

TOOLKIT

Oregon Problem Gambling Prevention Project

Reflect
Resource
Renew

Three steps to address concerns
about gambling. Visit OPGR.org
for more information.

**Prevention
Professional
Toolkit**



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The Oregon Problem Gambling Prevention Project

Purpose of the Project

The Oregon Health Authority, Health Systems Division has partnered with the Center for Health and Safety Culture at Montana State University to assess the current culture in Oregon related to problem gambling and to develop effective tools and communications to address this critical issue.

Purpose of This Toolkit

This toolkit includes tools and resources prevention professionals can use to engage youth, adults, and key stakeholders in preventing problem gambling in Oregon. Tools are designed to address key beliefs and behaviors that were identified in the assessment of Oregon's current culture related to problem gambling. The tools help prevention professionals prevent problem gambling by promoting the development of guidelines for responsible gambling as well as providing the support necessary if someone is concerned about their own or someone else's gambling behavior. The tools and resources can be readily implemented and easily integrated into the work prevention professionals are already doing in their communities to address health and safety.

Tools and resources in this toolkit include:

- Press Release
- Speaking Points
- Quick Talks
- Public Presentation
- Workshop for Professionals
- Stigma Videos
- Adult Survey Key Findings Report
- Media (Radio, Video, Print)
- Media Placement Guidance
- Inventory of Media Outlets
- Social Media Guidance
- Process for Engaging Stakeholders
- Tips for Facilitating Groups

Structure of the Toolkit

This toolkit is organized into three sections. Each section includes information that builds the capacity of prevention professionals to address problem gambling in Oregon.

SECTION

1

Section 1: Raise Concern and Hope About Problem Gambling in Oregon

This section highlights concern about problem gambling and hope that prevention professionals can make a difference on this important issue.

SECTION

2

Section 2: The Prevention Professional's Role in the Oregon Problem Gambling Prevention Project

This section focuses on helping prevention professionals understand their roles in the project. Tasks include:

1. Learning about the Oregon Problem Gambling Prevention Project including the project's goals, brand, and its framework for development.
2. Identifying opportunities to engage with people across the social ecology.
3. Integrating gambling prevention with other prevention efforts addressing health and safety within their communities.
4. Using available tools and resources.

SECTION

3

Section 3: Tools and Resources

This section includes specific tools and resources prevention professionals can use to engage youth, adults, and key stakeholders in preventing problem gambling in Oregon.

Section 1: Raising Concern and Hope About Problem Gambling in Oregon

There are many reasons to be concerned about problem gambling. Many adults in Oregon (65%) have participated in some form of gambling in the past year.¹ It is estimated that over 88,000 adult Oregonians meet the criteria of a gambling disorder.² Disordered gambling is a “clinical term relating to a score assessed by a professional using a recognized set of criteria.”² The American Psychiatric Association recognizes nine gambling criteria, and a person meeting four or more criteria is considered to have a clinical diagnostic level of disordered gambling.² In addition to those who meet the diagnostic level of disordered gambling, there are thousands of other people who have experienced problems and negative consequences associated with gambling but have not reached a clinical diagnostic level of disordered gambling. Problem gambling is a term used to describe the “continuation of gambling activities despite negative personal, social or financial consequences that do not reach a clinical diagnostic level of disordered gambling.”² Both disordered gambling and problem gambling include gambling in ways that negatively affect a person’s life and, for the purposes of this toolkit, problem gambling is used as a term to include both groups.

While gambling can be an entertaining, recreational activity, it is not without risks. Brain science research suggests that problem gambling influences the brain’s functioning and development in important ways.³ For example, problem gambling lowers the ability to control one’s actions⁴ and impairs decision making.^{5,6,7} Research also suggests problem gambling is associated with other mental health conditions like depression, anxiety, and substance misuse.⁸ Problem gambling can also lead to social problems including financial trouble and employment problems.⁹ For those who experience problems related to gambling, the negative consequences can be devastating.

Not only do many adults in Oregon gamble, but youth in Oregon also gamble. Results from the 2016 Oregon Adolescent Prevalence Study suggest that “55 percent of Oregon adolescents have gambled.”² Youth who engage in gambling report higher rates of engaging in risky behaviors like drinking alcohol, using marijuana, skipping school, and being in a physical fight.¹⁰

While there are reasons to be concerned about problem gambling in Oregon, there is also hope.

