

Latino/a/x & Spanish Speaking Community Problem Gambling Prevention Readiness Report

Marion County, Oregon
Problem Gambling Prevention Progra

Problem Gambling Prevention Program Released on 1/3/23



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This Community Readiness Assessment was conducted in collaboration between Marion County Health Promotion & Prevention and Mano a Mano in Salem, Keizer, and Woodburn, Oregon. This report was generated by Marion County Health Promotion & Prevention Services staff Michael Keuler and Heidi Johnson. It was reviewed and edited by Mano a Mano staff.

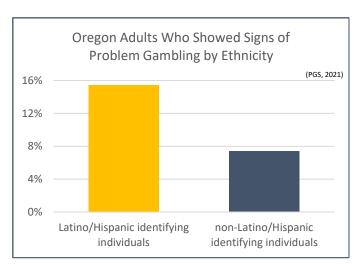
"I think the Hispanic people know there is a problem. They see the person, the friend, the cousin, the dad has a problem. But again, the problem is how do we try to solve it. Where can I go? Who can help me? Who can direct me to these services that they're offering? Where are they? Where's the number? What's the person's name? How to access the services I think is the big challenge."

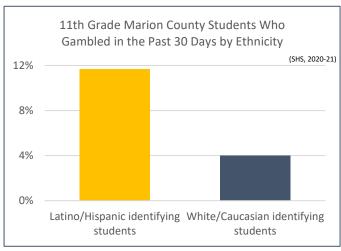
~ Key Community Stakeholder Response

Introduction

Throughout Oregon, gambling is widely accepted as a recreational activity for adults and opportunities to gamble are available in almost every community. In 2021, there were over 2,000 video gambling locations at restaurants and bars, about 2,000 traditional lottery locations, and 9 tribal casinos. Gambling revenues for the Oregon Lottery in 2021 reached \$1.5 billion (Oregon Lottery, 2022), and about \$500 million for Tribal Casinos in 2017 (Rollier, 2019). While gambling in Oregon does provide economic advantages for businesses, public services, and tribal governments, it is an activity that carries risk for people who choose to gamble and their loved ones. Problem gambling includes all gambling behavior patterns that compromise, disrupt, or damage personal, family, or vocational pursuits (NCPG, 2022). Problem gambling can become disordered gambling, a diagnosable condition which involves persistent and recurrent problematic gambling behavior leading to clinically significant impairment or distress. For youth, regardless of showing signs of problem gambling, regular gambling is associated with increased substance use, mental health problems, and delinquent behaviors compared to non-regular gambling students (OHA, 2021). While problem gambling can affect anyone, some regions, cultures, and ethnicities are affected more than others.

Marion County is one of the most ethnically diverse counties in Oregon, with one of the largest Latino/a/x populations in the state. An estimated 28.2% (97,880) of all Marion County residents identify as Latino/Hispanic and 20.4% speak Spanish at the home (ACS, 2021). Recent studies have indicated that Latino/a/x communities in Oregon are disproportionately affected by problem gambling. According to a Problem Gambling Solutions survey in 2021, 15.4% of Oregon adult participants identifying as Latino/Hispanic showed signs of problem gambling, compared to 7.4% non-Latino/Hispanic adults (PGS, 2021). Among Marion County adolescents, 11.7% of Latino/Hispanic identifying 11th graders gambled recently compared to 4.0% of non-Latino/Hispanic White (SHS, 2020). These statistics are consistent with spending trends of Oregon Lottery Video Lottery Terminals, the form of gambling most people in treatment preferred. The zip codes with the most Video Lottery sales in Marion County also have the largest





Latino/a/x populations, those being the NE Salem, Woodburn, Mt. Angel areas (Oregon Lottery, 2022).

Project Overview

The Marion County Problem Gambling Prevention program and Mano a Mano conducted a Community Readiness Assessment (CRA) between May – December 2022 to better understand the prevalence and severity of problem gambling in Latino/a/x and Spanish speaking communities in Marion County. The evidence-based Community Readiness Model – developed by the Tri-Ethnic Center for Prevention Research at Colorado State University – was used to conduct the assessment because it integrates a community's culture, resources, and level of readiness to address the issue more effectively. It allows communities to define issues and strategies in their own context, with the ultimate goal of increasing community capacity for prevention and intervention. It is also measurable and multi-dimensional, allowing Marion County and the Latino/a/x and Spanish speaking community to develop strategies and interventions aimed at decreasing the prevalence of problem gambling.

The CRA included eight interviews with key community stakeholders and three Cafecitos (culturally appropriate focus groups) – totaling 43 participants – in Spanish to understand how gambling affects the Latino/a/x and Spanish speaking community who work and/or reside in Marion County. Salem, Keizer, and Woodburn were identified as the focal areas of interest due to higher rates of video lottery spending in relation to household income and larger populations of people identifying as Latino/a/x or Hispanic compared to other areas of Marion County. Key stakeholder interviews were conducted between July-September 2022 and represent perspectives from various segments of the Latino/a/x community. This includes Latino/a/x leaders who identify as a representative of the following: parents, business owners, faith-based community, schools & universities, law enforcement, health & medical professionals, local government officials, social services, and farmworkers and farm labor contractors. Once the key stakeholder interviews were concluded, a team of scorers from Marion County Problem Gambling Prevention and Mano a Mano scored the interviews individually, then met to agree upon on a consensus score together (p. 6). Three Cafecitos were then held in Spanish between October – November 2022 (in Salem, Woodburn, and online via Zoom) to understand the perspective of Latino/a/x and Spanish speaking general public.

