

Local Insight, Lasting Impact: Data Gathering for Prevention Professionals

Why We Gather Local Data

To gather local insights, experiences, and perspectives about gambling behaviors, risks, and support systems through inclusive, small-group dialogue. This process helps prevention professionals collect community-informed data that reflects lived realities, identifies gaps in awareness or services, and guides culturally relevant strategies to reduce gambling-related harm.

This document is designed to provide practical examples of data collection methods that support this goal.

Data Walk: A Journey Based on Data

A data walk for problem gambling prevention uses interactive stations to help youth, educators, and community leaders explore local gambling trends, risks, and protective factors—sparking dialogue and action.

Purpose

To raise awareness about youth gambling behaviors and risks, and to co-create prevention strategies with students, parents, educators, and youth-serving organizations.

Station Topics & Sample Data

Set up 5–7 stations with posters or infographics. Each station should feature one key data point and a few guiding questions. **Note: The data points used in these examples are illustrative and not based on Oregon-specific data. The focus population is youth but can be utilized for other focus populations.**

Station Title	Example Sample Data	Discussion Prompts
Youth Gambling Participation	29% of high schoolers report gambling in the past year	What types of gambling are most common among youth?

Station Title	Example Sample Data	Discussion Prompts
Risk Factors	Youth with anxiety or depression are 2x more likely to develop gambling problems	How do mental health and gambling connect?
Online Gambling Access	1 in 4 teens say they've gambled online using apps or games	What role does technology play in youth gambling?
Misconceptions About Gambling	70% of teens believe skill can beat chance in gambling	Why do these beliefs persist? How can we correct them?
Signs of Problem Gambling	Skipping school, borrowing money, mood swings	What signs should parents and teachers watch for?
Prevention Resources	Only 30% of youth know where to get help	How can we improve awareness and access to support?

Facilitation Tips

- Encourage participants to rotate in small groups.
- Use sticky notes or worksheets to capture reactions and ideas.
- Include youth voices—invite students to co-facilitate or interpret data.
- End with a group debrief to identify themes and brainstorm prevention actions.

Key Takeaways

- Interactive stations make data engaging and accessible for youth and adults.
- Promotes dialogue around real-life risk factors, misconceptions, and support gaps.
- Encourages co-creation of prevention strategies with community input.

100 Cups of Coffee: Conversations That Count

100 cups of coffee is a community engagement activity designed for informal, one-on-one conversations – between prevention professionals and key community members in a relaxed environment like over coffee. The goal is to gather insights through

focused questions that help build awareness of local gambling behaviors and inform prevention strategies.

Purpose

To build trust and gather meaningful insights about local gambling behaviors, risks, and support systems through informal, one-on-one conversations. This approach allows prevention professionals to engage key community members in relaxed settings, using focused, behavior-based questions that reduce stigma and encourage honest dialogue. The information gathered helps shape responsive, community-informed prevention strategies.

Strategies for Developing Focused Questions

1. Start with Clear Objectives

- Define what you want to learn: prevalence, motivations, impacts, or awareness.
- Align questions with your prevention goals (e.g., identifying risk factors or gaps in support).

2. Use Behavior-Based Framing

- Focus on actions rather than labels – this reduces stigma and encourages honest responses.

3. Incorporate Local Context

- Tailor questions to reflect regional gambling trends (e.g., lottery, sports betting, casinos).
- Ask about community norms: “Is gambling seen as a common pastime here?”

4. Explore Motivations and Triggers

- Ask about emotional, social, or financial reasons for gambling:
 - “What usually prompts someone to gamble in your experience?”
 - “Do people gamble more during certain times or events?”

5. Include Impact-Oriented Questions

- Probe for consequences without judgment:
 - “Have you seen gambling affect someone’s relationships or finances?”
 - “What support do people seek when gambling becomes stressful?”

6. Use Open-Ended Formats

- Encourage storytelling and nuanced responses:
 - “Can you describe a situation where gambling can become a concern?”

7. Pilot and Refine

- Test questions with a small group first.
- Adjust for clarity, tone, and cultural appropriateness.

Key Takeaways

- One-on-one chats in informal settings build trust and uncover honest insights.
- Behavior-based, open-ended questions reduce stigma and invite storytelling.
- Helps prevention professionals understand local motivations, triggers, and needs.

Examples of questions

What we want to know: General gambling trends in the community

- What kinds of challenges related to gambling have you noticed in the community?
- Who do you think might be most at risk when it comes to gambling?
- When people in the community need help with gambling, where do they usually turn?
- What kind of tools or resources do you think would help the community to prevent gambling related harms?
- Is there anything else you think we should know about gambling in the community?

