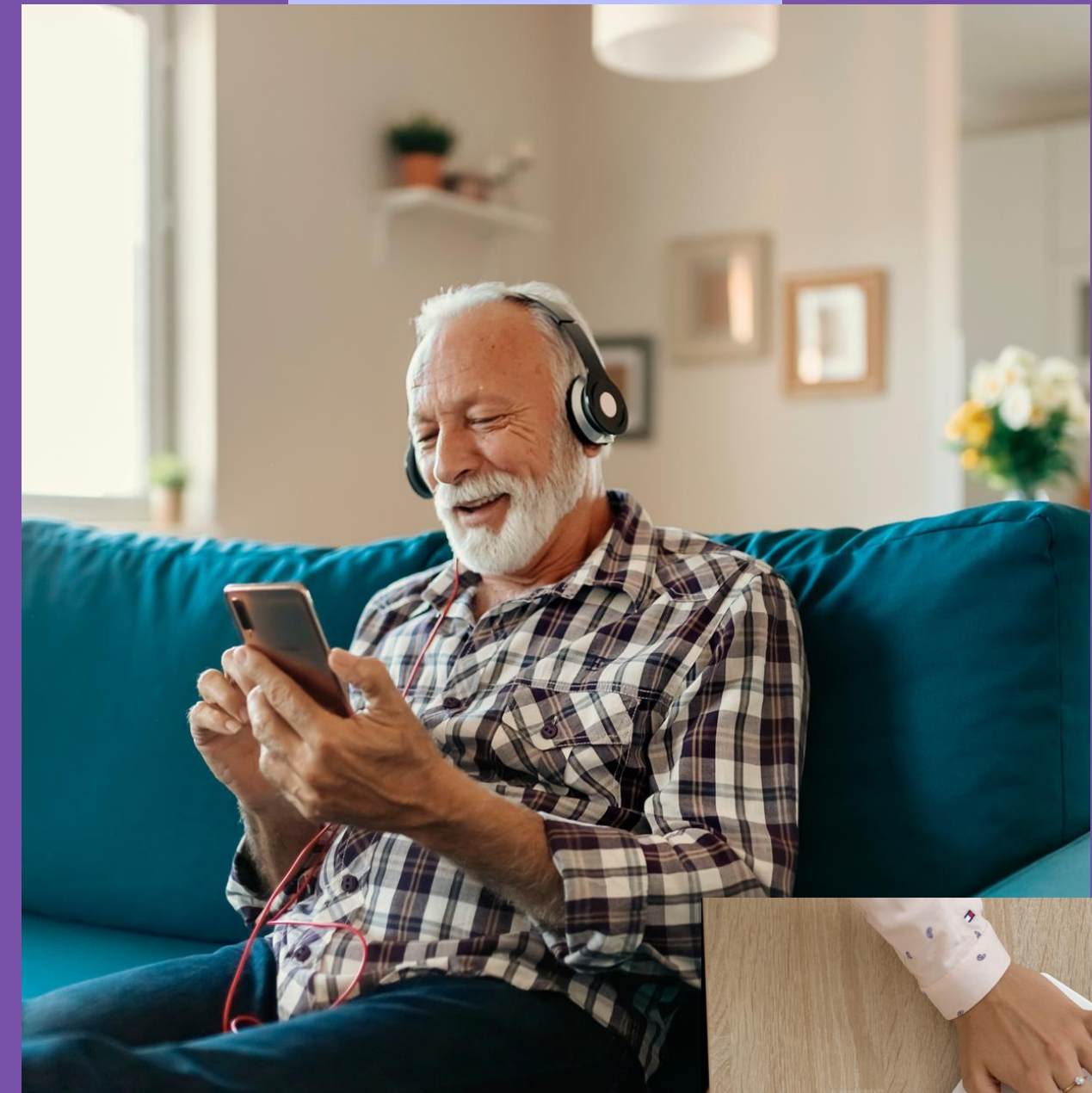
“I was always a little bit nervous and embarrassed to call you guys.. ...what is this people gonna do? I

I have to tell them: Oh, I lost my money.

Ohh, they blah blah blah blah.....I don't

wanna call these people and tell them


what I did”





RESPONSE GUIDELINES


All staff are to promote player health and optimize player experience.
This helps enable informed decisions and creates positive play.

