

# *Advancing Problem Gambling Prevention through the 4 E's and the Strategic Prevention Framework*

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OCTOBER 2025

# Our Session

## Session Objectives:

- Understand the 4E's as a prevention framework
  - Apply the 4E's to problem gambling
  - Explore integration with the SPF
- Share practical strategies



In one word, what comes to mind when you hear  
*”problem gambling?”*

# SAMHSA Overview of the 4E's

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# ***SAMHSA***

Substance Abuse and Mental Health  
Services Administration



# Modern and Comprehensive Prevention System (4Es)

## Early Action

*Act early in the risk trajectory across the lifespan and along the continuum of care.*

## Easy Access

*Create and sustain barrier-free access to prevention resources and services.*

*Develop and support opportunities for everyone to achieve optimal health.*

## Equitable Opportunities

*Deliver resources and services responsive to local needs and based on comprehensive data.*

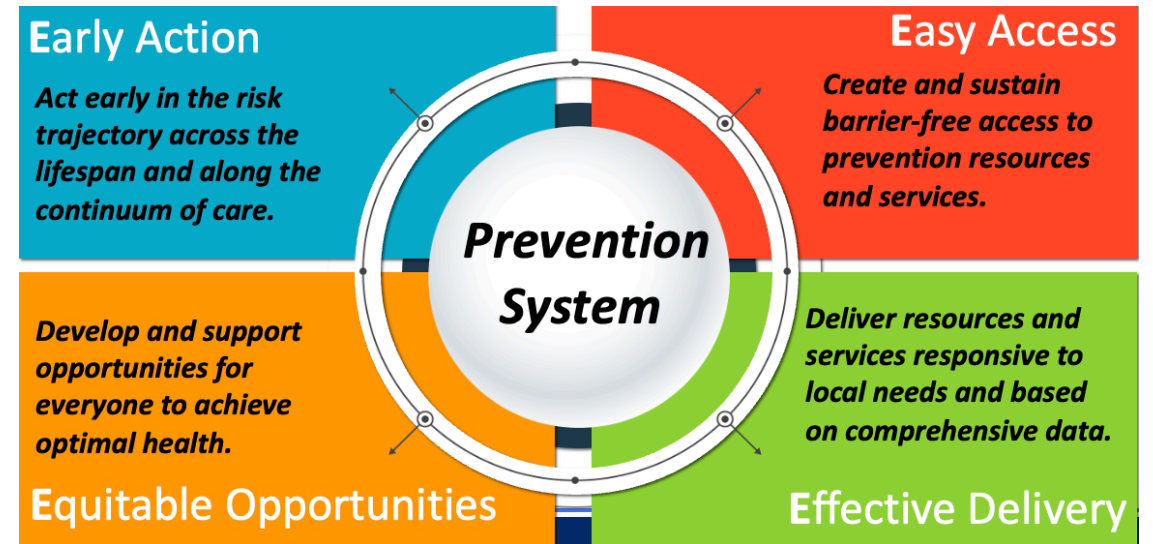
## Effective Delivery

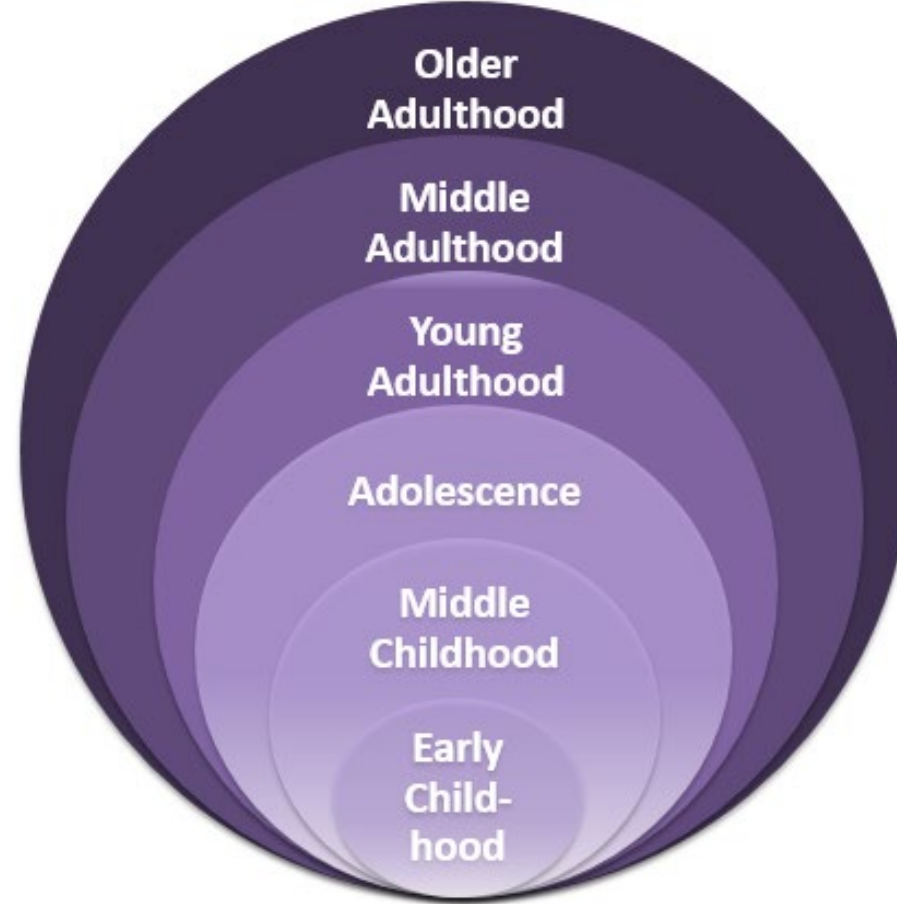


**Prevention  
System**

# 4 E's - Early Action

**Definition:** Act **early** in the risk trajectory across the lifespan and along the continuum of care.

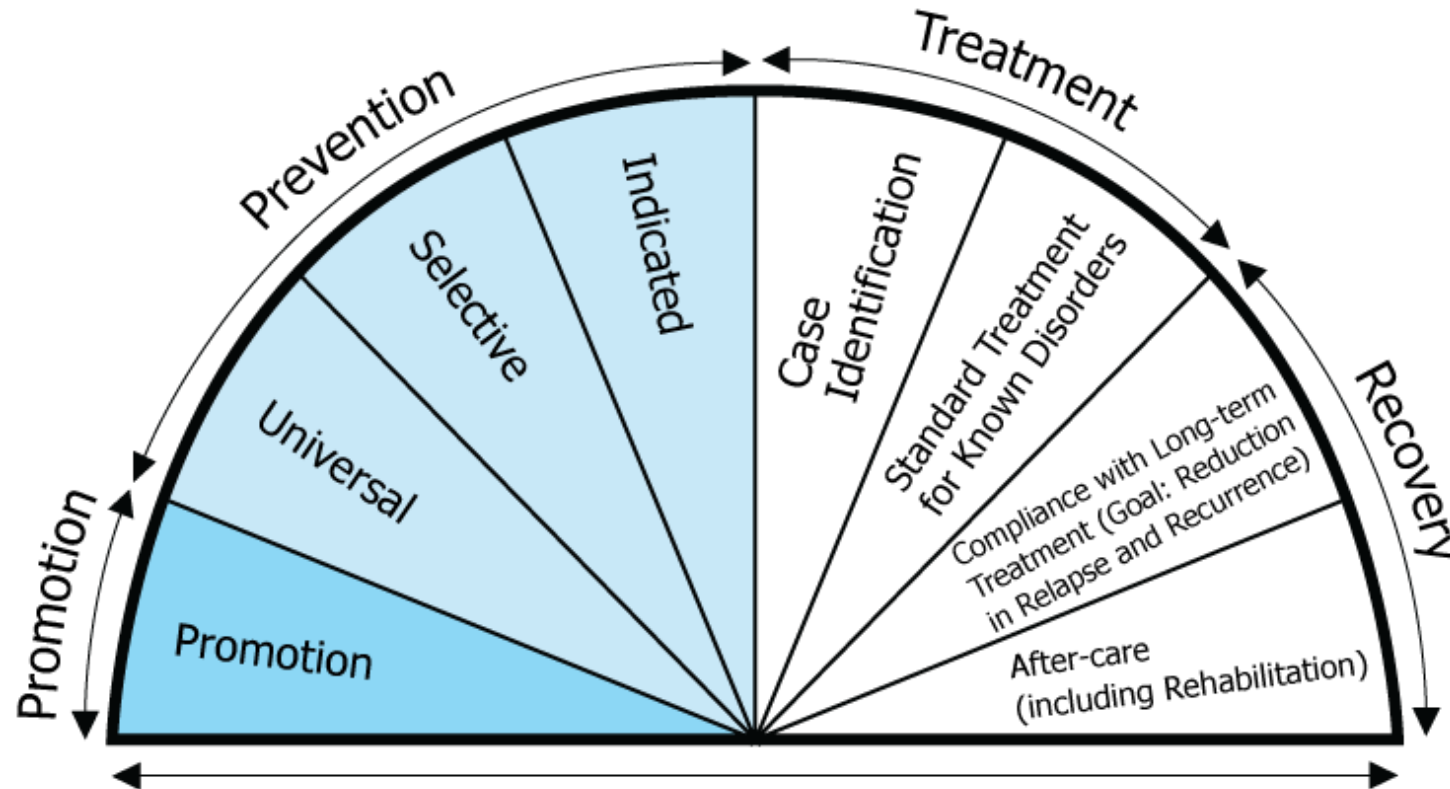




## Developmental Perspective - Lifespan



# Continuum of Care



Source: National Research Council and Institute of Medicine. (2009). Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities



