

# Using Community-Based Participatory Methods to Address Problem Gambling with Asian Pacific Islanders

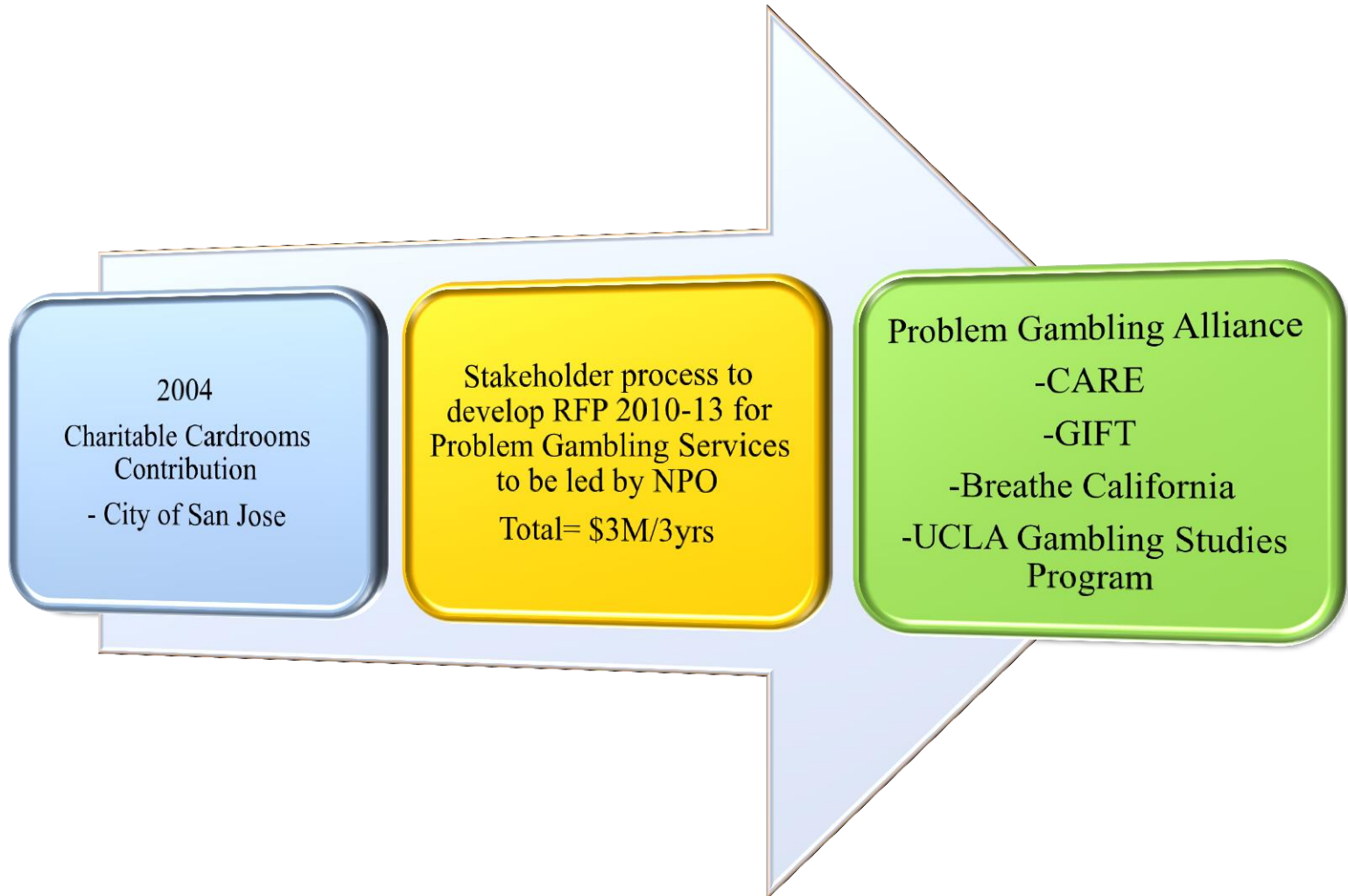
