

Services for People Experiencing Gambling Harm

Background

Problem gambling occurs when people, and often their families or communities, experience harm or distress because of gambling. For those experiencing problems as a result of their own or someone else's gambling, it is important to know how to get help if needed. Results from the Health Sponsorship Council's (HSC's) *2006/07 Gaming and Betting Activities Survey (GBAS)* measure New Zealanders' knowledge of, and feelings about, the services available for people experiencing harm from gambling.

Research Details

Methodology

All respondents were asked, firstly without prompting, whether they could name any service or organisation that they could direct a person to for help if they were getting into problems from gambling. They were then shown a list of existing services and asked whether they recognised them. Respondents were then asked which, if any, services they would feel comfortable referring someone they knew to, and why. Respondents were also asked about their awareness of advertising for gambling help services.

Detailed Findings

Knowledge of Services Available

- Just under two-thirds (64%) of respondents said that they could name an organisation that could help someone who had problems with gambling. After prompting, 85% said they had heard of one or more of these services.
- The most frequently known services were the 0800 telephone helpline and Gamblers Anonymous. Māori and people of European/Other ethnicities were more likely to have heard of Gamblers Anonymous. The Citizens Advice Bureau was mentioned by 6% of people, and 8% identified other organisations.
- After prompting, four in 10 (41%) respondents had heard of face-to-face counselling services, and three in 10 (31%) had heard of help from a health professional such as a GP or nurse.
- As the number of gambling activities taken part in over the last 12 months increased, so did the likelihood that people could name a gambling help service unprompted (76% of respondents who had done four or more gambling activities could name a service).

Services for People Experiencing Gambling Harm (continued)

Table 1: Services most frequently known about

	Māori	Pacific	Asian	European /Other	Everyone
0800 telephone helpline	45%	50%	59%	43%	44%
Gamblers Anonymous	31%	10%	6%	38%	34%

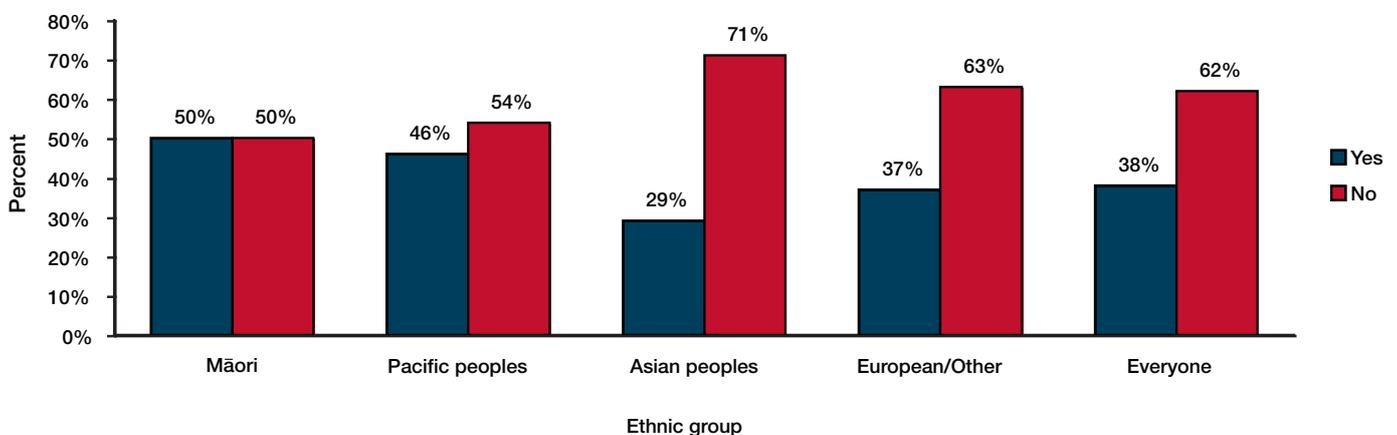
Table 2: Services most frequently recognised after prompting

	Māori	Pacific	Asian	European /Other	Everyone
0800 telephone helpline	83%	91%	79%	78%	79%
Gamblers Anonymous	74%	39%	23%	77%	72%
Face-to-face counselling	36%	44%	36%	42%	41%
Help from health professional	31%	30%	22%	31%	31%

Awareness of Service Advertising

- Just over one-third (38%) of respondents had seen advertising for services that help people with gambling problems, while nearly two-thirds (62%) had not.
- Māori were more likely (50%) than people in other ethnic groups to have seen advertising, while Asian people (29%) were the least likely.