The purpose of this assessment is to understand the Marion County Latino/a/x and Spanish speaking communities' level of readiness for community change. In the interviews, the stages of readiness were scored based on six different dimensions of readiness (p. 4). They will inform strategic planning strategies for more effective long-term change. As the Tri-Ethnic Community Readiness Model states, "matching an intervention to a community's level of readiness is absolutely essential for success." Through the use of this tool, the community will be able to identify challenging interventions for community change broken down into a series of manageable steps.

"I have seen people in the community who start as entertainment... and have lost their homes and even their families because they end up divorcing or separating. It is a problem, they will get their check and go spend it with hopes of winning but in the end they will lose everything they came with and then they worry how they will pay their bills,"

~ Woodburn Cafecito participant

Dimensions of Readiness

The six dimensions of readiness below are categories for strategic planning and community change based on their stage of readiness score they acquire (p. 5).

- **A. Community Efforts:** To what extent are there efforts, programs, and policies that address the issue?
- **B.** Community Knowledge of the Efforts: To what extent do community members know about local efforts and their effectiveness, and are the efforts accessible to all segments of the community?
- **C. Leadership:** To what extent are appointed leaders and influential community members supportive of the issue?
- **D. Community Climate:** What is the prevailing attitude of the community toward the issue? Is it one of helplessness or one of responsibility and empowerment?
- **E. Community Knowledge about the Issue:** To what extent do community members know about the causes of the problem, consequences, and how it impacts your community?
- **F. Resources Related to the Issue:** To what extent are local resources people, time, money, space, etc. available to support efforts?

"I also have a couple of friends who, although they earn a very good salary at their jobs, lose everything betting on gambling and then they don't even have money for rent and that's something very sad because even if you want to help them, they don't understand reasons why gambling addiction consumes them and this is indeed a problem."

~ Online Cafecito participant

Stages of Community Readiness

- 1. **No Awareness:** Issue is not generally recognized by the community or leaders as a problem (or it may truly not be an issue).
- 2. **Denial/Resistance:** At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.
- 3. **Vague Awareness:** Most feel that there is a local concern, but there is no immediate motivation to do anything about it.
- 4. **Preplanning:** There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed.
- 5. **Preparation:** Active leaders begin planning in earnest. Community offers modest support of efforts.
- 6. **Initiation:** Enough information is available to justify efforts. Activities are underway.
- 7. **Stabilization:** Activities are supported by administrators or community decision makers. Staff are trained and experienced.
- 8. **Confirmation/Expansion:** Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained.
- 9. **High Level of Community Ownership:** Detailed and sophisticated knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. Model is applied to other issues.



Community Readiness Scores

Di	mensions of Readiness	Score (Scale 1- 9)	Readiness Level
Α	Community Efforts: A few individuals recognize the need to initiate some type of effort, but there is no immediate motivation to do anything.	3	Vague Awareness
В	Community Knowledge of Efforts: Community has no knowledge about efforts addressing problem gambling.	2	Denial / Resistance
С	Leadership: Leadership believes that problem gambling is not a concern in their community.	2	Denial / Resistance
D	Community Climate: The prevailing attitude is "There's nothing we can do," or "Only 'those people' do that," or "Only 'those people' have that."	2	Denial / Resistance
Ε	Community Knowledge of Issue: No knowledge about problem gambling.	2	Denial / Resistance
F	Resources Related to the Issue: There are resources available for dealing with problem gambling.	2	Denial / Resistance
	TOTAL	2	

These scores are averaged by dimension across all key stakeholder interviews. The Community Readiness Manual highlights goals and general strategies appropriate for the stage of readiness scores received to reduce problem gambling prevalence in the Latino/a/x and Spanish speaking communities.

- 2. Denial/Resistance Goal: Raise awareness that the problem or issue exists in this community.
 - Continue the one-on-one visits and encourage those you have talked with to assist.
 - Approach and engage local educational/behavioral health outreach programs to assist in the effort with flyers, posters, or brochures.
 - Begin to point out media articles that describe local statistics and available problem gambling prevention or intervention services.
 - Prepare and submit articles on problem gambling for newsletters, church bulletins, club newsletters, etc.
 - Present information to local related community groups.
- 3. Vague Awareness Goal: Raise awareness that the community can do something.
 - Get on the agendas and present information on problem gambling at local community events and to unrelated community groups.
 - Post flyers, posters, and billboards.
 - Begin to initiate your own community health events (potlucks, potlatches, etc.) and use those opportunities to also present information on problem gambling.
 - Conduct informal local surveys and interviews with community people by phone or door-to-door

about attitudes and perceptions related to problem gambling.

 Publish newspaper editorials and humaninterest articles with general information and local implications. "I know a person who has a problem with gambling, and they don't look for help because of their immigration status,"

~ Salem Cafecito participant

Interview Findings

During the interviews, key stakeholder respondents identified various barriers and concerns within the Latino/a/x community that lead to problem gambling harms. Below is a summary of the reoccurring themes as identified from Latino/a/x leaders who participated as key respondents.

