

## Gambling Help campaigns – Summary of Evaluations

### **Responsible Gambling Community Awareness Campaigns Phases 1-4**

The Responsible Gambling Community Awareness Campaign uses an early intervention approach, the target group being low to moderate risk gamblers. Placement of messages consisted of print media and ‘out of home’ (bus and taxi back and street furniture), radio and cinema. External evaluations of the campaign have been based on tracking audience recall, message takeout and looking at behavioural shifts.

The measures of success for this campaign were the impact of the campaign in relation to its key objectives of:

- increase awareness of responsible gambling practices amongst low to moderate risk gamblers; and
- shift attitudes amongst low to moderate risk gamblers towards responsible gambling practices.

Primarily the key measures of success for the Responsible Gambling Community Awareness Campaign has been unprompted and prompted recall of advertisements, understanding the main messages behind the campaign and, in some cases, any impact on shift in gambling behaviour. The table below examines the outcome measures of each phase of the campaign.

**Table 1: Advertising Awareness**

	Unprompted recall	Prompted recall	Understanding	Behavioural shift
<b>Phase 1 2005</b>	45%	71%	Key messages well understood.	N/A
<b>Phase 2 March 2006</b>	44%	66%	Key messages well understood.	No significant shift.
<b>Phase 3 July 2006</b>	45%	53%	Key messages well understood.	No significant shift.
<b>Phase 4 June 2007</b>	35%	30%	Key messages well understood.	42% behaviour change

### **Responsible Gambling Community Awareness Campaign Refresh 2009-10**

The decrease in audience recall shown during phases 3 and 4 of the campaign indicated that they campaign had lost impact as a result of repeated exposure and therefore required refreshing. A refresh campaign was developed and placed throughout Queensland with advertising in cinema, on street furniture including bus and train stations, billboards, press, stadiums, and used in on-line banner’s and Google search engine marketing. The main elements of the campaign ran in two month blocks over October 2009 and January 2010. In

line with the initial campaign, the target audience of the refresh campaign was low to moderate risk gamblers.

The refresh campaign was evaluated in 2010 in order to determine audience recall, message take-out and the impact of the campaign in terms of changing attitudes and changing behaviours.

Compared to the final evaluation conducted on the original Responsible Gambling Community Awareness Campaign unprompted recall of the advertisements rose from 35% to 55%. Prompted recall of the advertisements was found to be 24%. Interestingly, the refresh campaign saw behaviour change in 42% of low to moderate risk gamblers.

The key messages relating to responsible gambling were received well and understood with only minor differences in message take-out, the perceived target for the ads and the ad performance on other key metrics. Amongst those recalling the campaign, 42% of low to moderate risk gamblers indicated they had taken action as a result of the campaign (i.e. thinking about their gambling, reducing gambling activities).

## ***Problem Gambling Campaign***

The *Wanna Bet?* campaign, which was rolled out in 2006, targets problem gamblers and promotes Gambling Help services. It is primarily an in-venue campaign with the six messages designed to alert gamblers to the financial costs, personal stress and warning signs associated with problem gambler and to encourage help seeking incorporated into signage and take-away cards. The primary message of the campaign is “If gambling has become more important than other things in your life – you have a problem”. The secondary message is “Help is available”.

Phase 1 of the campaign included an ‘out-of-venue’ component which consisted of press advertisements in selected regional and metropolitan areas (from late October 2006 to mid January 2007). Phase 2 of the campaign involved the continued display of existing concept posters in gambling venues and incorporated press advertisements in the sports and entertainment sections of selected newspapers, billboards, bus backs, citylites and static advertisements at bus stops, during November and December 2008.

An evaluation of Phase 1 of the campaign was conducted by AC Nielsen and demonstrated that the campaign was relatively effective, with over 70 per cent of interviewed respondents indicating that they clearly understood the intent of each message, and one in three people recalling at least one poster when prompted. For the ‘at risk’ gambling group the spontaneous recall was 40 per cent, which is a relatively high recall rate for a largely in-venue signage-based campaign. In general, respondents agreed that the problem gambling campaign was easily understood, contained meaningful messages, would encourage people to consider their approach to gambling, and caught their attention.