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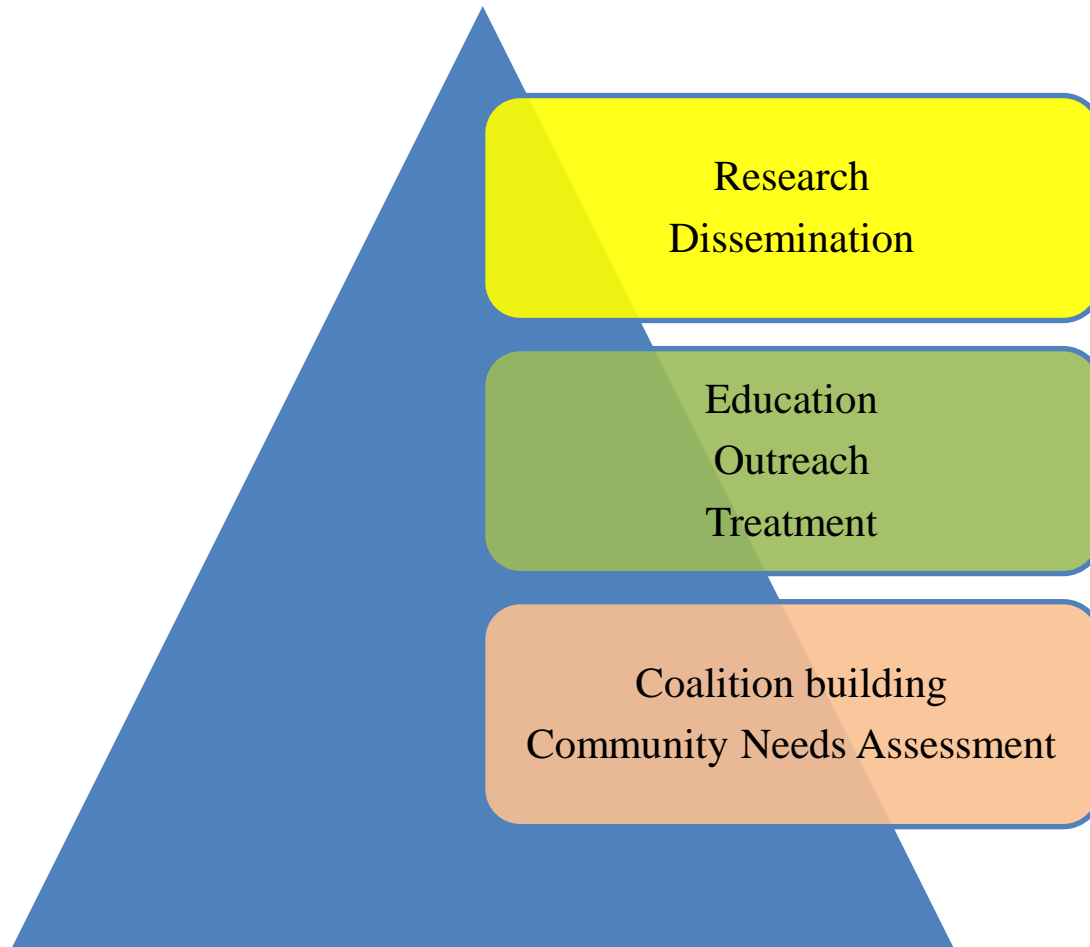
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# Historical Perspective





