Welcome!

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We’ll Start With:

- An overview of how Iowa has adapted the CSAP 6 comprehensive prevention strategies to problem gambling prevention
- Then we'll switch

To a Comedy Central Look at the Use of Humor in Prevention

Dubuque Iowa – Late 80’s

- When we did PG "prevention" then – it was geared entirely toward educating people that treatment was available
- To encourage referrals
Through 2008

Almost all Iowa PG prevention was done in the first two strategies:

1. Information Dissemination
2. Education – almost all of which were single session presentations

* We knew that of the CSAT 6 Comprehensive Prevention Strategies the 1st two were the least effective*

*Note: There is a huge difference in effectiveness between doing single education sessions vs. doing multiple sessions

Why?

Why was PG prevention usually done in the first two strategies?

1. Easier
2. Increases referrals

However "easier" – and increasing referrals – have to little to do with actually preventing problem gambling

6 Comprehensive Prevention Strategies

[Center for Substance Abuse Prevention (CSAP)]

- Information Dissemination
- Education
- Alternative Activities
- Community-Based Process
- Environmental Approaches
- Problem Identification and Referral

Iowa Definitions of 6 Strategies

The following information is from a draft document that we expect to have finalized by July. Contact Eric Preuss or Bob Kerksieck for a link to the document titled:

**PROBLEM GAMBLING PREVENTION STRATEGIES**

- Strategies, Activities and Definitions

Iowa Definitions of 6 Strategies

- **Information dissemination.**
  Information dissemination provides awareness and knowledge of the nature and extent of problem and disordered gambling and its effects on individuals, families, and communities. The strategy is also intended to increase knowledge and awareness of available prevention programs and services and not as agency promotion. Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two.

Information Dissemination

- Types of services conducted and methods used for implementing this strategy include the following – see full document for details. Examples:
  - **Materials Development Process:** The creation of original documents and other educational pieces
  - **Online Conference Call, Meeting, or Webinar:**
  - **Small Informational Session:**
  - **Media Interview:** Services intended to provide information about problem and disordered gambling prevention through radio interviews and other media events where the audience is indirectly receiving substance abuse related information.
  - **Health Fair:**
Information Dissemination, Cont.

Additional Examples:
- Original Audiovisual Material Developed:
- Original Written Material Developed:
- Original Curriculum Developed:
- Original Periodicals Developed:
- Original Public Service Announcement (PSA):
- Speaking Engagements: A wide range of prevention activities intended to impart information about substance abuse issues to general and/or targeted audiences.

Iowa Definitions of 6 Strategies

Education.
- Problem and disordered gambling prevention education involves two-way communication and is distinguished from the information dissemination strategy by the fact that interaction between the educator and/or facilitator and the participants is the basis of its components. Services under this strategy aim to improve critical life and social skills, including decision-making, refusal skills, critical analysis, and systematic judgment abilities.
- Recurring education services involve an enrolled group of people over a fixed period of time with specific criteria for determining completion.

Education
- Types of services conducted and methods used for implementing this strategy include the following: Children of problem/disordered gambler groups, classroom educational services, educational services for youth groups, parenting/family management services, peer leader/helper programs, and small group sessions.
- Note: A one-time presentation should be counted as a speaking engagement.
- See full document for details – Examples:
  - Classroom Educational Services:
  - Educational Services for Youth Groups:
  - Parenting/Family Management Services:
  - Peer Leader/Helper Programs:
  - Small Group Sessions: Provision of educational services to youth or adults in groups of not more than 16 members.

Iowa Definitions of 6 Strategies

Alternatives.
- Alternatives provide for the participation of target populations in activities that exclude problem and disordered gambling. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by gambling related activities and would therefore minimize or remove the need to gamble.

Alternatives
- Iowa funds the direct service of technical assistance to get alternative activities accepted in communities and to assist in planning for the activity. Iowa no longer funds direct service hours for participation at the activity (e.g., chaperones), serving in the role of running a program, or coordinating the activity – see full document for details. Examples:
  - Alternatives Technical Assistance: Technical assistance to community groups/agencies who wish to provide:
    - Gambling free school or community events
    - Teen or senior citizen community center activities
    - After school and/or tutoring programs
    - Mentoring programs
    - Youth groups involved in policy or environmental change
Iowa Definitions of 6 Strategies

- Community-Based Process.
  - Community-based process strategies aim to enhance the ability of the community to more effectively provide problem and disordered gambling prevention and treatment through the establishment of collaborative groups.
  - Note: In Iowa, direct service hours are not to be used for services performed on behalf of a coalition.
  - This strategy includes organizing, planning, and enhancing the efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking. Individuals involved in these strategies are either members of coalitions (formal or informal) that represent various groups within the community or else are working on providing support to such collaborative groups.
  - Note: Meetings involve a planned agenda with date, location, and time.

Community-Based Process, Cont.

- Technical assistance can be offered/provided for implementing this strategy, including the following:
  - Accessing services and funding, assessing community needs, community/volunteer services, community teams, community team activities, and training or technical assistance services to the coalition members.
  - Note: Meetings involve a planned agenda with date, location, and time.