APPROACH PLAYERS BY:

 Explaining how the games works

 Helping players find games they enjoy playing

 Checking-in and paying attention to players' needs and well-being

 Recommending GameSense tools and resources

GameSense Appropriate Response Guidelines

Customer care framework
for interaction with *all* players,
not just those exhibiting high risk behaviours

TO IMPROVE CUSTOMER EXPERIENCE

Customer Journey Mapping: We Do It for Every Game and Service - put never for people negatively affected by gambling

Chapter 1:
AWARENESS/
CONSIDERATION

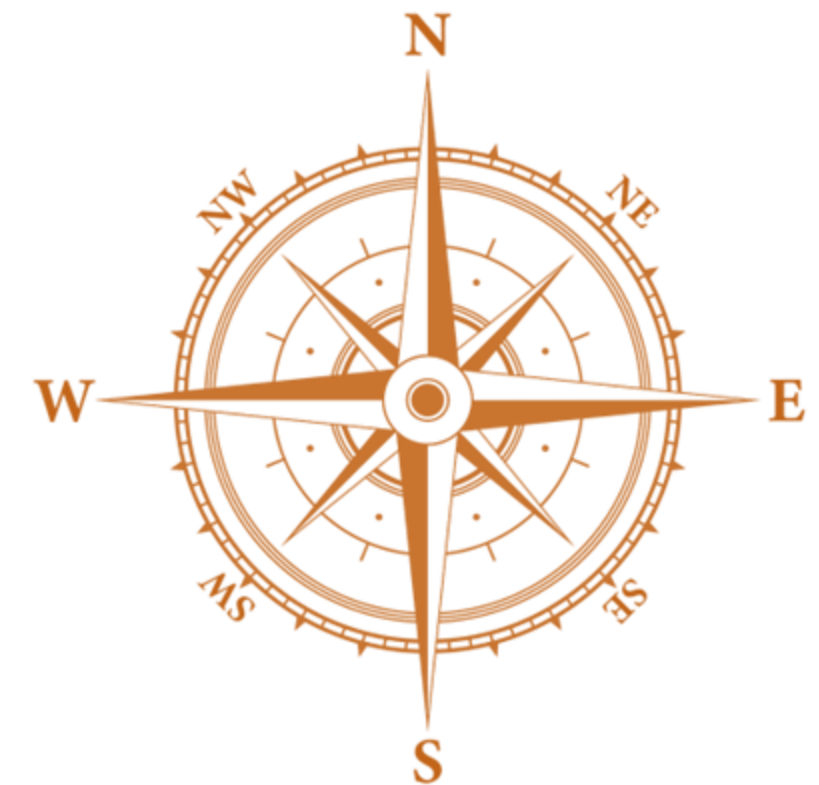
Chapter 2:
PURCHASE

Chapter 3:
PLAY

Finding ways to make it easy, efficient and emotionally rewarding to find and play lottery games and experiences

Chapter 4:
OUTCOME/CASH-OUT

Chapter 5:
RE-ENGAGEMENT



Determined to Stop Stigmatizing these Customers and Look at Ways to Improve their Journeys

Finding ways to make it easy, efficient and emotionally rewarding for our customers to learn about safer gambling and make the changes they want