# Hierarchical Development



# Coalition building & Community Needs Assessment

Problem Gambling  
Alliance

CA Office of Problem  
Gambling



Technical Assistance  
Partners (local &  
statewide)

Friday Night Live

# Education, Outreach & Treatment



## Education

- Community
- Ethnic
- Professional
- Clinical



## Outreach

- Community
- Professional
- Ethnic communities
- In-person
- In-language
- Multimedia
- Multilanguage
- Multicultural



## Treatment

- Licensed staff
- Licensed eligible
- Language and Culturally Proficient
- Individual provider(s)
- Provider network

# Research & Dissemination

Disseminate findings via final report to: Cardrooms, San Jose City government, community service organizations, professional and academic forums



Year 1: Focus groups & youth surveys

Year 2: Community wide surveys

Year 3: Final project data analyses & report

Partner with UPGS design focus groups/community surveys & include valid & reliable culturally appropriate measures

# Problem Gambling Alliance Goals & Objectives

**Goal:** Increase PG awareness and treatment of problem gamblers in San Jose with an emphasis on Asian American communities.

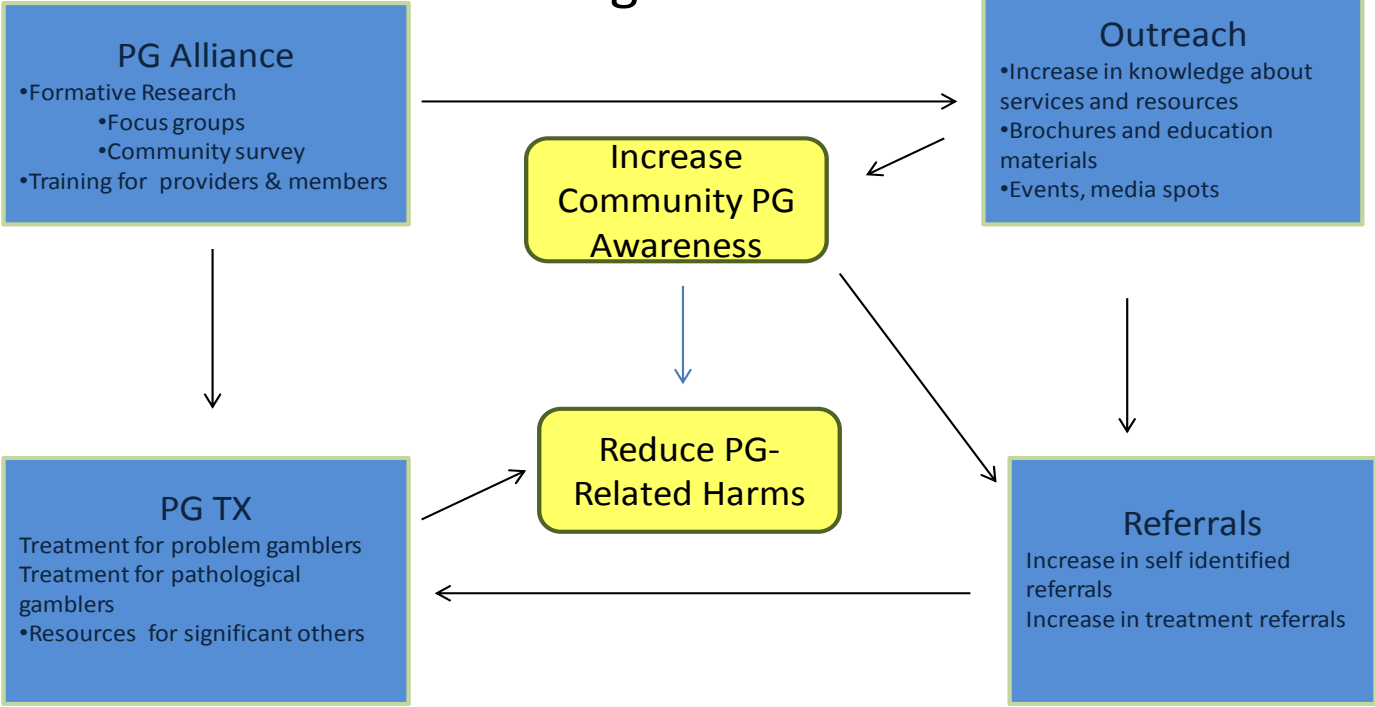
**Capacity Building:** To create an alliance of community providers for problem gambling and to increase the number of licensed gambling treatment professionals.

**Awareness:** To increase knowledge and awareness of Problem Gambling with Asian American community in San Jose and to increase number of referrals made to treatment and resources.

**Treatment:** To reach and treat problem gamblers and concerned significant others.



# Problem Gambling Alliance Logic Model



# Community Outreach & Education

Outreached at over 200 community events to approx. 36,000 community members

- Events ranged from health fairs to national conferences
  - At health fairs and community events, staff and volunteers provided PG-related info and resources in multiple languages
- National Problem Gambling Awareness Week (SBFT event 2011, education to over 21 local adult services provider agencies in 2012)
- Involvement in local, state, and federal level meeting
  - City council meetings
  - Public hearings
  - Office of Problem Gambling (OPG) Advisory Committee
  - Problem Gambling Summit (2010, 2011, 2012)

# Community Outreach & Education Cont.

Shared preliminary program findings at national and international audiences

- US Health and Human Services (Substance Abuse MSA)
- NCPG Conferences (2010-2012)
- 3<sup>rd</sup> Annual Asian Pacific Problem Gambling Addiction Conference (Hong Kong, 2011)

Media supports

- Press releases, live interviews and PSAs for local newspapers, radio and television shows

Education Sessions

- High school students
- Community members
- Health providers

PG Alliance information was available on several hotlines

- NICOS (San Francisco)
- OPG (Statewide)
- Santa Clara County Psychological Association listserv

# PGA Brochure in Multiple Languages



# PGA Factsheet in Multiple Languages



**Bản Ghi Nhận Tờ**  
 Liên minh Problem Gambling (PG Alliance) bao gồm Asian American Recovery Services, Breathe California Bay 101 và Garden City. Mục tiêu chính của Liên minh khuyến khích những cư dân trong khu vực lớn San Jose PG Alliance đóng đầu trong việc cung cấp dịch vụ 1,400 cuộc thông kê trong cộng đồng. Kết quả nghiên cứu cho thấy cao hơn so với những chỗ khác ở vùng V; cường việc giáo dục và nâng cao nhận thức về n

The Program Gambling Alliance (PG Alliance) bao gồm Asian American Recovery Services, Breathe California Bay 101 và Garden City Cardrooms. The main goal of the PG Alliance is to encourage responsible gaming among those in the community. PG Alliance is a leader in providing services to the community. 1,400 community surveys were conducted over 1,400 community surveys. The frequency is higher than Bay Area frequency in the San Jose Vietnamese Community.

