



OHA Summit - October

***Reaching more people at more points in the help seeking journey.***

***Affected/Concerned Others Workshop***

Stacy Shaw, Oregon Lottery  
Greta Coe, Oregon Health Authority  
Jay Robinson, Consultant M.Ed., CPGC

# Welcome & Introductions



**STACY SHAW**



**GRETA COE**



**JAY ROBINSON**

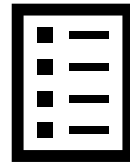
# Today's Session: Focusing on Affected/Concerned Others



## Length

1 hour 30 Min

## Agenda



- Purpose
- Progress & Current State in Oregon
- Seeking the North Star
- The Bigger Picture: What We Know/What We Don't
- Ideation Workshop
- "Gold Star" Investment
- A Call to Action



## Survey





# Session Purpose & Outcomes

## ***Purpose***

To share Oregon-specific progress on outreach and supports for Affected/Concerned Others (AOs), and to actively involve all of you in shaping a collective roadmap for moving forward. By the end of the session, you will have:

- Defined a shared North Star for Oregon's system response to AOs.
- Prioritized individual goals for your practice/work
- Informed Lottery's roadmap for aligned AO outreach and resource/tool development.
- Created tangible outputs that we can all use to guide future action planning.

Join at [menti.com](https://menti.com) | use code 3480 1715

Mentimeter

Identify your role in the system:

Treatment  
Professional

Prevention  
Professional

System/Agency  
Professional

Lived Experience

Advocacy

Researcher

Other



Join at menti.com | use code 3480 1715

Mentimeter

In my role I work with/support? Pick one:

People struggling with gambling harms  
only

People struggling with gambling harms,  
alcohol and substance misuse



Join at [menti.com](https://menti.com) | use code 3480 1715

Mentimeter

Based on your experience working with Affected Others, pick one:



I have worked with affected others regularly for gambling harms

I have worked with affected others regularly for alcohol or substance misuse/other harms

I have worked with affected others regularly for both gambling harms, alcohol substance misuse, other harms

I don't typically work with affected others



# Reaching More People at More Points in the Help Seeking Journey

Progress & Current State in Oregon







# Our Progress

## **2023: We began by addressing STIGMA & INCLUSION**

- Developed language guidelines
- Made a move to "Safer Play"
- Updated content and assets

## **2024: We focused on EARLY SUPPORT**

- Multi-part research study
- New section on OPGR, leaning into choice and offering tools for change, reduction, moderation in addition to treatment resources for quitting
- OHA and Lottery sponsored EVIVE for safer, reduction and quitting pathways
- Devoted over 25% of marketing spend to reaching people early in the journey'
- Videos, PSA's, quizzes, and more to reach this population

## **2024/25: We began to work on AFFECTED/CONCERNED OTHERS**

- Multi-part research study
- Added GamFin as a resource
- First phase of actioning findings with marketing support
- New Survey with player facing Lottery staff

# Marketing Support – Collateral

- Information on accessing Evive app and financial counseling services available through GamFin
- Lottery working to place at Video Lottery retailers and to secure placement at tribal casinos
- This item is orderable and on the OHA collateral order form

OREGON PROBLEM GAMBLING RESOURCE

# OPGR

WANT A HEALTHIER RELATIONSHIP  
WITH GAMBLING?  
READY TO MAKE SOME CHANGES?  
INTERESTED IN QUITTING, REDUCING,  
OR JUST PLAYING SAFER?



