



Women and Problem Gambling

Filling the Gap

Final Report - Funded by GREO. For more information, visit <https://jeantweed.com/problemgambling>

Introduction

Gambling among women is a growing and hidden problem with severe consequences. Technological advancements, such as online gaming, have contributed to the "feminization of gambling," increasing risks for women. This project aims to increase awareness and understanding of problem gambling, ensuring that women in need can access existing supports. It focuses on reaching at risk women and their families and networks. It also aims to target social, health, and community agency staff to help identify and support women facing gambling-related issues.

Objectives

Increase Awareness of Gender-Related Gambling Risks: Focus on risks such as intimate partner violence, social isolation, later-age onset, faster telescoping rate than men, and connections to technology addictions.

Improve Capacity of JTC Staff: Train internal staff members across all programs to identify the risks and signs of problem gambling among clients.

Enhance Capacity of Referring Agencies: Train professionals from differing agencies to identify the risks and signs of problem gambling among their clients and visitors.

Increase Referrals to JTC's Problem Gambling Programs: Boost referrals to therapeutic programs, weekly support groups, counseling, and long-term maintenance support.

Increase Referrals to the Residential Program: Increase referrals to the 21-day live-in treatment program for problem gambling.

Project Methods and Implementation Approach

Educational Workshops:

Objective: Equip professionals to recognize and support problem gambling.

Intended Outcome: Training staff, both internally and externally, with an the initial target of 130. Immediate and long-term impact assessments to be conducted via surveys.

Public Awareness Campaign:

Objective: Increase awareness of problem gambling among women.

Intended Outcome: Conducted a social media campaign in March 2024, followed by the distribution of informational materials from April to August 2024. Impact to be measured through social media analytics and material distribution tracking.

Client Feedback:

Objective: Evaluate how clients learned about the program.

Intended Outcome: Gathering feedback during client intake, with the effectiveness of referral channels to be analyzed in September 2024.

Knowledge Mobilization:

Objective: Share project learnings with stakeholders.

Intended Outcome: Create and distribute informational one-pagers, submitted to conferences, and delivered presentations throughout the summer of 2024, with final efforts culminating in September.

Findings + Results

50

JTC staff members trained

35

Organizations reached to identify gambling

113

External staff trained

70

Staff outreached from the Central and Eastern regions

12

Referrals for the 21 day program

Increase Awareness of Gender-Related Gambling Risks

- Developed educational materials for staff training and public awareness campaigns targeting gambling sites.
- Distributed 695 brochures to 8 gambling sites and 9 community centers, with requests for replenishment from two sites.
- Launched a social media campaign during Problem Gambling Awareness Month in March 2024, achieving a total of 16,065 impressions across Facebook, Instagram, Twitter, LinkedIn, and email.

Improve JTC Staff Capacity

- Conducted three rounds of training in February and March 2024, training 50 JTC staff members to identify problem gambling signs and impacts.
- Collected feedback from participants via surveys to assess training effectiveness.

Enhance Capacity of Referring Agencies

- Engaged 35 organizations, offering training to 113 staff members across 8 different agencies to improve their ability to identify problem gambling risks.

Increase Referrals to JTC's Problem Gambling Programs

- Tracked intake referrals resulting from outreach activities to community agencies and gambling sites.
- Received 5 referrals for support groups and other therapeutic programs.
- Conducted outreach with the Responsible Gambling Council, training 70 staff members from the Central and Eastern regions.

Increase Referrals to the Problem Gambling Residential Program

- Tracked referrals resulting from public awareness campaigns and workshops.
- Received 12 referrals for the 21-day live-in treatment program to date.

Next Steps

- Sustain outreach to community agencies and responsible gambling council sites
- Continue to provide training for internal staff and others
- Continue to strengthen program offerings to meet problem gambling needs among women
- Engage participants for feedback