## Maikling "Report" ng Alyansang Suliranin sa Pagsusugal

Ang Alyansang Suliranin sa Pagsusugal ay isang pagtutulungan ng iba't-ibang mga sumusunod na ahensiya: Asian Americans for Community Involvement, Asian American Recovery Services, Breathe California at ng UCLA Gambling Studies Program at pinoponduhan ng Bay 101 at ng Garden City Cardrooms. Ang pangunahing layunin ng Alyansang Suliranin sa Pagsusugal ay mabawasan ang mga negatibong pinsala na dulot ng suliranin sa pagsusugal at itaguyod ang responsableng paglalaro sa mga naglalaro o nagsusugal sa kabuuang purok ng San Jose.

Ang Alyansang Suliranin sa Pagsusugal ay namumuno sa pagkakaalok ng pag-iingat, paggamot, at serbisyon paggaling sa kabuuan sa mga may suliranin sa pagsusugal sa San Jose. Ang Alyansang Suliranin sa Pagsusugal ay nangangailangan ng humigit na 1,400 pag-iliid na pagsisiyasat sa komunidad. Natuklasan sa resulta ng pagsisiyasat na ang suliranin sa pagsusugal ay umiiral sa San Jose at ito ay laganap sa mga Pilipino sa San Jose, sa Bay Area at sa kabuuan ng Estado. Samakatuwid, may pangangailangan ng karagdagang edukasyon at kamalayan ukol sa Suliranin ng Pagsusugal sa komunidad ng Pilipino sa San Jose.



**Những khó khăn do cờ bạc quá độ gây nên bao gồm những hậu quả và vấn đề tài chính, mối dây liên hệ nhân, xã hội và tinh cảm.**

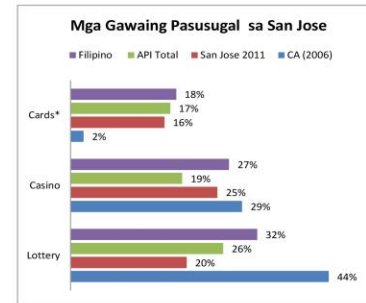
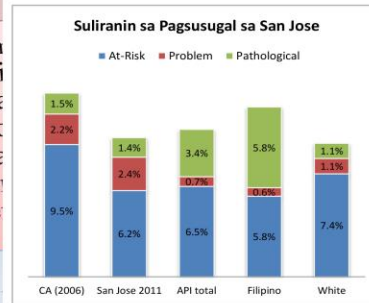
**Problem Gambling results in financial, interpersonal, social, and emotional problems.**

- Những dấu hiệu:**
- "Tôi không muốn đi làm"
  - "Tôi không có tiền để chi tiêu"
  - "Tôi không biết chỗ nào để đi"
  - "Tôi cảm thấy xấu hổ"

- "I do not want to go to work"
- "I do not have money to spend"
- "I do not know where to go"
- "I feel ashamed"

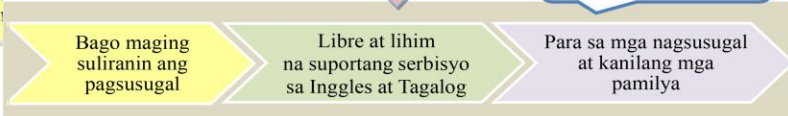
**Trước khi việc cờ bạc trở thành một vấn đề**

**Before gambling becomes a problem**



- \*Ang Suliraning Pagsusugal ay nagbubunga ng mga pampinansiyal, pangsarili, sosyal at emosyonal na mga suliranin
- \*Ang lingguhang pagsusugal ay nagbibigay ng karagdagang pagkakataong umunlad ang pagsusugal ng 7.7 beses
- \*Ang paggamit ng substansiyang sigarilyo, alcohol at droga ay nagbibigay ng karagdagang panganib sa pamumuo ng suliraning pagsusugal ng 3 beses