Community-Based Process, Cont. Again

- Environmental Approaches.
  - The environmental strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing the incidence and prevalence of the problem and disordered gambling by the general population. This strategy is divided into two subcategories to permit distinction between activities that center on legal and regulatory initiatives and those that relate to service- and action-oriented initiatives.
Iowa Definitions of 6 Strategies

- **Problem identification and referral.**
  - Problem identification and referral aims to classify those who have indulged in illegal or age-inappropriate gambling and to assess whether their behavior can be reversed through education. *It should be noted, however, that this strategy does not include any function designed to determine whether a person is in need of treatment.*

Problem Identification and Referral

- Types of services conducted and methods used for implementing this strategy include the following – see full document for details:
  - Employee Assistance Program:
  - Student Assistance Program:

PREVENTION DOMAINS

- Individual
- Peer
- Family
- School/work
- Community
- Society/environmental

MULTIPLE STRATEGIES OVER MULTIPLE DOMAINS

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<th>Prevention Domains</th>
<th>Individual</th>
<th>Peer</th>
<th>Family</th>
<th>School/work</th>
<th>Community</th>
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<th>Other</th>
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What are Evidence-Based Strategies?

1) Included on Federal lists or registries of evidence-based interventions
2) Reported (with positive effects) in peer-reviewed journals, or
3) Documented evidence of effectiveness based on guidelines developed by SAMHSA/CSAP

SAMHSA’s Emerging Evidence-Based Continuum

* SAMHSA/NREPP effectiveness levels
What is NREPP?

Do any PG prevention programs get the NREPP seal of approval?

Remember Dr. Westley Clark’s slides on PG prevention from the 2013 Midwest Conference?


Some Examples are Just Silly: Bike Theft Prevention

Theft Prevention

Shoplifting Prevention
Venereal Disease prevention

Unwanted Pregnancy Prevention

Crime Prevention

Car Theft Prevention?

Be Very, Very Careful
- What may sound funny to some, may be highly offensive to others, especially if not handled with sensitivity

Suicide Prevention
Suicide Prevention – Fail – Perhaps an Important Lesson in Making Certain Your Equipment Works

Not Surprisingly (to me!) There is Research: on the Effectiveness of Humor as a Prevention Tool

- One example:
- Non Castigat Ridendo Mores: Evaluating the Effectiveness of Humor Appeal in Printed Advertisements for HIV/AIDS Prevention in Italy.
  - Isabella Soscia, Alex Turrini, Emilio Tanzi
  - a Marketing Department, SKEMA Business School, Sophia Antipolis, France.
  - DOI:10.1080/10810730.2012.665416
  - Source: PubMed

Now for a SERIOUS Look at Humor

- In prevention

WFMJ.com: Ohio ads use humor to address problem gambling

WFMJ.com: Ohio ads use humor to address problem gambling
Posted: Jan 20, 2014 6:46 PM CST Updated: Jan 29, 2014 10:25 AM CST
COLUMBUS, Ohio (AP) - The Ohio Lottery Commission is trying to draw attention to serious messages about problem gambling by depicting outcomes of some humorous bets. The characters in the "I Lost a Bet" media campaign include a bearded man dancing atop a table with rhythmic gymnastics ribbons and another guy wearing a dog costume and crouching in a crowded elevator. The billboard and TV ads refer to the campaign website, where funny scenes precede serious messages about damaging effects of problem gambling. The lottery’s marketing director describes it as "the applesauce with the medicine." The Columbus Dispatch reports the ads target young adults, especially men, statistically shown to be most at risk for gambling addiction. The $1.5 million campaign is funded by taxes paid by horse-racing tracks that have slots-like video machines.

Ohio spends $2 million on 'I lost a bet' campaign that targets young men

- Details at:
  - http://www.usatoday.com/story/money/business/2014/02/04/gambling-ad-campaign-humor/5199109/
- Video at: http://www.ilostabet.org/

Spiders on Drugs

- BTW #1, Chloral Hydrate's street names are "knockout drops" or "Mickey Finn"
- BTW #2, pay no attention to the double espresso I had for breakfast...
**Videos: Spiders on Drugs**

- Spiders on Drugs – QI – with Stephen Fry: [http://www.youtube.com/watch?v=TqehRPvZx8](http://www.youtube.com/watch?v=TqehRPvZx8)
- Spiders on drugs – funny – Film Board of Canada: [http://www.youtube.com/watch?v=pTjxwFAdtAE](http://www.youtube.com/watch?v=pTjxwFAdtAE)

**What Are Your Odds of Winning?**

- Powerball grand prize
- $200,000 Powerball prize
- Mega Millions grand prize

**What Are Your Odds of Winning?**

- Powerball grand prize from Wiki: 5 numbers plus PB - about one in 175 million
- Mega Millions grand prize from Wiki: 5 numbers and the Mega Ball - 1 in 258,890,850

**How Many of You Think**

- A $1 Lottery or Powerball Ticket is a good investment?

**What Does That Mean?**

- What could you use to give an audience a clear picture of a million?
  - One in a million?
  - Here is one way to do this:
You Need a Few Items

How Many M & M’s on a 3 x 5 Card?

Looks Like 99 Will do it – Let’s Round to 100

And Some M & M’s

How Many 3 x 5 Cards on a Sheet of Newsprint?
How Many Sheets of Newsprint on a Gym Floor?

About One Million M & M’s Will Cover a Basketball Court

What Are Your Odds of Winning?

And the Powerball Grand Prize?

34% of Canadians counting on Lottery wins for retirement

How Many of You Still Think

A $1 Lottery or Powerball Ticket is a good investment?
“The Odds for Other Games are variable...”

Questions?

For More Information

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