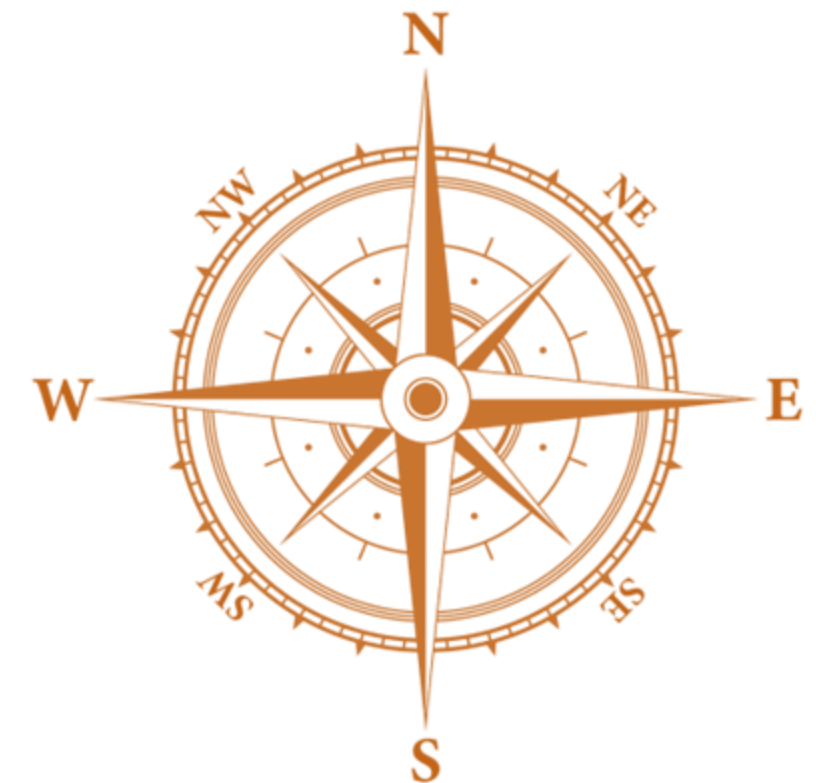
Chapter 1:
CHANGE IN GAME
PLAY

Chapter 2:
PRE- CONTEMPLATION

Chapter 3:
CONTEMPLATION

Chapter 4:
PREPARATION

Chapter 5:
ACTION



Wally: From Casual to Heavy Video Lottery Play

Demographics, Attitudes and Beliefs

Wally is 32. He lives in Klamath Falls with his corgi Babe. Has a high stress job working from home for a tech firm in Silicon Valley. He's always loved hanging out at his "local" and since moving here 3 years ago is a regular at Boones Public House – a Lottery Retailer.

He likes to relax with (in his own words) "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 and his screen time. **He is fiercely self-reliant**, which is good since his family and closest friends are in California.



Wally: From Casual to Heavy Video Lottery Play The Gambling Related Issue

For the past three years Wally played Video Lottery 1- 2 a week spending \$100 each time. He feels like he wins often enough but hasn't kept track.

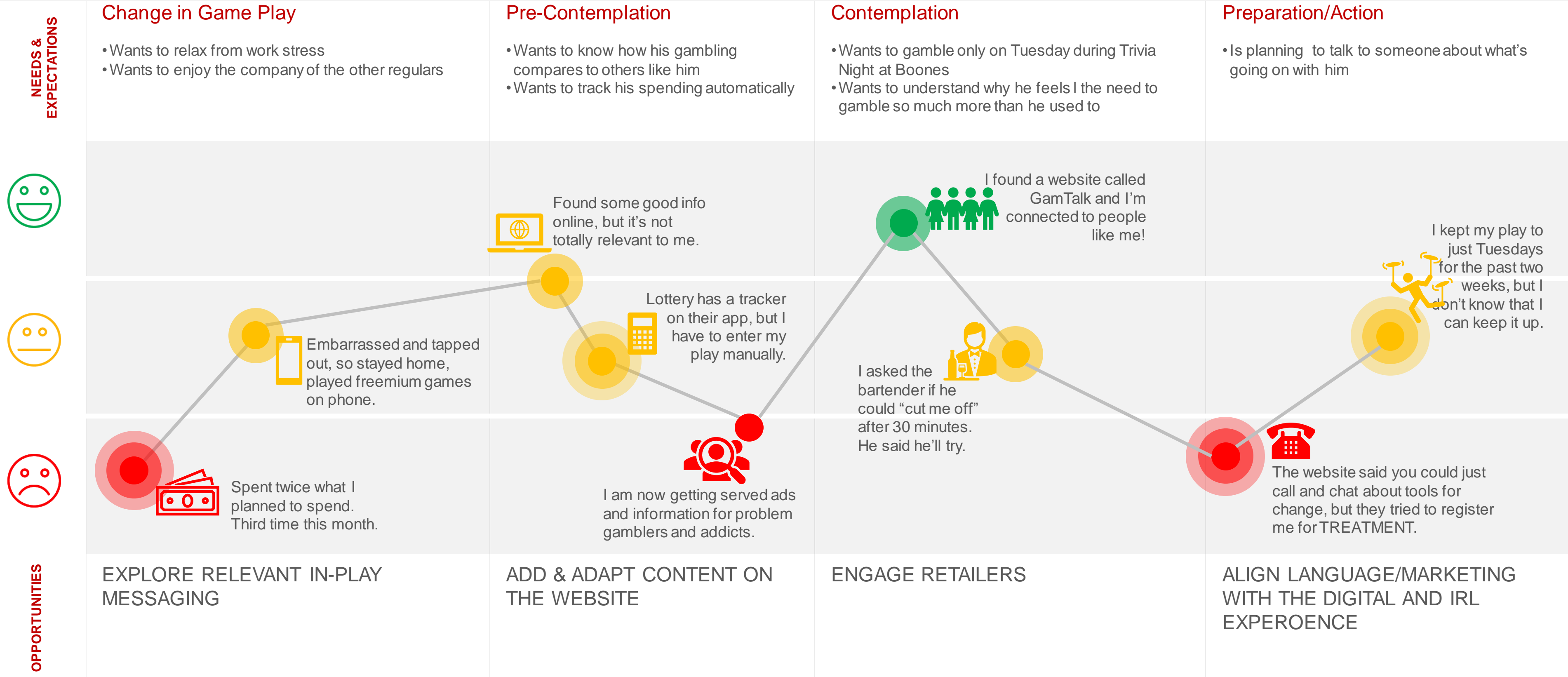
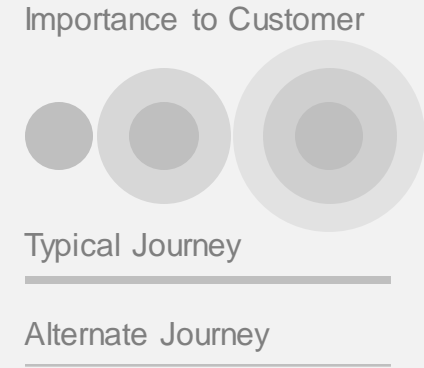
Recently, he's playing more frequently and spending a *lot more* and is tight on cash as a result. He's frustrated with himself, concerned, and wonders *if this is normal?*