**Tumawag sa PG Alyansa Kelly (408) 975-2730 Patricia (408) 934-1110**



# In 2010: Community Awareness of PG & Resources

11 Focus groups in multiple languages (N=100)

2-Cantonese, 2-English, 2-Spanish, 2-Tagalog, & 3 Vietnamese

- 1 out of 100 participants reported aware of PG resources
- Many felt PG existed but were not sure of the extent of the problem

# PGA San Jose Problem Gambling Survey 2011

## ❑ Purpose

- 1) Problem Gambling Prevalence & Community at Risks
- 2) Help Seeking Behaviors & Barriers

## ❑ Survey Methods

- 1) Specific Time Periods (10/1-11/19/2011) – 7 weeks
- 2) Targeted Populations (Vietnamese, Filipino, Chinese, & Hispanics/Latinos)
- 3) Convenient Sample Methods (Venue & Event-based recruitment)

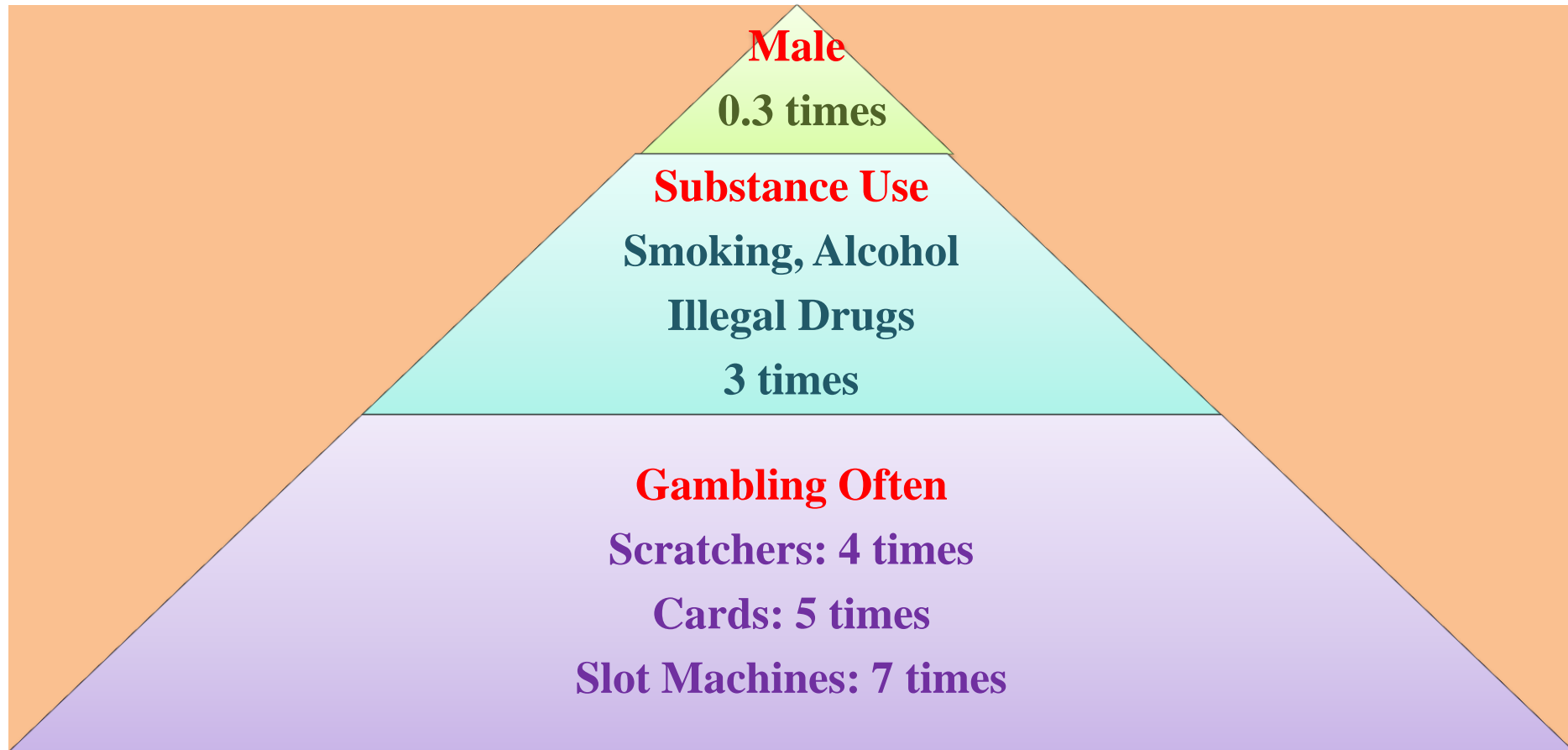
## ❑ Results: 1453 participants

Gender: Male-574 (40%), Female-828 (57%), N/A 61 (3%)