**DOWNLOAD THE EVIVE APP**



It is **FREE** to ALL Oregonians  
Scan the QR code to learn  
more or visit  
[getevive.com/opgr](https://getevive.com/opgr)

OREGON PROBLEM GAMBLING RESOURCE

# OPGR



If you're struggling with your own or  
someone else's gambling-related financial  
issues, GamFin offers **free financial  
counseling and solutions** that can help.  
**NO REFERRAL NEEDED**



Scan the QR code to learn more or visit  
[gamfin.org/programs/oregon](https://gamfin.org/programs/oregon)



# Marketing Support - Digital

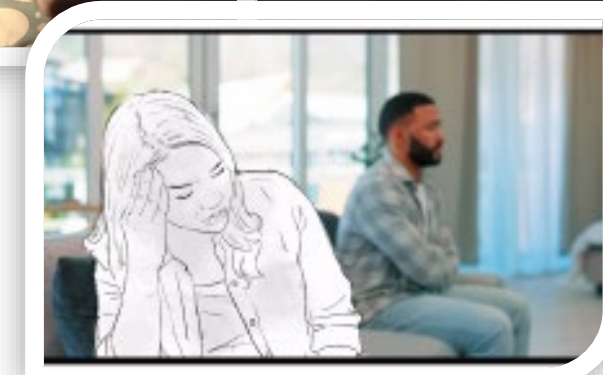
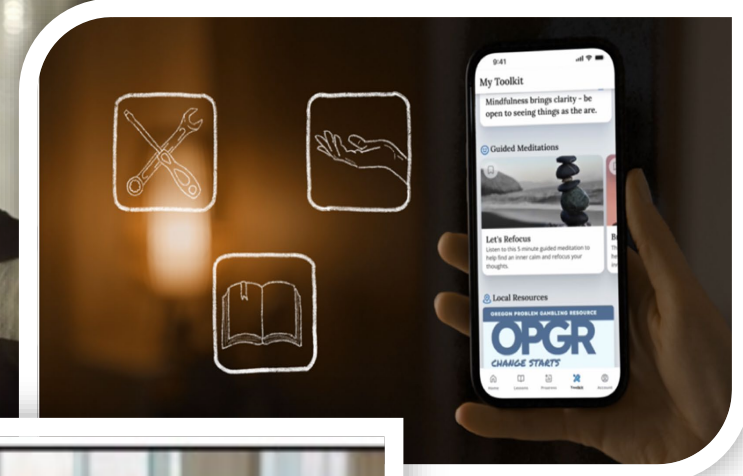
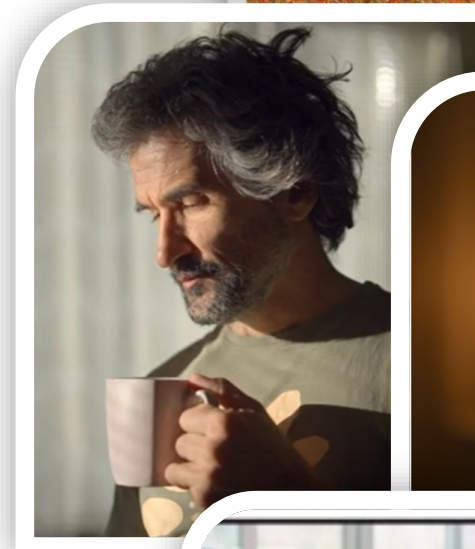
We have completed four new Public Service Announcements (PSAs) that addressed concerns voiced during one-on-one research interviews with players and affected others.

Videos include:

- How Much is Too Much
- Setting a Change Goal
- When your Ready
- Welcome to OPR

Coming soon:

- Counseling for Everyone “Self-Care”
- Counseling for Affected Others





# Affected Other Research

## A Quick Refresh: Objectives

- **Multi-Part Research study included:**
  - Environmental scan
  - Subject Matter interviews
  - Affected/Concerned Other interviews
- **NEW: Survey with Lottery Player Facing Staff**
- **Designed to increase understanding of:**
  - Awareness of available resources among AOs
  - How AOs find support
  - Situations/emotions that AOs experience
  - How relationship type impacts support needed
  - Barriers to getting support, gaps in support, desired support
  - Interactions Lottery staff and AOs