- 1. Personal Behaviors and Cultural Beliefs: Within the Latino/a/x community, gambling is often viewed as positive and considered a recreational activity. There are many places and opportunities to gamble, including video lottery terminals, sports betting, casinos, and purchasing lottery tickets. Many key respondents identified that men were more likely to engage in gambling and to have lower perception of harm. Due to this connection with gambling within the community, many do not know that there are potential associated risks with gambling. It was also identified that some men in this community consider sharing their emotions a weakness. Key respondents highlighted a stigma associated with having issues with gambling. These beliefs can be a barrier to responsible gambling behaviors and in seeking help or treatment when needed.
- 2. Language: A common theme among key respondents is a lack of culturally specific, sensitive, and language appropriate information. This contributes to low knowledge of the problem in the community. Some did know of the resources available, but many believe that the help and resources available are not for those in the Latino/a/x community and this acts as a barrier. All key respondents said that having one or more counselors who spoke Spanish and understand the Latino/a/x community is imperative in having people utilize treatment. They agreed it is important to have Spanish speaker's crises centers as well as in-person treatment facilities.
- 3. Lack of Awareness: The eight community leaders interviewed were asked "In your opinion, using a scale from 1-10, how much of a priority is problem gambling to the local Latinx and Spanish Speaking community with one being not at all and ten being a high priority?" The averaged priority score of 7.8 out of 10 shows that problem gambling is a high priority in the Latino/a/x community. They were then asked, "In your opinion, using a scale from 1 to 10, how aware is the local Latinx and Spanish Speaking community of these [problem gambling prevention and treatment] efforts, program activities or policies, with one being not at all and ten being a great deal?" With an averaged awareness score of 1.3 out of 10, nearly all of them were certain the Latino/a/x community in Marion County was unaware of the programs and efforts to prevent problem gambling. These findings highlight the need to enhance awareness of current efforts available to prevent and treat problem gambling.
- 4. Lack of Knowledge of Resources: While there are some free resources available in Spanish, they are not always accessible to Spanish speakers or culturally sensitive. Marion County has a webpage (Juego.MCHealthy.Net) with problem gambling statistics and resources in Spanish. There is the Oregon Problem Gambling Resource Helpline (www.OPGR.com) where those in need can call or live chat with a trained counselor in Spanish. However, all key respondents felt they knew little to nothing about the resources available, and acknowledged that local, Spanish speaking and culturally appropriate treatment provider(s) that Latino/a/x and Spanish speaking

individuals can receive in-person services from for problem gambling concerns would be beneficial. Key respondents also said those with economic barriers, older adults, and those living in rural areas often do not have access to technology or connection to internet. It was repeated throughout key respondent interviews that the help available is for substance abuse treatment, and not known among the community that Problem Gambling help is also available.

Cafecito Findings

Overall, many of the Latino/a/x and Spanish speaking people who attended the Cafecitos had concerns about close loved ones struggling with problem gambling. They had basic awareness of problem gambling signs and symptoms. Some respondents even recognized that they gamble responsibly

"They should not be made to feel ashamed or alone to reach out. There should be someone to motivate them."

~ Woodburn Cafecito participant

themselves. However, there was a general sense of despair for people showing problematic behaviors, as many were unaware of how to get help and how to break down the stigma and embarrassment associated with seeking help. One respondent even stated that a group of men were invited to the Cafecito and decided not to attend because they were ashamed and embarrassed at their level of gambling. This indicates that a disconnect in understanding exists between when responsible gambling becomes problem gambling, and cultural beliefs and stigma for early intervention are a barrier to problem gambling prevention.

A majority of Cafecito respondents were unaware of any treatment or resources available to them, especially in Spanish and that are culturally sensitive. Some acknowledged that they were certain resources exist, but they were unaware of how to access it. As one online participant stated, "I say that there is information, but we are not familiar with it." Others did not think Spanish and culturally sensitive information and resources existed, as one Woodburn participant confidently stated, "In Oregon there are none." To combat this, a Spanish and culturally sensitive awareness campaign would benefit the Latino/a/x and Spanish speaking communities of Marion County to raise awareness of when gambling becomes a problem, that resources exist, and to break the stigma against help seeking attitudes and beliefs. By raising awareness of current services and increasing stages of readiness, this will increase the impact of other prevention and treatment strategies in the future. Nearly all Cafecito respondents believe a local, Latino/a/x treatment provider would benefit the community as well.

Many Cafecito participants suggested strategies to prevent problem gambling:

- Raising awareness through TV and Radio
- Creation or enhancement of community and culture centers with healthy, de-stressing activities for adults and kids
- Sponsoring sport teams or leagues (soccer, softball, etc) with prevention messaging
- Information at Cafecitos and small meetings with childcare
- Teaching kids and teens about problem gambling, problem video gaming, and economics in schools, and sending flyers home through school
- Promotion of family unity in the home

Video Game Specific Findings

Video games appear to be a gateway behavior to future problematic gambling behavior for some people (Molde, June 2019). This can be directly attributed to loot boxes in video games and their link to problem gambling (Zendle, 2020) and microtransactions required or highly advertised in games to spend money for a greater reward (King, 2018). It can also be indirectly attributed to non-substance addictions being used as coping mechanisms, leading to problem gambling (Estevez, 2019). Therefore, we included questions 33 and 34 in the interviews (Appendix A): On a scale from 1 to 10, please rate your concern with problem video gaming on devices such as Xbox, PlayStation, Nintendo, computer, or phone among the local Latinx and Spanish speaking youth and children ages 0-18 (school aged youth) and adults over 18 years of age. Please explain your rating. We also included additional video gaming specific questions for the Cafecitos. These questions were answered with a high concern among all key respondent interviews and Cafecitos.