He **isn't comfortable bringing this up with the guys** at Boones and thinks his close **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

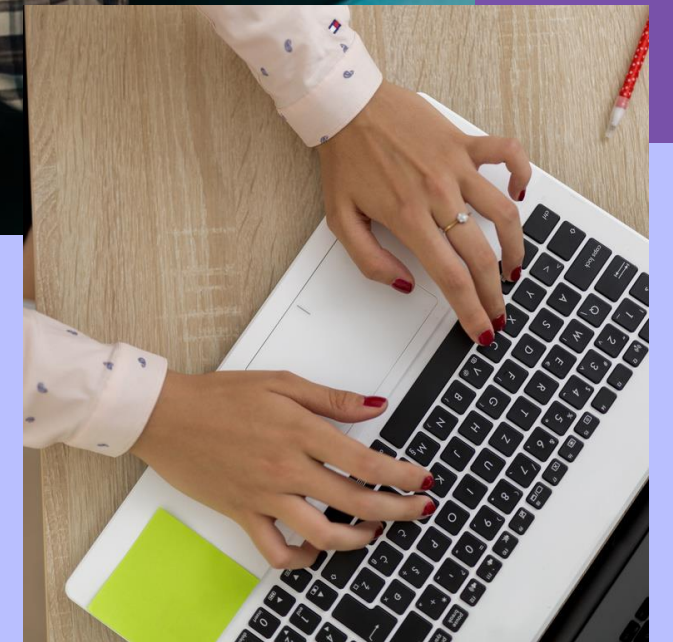
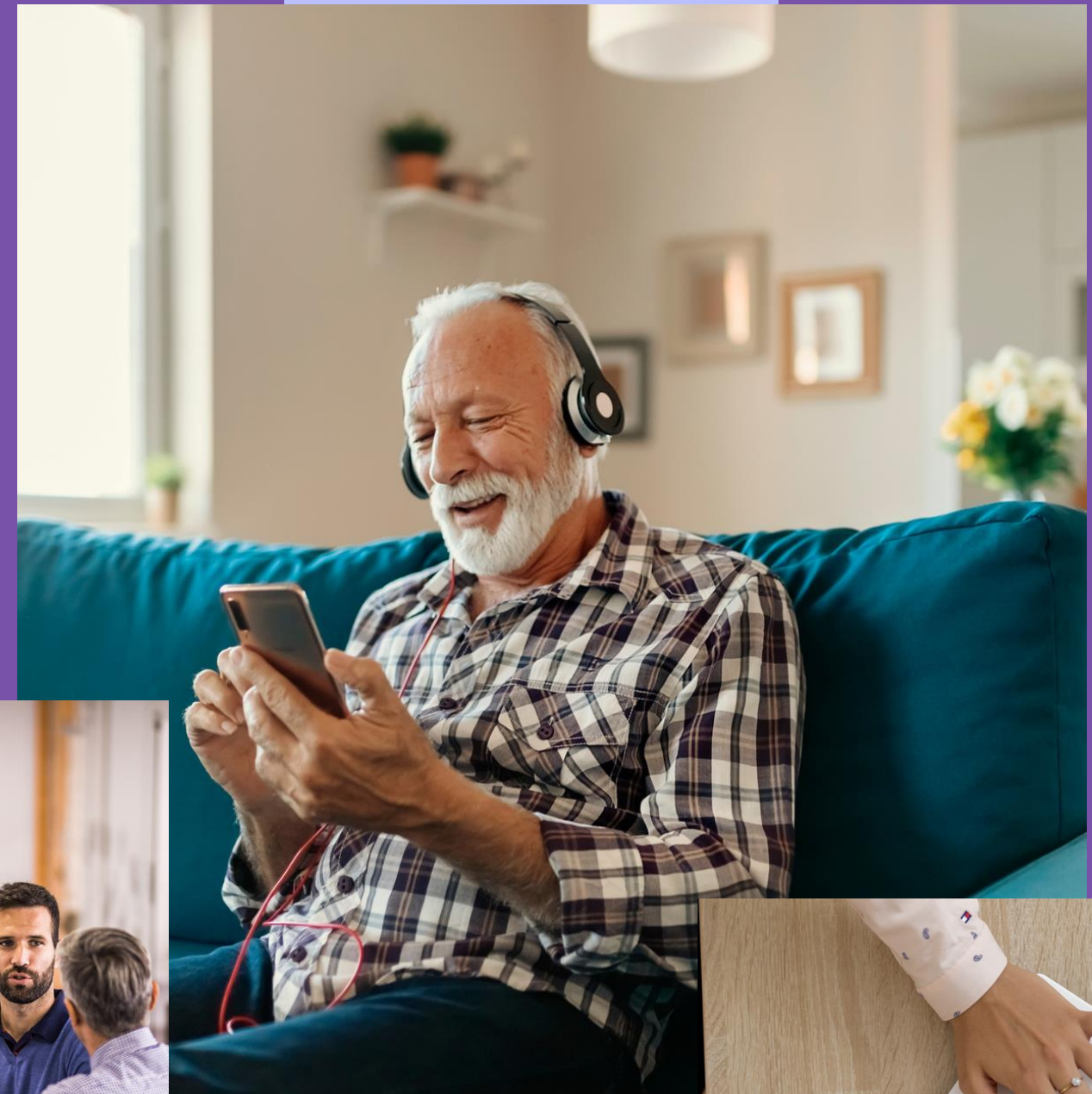