Phase 2 of the campaign aimed to achieve greater community awareness and in particular awareness of the Gambling Help services and the Gambling Helpline. Data for the evaluation of Phase 2 of the campaign was sourced from questions in the Queensland Household Gambling Survey (QHGS) 2008-09. The results of the survey indicated that 64.3 per cent of the adult population had heard or read about the Gambling Helpline phone number and 25.3 per cent had seen or read a sign promoting the Gambling Help services using the phrase ‘Wanna Bet?’. Results indicated that awareness levels increased with the level of problem gambling risk. The majority of respondents thought the advertising was easily understandable (62.5 per cent). The awareness of local area face-to-face Gambling Help counselling services was generally quite low at approximately 18 per cent. However, awareness was slightly higher

in higher risk gambling groups (24 per cent of low and moderate risk gamblers and 23 per cent of problem gamblers). The evaluation concluded that it was likely that message fatigue was occurring and the campaign materials should be refreshed.

## ***Player Information Project***

The Player Information 'Odds of Winning' Project aims to alert consumers to responsible gambling information and, in particular, 'real life' examples of odds, exclusions provisions and other player information required under the *Queensland Responsible Gambling Code of Practice* (Code of Practice). The project was initiated following the 2007 research 'Review and Refresh of Player Information to Patrons' undertaken by AC Nielsen, which indicated low recognition of the Information Display Board required under the Code of Practice, little understanding of the term 'exclusion' and extremely limited recognition of the exclusion brochure or exclusion function.

In order to address a number of these issues, the Player Information Project branded and emphasised 'Odds of Winning' information. Based on prior research, the campaign used humorous key messages and concepts that presented 'lifestyle' odds that communicate the unlikelihood of a win such as 'You've got a better chance of dating a supermodel than winning the top prize on a poker machine'.

The 'Odds of Winning' campaign using these concepts was launched in November 2009, with red dice branding used across all materials. All Queensland clubs, hotels and other gambling sectors (excluding lotteries) received a range of free materials including LCD screen imagery, stickers, coasters and brochures. A new Information Display Board and Exclusion Boards branded with the same red dice imagery were also distributed to gambling providers. A page dedicated to the campaign has also been placed on the Office of Liquor and Gaming website.

The campaign was evaluated via an online survey, undertaken between 27 September and 26 October 2010, of 1270 Queenslanders who had visited a gambling venue in the previous six months. Overall, approximately 18 per cent of the sample was able to recall some form of advertising depicting 'Odds of Winning'. Importantly, as the gambling risk increased so too did recall, with 28 per cent of low risk gamblers, 38 per cent of moderate risk gamblers and 44 per cent of problem gamblers recalling some form of advertising depicting 'Odds of Winning'. When prompted, approximately 12 per cent could recall at least one of the specific materials. Prompted recall of the individual specific materials (image on screen, stickers, coasters, brochures and cardboard cubes) was relatively poor, ranging from one to five per cent, but again, recall increased with gambling risk. Although prompted recall was relatively low, it must be noted that 25 per cent of the sample were 'non-gamblers' (sample weighted to reflect population estimates). Non gamblers are potentially more likely than other respondents (who do engage in gambling activities), to not attend to, or notice, gambling-related materials and signage within a venue.

Although achieving relatively low rates of prompted recall for individual materials, the 'Odds of Winning' materials appear to have some potential in terms of changing attitudes and beliefs. More than half (56 per cent) thought that the materials made them think about the chances of winning, and 43 per cent felt the materials would encourage them to seek help if they had a problem. Ten per cent of those who saw the materials reported that they were now gambling less as a result, whilst 19 per cent reported that they had approached someone they knew about their gambling habits as a result of the resources.

In terms of the 'Odds of Winning' materials overall, 71 per cent felt that the materials were 'believable' and 67 per cent thought it was an effective way to communicate the chances of winning from gambling.