In interviews with key Latino/a/x leader respondents, youth received an average concern for problem video gaming score of 7.9 out of 10, and adults with an averaged score of 6.8 out of 10. For children and teens, key respondents mentioned kids spend too much time playing video games, where it was mentioned that problematic behaviors can lead to depression, anxiety, thoughts of suicide, and loss of idenity. Some respondents acknowledged while it is the parents' responsibility to reduce gaming in their kids, it is an increasingly difficult thing to do with increasing access. One respondent did mention that video games can be used for positive social interaction. For adults, some respondents noted that they see some problematic behaviors in adults, especially young adults, that resembles problem gambling. It was mentioned that the COVID-19 pandemic caused increased use due to physical distancing for kids and adults.

In Cafecitos, participants were extremely concerned about problematic video game behaviors, especially in youth. Most participants consistently rated problem video gaming a 10, "or 12 if possible." Because video game consoles, phones, and other device use is interwoven with youth culture, many parents are struggling to prevent worsening problems they are already seeing, especially during the COVID-19 pandemic and among single parents. There is a general sense of improving resiliency to technology in children. Solutions to problem video gaming revolved around more social and physical activities for Latino/a/x youth outside of technology. All Cafecitos came to a consensus that if a Spanish speaking problem video gaming counselor or parenting class was available, parents would use that service. As one online Cafecito participant mentioned, "I would be the first, it would make me so happy because sometimes we don't know how to speak to them or help them at that age."

"I have a 10yrs old who is addicted to Nintendo, and he will get mad, frustrated if I take it away from him... This addiction will cause problems in school, friends, family members, and homework. Now that I have taken it away from him, he has better grades, now he is listening, and is putting more attention to us."

~ Salem Cafecito participant

Long-term Goal

By December 2027, Marion County Problem Gambling Prevention will increase the following community readiness scores from stage 2 (resistance/denial) to stage 3 (vague awareness): community knowledge of efforts (Dimension B), leadership (Dimension C), and community attitudes (Dimension D).

Strategic Objectives (strategies moving forward)

To accomplish the long-term goal set, the following initial strategic objectives were created. This 2022 Marion County Problem Gambling Prevention Latino/a/x Community Readiness Assessment and the 2020 Marion County COVID-19 Latinx Community Readiness Assessment provide recommendations to inform the strategic objectives to reduce problem gambling prevalence in the Latino/a/x and Spanish speaking communities of Marion County.

1. Create (or adopt) a problem gambling prevention communication plan for the Spanish speaking community that reaches across a variety of communication channels.

The communication plan would raise awareness of when gambling becomes a problem, that resources exist in Spanish, and to break the stigma against help seeking attitudes and beliefs.

The following messaging considerations were identified for effectiveness:

- a. The messages should be unified, simple, culturally appropriate, sensitive, and provided in Spanish. Messages should be in Mam and Mixteco when possible. For written communication, minimalize words and maximize cultural imagery depicting message. For spoken communication, this is an opportunity for more detailed information.
- b. Branding should resemble ads and flyers from Mexico and be consistent for recognition across multiple communication channels.
- c. Messages should acknowledge cultural strengths and portray values of:
 - i. A strong commitment to family, which generally includes ties not only to immediate family, but also to the extended/multi-generational family.
 - ii. The value of hard-work at home and at their jobs.
 - iii. The importance of maintaining rich cultural heritage demonstrated through holidays, music, dance, food, language, etc.
 - iv. A strong sense of faith and spiritual traditions.
 - v. Love through physical affection (e.g. hugging).

- vi. Respect for self, family, community, elders, others.
- vii. Protection of family, culture, and community.
- d. Communication channels identified include the following:
 - i. Radio: Radio Poder (Woodburn) and KWIP (Dallas) are two highly listened to stations in the area among farmworkers. Sports radio was identified as well.
 - ii. Television: Univision has a local station in Portland, TV Jam has online video and television presence.
 - iii. Local churches: Share information and resources with trusted Latino/a/x faith leaders.
 - iv. Small meeting education: Educate Latino/a/x community leaders and established small groups like Cafecitos.
 - v. Social Media: posts created with trusted CBO input/approval and shared widely among partner platforms to increase sharing and reach throughout community. Platforms mentioned were Facebook, Instagram, Twitter, Snapchat, Tiktok, Youtube.
 - vi. Field Navigators/Health Advocates: information and resources for person-toperson educational leaders. This is important because personal connection is a highly valued form of communication and technology is limited in rural areas.
 - vii. Schools and Teachers: Teachers are a trusted source of information and have established relationships with families.
 - viii. Employers: Employers of farmworkers, food processors, small businesses, etc. who commonly employ Hispanic and Latino/a/x identifying individuals.

 Resources and education can be included here.
 - ix. Text message: A great way to reach older and younger generations.
 - x. Flyers: Not the preferred form of communication. However, following guidance outlined, flyers are suggested to be distributed to the following: Field navigators, farm labor contractors, food pantries, laundromats, labor camps, workplace break room/common areas, grocery stores, frequented markets, banks and credit unions, and housing managers.
 - xi. Sponsor events: such as a race, dog walk/run, or soccer team/league.
- 2. Establish ongoing, consistent collaboration with trusted Latino/a/x and Spanish speaking community leaders and organizations for strategy development and raising awareness.

Recommendations

1. Have local, Spanish speaking and culturally appropriate treatment provider(s) that Latino/a/x and Spanish speaking individuals can receive in-person services from for problem gambling concerns.