Race: Vietnamese-374 (27%), Filipino-201 (14%),  
Chinese-145 (10%), Mexican-278 (19%)

# PGA Gambling San Jose Survey 2011

## Community at Risk

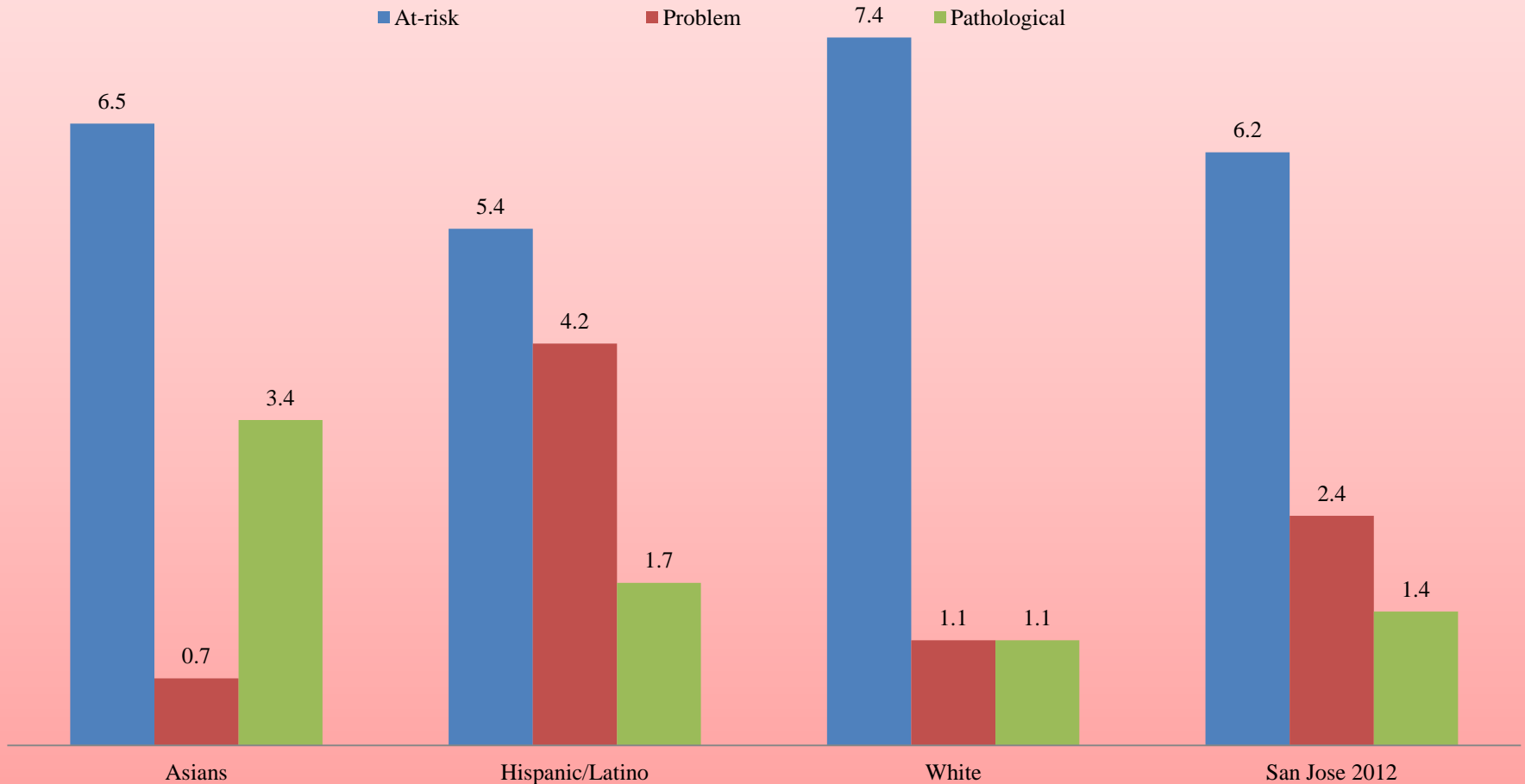




# PGA San Jose Survey 2011

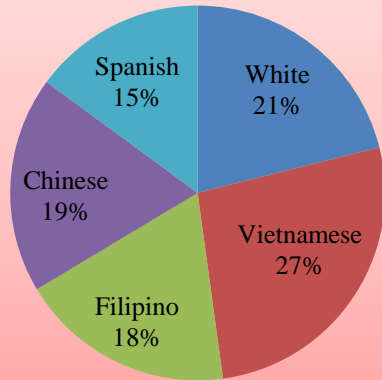
## Problem Gambling Prevalence

■ At-risk ■ Problem ■ Pathological

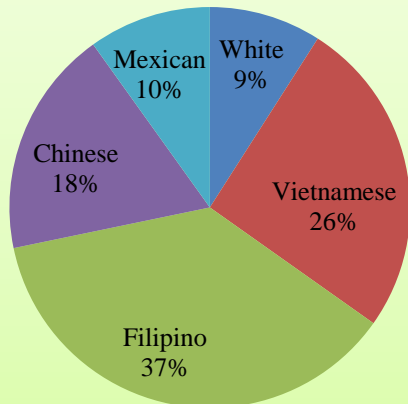