Figure 1: Have, in the last three months, seen advertising offering services to people who are having trouble with gambling



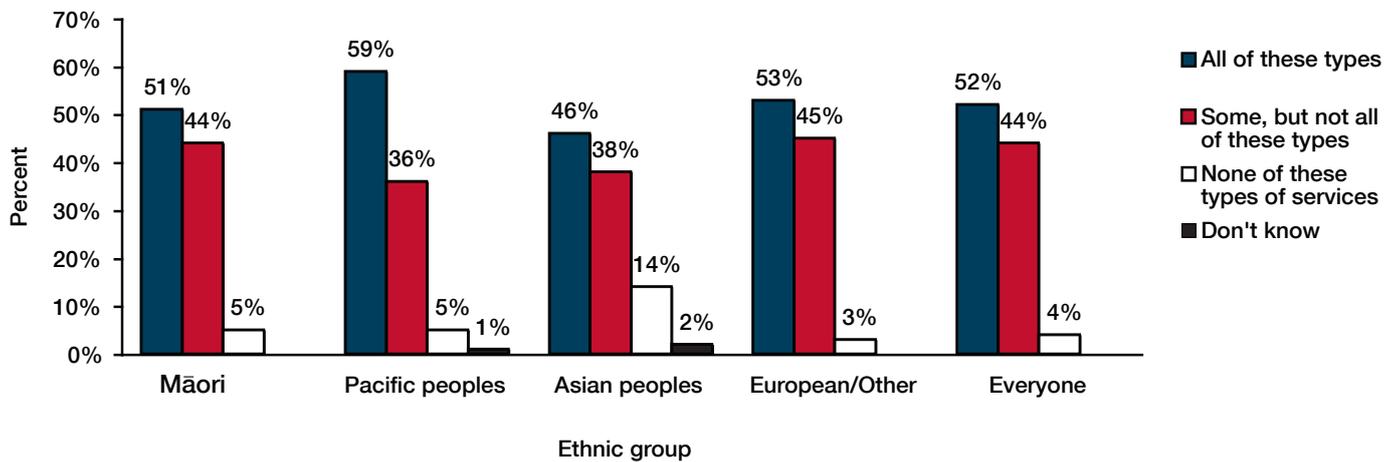
Services for People Experiencing Gambling Harm (continued)

Services People Would Use or Refer Someone to

- Only 4% of respondents said that they would not feel comfortable using, or referring a friend or family member to, any of the problem gambling services. Over one-half (52%) of respondents would be comfortable referring someone to any of the services. Asian peoples were more likely than people of any other ethnicity to say that they would not be comfortable referring someone to any of the services.

- The top reasons given for not feeling comfortable about a particular type of service were:
 - Too impersonal/service lacks face-to-face contact (17%).
 - Haven't heard of them/not sure what they do (14%).
 - Don't think self-help or internet help will work (13%).
 - Don't consider that a gambling problem is a health or medical issue (11%).

Figure 2: Which services people would feel comfortable using, or referring someone to



Services for People Experiencing Gambling Harm (continued)

About the Survey

- The findings provide a 'benchmark' for developing and evaluating public health initiatives. The survey contributes to New Zealand's public health approach to addressing gambling harm.
- The GBAS is a nationwide face-to-face survey of 1,774 adult New Zealand residents aged 18 years and over. The survey also included a sample of 199 young people aged 15 to 17 years, resulting in 1,973 people taking part in the survey.
- The sample, with a response rate of 66.3%, included 876 people of European/Other ethnicities, 495 Māori, 267 Pacific peoples and 335 Asian people.
- The data have been adjusted (weighted) to ensure they are representative of the New Zealand population.
- A full description of the 2006/07 GBAS survey methodology and full report can be found online at www.hsc.org.nz/researchpublications.html

About the HSC

The HSC is a crown entity that uses health promotion initiatives to promote health and encourage healthy lifestyles, with a long-term focus on reducing the social, financial and health costs of a number of health behaviours.

Citation

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