While some interview respondents and Cafecito participants agreed that phone and virtual treatment options would be accessed by some, others were doubtful that any Latino/a/x and Spanish speaking people would seek treatment via phone or virtually. A large majority of key interview respondents and Cafecito participants agreed that Latino/a/x and Spanish speaking people who experience problem gambling would be more likely to seek help if they had a Spanish speaking

and culturally appropriate treatment provider to connect with in-person. Once a Latino/a/x and Spanish speaking treatment provider is available locally, Marion County Problem Gambling Prevention would incorporate notification of this service into their communication plan.

"It would help a lot to have professionals available who understand how psychology and the mind works."

~ Woodburn Cafecito participant

2. Have local, problem video gaming counselor(s) and/or classes for parents available in Spanish for kids, teenagers, and young adults.

Problem video gaming was a concern amongst most interview respondents and Cafecito participants. Some Latino/a/x parents especially feel hopeless when attempting to control their

children's video game usage and recognize problematic behaviors at home. Having at least one local problem video gaming counselor (could relate to recommendation 1) and possibly classes for parents to teach their kids at home – available in Spanish – was seen as beneficial to Cafecito participants.

"I would be the first [to seek a counselor], it would make me so happy because sometimes we don't know how to speak to them or help them at that age."

~ Online Cafecito participant

Appendix A: Community Readiness Assessment Community Leader Interview Script

INTRODUCTION

Hello, my name is <u>(name)</u>, and I am with <u>(agency name)</u>. I am joined by <u>(name and agency of anyone else there)</u>. We are conducting interviews in Latinx identifying and Spanish Speaking communities to get your thoughts about problem gambling in our local Marion County area. We are contacting key people and organizations in local Latinx identifying and Spanish Speaking communities that represent the areas of local government, treatment, mental health, elders, farm workers, faith/religion, community members, school, parents, and business owners. The purpose of the interviews is to learn more about how your community is addressing problem gambling so that we may be adequately informed to develop prevention strategies for the community to implement. This interview should last about a half an hour to an hour and of course, the entire process, including individual names and your name will be kept confidential. We will ask questions exactly as they are written, and will answer any questions you may have for us at the end.

Our definition of "problem gambling" is any gambling, betting or wagering that causes family, financial, legal, emotional, or other problems for the gambler, their family or others.

A. PREVENTION PROGRAMMING

B. COMMUNITY KNOWLEDGE ABOUT PREVENTION

- 1. In your opinion, using a scale from 1-10, how much of a priority is problem gambling to the local Latinx and Spanish Speaking community with one being not at all and ten being a high priority? Please explain your rating. (A)
- 2. Please describe the efforts, programs or activities that are available in your community to address problem gambling? (A)
- 3. How long have these efforts been in place? (A)
- 4. Who can receive services from these programs/efforts? (A)
- 5. What are the strengths of these efforts? (A and possibly other Dimensions)
- 6. What are the weaknesses of these efforts? (A and possibly other Dimensions)
- 7. What type of plans are in place to continue these services? (A)
- 8. How is evaluation data being used to develop new efforts? (A)
- 9. Please describe any policies that are in place in your community that address or support the prevention of problem gambling. (A)
- 10. How long have these policies been in place? (A)
- 11. In your opinion, using a scale from 1 to 10, how aware is the local Latinx and Spanish Speaking community of these efforts, program activities or policies, with one being not at all and ten being a great deal. Please explain your rating. (B)
- 12. Please explain what you believe that the local Latinx and Spanish Speaking community knows about the efforts, such as, purpose, what services do they offer, how to access the services. (B)
- 13. Are there community members who are involved in sharing information about activities or efforts? Please explain. (B)

C. LEADERSHIP (includes appointed leaders and influential community members)

- 14. In your opinion, using a scale from 1-10, how much of a priority is problem gambling to the leadership (elected and/or local Latinx leaders) in your community with one being not at all and ten being a high priority? Please explain your rating.
- 15. How do the "leaders" in your community support and promote problem gambling efforts, activities or events? (prompt: on committees, attend events, speak on issue in public) Please explain.
- 16. Would the leadership support additional efforts? Please explain.

D. COMMUNITY CLIMATE

- 17. Describe your community.
- 18. What is the community's attitude about problem gambling?
- 19. How supportive or involved is the community in the prevention of problem gambling? Please explain.

E. KNOWLEDGE ABOUT THE PROBLEM

- 20. In the local Latinx and Spanish Speaking community, what type of information is available regarding problem gambling issues?
- 21. How knowledgeable are community members about problem gambling issues? Such as, signs, symptoms and local data, etc. Please explain.
- 22. What local data on problem gambling is available in the local Latinx and Spanish Speaking community?
- 23. How do people obtain this information in the local Latinx and Spanish Speaking community?

F. RESOURCES FOR PREVENTION EFFORTS (time, money, people, space, etc.)

- 24. What is the Latinx and Spanish Speaking community's attitude about supporting efforts, such as people volunteering time, making financial donations, and providing meeting space?
- 25. Are you aware of any proposals or action plans that have been written to support problem gambling in the Latinx and Spanish Speaking community? If yes, please explain.
- 26. What type(s) of evaluation is being conducted on efforts?
- 27. Do you have any additional comments?

ADDITIONAL QUESTIONS (not part of the scoring process)

Problem gambling is often coupled with other behavioral health issues including substance use disorders, suicidal behaviors, depression, etc. And Oregon provides effective and confidential resources at no cost for individuals and their families to address potential problems with gambling. However, these resources are significantly underutilized.