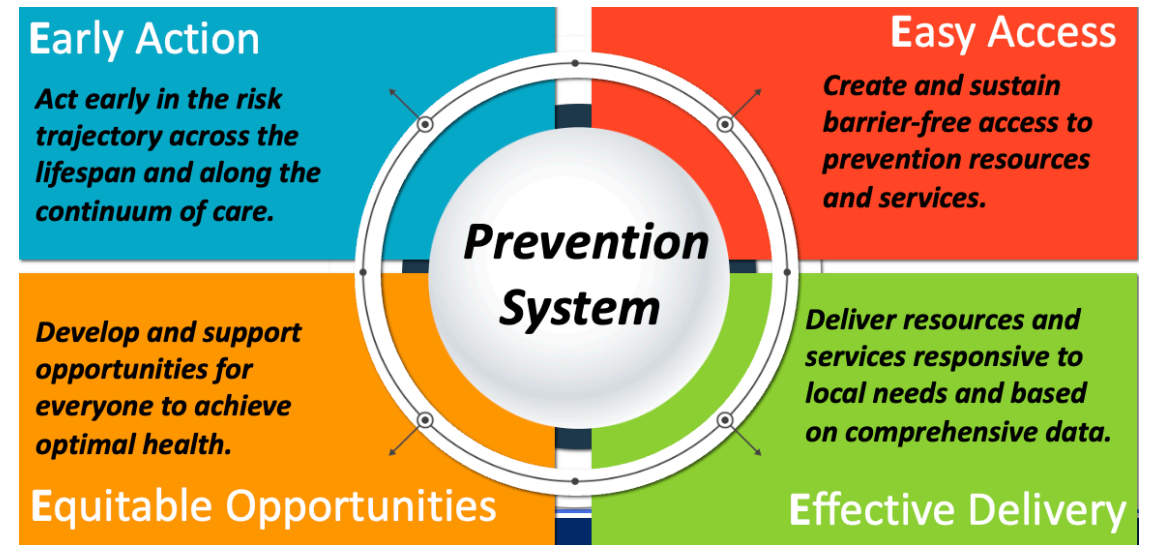


# 4 E's - Early Action

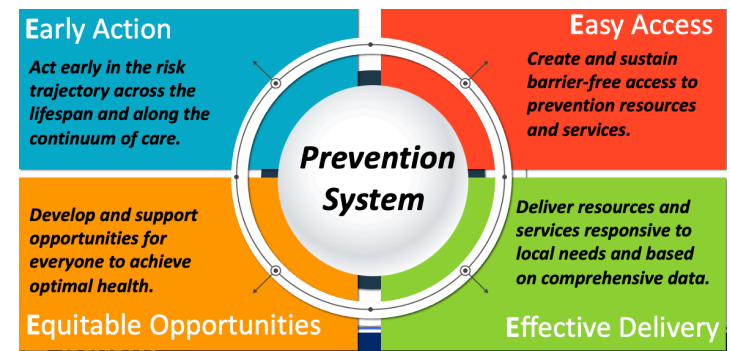
Identify risks before harm escalates

Prevention tailored to youth, families,  
and early exposure

Build protective factors in schools,  
homes, and peer networks



# 4 E's - Early Action



## Scenario –

### Youth Gaming & Sports Betting

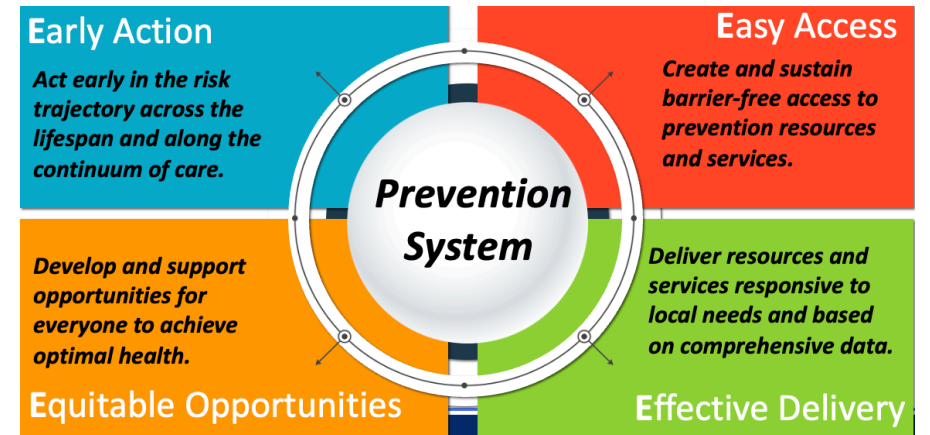
A local school reports that teens are using sports betting apps and buying loot boxes in video games. Teachers hear them comparing gambling odds.

- *What “early action” steps could help stop this trend before harm occurs?*
- *Who are natural partners for this work (schools, parents, youth leaders)?*



# 4 E's - Early Action

Where do you see opportunities for integrating **Early Action** into your work?