## ***Info-Med***

Info-Med is a patient information service that provides patients and doctors with updated health and community messages. They provide brochures and pamphlets to Info-Med boards in patient waiting rooms and hand deliver packs to doctors. The Info-Med distribution network in Queensland currently reaches 675 general practitioners and some 500 multi-doctor practices in Brisbane, Gold Coast, Ipswich, Sunshine Coast, Cairns, Toowoomba and Townsville.

Based on research that has identified general practitioners' offices as ideal sites to place resources for those seeking help or information about problem gambling and further research that has reinforced that people affected by problem gambling often have co-morbid mental health issues such as anxiety, depression and/or substance abuse, the Queensland Government initiated a project to distribute the brochure, 'Gambling: Are you in control?' throughout the Info-Med network. The brochures are placed in Info-Med boards to encourage patients to seek help from their doctor or local Gambling Help Service. Info-Med restocks and audits the brochures every four weeks and tracks brochure uptake.

There have been two trials of distributing 'Gambling: Are you in control?' brochure through Info-Med Patient Information Services. Info-Med reported high levels of uptake of the brochure in initial trials, with uptake approximately 20 per cent higher than other brochures in the Info-Med range. Almost 5 000 brochures were taken by patients over a 6 month trial period. Because of the success of these trials, Info-Med was engaged to continue distribution of these brochures for a further 12 months from March 2011.

Info-Med provide reports each month, which enables monitoring of the service in terms of the number of brochures taken by patients, the number of patients through the surgery who would have seen the brochures and the number of GPs in attendance at the surgery for that month. A Departmental evaluation of the distribution of the brochures will be carried out in 2012.

QUEENSLAND RESPONSIBLE GAMBLING CAMPAIGNS 2002-2012

CAMPAIGN	MEDIA ACTIVITY	EXPENDITURE*	CAMPAIGN ELEMENTS	METHODOLOGY	UNPROMPTED AWARENESS	PROMPTED AWARENESS	ATTITUDE/ BEHAVIOUR CHANGE
Problem gambling 2007	Press Sept 2006- Jan 2007 Distributed to Qld gambling providers commenced Oct/Nov 2006	717,400.00	In-venue Wanna Bet? posters and takeaway cards. Print advertising	N=503 (24% low to moderate risk gamblers; 2% problem gamblers; 74% general population) Sample: Queensland residents Mode: Online	Unprompted 27%	Prompted 32%	N/A
Problem gambling 2009	Nov - Dec 2008	550,000.00	Press advertising, billboard, city-lites, bus stops (static) and busbacks	N=2209 (17% non gamblers; 43% recreational gamblers; 27% low risk gamblers; 10% moderate risk gamblers; 2% problem gamblers) Mode: Queensland Household Gambling Survey	Unprompted 25%	Prompted 25.3%	Attitude: 51.3% of problem gamblers were prompted to think about their gambling)  Behaviour: 8.9% of problem gamblers contacted the Helpline
Player Information Campaign	In-venue - All OLD gambling providers Nov/Dec 2009	280,100.00	Coasters, stickers, brochures, table toppers, CD's , LCD screen images, Information display board and Exclusion signs	N=1270 (weighted) (25.3% non gamblers; 68% recreational gamblers; 4.7% low risk gamblers; 1.6% moderate risk gamblers; 0.37% problem gamblers). Sample: Queenslanders who had visited a gambling venue in the previous six months. Mode: online	Unprompted 18%	Prompted 12%	Attitude: 56% thought the materials made them think about chances of winning and 43% felt the materials would encourage them to seek help if they had a problem.  Behaviour: 10% reported gambling less as a result. 19% had approached someone they knew about their gambling habits as a result.
Responsible gambling 2005 Phase 1	April 2006 - June 2005	1,600,000.00	Print, out of home (bus backs, taxi backs, street furniture and stadium advertising), radio and cinema	N=505 Target group: low to moderate risk gamblers. Sample: aged between 18 and 34 who engage in two or more forms of gambling per week ( <i>pokies, scratchies, sports betting and race betting, lotto, keno and casino games</i> ). The research excluded respondents if lotto and scratchies were the only two forms of gambling participated in weekly. Mode: Online+E1	Unprompted 45%	Prompted 71%	N/A
Responsible gambling March 2006 Phase 2	Nov 2005 - Jan 2006	2,700,000.00	Print, out of home (bus backs, taxi backs, street furniture and stadium advertising), radio and cinema	N=519 Target group: low to moderate risk gamblers. Sample: aged between 18 and 34 who engage in two or more forms of gambling per week ( <i>pokies, scratchies, sports betting and race betting, lotto, keno and casino games</i> ). The research excluded respondents if lotto and scratchies were the only two forms of gambling participated in weekly. Mode: Online	Unprompted 44%	Prompted 66%	No significant shift.