# Affected Other Multi-Part Research

## A Quick Refresh: Findings

- **Awareness is a Big Barrier:** Uptake is low - on average SMEs estimated AOs made up 28-36% of their caseload
- **Scarcity of Online/Community Resources:** Outside of treatment, Gambler's Anonymous (GA), Gam-Anon and peer support were mentioned
- **Affected vs Concerned:** Key distinction among AO's who have been harmed *directly* by someone's gambling harm and those concerned
- **Crisis Mode:** AO's usually reach out for support once in crisis
- **Secondary Issues Drive Help Seeking:** may seek support services to address the secondary issues (e.g., finances, relationship)
- **Scarce resources:** resources geared towards the person experiencing gambling harm, not the affected other

In FY22-23, OHA had

**80**

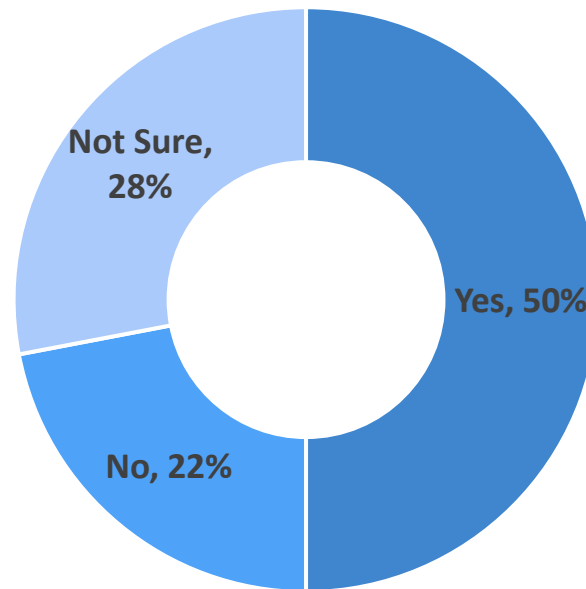
Affected Others  
enrolled in services  
(11.2% of total  
enrollments)

*"The majority of the referrals happened because the person [AO] was trying to find out about help for their loved one...and we offered them help."*

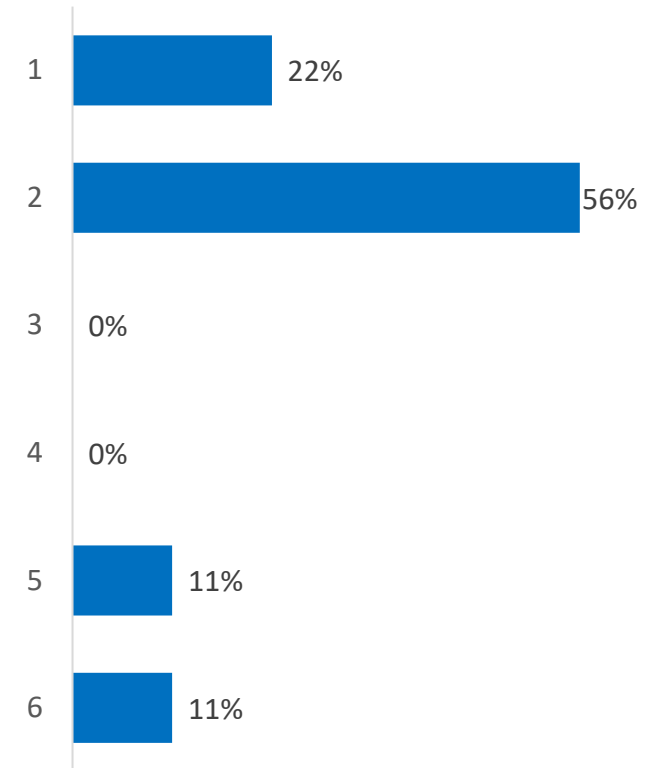
# Affected Other & Lottery Staff Survey: Findings

- 43 internal employees were invited to take the survey:
  - 28 in Customer Service
  - 15 in Player Services
- 18 responses collected (42% response rate)
  - 11 responses from Customer Service (39%)
  - 7 responses from Player Services (47%)

Ever Interacted with AO?