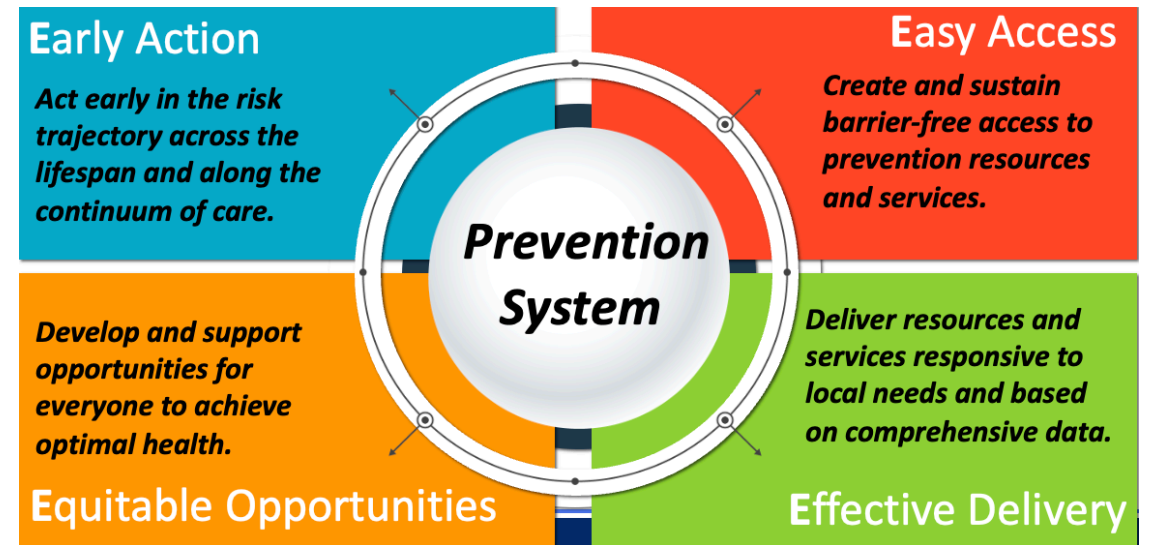


*Pair & Share*



# 4 E's – Easy Access

**Definition:** Create and sustain barrier-free access to prevention services.

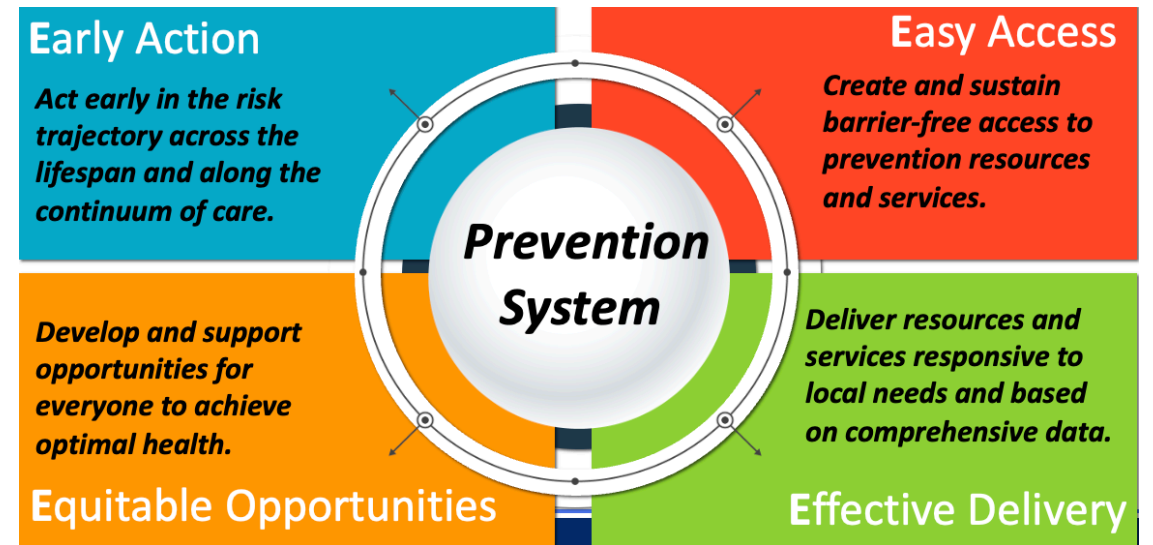


# 4 E's – Easy Access

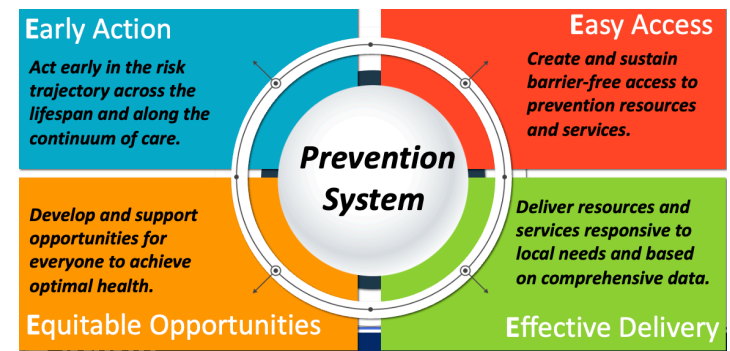
Reduce stigma and practical barriers  
(language, cost, transportation)

Bring prevention into everyday  
community settings

Increase visibility of helplines and  
supports



# 4 E's – Easy Access



## Scenario –

### Seniors and Casino Trips

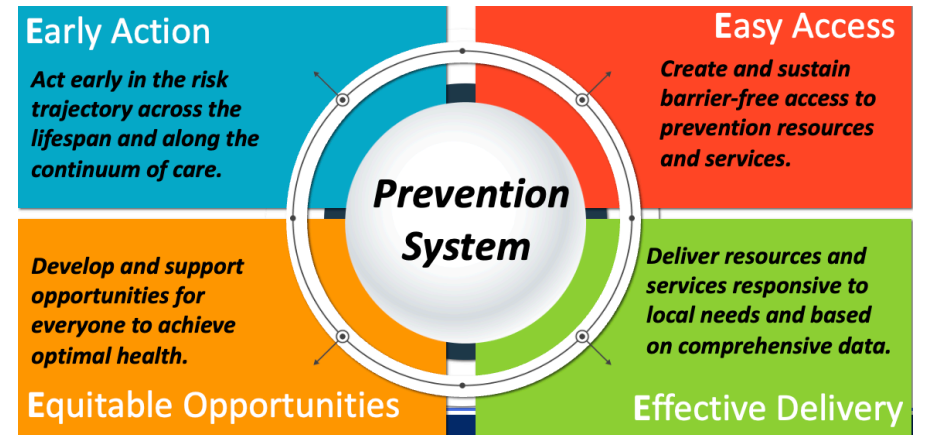
A senior center organizes monthly casino trips. Some seniors are experiencing financial distress, but staff view the trips as social lifelines.

- *What are the access barriers (transportation, stigma, cost of alternatives)?*
- *What “easy access” resources could be built for seniors?*
- *How do we balance cultural value (social connection) with prevention?*



# 4 E's – Easy Access

Where do you see opportunities for integrating **Easy Access** into your work?



