

Public Awareness/Marketing

November 27, 2007 Room 1

Assignment: Design the “ideal” program to address problem gambling awareness. Your model should address the following questions:

1. What is success? Determine your public awareness goals.

Success is:

- Coming to treatment/staying in treatment
- Recognizing warning signals
- Treatment works
- Reducing stigma (woven in to all messages)
- Knowing/recalling (re)sources of help (who to call)
- Parents and community understand how to prevent problem gambling
- Free, confidential and effective
- Know will not be turned away because of inability to pay
- Will know impact of problem gambling – need for help to overcome
- Reaching a vulnerable population (targeted to at risk populations)
- Includes public health

2. Review the lists generated at last month’s gambling forum for public awareness and marketing.

(a) What roll can SRS take in supporting such a comprehensive list of activities?

- Guidelines (list of minimal standards) for consistency
- Draw from comments of 10/23/07 event for the principles noted above
- Support and provide technical assistance (e.g. sharing resources, strategies)
- Determine outcomes and outcome measures
- Assist in sharing best practices
- Liaison between gaming and ‘the rest of us’
- Designating warehouse/clearing house for sharing media resources
- Support a statewide media campaign

- (b) **Identify resources and potential partners to support a comprehensive public awareness campaign.**
- Gaming industry
 - Regional Prevention Centers
 - ATTC
 - Local coalitions
 - Higher education
 - Local school districts
 - Local law enforcement
 - Legal/judicial system
 - Faith based
 - Housing and credit
 - Treatment (centers)
 - Legislators
 - The 12 sectors
 - Other state agencies (e.g. Lottery, KRGC, KDOA, APS Securities and Exchange Commission)
- (c) **Where are the priorities and how might these change over time?**
- K-12 (Gaming Ed) (K-6 start) (Modeling influence...)
 - Families
 - Develop initial response network (addressing...thru...triage)
 - Marketing to providers (to initial educators network)
Infrastructure. Treatment and Prevention.
 - Internal marketing first
 - College-aged students
 - Investigate/research best practices apply...information gathering
 - Letting people know there's help out there
 - Include GA resource
 - Access academic resources re: marketing...
 - Partnering with gaming etc. Struggle with part of initial marketing. Exactly where to start.
 - What is initial messaging – not alienating – (e.g. gaming...)

Treatment

Room 1

Assignment: Design a treatment model for the “ideal” gambling treatment program. Your model should address the following questions:

1. **What is success? Is harm reduction a legitimate goal?**
 - Abstinence and harm reduction, both
 - Developmental model – long term recognition (defining success in different ways)
 - Helping family (and others)
 - Reduction in negative consequences
 - Individualized
 - Immediate access to treatment availability. Variety of access points...extensive

2. **Review the list generated at last month’s gambling forum for “what levels of care are essential for problem gamblers”. Are there any that should be added? How should they be prioritized or grouped?**
 - Could be grouped thru leveling (of care)
 - Research limited (recognize)
 - Look at promising practices (e.g. pharmaceutical approaches, behavioral...being explored)
 - Assessment (to include e.g. social issues, anxieties, personality disorders...)
 - In state residential treatment center (consider establishing) – need determined or start with a few (designated) beds
 - Decision around center of excellence or open to several
 - All levels of care building from existing system including outpatient interventions at all levels

3. **What pre-requisites should be required for gambling counselor certification?**
 - ‘Consider’ raising requirements → higher reimbursement
 - Noted those who stay working in field
 - Remembering higher quality of care – focus
 - Called out pay-for-performance possibility
 - Tap how National came up with existing requirements
 - Grand fathering approach in raising credentials, academic requirements
 - May change overtime
 - Need to establish provider base initially

- 4. Review the list generated at least month's gambling forum for "who should be eligible to provide SRS supported problem gambling treatment?" Expand and clarify by discussing treatment settings (agencies or private practitioners) and exceptions for non-certified counselors to provide services.**
 - Those eligible qualified to provide _____.
 - Must have another in private practice with them? (to address coverage, etc)
 - Theory collaboration noted in proposal
 - Insurance funds, agencies and coverage element with this (State kick-in _____) 'payer' of last resort?

- 5. What continuing education or training activities would be required and who will be responsible for providing the training?**
 - College involvement in training as well as what education, etc. is provided
 - Annual continuing education requirements of 12+

Research

Room 1

Assignment: Design the “ideal” program to develop an evaluation and research component to problem gambling services. Your model should address the following questions:

- 1. What are some possible goals for a state-sponsored research program?**
 - Determine for whom
 - OGRC – noted seen as good/applicable
 - Beyond evaluation/research... thinking and doing outside the box
 - Develop longitudinal study/assess impact (from 10/23/07 list)

- 2. What are some possible goals of the program evaluation programs?**
 - Effectiveness
 - Inform practices, make improvements
 - Implications inform Workforce Development needs...
 - Demonstrate that it's a good investment

- 3. After reviewing the list from last month's gambling forum on “what kind of research should be done”, is there more to add and how should these potential research areas be prioritized?**
 - Setting up grant program, bringing in people in community. Going where the data takes you.
 - Setting up review (boards) to review (research?) applications
 - Set up structure to manage research grants (could extend to evaluation...)
 - Prevention to be included

- 4. How would you measure the efficacy of your gambling treatment programs? Where do you draw the line on the amount of agency administrative time it takes to complete evaluation instruments?**
 - Process now includes some gambling questions – noted effective. Now at 1 hour.
 - Need to move to web-based system.

- 5. What criteria would you use to measure the impact of your prevention efforts and workforce development efforts?**
 - Baseline(s) established (thru survey...)
 - Helpline data
 - Website ‘hits’
 - Putting all this together and filling in the gaps
 - Tapping into what's going on in schools
 - Checking to see what related information gaming entities, etc have
 - Checking on effective measuring attitudes, beliefs and values instruments.