

# Oregon Problem Gambling Resource **Positive Culture Framework**

## Data Collection Process

Webinar

March 1, 2018

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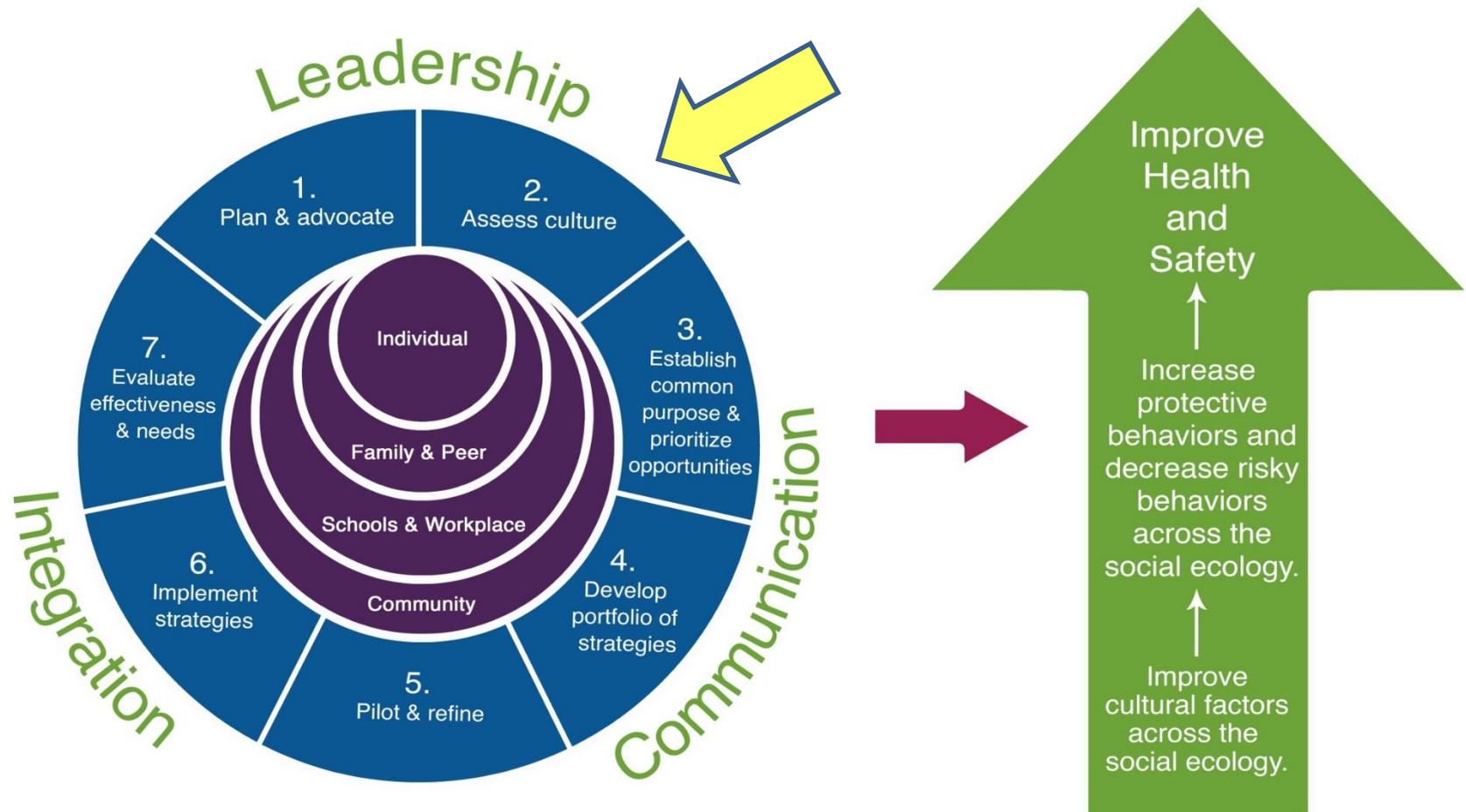
# Center's Purpose

We are an interdisciplinary center serving communities and organizations through research, training and guidance to cultivate healthy and safe cultures.