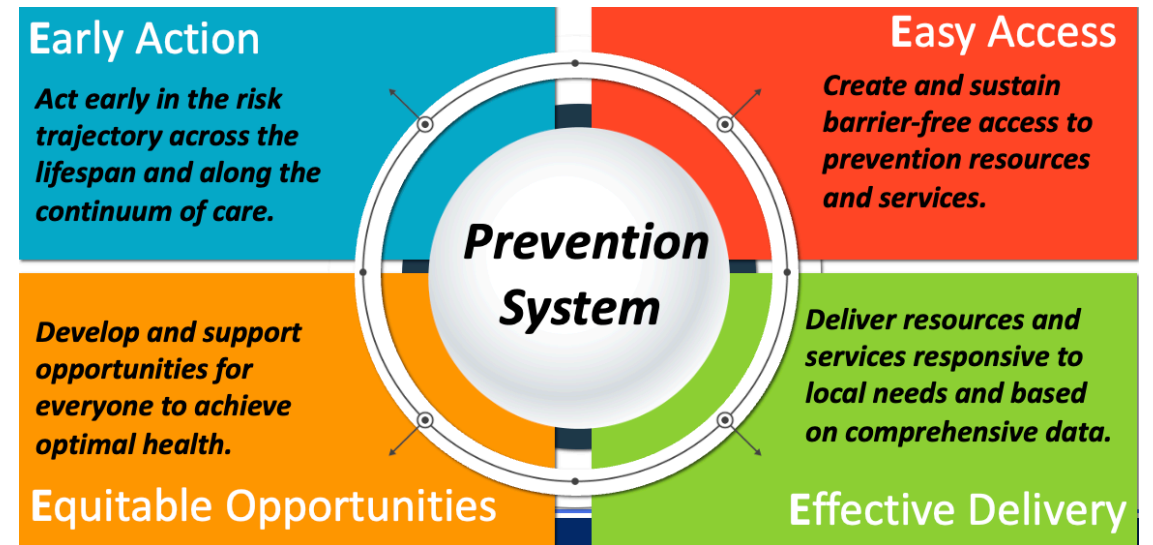
*Pair & Share*





# 4 E's – Equitable Opportunities

**Definition:** Support opportunities for everyone to achieve optimal health.

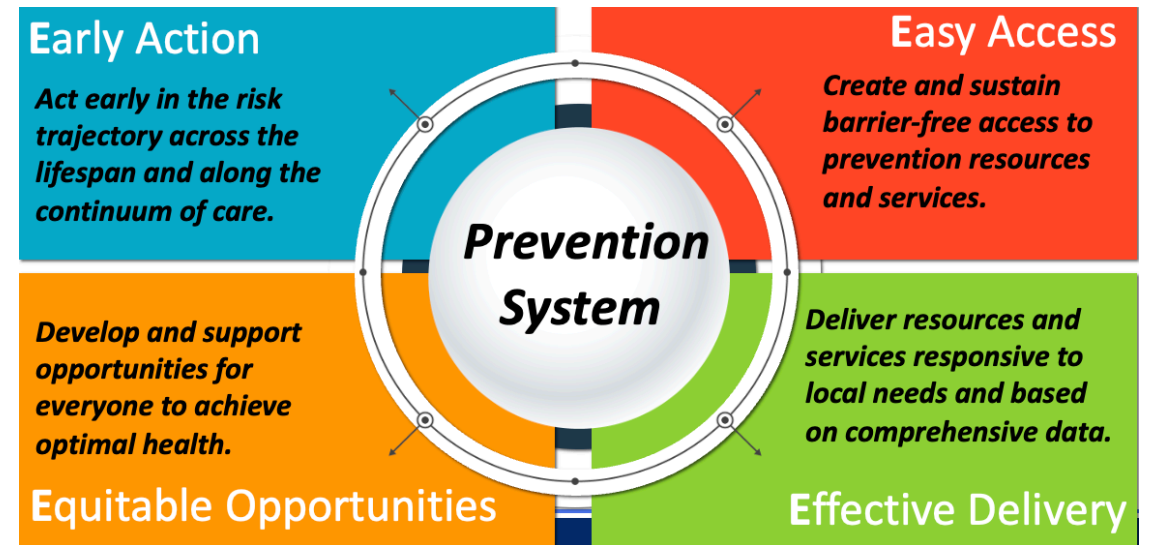


# 4 E's – Equitable Opportunities

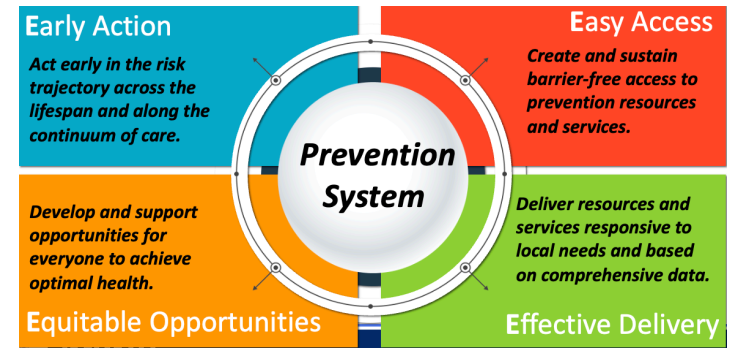
Address disparities and inequities

Tailor strategies to at-risk populations (youth, cultural groups, low-income communities, seniors)

Nothing about us, without us



# 4 E's – Equitable Opportunities



## Scenario –

### Cultural Access Barriers

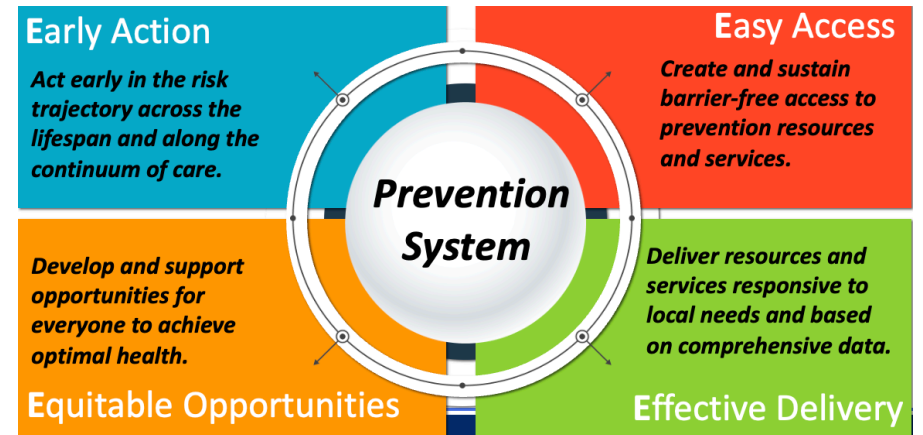
An immigrant-serving nonprofit says families avoid gambling helplines because services are only in English. Parents feel isolated when teens spend money on online games.

- *What equitable opportunities are missing here?*
- *How could cultural partners be engaged?*
- *What would a culturally grounded strategy look like?*



# 4 E's – Equitable Opportunities

Where do you see opportunities for integrating **Equitable Opportunities** into your work?