- Most Oregonians have protective beliefs about gambling.
- Problem gambling is preventable, and resources are available for Oregonians including prevention, intervention, and treatment.
- There is strong collaboration among stakeholders across Oregon to prevent problem gambling.

Oregonians have protective beliefs about gambling.

Recent survey results revealed:

- Most Oregon adults (87%) agree if people choose to gamble, they should have their own personal guidelines for gambling responsibly.¹¹
- Most Oregon adults believe the harms associated with gambling outweigh the benefits.¹²
- Most Oregon adults (73%) would want someone to intervene if they personally had a problem with gambling.¹
- Most Oregon adults (78%) believe trying to get help for someone who has a gambling problem is the right thing to do.¹
- Most Oregon adults (77%) are willing to visit the OPGR website for resources for their own gambling.¹
- Most Oregon adults (79%) are willing to visit the OPGR website when concerned about the gambling behaviors of family and friends.¹
- Most Oregon adults (76%) agree people under the age of 21 should not gamble.¹¹

Survey results including Oregon youth revealed:

- Most Oregon high school students (76%) do not gamble in a typical month.¹³
- Most Oregon youth (89%) believe gambling can become a problem.¹⁴
- Most Oregon youth (94%) believe that gambling problems can be prevented.¹⁴

Problem gambling is preventable. Resources are available for Oregonians including prevention, intervention, and treatment (OPGR.org). For example, OPGR offers guidelines for responsible gambling, a list of warning signs for problem gambling, tips for talking to someone about their gambling behaviors, and access to free, confidential services including a 24-hour helpline and referral to local treatment for problem gambling.

Guidelines for Responsible Gambling (OPGR.org)

1. Gamble for entertainment only
2. Treat losses as the cost of entertainment and winnings as a bonus
3. Set a dollar limit and stick to it
4. Set a time limit and stick to it
5. Expect to lose - odds are that you will lose
6. Do not borrow money or use credit to gamble
7. Gambling should not interfere with other worthwhile activities
8. Avoid “chasing” lost money
9. Gambling should not be used as a coping mechanism
10. Know the warning signs of problem gambling
11. Drinking while gambling carries additional risk
12. Know the costs of gambling

Oregon Problem Gambling Resource

(www.opgr.org)

Helpline
1-877-695-4648
(MY-LIMIT)

Text
503-713-6000

- *All calls are free*
- *All calls are confidential*
- *Call anytime, 24 hours a day*

Problem Gambling treatment services are available for all Oregonians.

This Oregon Problem Gambling Prevention Project offers prevention professionals additional support to minimize the harm and prevent problem gambling from developing. The project tools and resources can help professionals in their efforts to engage their communities in problem gambling prevention.

Hope is also witnessed in the strong collaboration among stakeholders across Oregon to address problem gambling.

Prevention professionals and other stakeholders across the state are working hard to collaboratively address this issue. The Oregon Problem Gambling Resource (OPGR) is one such effort. OPGR is a collaboration between the Oregon Health Authority, local community problem gambling treatment and prevention providers, Oregon Council on Problem Gambling, Voices of Problem Gambling, and the Oregon State Lottery. Collaborations take place at the local level as well. Grant funds currently support prevention professionals in their efforts to reduce problem gambling. These professionals work to create partnerships with local agencies and organizations to systematically address the issue.

Section 2: The Prevention Professional's Tasks in the Oregon Problem Gambling Prevention Project

SECTION 2

Prevention professionals play an important role in addressing problem gambling across Oregon. To help successfully engage youth, adults, and key stakeholders in Oregon, they can:

1. Learn about the Oregon Problem Gambling Prevention Project, including the project's goals, brand, and its framework for development.
2. Identify opportunities to engage with people across the social ecology.
3. Integrate gambling prevention with other prevention efforts addressing health and safety within their communities.
4. Use the available tools and resources.

Task #1.

Learn About the Oregon Problem Gambling Prevention Project

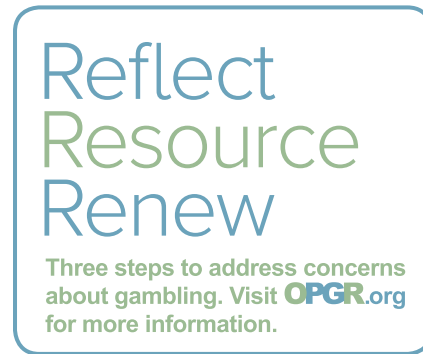
The Project Goals

The project has two goals:

1. Assess the attitudes and beliefs related to problem gambling in Oregon.
2. Create tools that prevention professionals can use to engage youth, adults, and key stakeholders about problem gambling.