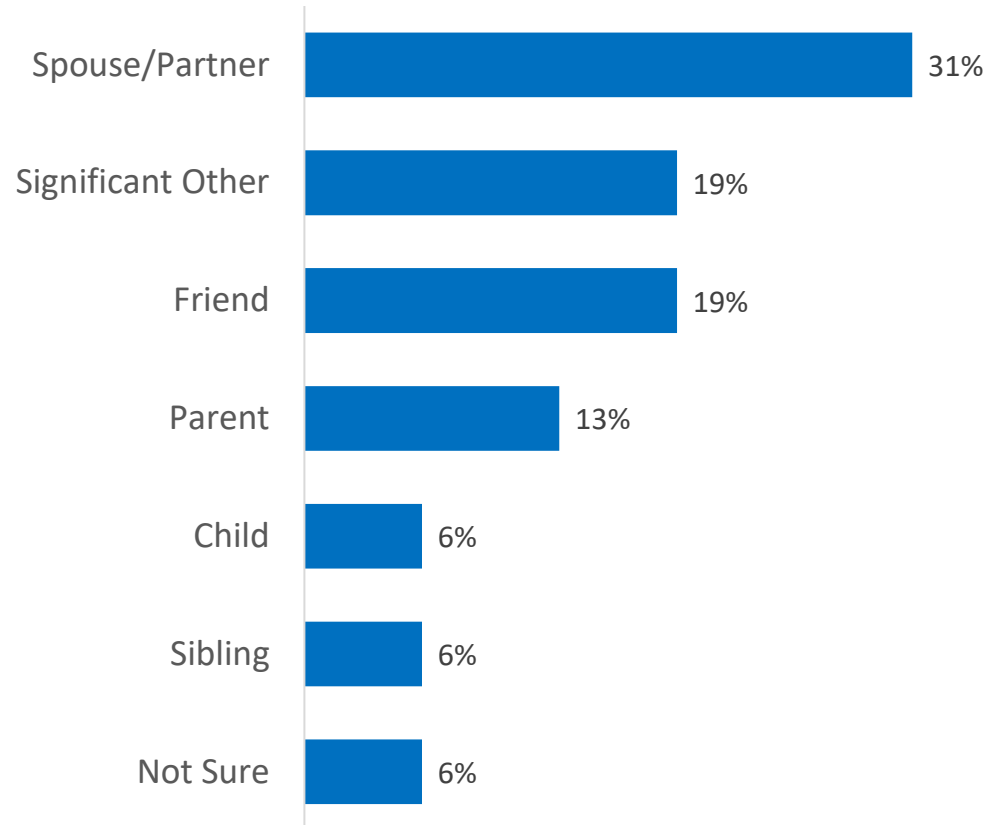
# of AO Interactions in the Past Year\*



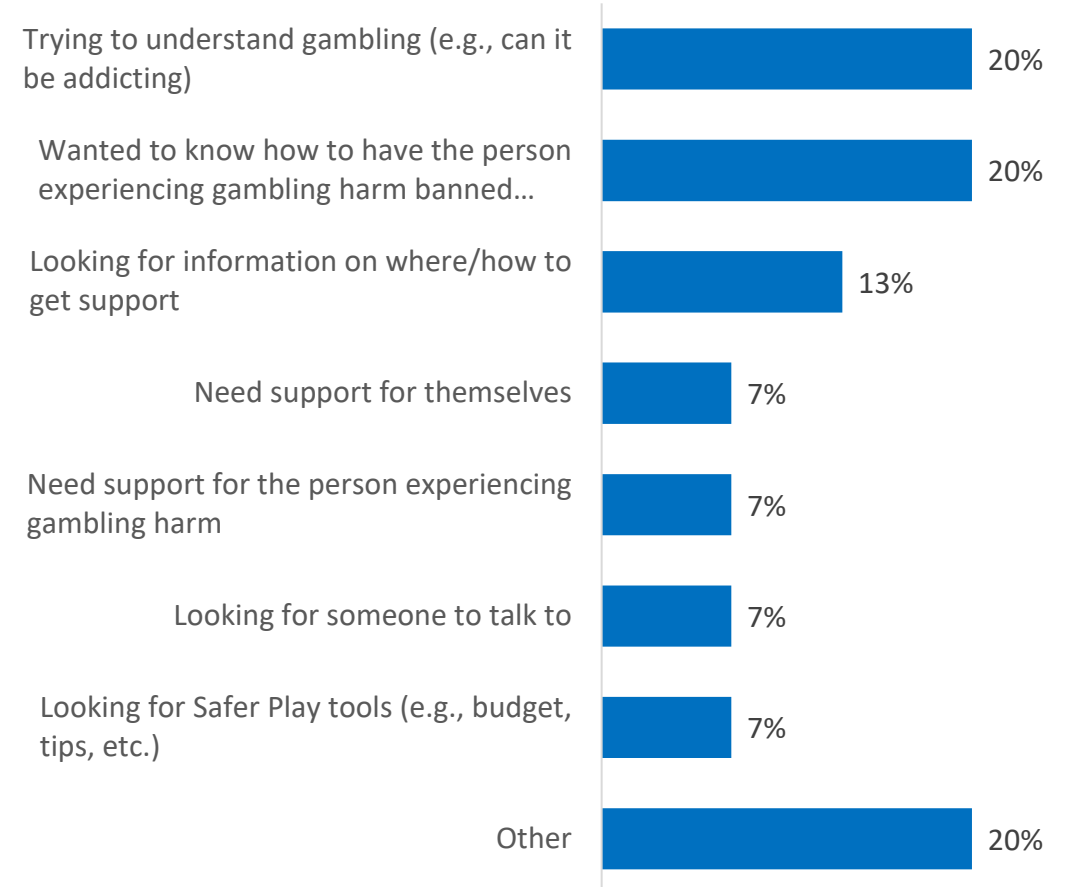


# Affected Other & Lottery Staff Survey: Findings

AO Relationship\*