# Agenda

- Core questions we want to answer
- Various constructs
- Behavioral model
- Review methodology
- Questions

# Positive Culture Framework



# Step 2. Assess Culture

## Context

- 2.6% of Oregon adults experience moderate or severe problems with gambling (83,800 people)
- 5.4% of Oregon adults experience low level problems with gambling (174,150 people)
- In 2016, 134 families / significant others got support through OPRG programs
- About 1,100 gamblers enrolled in publicly funded problem gambling treatment programs
  - does not include those funded with private insurance

Source: Gambling & Problem Gaming in Oregon, Oregon Council on Problem Gambling

# Step 2. Assess Culture

Identify cultural factors that we want to grow in order to increase use of Oregon Problem Gambling Resources.

# Core Questions

1. How concerned are people about problem gambling behaviors?
2. To what degree do people have perceived stigma about problem gambling?
  - a) And how does this correlate with their beliefs and behaviors?
3. Are people in situations to intervene with a potential problem gambler?
  - a) If so, how often do people in this situation actually intervene?
4. What are the attitudes and beliefs that predict accessing OPR?

# Concern for Problem Gambling Behaviors

Use several vignettes (i.e., short stories)

- Written based on DSM Criteria
- Independently scored by OPGR counselors
- For each vignette, ask:
  - How concerning is Jay's gambling behavior?
  - How concerned would you be if Jay was a close friend or family member?
  - Agree or disagree: Something should be done to address Jay's gambling behavior?

# Perceived Stigma about PG

## Use the Problem Gambling Perceived Stigma Scale

- Asks to what degree the respondent agrees with 13 statements about what “most people” think about problem gamblers.

Example:

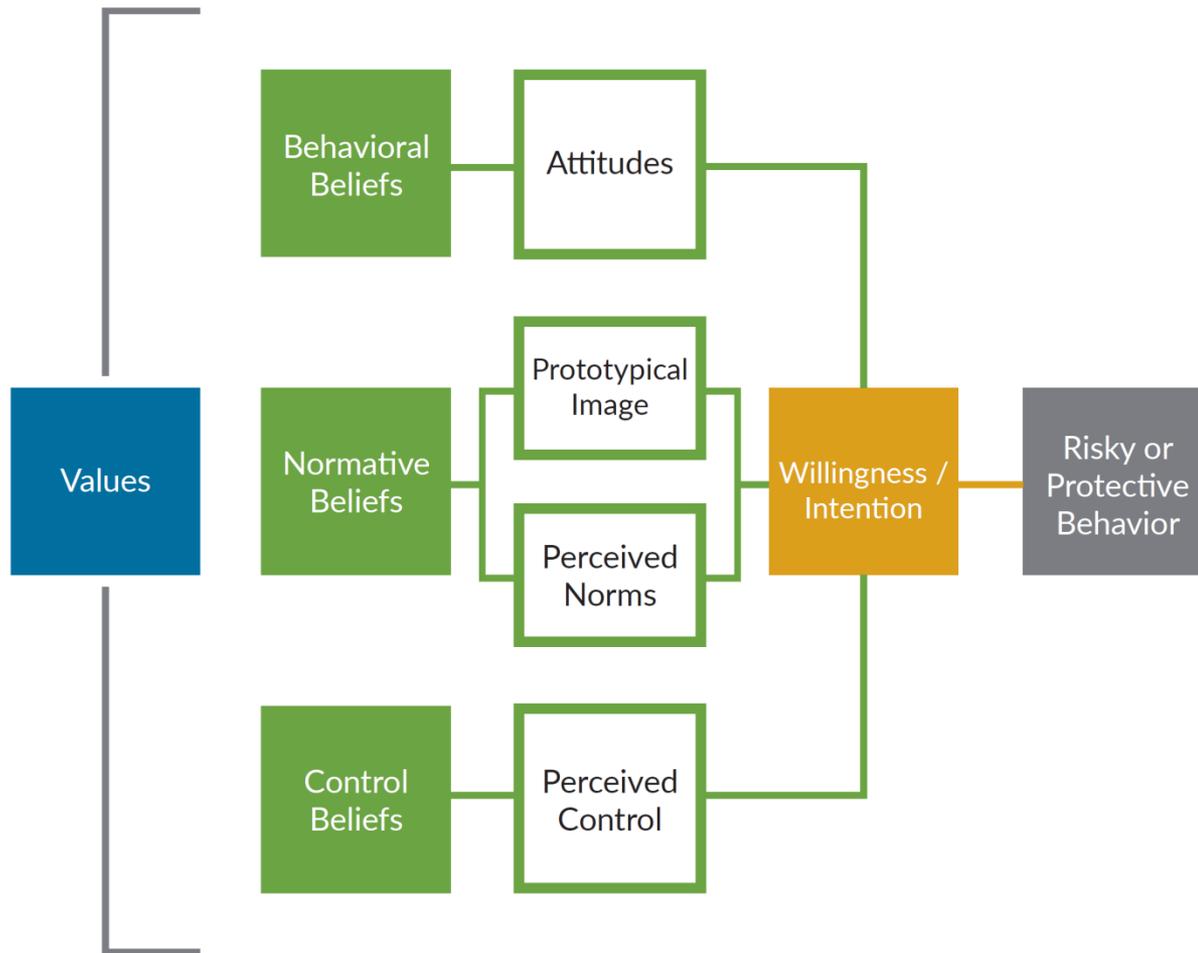
“Most people think problem gamblers are liars.”