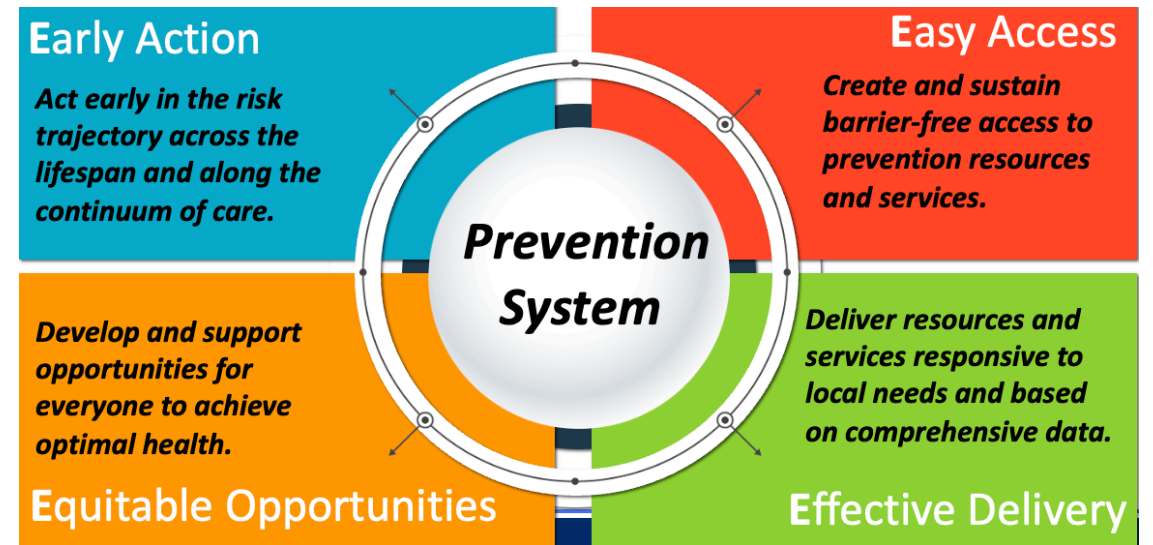


*Pair & Share*



# 4 E's – Effective Delivery

***Definition:*** Deliver strategies responsive to local needs and based on data.

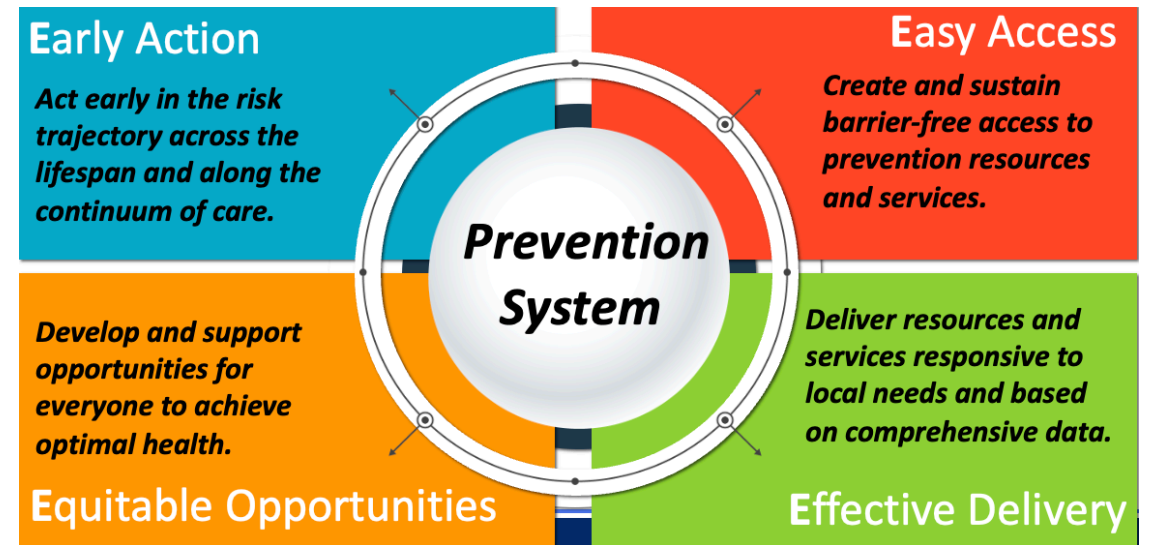


# 4 E's – Effective Delivery

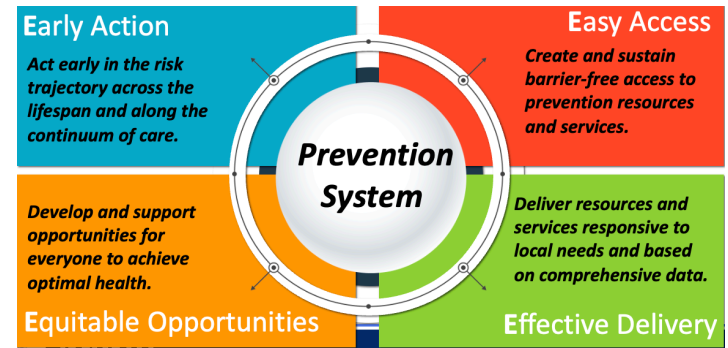
Use prevalence surveys, helpline data, YRBS

Ensure messaging is trauma-informed and culturally competent

Adapt strategies quickly based on feedback



# 4 E's – Effective Delivery



## Scenario –

### Misinformation in the Community

Your coalition hears myths like: “*Gambling isn’t a problem here*” or “*Lottery sales help schools, so it’s fine.*” Yet helpline calls and local YRBS data show rising gambling among youth.

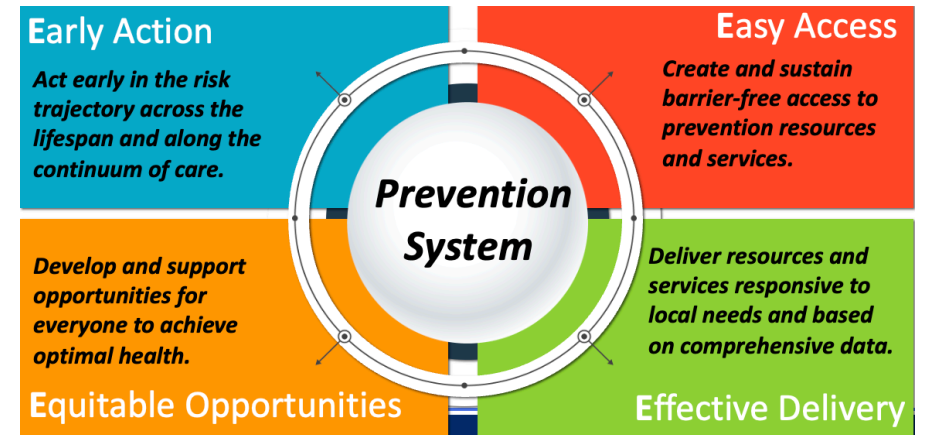
- *What data would you use to make the case?*
- *How do we ensure culturally competent, trauma-informed messaging?*
- *What’s one way to check if strategies are effective?*





# 4 E's – Effective Delivery

Where do you see opportunities for integrating **Effective Delivery** into your work?