To understand key attitudes, beliefs, and behaviors relating to problem gambling, intervening with a problem gambler, and awareness of statewide resources, an online survey of 1,225 Oregon adults was conducted in May 2018.¹ To learn about the prevalence of agreement with 14 guidelines for responsible gambling, a second survey of adults was administered in early 2019.¹¹ This online survey was completed by 734 adults in January and February 2019. Results of these surveys are found throughout this toolkit of resources and are summarized in a Key Findings Report. This report highlights critical attitudes, beliefs, and behaviors relating to gambling that impact Oregonians and provides discussion questions for group processing. The information gathered from these assessments as well as those conducted by other agencies informed the development of this toolkit.

The Project Brand: Reflect, Resource, Renew



The brand which identifies this project is “*Reflect, Resource, Renew.*” These three words are designed to highlight three steps to prevent and address concerns about gambling both for the gambler and bystander. The *Reflect, Resource, Renew* logo is available for prevention coordinators to use in their prevention efforts. A Logo Style Guide is provided so use of the logo

remains consistent with the standards created.

Step 1. Reflect – The first step to address concerns about gambling is to “reflect” on how gambling is impacting one’s own life or someone else’s. This includes learning about gambling, signs and symptoms of problem gambling, and prevention strategies like developing guidelines for gambling to avoid problems.

A gambler or potential gambler might reflect on questions like:

- “*What are the negative consequences I am or might experience because of gambling?*”
- “*How does or could my gambling negatively impact others?*”
- “*What would other people say about my gambling behaviors?*”
- “*What are some steps that I can take to avoid developing a problem with gambling?*”

The definition of “reflect” is:

- “to think quietly and calmly,
- to express a thought or opinion resulting from reflection, and
- to have a bearing or influence.”¹⁵

A bystander is someone who may be concerned about someone else’s gambling and wants to know more about problem gambling. The bystander might reflect on questions like:

- “*What does problem gambling look like?*”
- “*What makes me concerned about this person’s gambling behaviors?*”
- “*In what ways do I see gambling negatively impacting this person’s life or my life?*”
- “*What are some steps that I can take to help this person get the resources they may need?*”

Through reflection, one can start to identify if there are concerns about gambling and how gambling might be causing unintended consequences or negatively influencing one's life. A person can "reflect" on their own gambling behavior or someone else's gambling behavior.

Step 2. Resource – If through the reflection process, someone wants to learn more or if a problem with gambling has been identified, the next step is "resource." There are many free and readily accessible resources for both the gambler and the bystander through the Oregon Problem Gambling Resource and this project's tools. "Resource" encourages people to access resources available and to also be a resource for others. For the bystander, resources include a checklist of signs and symptoms of problem gambling, guidance on how to address concerns about someone else's gambling, and individualized assistance from OPGR.org when needed. For the gambler, resources include a 24-hour help line for individualized assistance to help address concerns about gambling, and free, confidential treatment.

The definition of "resource" is:

- "a source of supply or support,
- a source of information or expertise, and
- an ability to meet and handle a situation."¹⁶

Step 3. Renew – Through the actions taken in reflection, such as observing one's gambling behavior (or that of others) and by accessing resources, "renewal" is possible. People can overcome problems with gambling, and there are many opportunities to improve lives. "Renew" is a message of hope. If we act, lives can be changed.

The definition of "renew" is:

- "make like new,
- regenerate,
- revive,
- rebuild, and
- replenish."¹⁷

Table 1 provides detailed questions and statements that can help prevention professionals and others guide conversations about problem gambling.

Table 1
Talking Points

	Bystander	People Who May Have a Problem With Gambling
Reflect	<ul style="list-style-type: none"> • What concerns do you have about someone’s gambling? • How is someone’s gambling negatively impacting their life or yours? • What worries do you have about a friend/family member who might be gambling too much? 	<ul style="list-style-type: none"> • What concerns do you have about gambling? • How is gambling negatively impacting your life? • How is gambling negatively impacting those you care about? • What worries do you have about gambling too much?
Resource	<ul style="list-style-type: none"> • Free, readily accessible resources available online at OPGR.org. • There is specific guidance for you to help address concerns about someone’s gambling. • You can be a resource. Check out the website and engage with the person you’re concerned about. 	<ul style="list-style-type: none"> • Free, readily accessible resources available online at OPGR.org. • There is specific guidance for you to help address concerns about gambling. • Individualized assistance is available for Oregon residents.
Renew	<ul style="list-style-type: none"> • People are able to overcome problems with gambling. • You can make a difference in their life. 	<ul style="list-style-type: none"> • People are able to overcome problems with gambling. • This is an opportunity to improve your life.