- 28. What opportunities are available to address substance use disorders, suicide, depression, and other mental health conditions, and how can problem gambling be included?
- 29. How could your agency (or those within your circle of influence) support efforts to increase awareness and utilization of these resources?

- 30. What opportunities are available within the local Latinx and Spanish Speaking community to discuss problem gambling and inform people about what they can do if they are concerned about someone's gambling behaviors?
- 31. Would people experiencing problem gambling in the Latinx and Spanish Speaking community seek treatment remotely (on a computer, telephone, etc)? Please explain your answer.
- 32. Would people in the Latinx Community be more likely to seek treatment for problem gambling if they knew a local Spanish Speaking counselor was available in their area? Please explain your answer.
- On a scale of 1 to 10, please rate your concern with problem video gaming (on an Xbox, PlayStation, Nintendo, phone, or computer) among the local Latinx and Spanish Speaking youth and children (ages 0-18 school age youth). Please explain your rating.
- On a scale of 1 to 10, please rate your concern with problem video gaming (on an Xbox, PlayStation, Nintendo, phone, or computer) among the local Latinx and Spanish Speaking adults (ages 18 or older). Please explain your rating.

Thank you for participating in our Community Readiness Assessment. If you would like more information about problem gambling in English and Spanish, please visit <u>Gambling.MCHealthy.Net</u>. If you would like more information about treatment for problem gambling and problem video gaming in English and Spanish, please visit <u>www.OPGR.org</u>.

Appendix B: Community Readiness Assessment Cafecito Script

INTRODUCTION

- Latinos, immigrants, and Spanish speakers are economically, socially, and culturally vital in our local area of Marion County. Your contributions to our society are vast and we hope to help the community live healthy, purposeful lives.
- Information you provide today is crucial to understand and improve the lives of people in the community who gamble. Your responses will be confidential, no one will know your name or that you participated.
- Why are we talking to you about gambling?
 - 27.2% (94,090) of all Marion County residents identify as Latino/Hispanic (US Census, 2020) and 20.4% speak Spanish at the home. (ACS, 2020)
 - Relevant Gambling Rates in Oregon:
 - Adult Problem Gambling: 15.4% Latino/Hispanic, 7.4% non-Latino/ Hispanic (PGS, 2021)
 - 11th Grade Gambling: 11.7% Latino/Hispanic, 4.0% non-Latino/Hispanic White (SHS, 2020-21)
 - Oregon Lottery spending trends in Marion County are highest in zip codes with large Latinx populations (NE Salem, Woodburn, Mt. Angel).
 - Gambling is an activity that carries risk, and anyone can develop a problem. When gambling becomes a problem, it can affect the lives of the person who gambles and their family, friends, and community.
- Again, your responses today will help us understand how to improve the lives of Latinx and Hispanic communities in our area.

KNOWLEDGE & ATTITUDE

- Do you know someone who gambles? Does their level of gambling concern you?
- In your opinion and from your experience, is problem gambling an issue in your local Latinx and Spanish speaking community? Please explain.
 - How would you rate the issue on a scale from 1-10, with one being not a problem in the community at all and ten being a high priority?
- How knowledgeable are you about problem gambling issues? Such as, signs, symptoms, and local data, etc.
 - Do you know how to obtain information about problem gambling in either English or Spanish?
 - What is the best way to inform Spanish speakers and the Latinx community, so they know more?
- What is the community's attitude about problem gambling?
 - o Do people in your community prioritize preventing problem gambling?
 - o If no, would they if they knew more about it?

SERVICES & SUPPORTS

- Are you aware of any services or supports for problem gambling for Spanish speakers?
- Would people experiencing problem gambling in the Latinx and Spanish Speaking community seek treatment remotely (on a computer, telephone, etc)?
- Would people in the Latinx Community be more likely to seek treatment for problem gambling if they knew a local Spanish Speaking counselor was available in their area?

VIDEO GAMING SPECIFIC

- In your opinion and from your experience, is problem video gaming (example Xbox/PlayStation/Nintendo, computer, phone) an issue in your local Latinx and Spanish speaking community? Please explain.
 - How would you rate the issue on a scale from 1-10, with one being not a problem in the community at all and ten being a high priority?
- Would parents in the Latinx Community be more likely to seek treatment for problem video gaming if they knew a local Spanish Speaking counselor was available in their area?

COMMUNITY & NEIGHBORHOOD

- GAMBLING: Sometimes the neighborhood / area people live in can help them to be healthy, or
 prevent them from being healthy. In your opinion and from your experience, does your
 neighborhood (examples: built environment, community attitude and knowledge, access to
 services, economic stability) increase or decrease the likelihood people will develop a problem
 to gambling?
- VIDEO GAMES: Sometimes the neighborhood / area people live in can help them to be healthy,
 or prevent them from being healthy. In your opinion and from your experience, does your
 neighborhood (examples: built environment, community attitude and knowledge, access to
 services, economic stability) increase or decrease the likelihood people will develop a problem
 to video gaming?

PREVENTION STRATEGIES

 What do you think the community could do to prevent someone from ever developing a problem to gambling?

CLOSING STATEMENTS

Thank you for allowing us to join today. If you would like more information about problem gambling in English and Spanish, please visit <u>Gambling.MCHealthy.Net</u> or in Spanish <u>Juego.MCHealthy.net</u>. If you would like more information about treatment for problem gambling and problem video gaming in English and Spanish, please visit <u>www.OPGR.org</u>.