*Pair & Share*





Real Prevention Success Comes When  
the 4E's Work Together

# *No Single “E” is Enough on its Own*

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## *Example: Youth Gambling & Gaming*

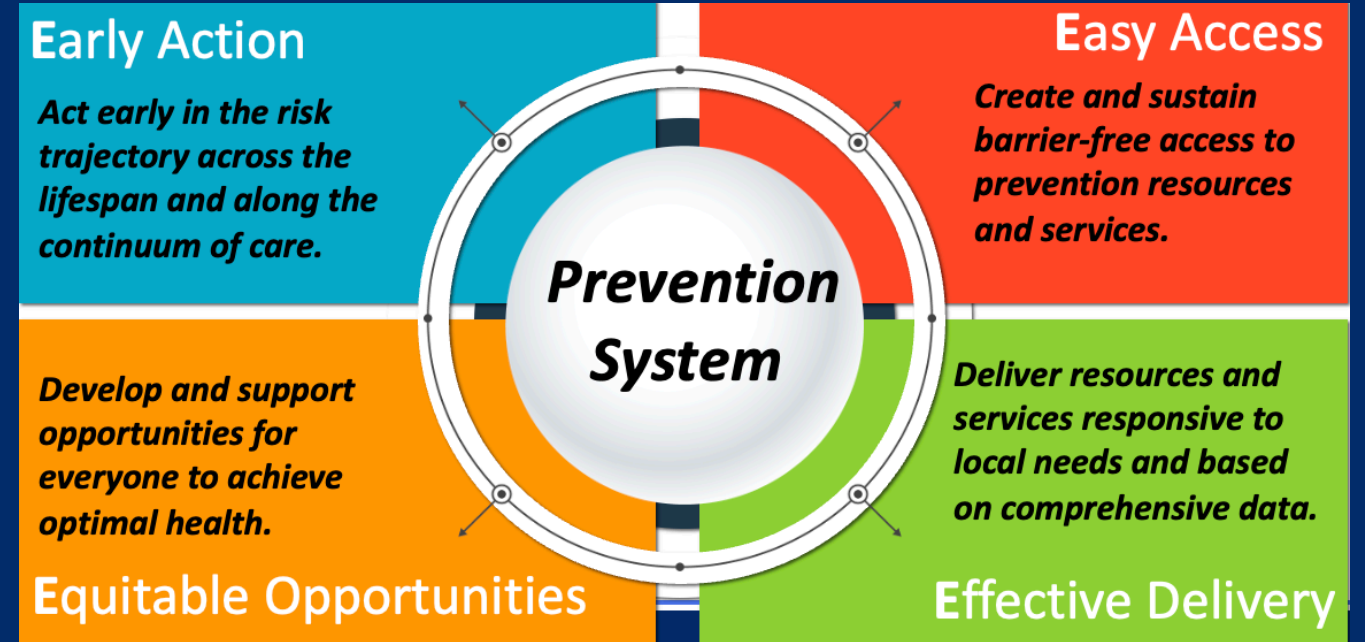
**Early Action:** Parent workshops on digital literacy

**Easy Access:** Posters about helplines in youth centers

**Equitable Opportunities:** Bilingual materials for parents

**Effective Delivery:** Use survey/focus group data to adapt messaging





## THE STRATEGIC PREVENTION FRAMEWORK (SPF) AND THE 4E'S: A PROBLEM GAMBLING LENS

# The SPF Overview

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**Assessment** – What’s the problem? Who’s affected?

**Capacity** – Who are our partners? What skills/resources exist?

**Planning** – What strategies will address local conditions?

**Implementation** – How do we put strategies into action?

**Evaluation** – How do we measure impact and adapt?

**Integrated:** Cultural Competence & Sustainability





# The 4E's Recap

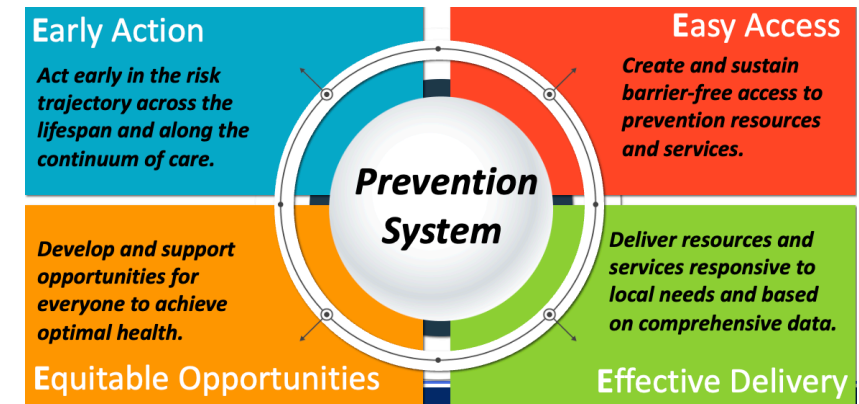
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**Early Action** – act early in the risk trajectory

**Easy Access** – barrier-free services

**Equitable Opportunities** – ensure all groups benefit

**Effective Delivery** – responsive, data-driven, culturally competent



# Assessment + 4E's



**Early Action:** Use youth surveys to spot early risks (e.g., sports betting, loot boxes).

**Easy Access:** Offer surveys online + in community settings.

**Equitable Opportunities:** Translate tools; engage cultural brokers.

**Effective Delivery:** Combine local surveys with helpline call data.





# Capacity + 4E's

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**Early Action:** Train youth leaders & educators to spot gambling risks.

**Easy Access:** Include partners like senior centers, schools, immigrant orgs.

**Equitable Opportunities:** Recruit diverse voices to reflect community.

**Effective Delivery:** Equip coalition partners with current data + messaging.



# Planning & Implementation + 4E's

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**Early Action:** Pilot youth workshops on healthy gaming.

**Easy Access:** Place helpline info in casinos, sports venues, social media.

**Equitable Opportunities:** Use bilingual media; reach immigrant communities.

**Effective Delivery:** Track reach and adjust based on feedback.



# Evaluation + 4E's

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**Early Action:** Track early indicators (youth awareness, early screening).