The Project Framework

The Oregon Problem Gambling Prevention Project uses the Positive Culture Framework (see Figure 1). The Positive Culture Framework is a structure for organizing efforts to improve health and safety. The Framework addresses key skills (the “how”), steps in the process (the “what”), and the context for doing the work (the “where”).¹⁸ The Oregon Problem Gambling Prevention Project embraces a positive, hope-based frame to increase both concern about problem gambling as well as a strong sense of hope that Oregonians can make a difference. For more information about the Positive Culture Framework visit: <https://chsculture.org/about-the-center/positive-culture-framework/>

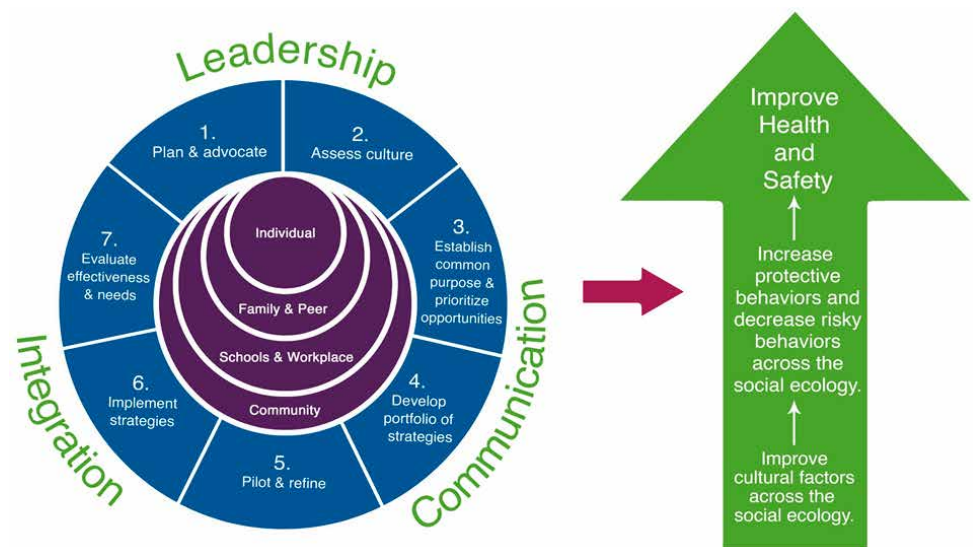


Figure 1. *Positive Culture Framework*

Task #2.

Identify Opportunities to Engage With People Across the Social Ecology

When addressing problem gambling, prevention professionals should engage with people across the social ecology of their community. Engaging with people across the social ecology is a critical component of the Positive Culture Framework. Gambling behaviors and the beliefs people have about gambling are influenced by diverse groups of people within a community. These diverse groups of people can be viewed as different layers of the social ecology (Figure 2).

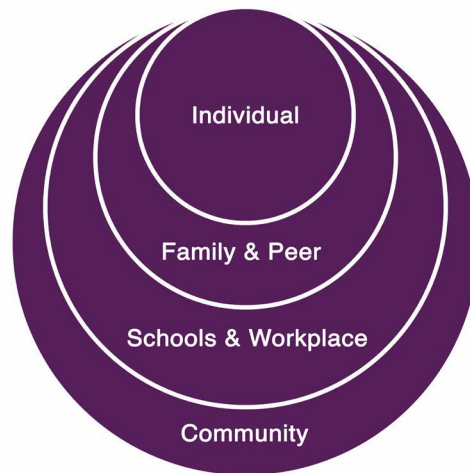


Figure 2. Social Environment Impacting Health and Safety

For example, an individual's beliefs and behaviors about gambling are influenced by their family and peers. They are also influenced by their workplace and by the organizations to which they belong. They are also influenced by the community's norms, policies, and how those policies are enforced. Each layer of the social ecology has a role to prevent problem gambling. When prevention efforts are initiated across the social ecology, changes in behavior are more likely to be sustained because behavior is influenced by interactions with other people and shaped by the environments in which people live.^{19,20} Table 2 shows strategies communities can engage in to address problem gambling at different layers of the social ecology.