# Help Seeking Behaviors & Barriers (PGA San Jose Survey 2011)

## “Very difficult” to talk



## “I would not discuss my problems”

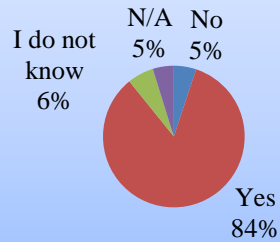


## “What are the main reasons that you would not ask for help from doctors or professionals?”

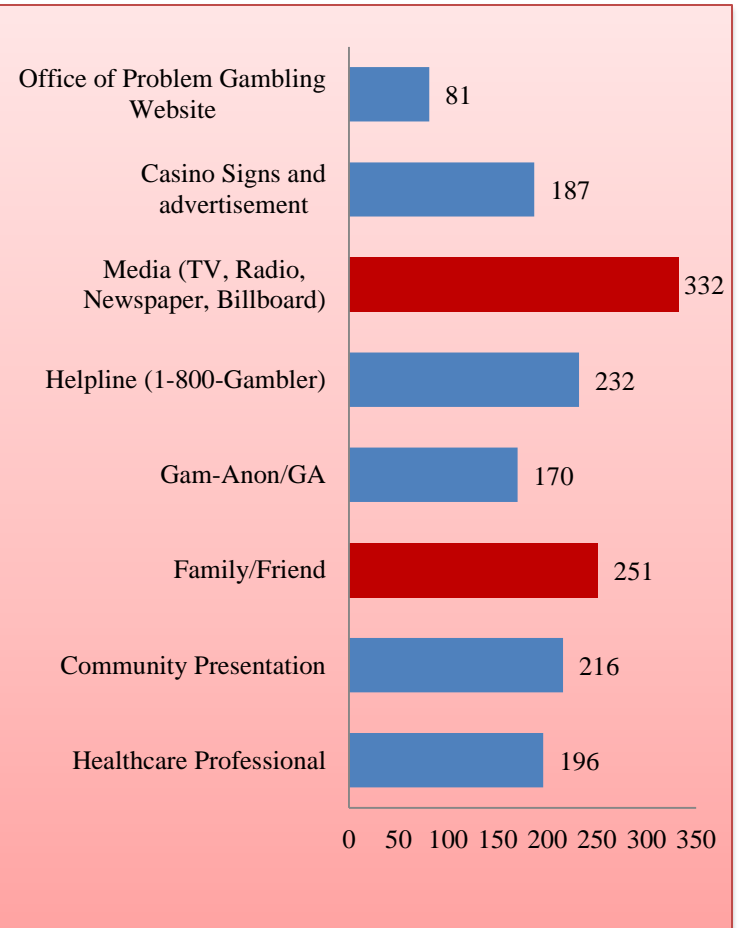
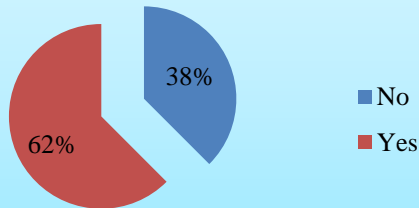