**Easy Access:** Check if barriers (language, cost, stigma) decreased.

**Equitable Opportunities:** Disaggregate data to see if groups were reached equitably.

**Effective Delivery:** Use both numbers (surveys, calls) and stories (focus groups).



# Cultural Competence & Sustainability

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**Cultural Competence:** Prevention strategies designed *with* communities, not *for* them.

**Sustainability:** Build coalitions that reflect the community and secure long-term resources.

*How could the 4E's make your coalition's work more sustainable?*



# *How SPF + 4E's Could Address Lottery & Equity*

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## **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.*

*Concern: Predatory targeting of vulnerable populations.*





# *How can we evaluate this issue using the 4E's?*

## *Assessment*

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### **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.  
Concern: Predatory targeting of vulnerable populations.*

*Early Action → What early indicators could we monitor?*

*Easy Access → How do we ensure data collection is inclusive?*

*Equitable Opportunities → Who needs to be involved?*

*Effective Delivery → What data sources should we combine?*



# *How can we evaluate this issue using the 4E's?*

## *Capacity*

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### **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.*

*Concern: Predatory targeting of vulnerable populations.*

*What partnerships and resources are needed?*

Early Action → Who can help identify risks early?

Easy Access → What partners help reduce barriers?

Equitable Opportunities → How do we ensure diverse voices?

Effective Delivery → What training/tools do partners need?





# *How can we evaluate this issue using the 4E's?*

## *Planning*

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### **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.  
Concern: Predatory targeting of vulnerable populations.*

What strategies should we design?

Early Action → What proactive education is needed?

Easy Access → How do we make prevention visible?

Equitable Opportunities → Which groups should strategies focus on?

Effective Delivery → How do we ensure strategies are data-driven?



# *How can we evaluate this issue using the 4E's?*

## *Implementation*

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### **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.*

*Concern: Predatory targeting of vulnerable populations.*

*How do we implement strategies in the community?*

*Early Action → What early programs or pilots could we launch?*

*Easy Access → Where should messages or services be displayed?*

*Equitable Opportunities → What cultural adaptations are necessary?*

*Effective Delivery → How do we monitor progress as we go?*



# *How can we evaluate this issue using the 4E's?*

## *Evaluation*

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### **Scenario:**

*Data show disproportionate lottery spending in low-income neighborhoods.*

*Concern: Predatory targeting of vulnerable populations.*

*How will we measure success?*

*Early Action → What early indicators do we track?*

*Easy Access → How do we verify if barriers have decreased?*

*Equitable Opportunities → How do we ensure fairness in outcomes?*

*Effective Delivery → How do we balance numbers and stories?*



# *Lottery & Equity*

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Prevention is strongest when **SPF** and **4E's** are integrated.

Each E adds a unique lens to every SPF step.



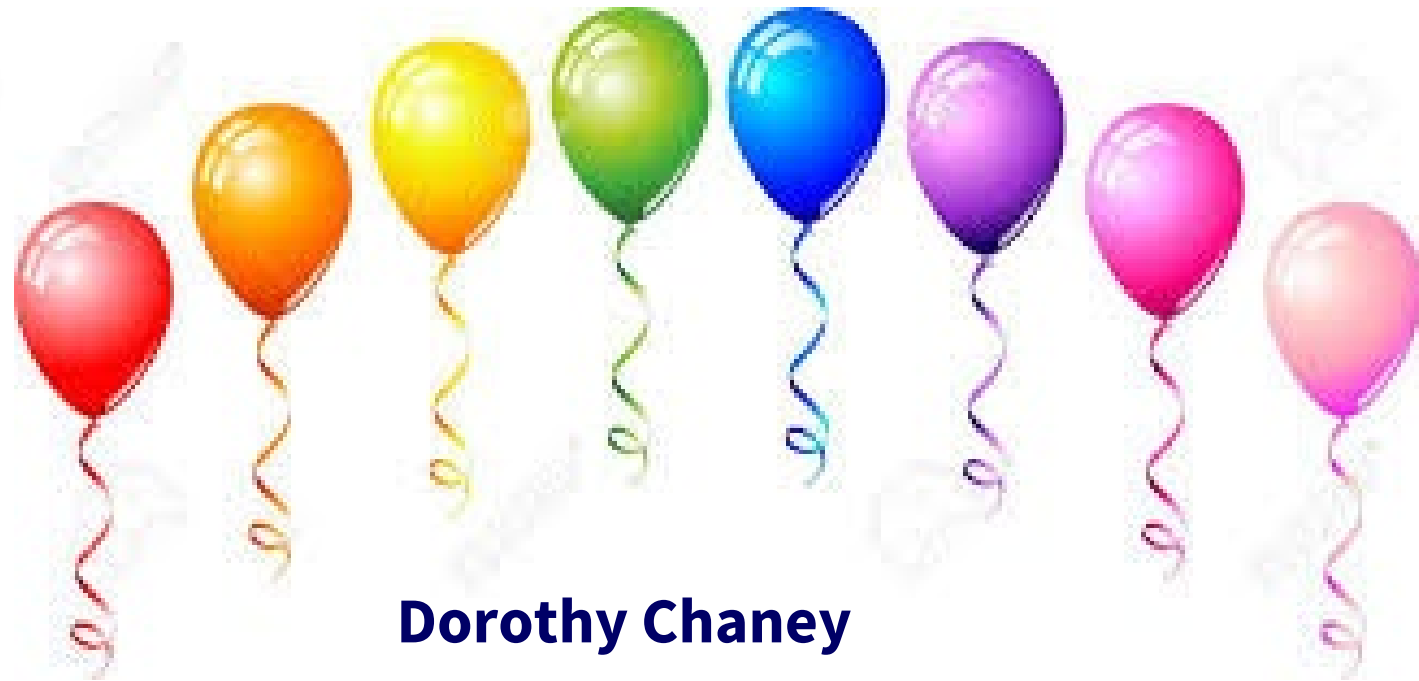


What New Ideas Were Sparked for You with the 4E's and SPF?

# Actions & Take Aways The 4E's

- What are the key points you would share with your coalition or organization?
- What specific actions will you take?

# Thank You!



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