Table 2
Examples of Strategies Across the Social Ecology to Prevent Problem Gambling

Layer of the Social Ecology	Strategies to Prevent Problem Gambling
Individual	<ul style="list-style-type: none"> • Education about the risks and consequences of gambling • Establishing personal guidelines about responsible gambling (which may include choosing not to gamble) • Preventing those underage age from gambling • Promoting bystander engagement
Families	<ul style="list-style-type: none"> • Establishing family rules about gambling including not allowing children underage to gamble • Role modeling responsible gambling behaviors
Schools	<ul style="list-style-type: none"> • Including gambling education in health class • Developing guidelines about what is appropriate and inappropriate regarding gambling/betting for fundraising activities
Workplaces	<ul style="list-style-type: none"> • Developing guidelines about what is appropriate and inappropriate regarding gambling/betting for fundraising activities • Education about the warning signs of problem gambling (especially for financial institutions and healthcare providers) • Advocating for bystander engagement for problem gambling
Law Enforcement	<ul style="list-style-type: none"> • Enforcement of age restrictions for gambling activities • Advocating for bystander engagement for problem gambling
Key Leaders	<ul style="list-style-type: none"> • Advocating for legal gambling age of 21 for all gambling activities • Advocating for bystander engagement for problem gambling

Efforts to address problem gambling should include growing protective beliefs and behaviors among friends and families, school systems and workplaces, and throughout the community. For example, parents have many opportunities to prevent problem gambling. They can:

- Start early – have open and honest conversations with youth now about gambling and other risky behaviors.

- Listen – let them know they can come to you and ask questions about gambling and that you will listen to them.
- Monitor youth, know where they are, with whom, and what activities are planned.
- Set a good example, be a good role model, and have guidelines for gambling responsibly.
- Establish rules and enforce them at home regarding gambling behaviors.²¹
- Remember that most Oregon adults (76%) agree people under the age of 21 should not gamble.¹¹

Financial institutions may be among the first to see the effects of problem gambling. Visit www.oregonpgs.org for steps financial institutions and their employees can take to help their customers. To watch a brief video about engaging people across the social ecology, visit https://www.youtube.com/watch?v=_iEGE4NWo4w&t=22s

Task #3.

Integrate Gambling Prevention With Other Prevention Efforts Addressing Health and Safety

Prevention professionals are already working to address a variety of health and safety issues in their communities. Many of these issues are also associated with problem gambling, so integrating these efforts can create greater impact. Below are examples demonstrating how gambling is associated with other health-related issues.

- Problem gambling is more common in those with alcohol use disorders,²² drug use disorders, and other behavioral health problems.²³
- Problem gambling is more prevalent among those with nicotine dependence.²³
- “Individuals who experienced three or more types of ACEs (adverse childhood experiences) were more than three times as likely to report disordered gambling as compared to individuals with no history of childhood adversity.”²⁴
- People with a gambling problem are twice as likely to be depressed and 18 times more likely to experience severe psychological distress than people without a gambling problem.²⁵
- Suicide ideation is more prevalent among those with problems gambling than the general population.²⁶

Problem gambling is also associated with other issues an individual may face such as

- financial difficulties,
- marital and family issues, and
- legal problems.

Prevention professionals can seek opportunities to leverage their existing work by considering questions like:

For more examples of problem gambling's connection to other health issues and problems, visit the prevention tab of www.oregonpgs.org

- *“What strategies are we currently implementing to reduce the misuse of substances in our community, and how could we augment these efforts with strategies to prevent problem gambling?”*
- *“What strategies are we currently implementing to prevent tobacco use or promote tobacco cessation, and how could we augment these efforts with strategies to prevent problem gambling?”*
- *“What are our current suicide prevention efforts, and how could we make connections between problem gambling and depression?”*
- *“What agencies or organizations may be addressing issues regarding financial difficulties, marital and family problems, and legal problems; and how could we integrate education about problem gambling into their services?”*

A prevention professional's time is valuable. Problem gambling may not be their sole focus, so leveraging opportunities to integrate multiple strategies is important. Synergy and energy are created when prevention professionals seek to align and integrate efforts within the community. Addressing concerns about problem gambling is best done in partnership, and prevention professionals do this naturally. Engage existing networks, coalitions, and community groups to enhance efforts.