Responsible gambling July 2006 Phase 3	April 2006 - June 2006		Print, out of home (bus backs, taxi backs, street furniture and stadium advertising), radio and cinema	N=519 Target group: low to moderate risk gamblers. Sample: aged between 18 and 34 who engage in two or more forms of gambling per week (pokies, scratchies, sports betting and race betting, lotto, keno and casino games). The research excluded respondents if lotto and scratchies were the only two forms of gambling participated in weekly. Mode: Online	Unprompted 45%	Prompted 53%	No significant shift.
Responsible gambling June 2007 Phase 4	Nov 2006 - Jan 2007	975,000.00	Print, out of home (bus backs, taxi backs, street furniture and stadium advertising), radio and cinema	N=600 (n=400 low to moderate risk gamblers; n=200 general population) Target Group: low to moderate risk gamblers Sample: aged between 18 and 34 who engage in two or more forms of gambling per week (pokies, scratchies, sports betting and race betting, lotto, keno and casino games). Mode: online	Unprompted 35%	Prompted 30%	
Responsible gambling Refresh campaign	Sept 2009 - Nov 2009 Jan - Feb 2010	1,158,000.00	Press, billboards, citylites, bus and train stations, cinema, stadium advertising, on-line advertising, search engine marketing	N=611 (n=403 low to moderate risk gamblers; n=208 recreational gamblers) Sample: Residents of Queensland 18+ Mode: online	Unprompted 55%	Prompted 24%	42% behaviour change in low to moderate risk gamblers
InfoMed	Feb - Apr 2009 Mar 2011 - Feb 2012 Mar 2012 - Aug 2012	97,300.00	Brochures and self help manual - Doctors surgeries	Target Audience: General public including problem gamblers and their families. Mode: brochures in GP surgeries			

8,077,800

In the past 12 months, the take-up of brochures is 7,663. The number of patients through the GP surgeries where the brochures are displayed number 12,877,781 over the past 12 months.

#### Problem gambling 2007

QThinking about adverts you may have seen recently about services to help gamblers, please describe the first advert that comes to mind for gambling services.

QThe following is a recent set of advertisements that are displayed in all gambling venues in Queensland. We would like to know if you have seen these advertisements prior to today. Please indicate if you have seen these ads or not?

#### Responsible gambling

QThinking about adverts you may have seen recently about services to help gamblers, please describe the first advert that comes to mind for gambling services.

#### Responsible gambling phase 4

QThinking about adverts you may have seen recently about services to help gamblers, please describe the first advert that comes to mind for gambling services...

QPlease indicate if you have seen these ads...

#### Responsible gambling refresh

QHave you seen or heard any advertising encouraging people to gamble responsibly in the last 6 months?

QPlease describe the advertising you have seen or heard.

QA recent advertisement encouraging people to gamble responsibly is shown below. Have you seen or heard this ad?

#### Player Information

QThinking about responsible gambling advertising, do you recall any advertising depicting odds of winning or the likelihood of winning when gambling?

QHave you seen xyz before today?

\*Please note: expenditure on campaigns

in Queensland should not be considered a reflection of the effectiveness of campaigns. We believe that specific campaigns targeted to each 'at risk' group is more effective than broad-based community awareness campaigns.