Appendix C: Interview and Cafecito Findings

Through the Community Readiness Assessment process, many problem gambling prevention concepts were identified. The following table shows Key Stakeholder Interviews and Cafecito Focus group comments as they relate to positive community attributes (strengths and opportunities), negative community attributes (barriers and concern), and identified strategies.

Interview: 1	Community Strengths &	Community Barriers & Concerns:	Identified Strategy:
	Opportunities: Community leaders would be supportive of awareness campaigns and education Community would be open to supporting efforts in PG prevention There is knowledge of the need for other treatment such as substance abuse treatment	 Knowledge of the problem Limited to knowledge of services available Lack of knowledge in leadership More attention is given to alcohol/drug use prevention Limited local data on PG No awareness of policies in place 	 Holding workshops Local radio stations Social media Prevention education/information dissemination at health fairs Spanish speaking counselors at treatment center
		Problem video game specific: Kids and adults spend too much time on video games, especially during the pandemic.	
Interview: 2	Community Strengths & Opportunities: It is a high priority for leadership Community leaders would be very supportive of efforts Hard-working community There is knowledge of the need for other treatment such as substance abuse treatment Close community	 Community Barriers & Concerns: Economic barriers Gambling is viewed as a hobby Low awareness of the problem Limited knowledge of services available Limited services available No awareness of policies in place More attention is given to alcohol/drug use prevention Leadership wants to help, but does not know how Immigration status 	 Identified Strategy: Support programs like AA Help for women in crises More help for young people in drug rehabilitation A more accessible helpline Education on signs to look for to identify potential problem with gambling Educating leaders on resources available Education on the harms of gambling

		 Feeling as though the help is not for this population, the help is for others Do not feel deserving of service Problem video game specific: Kids spend too much time on video games Loss of identity Hobby & daily plan can lead to addiction Caused from depression, anxiety, thoughts of suicide Parent responsibility for kids 	 Making gambling help as high of a priority as substance use help Local radio stations Social media Culturally responsive/Spanish speaking treatment and call center
Interview: 3	Community Strengths & Opportunities: Some efforts in place Some radio ads that broadcast in Spanish Some know about Bridgeway There is a strong sense that community leaders would be in support of prevention measures and education on the risks of Problem Gambling There is capacity to invite speakers and those to educate at public meetings Community would be in support of further efforts Strong community connection with churches and would/do seek help at faith-based organizations	 Community Barriers & Concerns: Gambling is considered a hobby Many individuals are frequenting casinos directly after getting paid Low awareness of the problem Too many barriers to accessing help There are many languages spoken within the Latino/a/x community Limited awareness of services Not a very high priority among leaders at this point There is stigma and shame in having a problem with gambling People want to keep private about their problems and not seek help. Lack of information Problem video game specific:	 Identified Strategy: A strategic campaign that is culturally responsive Social media Local radio stations Local businesses assist with a campaign TV adds Educating churches and religious agencies on where to find problem gambling help Educating them on risks associated and how to identify those who are struggling Q&A sessions on the radio Utilizing a community board to post resources Enlisting the help of the Casinos on the risks of gambling

		 Kids spend too much time playing video games Not seeking summer employment Some problematic adult behaviors observed 	Spanish speaking culturally responsive staff at treatment center for answering calls and counseling
Interview: 4	Community Strengths & Opportunities: A few advertisements of risks of gambling on television Hard-working, close-knit families Community is willing to volunteer their time People are especially willing to volunteer their time to schools, community service Parents care about their kids well being People care about their community	 Community Barriers & Concerns: There are many types of gambling in the community not just lottery Gambling is known as a hobby Low awareness of the problem Limited access to resources Gambling is known as a hobby and is shed in only a positive light Education level is lowest in the state Economic barrier Many people gamble in the community, and it is viewed lightly/recreationally Those who are struggling keep it quiet within their family-shame, stigma Information available is not directed at their community Need more help from leadership Gambling exacerbates other substance use and mental health issues Very few services in Spanish Limited access to internet especially to those in rural areas Problem video game specific: Kids play is normal, used to socialize Gaming addiction can happen 	 Identified Strategy: Educating young people on the risks of gambling Educating parents on the risks of gaming and gambling in games Community forum where the risks and warning signs of gambling is discussed Educating leaders Forming a committee, and/or non-profit that focuses on problem gambling Informing the statistics and data on PG More resources and services in Spanish Culturally inclusive services and treatment options Community held education on PG at schools and community centers Easier access to in person counseling and treatment Access to Spanish speaking PG counselor Educate community on general gaming addiction and how it leads to gambling addiction

Interview: 5 Community Strengths & Opportunities:

- Very strong family bonds and connection
- Strong connection to faith and faithbased organizations
- Strong sense of community
- Value their community
- Leadership values community and are very open to improving the quality of their community especially in this area
- Spirit of volunteerism within the community

Problem video game specific:

 Kids positively socialize playing video games at church, educational opportunity

Community Barriers & Concerns:

- Hotlines are not for the Latino/a/x population
- Help is not focused on Latino/a/x population with respect to language and culture
- Help is not culturally specific or sensitive
- Gambling is known as a hobby
- Lack of information
- Lack of resources
- Stigma, admitting when there is a problem
- Awareness of where to get resources
- Men are gambling at higher rates
- Gambling is too easily accessible
- Leaders do not know where to access help
- Stigma of "he got himself into trouble, it's his responsibility to get help on his own."
- Focus is on alcohol and other substance use