# In 2011: Community Awareness of PG & Resources

## Gambling can become an addiction?



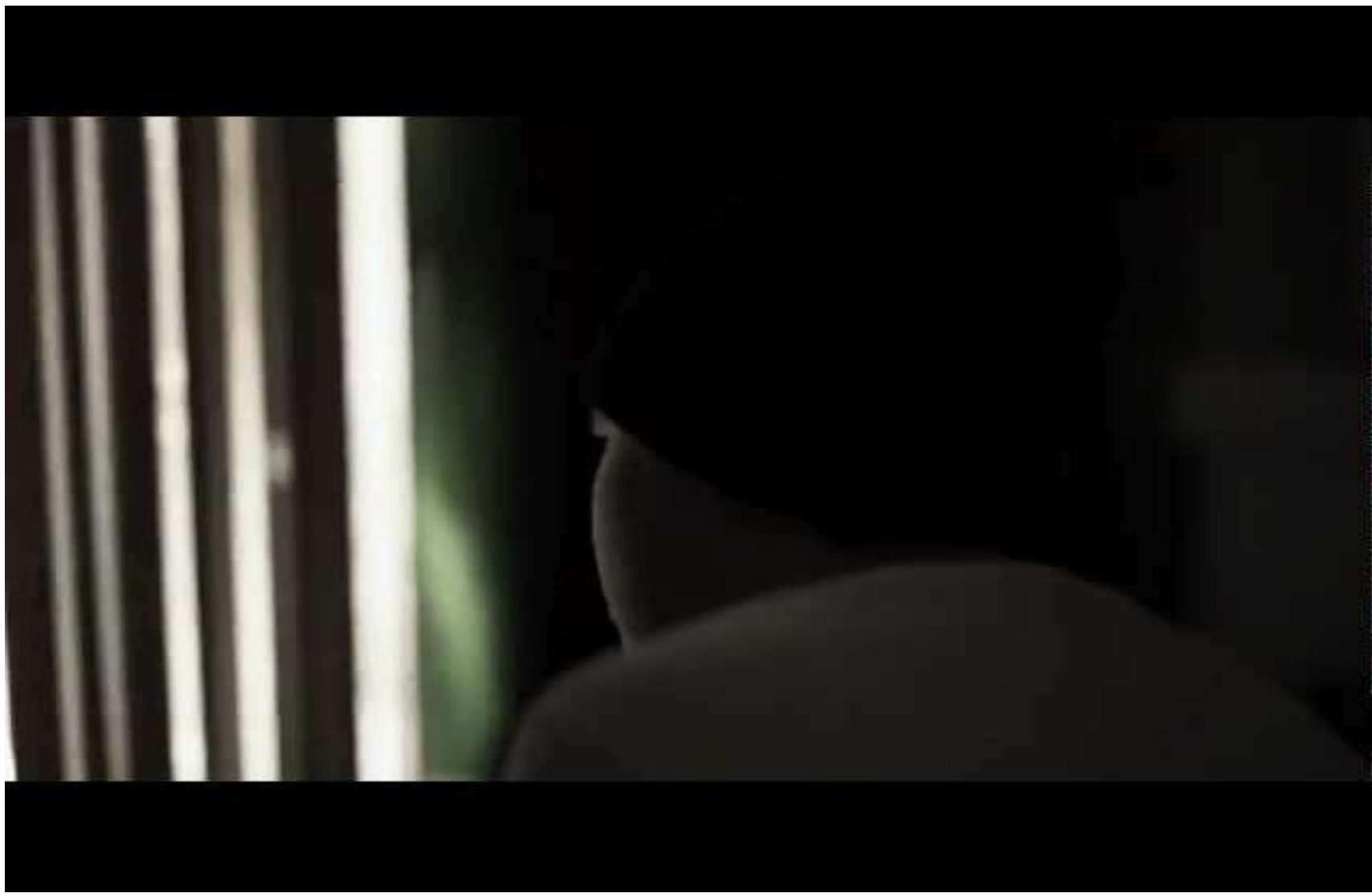
## I have not heard of any resources



# Program Recommendations & Future Plans

- 1. Maintain and Expand relationships with OPG and CA Council on Problem Gambling in order to be able to gain access to new information about PG treatment and funding opportunities while consolidating resources and outreach efforts**
- 2. Continue to build collaboration and add additional stakeholders especially those who have a vested interest in decreasing gambling problems (e.g., police, city council members, other health providers, cardroom representatives, doctors, GAs, representatives from financial counseling industry)**
- 3. Seek a steady and diverse set of funding to maintain program security**
- 4. Conduct 2<sup>nd</sup> community survey using same instrument to compare changes over time. Survey to be conducted at or near cardrooms in addition to “hot spots” which are zip codes with high PG identified in community survey**
- 5. Concerned Significant Others treatment focusing on building group interventions in addition to individual interventions**
- 6. Consider implementing treatment programs in San Jose specific settings (i.e., cardrooms, areas where gamblers and affected significant others likely to gather)**

# **BOOF Public Service Announcement 2012**



# BOOF Short Film 2012



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