AO Support Needs\*



\*Small base size

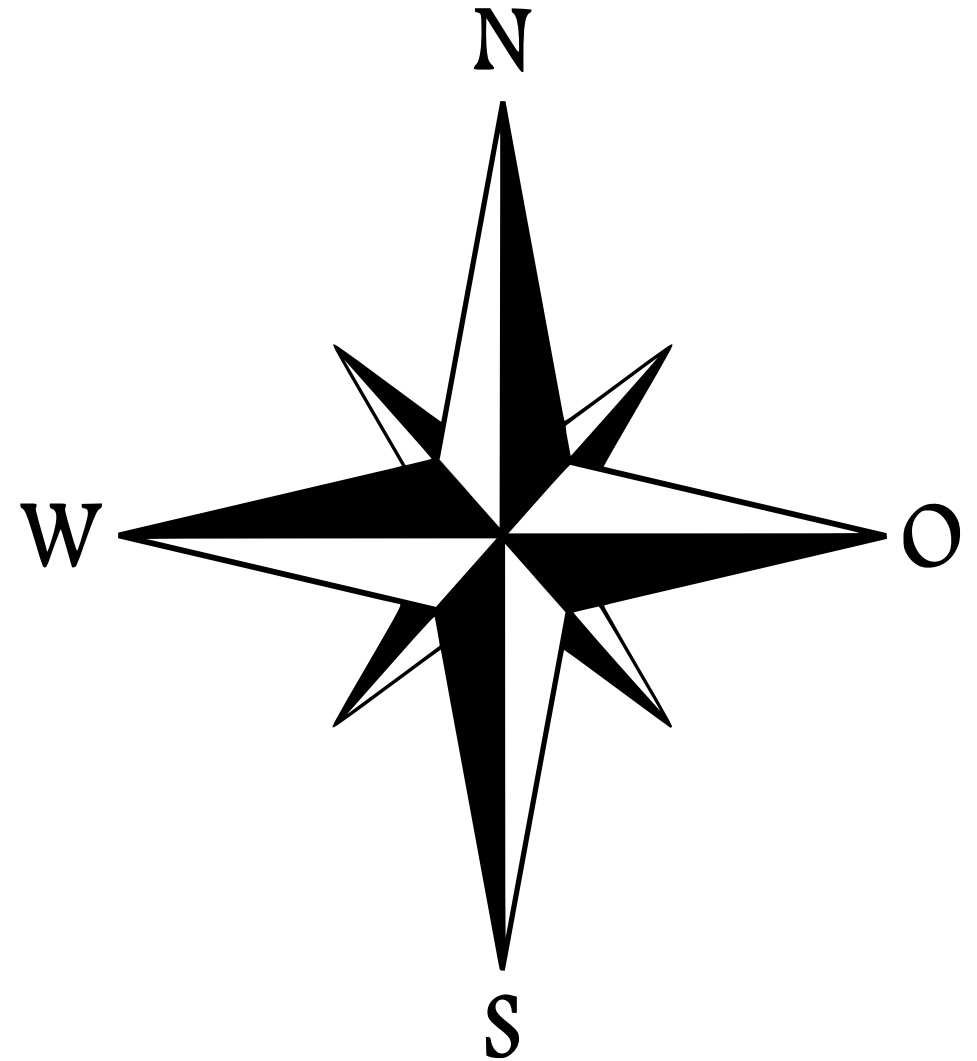
Q5: Thinking about the Affected Others you've interacted with, what was their relationship to the person experiencing gambling harm? n=9