Problem video game specific:

- Kids show various problematic behaviors
- Violent games cause more issues
- Parent responsibility for kids
- Some adult problematic behavior observed

Identified Strategy:

- Culturally responsive, appropriate education and treatment
- Help for the whole family not just those who need treatment
- Financial education and the impacts of gambling
- Educating parents and kids on the risks of gaming and gambling
- Include more youth voice
- Enlist faith-based organizations in information dissemination
- Educate churches and faith organization on risks of gambling and resources
- Educating leaders on PG
- Social media
- Television
- Local radio

Interview: 6	Community Strengths &	Community Barriers & Concerns:	Identified Strategy:
	Opportunities:	Access to information/resources	Web pages
	Leaders in the community care and	Limited knowledge of the problem	Community meetings
	are making efforts to help	Limited knowledge of resources	Public forums
	Very supportive leadership	Low awareness	Neighborhood meetings
		Current systems are made to address	Spanish speaking counselor at
		co-occurring conditions, not focused as much on gambling	treatment center
		Problem video game specific:	
		Kids play too many video games	
		 Internet gaming concerns with 	
		strangers	
Interview: 7	Community Strengths &	Community Barriers & Concerns:	Identified Strategy:
	Opportunities:	 Lack of information/resources 	
		 Low awareness of the problem 	
		No culturally responsive awareness	
		campaigns/ information (fliers,	
		billboards)	
		 Community does not believe that the help is for them 	
		Denial or stigma surrounding PG	
		 Lots of access to gambling 	
		Low access to internet and technology	
		Problem video game specific:	
		Omnipresent internet access and free	
		downloadable games can cause issues	
Interview: 8	Community Strengths &	Community Barriers & Concerns:	Identified Strategy:
	Opportunities:	Gambling is known as a hobby to many	Radio
	Leadership cares about the	even when people are struggling	Television
	community	Men specifically gamble more and see	Newspaper
	Strong community bond	it as recreational	

	Some women are aware of problem gambling and interested in education and seeking treatment for spouses, fathers, sons	 Stigma around getting help and showing emotions specifically in men No awareness of current efforts No access to resources and information No policies in place/awareness of policy in place Information is not in Spanish Older adults who gamble do not have access to social media or internet Gambling is very popular in Latino/a/x community Cultural connection to gambling-high view Economic barriers Problem video game specific:	 Community held education on PG at schools and community centers Flyers at local businesses Faith-based organization education and information dissemination Doctors' offices and medical treatment centers Culturally responsive education and surveys Spanish speaking counselor at treatment center and helpline
		 Kids play too many video games Younger adults are more comfortable with video gaming than gambling Parent responsibility for kids 	
Cafecito 1: Salem Number of participants: 11	Community Strengths & Opportunities: Loved ones providing support will improve problematic behaviors More Spanish speakers would seek treatment with in-person, Spanish, culturally appropriate counseling	 Community Barriers & Concerns: Problem gambling is a very high priority and concern Limited knowledge of services and information available Seen as a hobby regardless of problematic behavior Fear of problem gambling label Immigration status 	 Identified Strategy: Television Local radio Community/culture center with healthy activities for adults Information at Cafecitos and small meetings with childcare More healthy activities for youth at no or low cost Teach gambling and video game subject in schools Educate parents who can educate kids

Cafecito 2:	Community Strengths &	Community Barriers & Concerns:	Identified Strategy:
Online Number of participants: 12	 Opportunities: Loved ones providing support can help improve problematic behaviors More knowledge and information will reduce problem gambling prevalence Treatment would be sought by some people remotely More Spanish speakers would seek treatment with in-person, Spanish, culturally appropriate counseling 	 Problem gambling is a very high priority and concern Limited knowledge of services and information available Not measuring consequences on family Denial about problematic behaviors prevent seeking help Language barrier Problem video game specific: Video gaming among children is a very high priority and concern 	 Information at Cafecitos and small meetings with childcare Community/culture center with healthy, de-stress activities Increase family unity and activities Informally sharing resources and support. TV Radio Teach gambling and video game subject in schools Send home flyers through school Providing treatment remotely Spanish speaking counselors at treatment center
Cafecito 3:	Community Strengths &	Community Barriers and Concerns:	Identified Strategy:
Woodburn	Opportunities:	Limited to knowledge of services	• Seminars
	Responsible gambling is occurring	available	Awareness events
Number of participants: 20	 Recognition of problem gambling behaviors among loved ones More Spanish speakers would seek treatment with in-person, Spanish, culturally appropriate counseling Video game specific: Some respondents stated it wasn't an issue with their children 	 Problem gambling is a high priority and concern Spending money needed for bills after getting paid Treatment professionals are seen gambling People ashamed or embarrassed to participate in Cafecito because of their gambling behavior Culture among gamblers to gamble to relieve anxiety An apathetic attitude to problematic behaviors 	 Prevention messaging to sponsor sports teams Community/culture center with healthy, de-stress activities Calling people and leaving message Community service for youth More jobs and activities for youth Teach children value of money and rationale for education Spanish speaking counselors at treatment center

Not recognizing personal problematic behaviors
 Problem video game specific: Video gaming among children is a very high priority and concern Kids spend too much time on video games Difficult for single parents to limit video games There is a lack of activities for kids outside of sports

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