# Simplified Behavioral Model

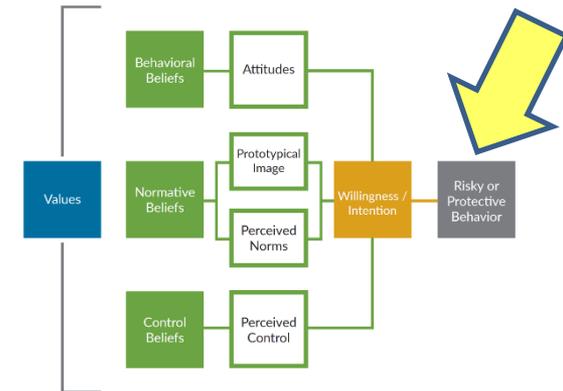


(represents one individual)

# Behavioral Model



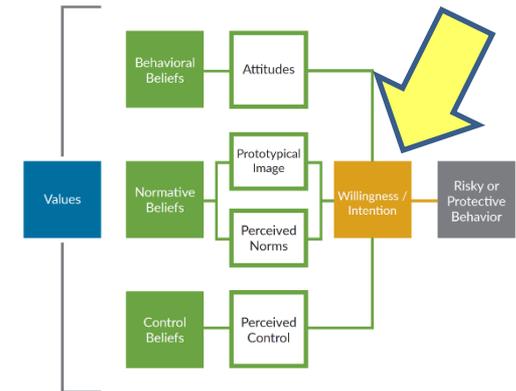
# Behavior



Visiting the OPGR website, texting OPGR, and calling OPGR either for

- Themselves or for
- Someone whom they are concerned about

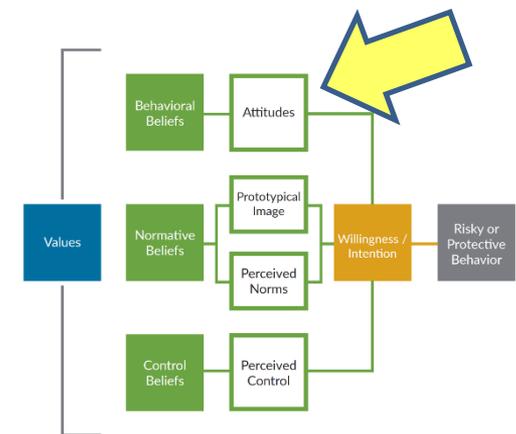
# Willingness / Intention



Willingness to visit the OPGR website, text OPGR, or call OPGR for

- a) yourself
- b) family member, partner, or spouse
- c) close friend
- d) acquaintance or co-worker