Q6: During your interaction with Affected Others, what questions and/or requests did they ask of you? n=9

## North Star Exercise

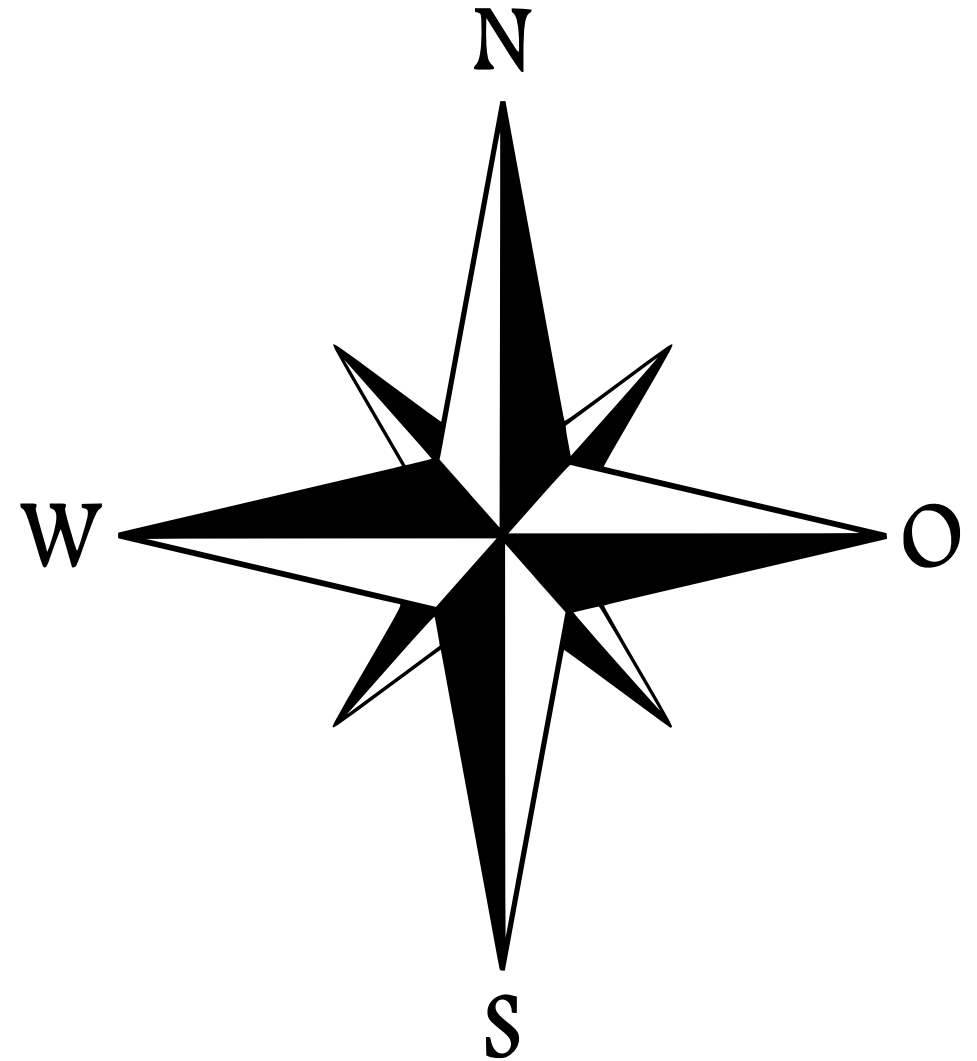
*As we continue to focus on supporting Affected/Concerned others, what does success look like?*