The questions above are provided as examples. Prevention professionals are encouraged to brainstorm and tailor their questions based on specific populations they serve and the key objectives they aim to explore.

3. Community Mapping: Visualizing Risk and Resilience

Purpose

To collaboratively identify where gambling-related risks, protective factors, influences, and support systems exist within the community—based on local knowledge and lived experience. This participatory approach helps prevention professionals design culturally relevant, community-informed, and focused interventions that reflect the realities of those within the community.

Participants:

- Community members
- Prevention professionals
- Youth leaders, educators, faith groups, or local service providers

Materials:

- Large, printed map of the community or neighborhood or large paper to hand-draw map
- Colored markers or stickers
- Post-it notes
- Legend key (e.g., red = risk, green = support, blue = awareness)

Instructions:

1. Set the Scene:

- Begin with a short discussion: “what does our community look like and what does gambling look like in our community?”
- Ask participants to reflect on places, people, or events connected to gambling behaviors.

2. Map the Risks:

- Ask participants to mark places where gambling is visible or accessible (e.g., convenience stores with lottery tickets, casinos, online hotspots).
- Other areas that pose a risk?
- Identify areas where people may be more vulnerable (e.g., youth centers, low-income housing).

3. Map the Supports:

- Highlight existing resources: counseling centers, support groups, financial literacy programs, faith-based support.
- Note any informal supports like trusted community leaders or safe gathering spaces.

4. Map the Gaps:

- Use post-its to suggest where new resources or outreach could be helpful.
- Ask: “Where do people go when gambling becomes a problem?” and “Where should help be available?”

5. Group Reflection:

- What patterns do you see?
- Who is most affected or at risk?

- What strengths can we build on?
- Identify priority areas for awareness campaigns, education, or services.

Outcome

A visual, community-driven tool that reflects local realities and guides prevention strategies with empathy and relevance.

Key Takeaways

- Participants identify where gambling risks and supports exist in their community.
 - Mapping reveals patterns, gaps, and opportunities for targeted outreach.
 - Builds a shared understanding of local dynamics through lived experience.
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World Café Process: Dialogue for Discovery

The World Café is a structured conversational process that brings diverse community members together to explore complex issues through small-group dialogue. When applied to problem gambling prevention, it creates a space for collaborative learning, shared insights, and community-driven solutions.

Purpose

To engage stakeholders—youth, educators, parents, service providers, and community leaders—in meaningful conversations that uncover local gambling behaviors, risks, and prevention opportunities.

Setup & Materials

- **Venue:** Open space with multiple small tables (4–6 participants per table)
- **Materials:** Tablecloths (paper), markers, sticky notes, discussion guides, refreshments
- **Facilitators:** Hosts to welcome participants and guide the process

Process Overview

1. Welcome & Context Setting

- Brief introduction to problem gambling and its local relevance
- Share goals of the session and how insights will be used

2. Round 1: Understanding the Landscape

- Sample question: *“What does gambling look like in our community?”*

- Explore types of gambling, visibility, and community norms

3. Round 2: Identifying Risks & Impacts

- Sample question: *“Who is most affected by gambling harms, and how?”*
- Discuss vulnerable populations, triggers, and consequences

4. Round 3: Exploring Prevention & Support

- Sample question: *“What resources or strategies could help reduce gambling-related harm?”*
- Brainstorm outreach, education, and support systems

5. Harvesting Insights

- Participants rotate tables between rounds
- Table hosts summarize key ideas for each round
- Group debrief to identify themes, gaps, and action steps

Sample Questions

- What myths or misconceptions do people have about gambling?
- How does technology influence youth gambling behaviors?
- What signs of problem gambling should families and educators watch for?
- What community strengths can we build on to prevent gambling harm?

Outcomes

- Rich, community-informed insights
- Shared understanding of local gambling dynamics
- Actionable ideas for prevention campaigns, education, and support services

Key Takeaways

- Small-group dialogue surfaces diverse perspectives and shared concerns.
- Rotating conversations deepen understanding of gambling’s local impact.
- Generates actionable ideas for prevention, education, and support services.

Conclusion: Keep the Conversation Going

The activities outlined in this document are just a starting point. Each offers a way to engage communities, elevate lived experiences, and gather meaningful data to inform problem gambling prevention strategies. However, no single method captures the full picture.

We encourage prevention professionals to continue exploring additional tools, training opportunities, and culturally responsive approaches that deepen community engagement and strengthen prevention efforts. For more resources, guidance, and support, connect with your local or state problem gambling prevention network.

Together, we can build more informed, responsive, and resilient communities.

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