# Attitude

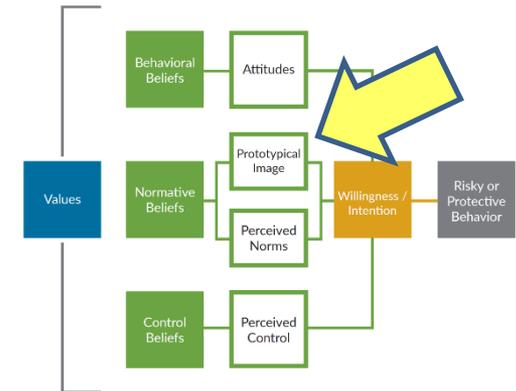


Attitude about contacting OPGR if they were concerned about someone else's gambling behaviors.

- Use 10 pairs of words like Useful vs. Useless

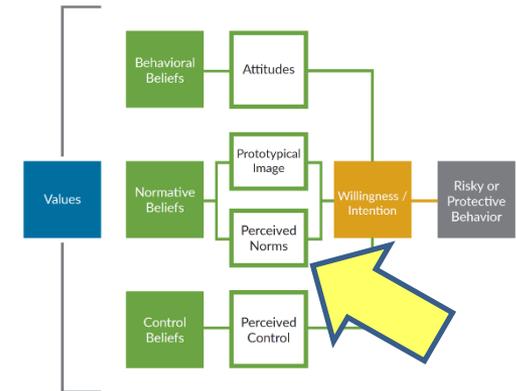
**Also explore behavioral beliefs and assumptions**  
(24 questions)

# Prototypical Image



How respondents “feel” about the **typical person** who would contact OPGR if they were concerned about someone else’s gambling behaviors

# Perceived Norms (Injunctive)



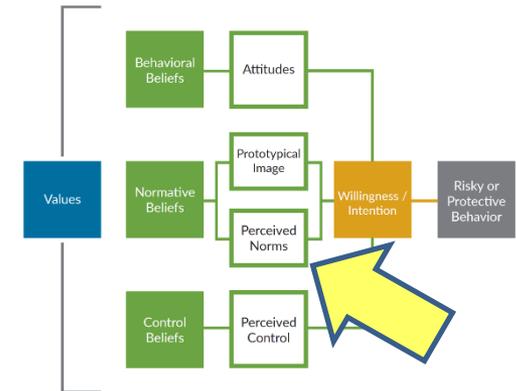
Perception as to whether other people would

- think it was acceptable
- would oppose or support
- would approve or disapprove

of contacting OPGR

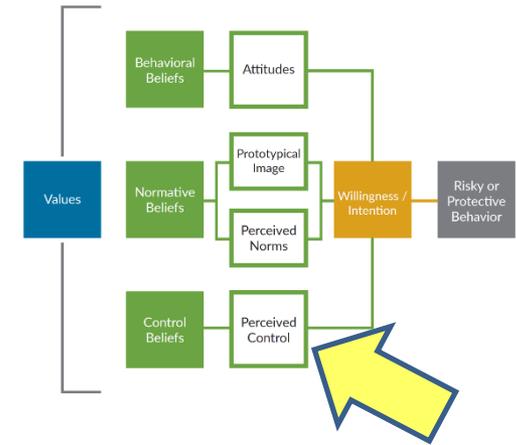
**Also explore normative beliefs**

# Perceived Norms (Descriptive)



Perception as to whether other people would typically contact OPRG if they were concerned about someone

# Perceived Control



Perception as to whether people feel

- They are capable of contacting OPGR;
- How easy or difficult it is; and
- How comfortable they are.

**Also explore control beliefs and knowledge**

# Demographics

- Region of Oregon
  - North Coast, Central Coast, South Coast, Portland Metro Area, Willamette Valley, Columbia River Gorge / Basin, Southern Oregon, Central Oregon, Eastern Oregon
- Age
- Sex
- Education attainment
- Race

# Methodology

## Development

- Three pilot tests with a convenience sample of 100 adults in Oregon recruited online

## Implementation

- Three hundred respondents recruited online
- Age 18+ who live in Oregon
- Stratify by age, sex, geography

# Questions / Comments