*What is **Our North Star** for Affected Others?*



# North Star Exercise

- Discuss at your table: What is our North Star for Affected Others?
- Capture your group's statement (1–2 sentences, 200 Character Limit).
- Submit via Menti – Statements will display on screen.





Join at [menti.com](https://menti.com) | use code 3480 1715

 Mentimeter

If we are successful in Oregon, what is our North Star for Affected Others?  
Write 2-3 sentences/phrases



## The Bigger Picture

# What We Know

- Involving AOs in recovery improves outcomes for the person who gambles and the entire family.
- Globally, the strongest outcomes come from integrated treatment approaches — where gambling, mental health, and substance use are addressed together.
- Oregon is already well-positioned to connect gambling with other behavioral health systems.
- Affected Others (AOs) experience harms even if they never gamble (emotional, financial, relational).
- There is a clear need for secondary prevention as well as treatment pathways.
- AOs often face stigma and invisibility in gambling systems.



# What We Don't Know



- Prevalence of AOs in Oregon.
- How best to adapt integrated models (gambling + substance use + mental health) to Oregon's system.
- Different outreach strategies that will resonate across diverse/underserved communities.
- How to (cost) effectively reach/message the large and diverse AO population.
- Long-term impact of new AO outreach and tools.

# What We Are Excited About

**Digital pathways:** Evive AO, GamFin: creating new access points

**Integration momentum:**

- Family-inclusive models (Canada, Australia, UK)
- Integrated screening/referral (Canada, Scandinavia)
- Concurrent disorders treatment models
- No Wrong Door

**Narrative shift:**

- Growing normalization of talking about gambling harms;
- Earlier interactions on risk and harms
- Potential to reduce stigma through AO-focused campaigns.
- Normalization of help seeking, taking control, making changes (i.e. sober curious movement)
- Increased awareness of gambling impacts



A woman with long brown hair in a ponytail, wearing a light grey button-down shirt and dark pants, stands in a workshop. She is pointing with a black marker at a flip chart on an easel. The flip chart has some handwritten notes, including the letters 'Z' and 'K'. In the foreground, the back of a person's head and shoulders are visible, looking towards the flip chart. The background shows a large window with a view of a city and a stone wall.