Task #4.

Use Available Tools and Resources

Another important role of a prevention professional is to use the project's tools and resources to prevent problem gambling. Section 3 highlights the tools and resources available to engage youth, adults, and key stakeholders in Oregon. Building an understanding of these tools and growing capacity for using them are critical.

Section 3: Tools and Resources

Table 3 provides a list of tools and resources created for this project. Prevention professionals are encouraged to use these tools and, where appropriate, adapt them to reflect aspects unique to their community. Utilizing these tools and engaging others to use them can increase the likelihood that your efforts will be effective.

Table 3
Tools and Resources

Tools/Resources	Description
Press Release	Sample press release for distribution to local media outlets
Speaking Points	Speaking Points include: <ul style="list-style-type: none"> • Concern About Problem Gambling in Oregon • Hope That Communities Can Make A Difference • Resources Available Through OPGR • Information About This Project
Video Ads	One 60-second and one 15-second video to be used in local problem gambling prevention efforts
Radio Ads	Two 30-second radio ads to be used in local problem gambling prevention efforts
Print Media	Four posters and one rack card to support local problem gambling prevention efforts
Media Placement Guidance	Placement ideas for each of the media pieces
Social Media Guidance	Sample media messages to be used on a variety of social media platforms
Engaging Stakeholders	Process for engaging stakeholders across the social ecology to involve in problem gambling prevention efforts
Quick Talks	Short conversation starters or “elevator speeches” regarding problem gambling in Oregon
Public Presentation	A 10-minute presentation for the public to bolster awareness of problem gambling and available resources
Workshop	A one-hour workshop for stakeholders to build capacity for recognizing signs and symptoms of a gambling problem, how to intervene, and resources available
Stigma Videos	A series of six training videos focused on what stigma is, how it shows up, why it’s important to address stigma, and actions stakeholders can take to reduce stigma
Facilitation Tips	Tips for effectively facilitating group conversations
Inventory of Media Outlets	A brainstorming activity to identify opportunities for media placement in the community
Adult Key Findings Report	Key findings from the 2018 Oregon Adult Gambling Behavior Study and the 2019 Oregon Problem Gambling Survey on Guidelines

Tools and Resources Aligned With Community Readiness

Understanding the community's readiness to address problem gambling is important. The stage of readiness impacts how prevention professionals go about their work of engaging others and what tools they use to do so. The tools developed as part of this project can support efforts to grow community readiness. Table 4 illustrates how these tools align with the stages of community readiness. The tools provided facilitate communication about problem gambling which is appropriate at every stage of readiness. While the specific message may change based on the stage of readiness, ongoing communication about problem gambling is important.

Table 4
Tools and Resources Aligned With Community Readiness

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
	Community Tolerance / No Knowledge	Denial	Vague Awareness	Pre-Planning	Preparation
Press Release	X	X	X	X	X
Speaking Points	X	X	X	X	X
Project Media	X	X	X	X	X
Quick Talks	X	X	X	X	X
Public Presentation	X	X	X	X	X
Workshop for Professionals	X	X	X	X	X
Stigma Videos	X	X	X	X	X
2018 OR Problem Gambling Survey Key Findings Report	X	X	X	X	X

	Stage 6	Stage 7	Stage 8	Stage 9
	Initiation	Institutionalization / Stabilization	Confirmation / Expansion	Professionalization
Press Release	X	X	X	X
Speaking Points	X	X	X	X
Project Media	X	X	X	X
Quick Talks	X	X	X	X
Public Presentation	X	X	X	X
Workshop for Professionals	X	X	X	X
Stigma Videos	X	X	X	X
2018 OR Problem Gambling Survey Key Findings Report	X	X	X	X

Conclusion

Problem gambling is a public health concern that impacts too many in Oregon. Prevention professionals across the state have a unique opportunity to help prevent problem gambling in their communities by using the resources provided in this toolkit. Helping others *reflect* on their own behaviors and knowledge about gambling and its risks, establish guidelines for responsible gambling, and provide the *resources* necessary if someone is concerned about their own or someone else's gambling behavior can prevent devastating consequences. Prevention professionals can promote that treatment is available, *renewal* of one's life and relationships is possible, and that there are many free, supportive resources available in Oregon.

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