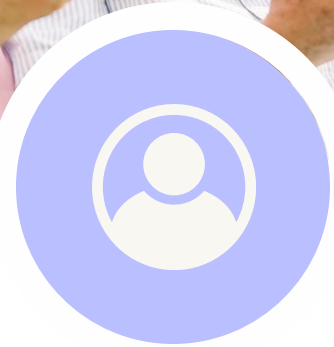
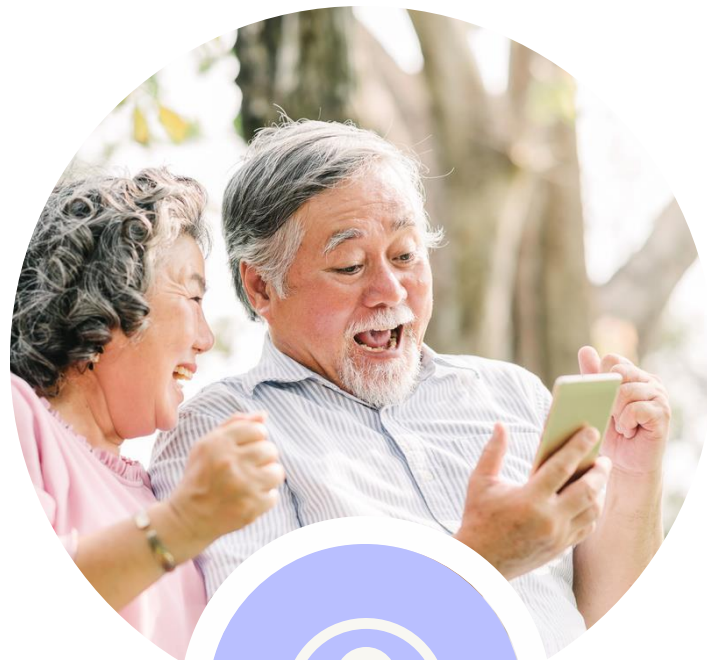
The Open Secret