# Interactive Workshop

## Getting Started

- Pick a team lead
- Each table has a preselected topic
- Team lead reads the question to the group

## Ideation

- Each table has small post its and a large flip chart post it
- Team brainstorms for 10 minutes writing thoughts on small post its
- Team takes 10 minutes to agree to the best idea writing it on large post it

## Sharing

- Team leads post their best idea on the wall
- Team leads take turns to quickly read their idea (no commentary) and returns to the table



# Interactive Workshop

## The Topics:

1. Awareness & Outreach
2. Tools & Resources (AO-specific)
3. Integration with Treatment & Prevention Systems
4. Research & Data
5. Collaboration Opportunities



# GOLD STAR ACTIVITY – 10 MINUTES

**1**

Each participant will have 5 gold stars

**2**

Place your stars on the ideas you believe will make the biggest difference for Affected Others in Oregon

**3**

Spread your stars across ideas or cluster them on one

**4**

Results will be synthesized and shared following the meeting





## Call to Action





## What's Next

- Complete the Workshop Survey
  - To understand if this session was valuable to you in your role
  - To understand how you feel about Lottery as a partner in reaching more people at more points on their help seeking journey
- Gold Star activity results shared
- Ongoing commitment from Lottery and OHA to invest resources in supporting Affected/Concerned Others

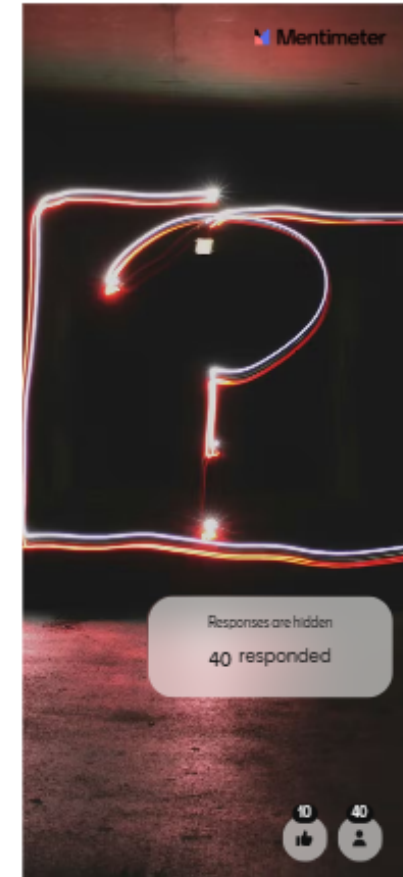
Join at menti.com | use code 3480 1715

Thank your for participating. Your feedback is important.

Was today's Lottery presentation relevant and useful to me and my work.

Strongly disagree

Strongly agree



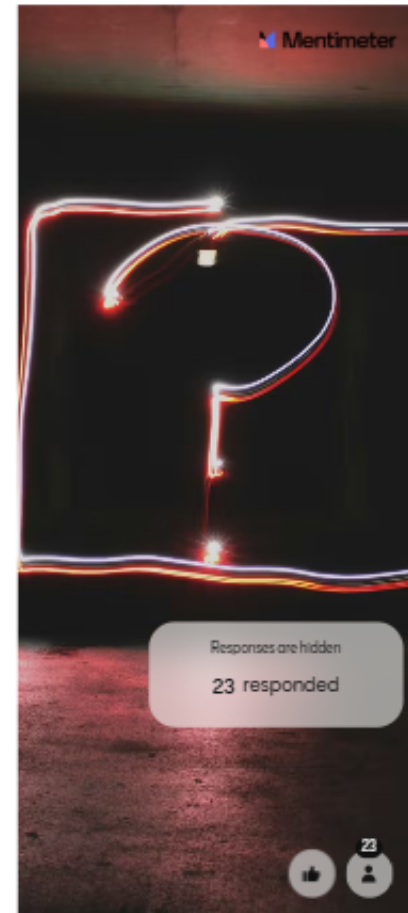
Join at [menti.com](https://menti.com) | use code 3480 1715

Thank your for participating. Your feedback is important

Oregon Lottery is a trustworthy, transparent, thoughtful & supportive partner  
in our joint work of reaching more people on their help seeking journey.

Strongly disagree

Strongly agree



Thank You



**OREGON  
LOTTERY®**

Together, we do good things.