Employee "PG"

RC Tools
Reducing
stigma



Call to Action: Stop. Build. Start



**Stop doing
Heather**



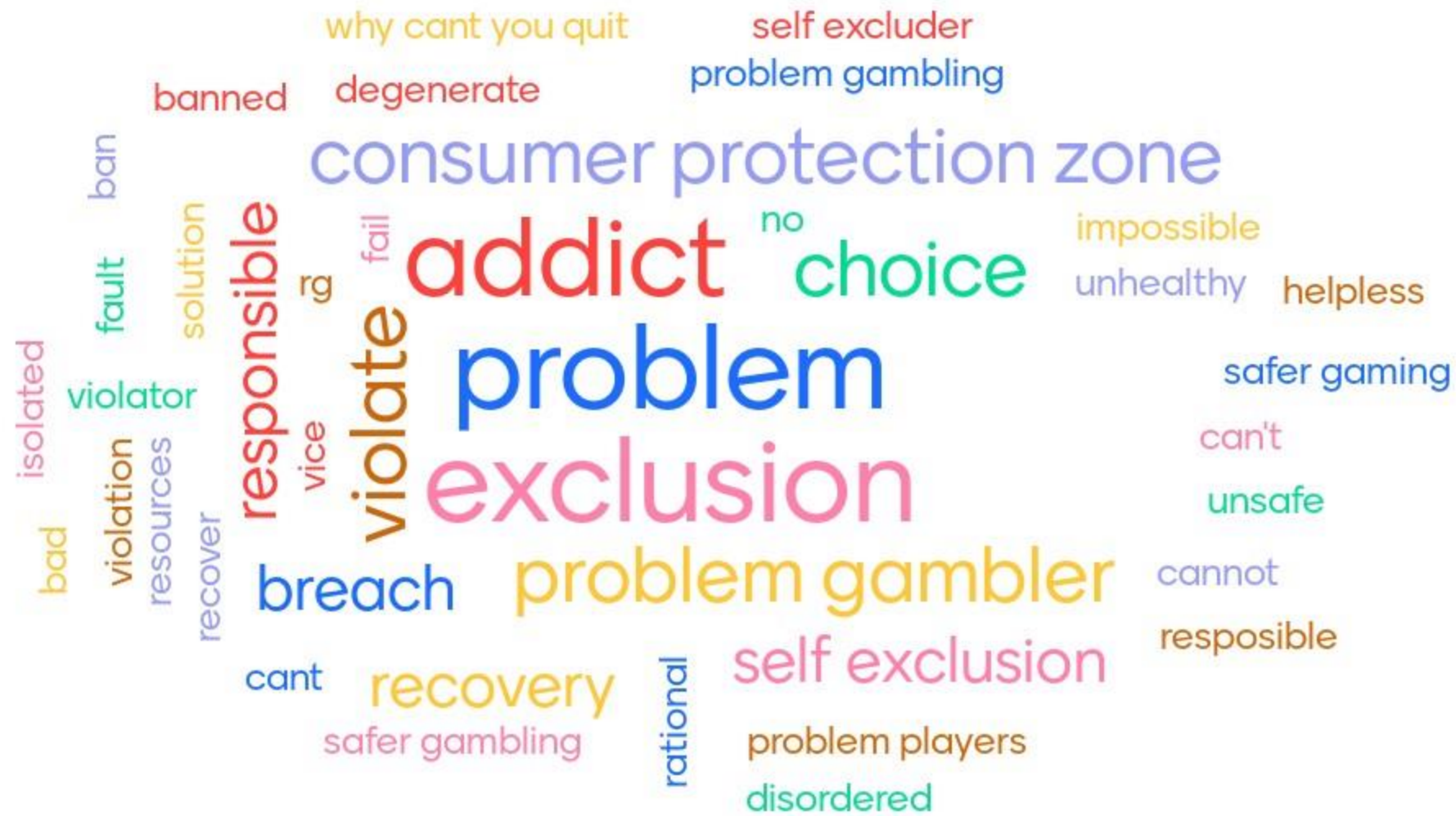
**Build on
Ryan**



**Try it out
Stacy**



One word I never want to hear again



Thank you, Panelists!

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