

A dark, reflective surface with a grid pattern. Several colorful pushpins (red, yellow, blue) are scattered across the grid, some in sharp focus and others blurred in the background. The lighting is soft, creating a professional and thoughtful atmosphere.

# New (?) Ideas in Harm Minimization in Gambling

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# Disclosure of Potential Conflict of Interest

- Received research grant from Svenska Spel research council 2021
- Employed by Sustainable Interaction, a company specialized in RG and RG training
- Worked as a consultant for gambling companies, as part of my job at Sustainable Interaction
- The presented studies from Norsk Tipping (NT) presented are partially financed by NT. Full sovereignty in design of study and conducted without any review or approval by Norsk Tipping regarding any of the content presented and published
- Worked as consultant in NT's innovation projects

# Agenda

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Basis of Effective Harm Minimization

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Example of Primary Prevention

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Duty of Care

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Contacting High Consumers

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RG at Gambling Sites

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Experimental and Iterative Approach Real Time Interventions

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Future Directions in Harm Minimization

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Basis of  
Effective  
Harm  
Minimization  
Measures

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Regulation with follow-up and sanctions

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Work with norms among the public,  
players and industry

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Registered play

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Central systems

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Mandatory and individualized

# Example of Primary Prevention

- Lower-risk gambling guidelines
  - Used in other fields (alcohol, cannabis)
  - Set norms
  - Targets the individual



**LRGG**  
Lower-Risk  
Gambling Guidelines

These guidelines were developed using the most current and highest quality scientific evidence available.

**To reduce your risk of experiencing harms from gambling, follow all three of these guidelines:**

**1**

**HOW MUCH**

Gamble no more than **1%** of household income before tax per month

and

**4**

**HOW OFTEN**

Gamble no more than **4 days** per month

and

**2**

**HOW MANY**


Avoid regularly gambling at more than **2 types** of games

Yearly household income	Maximum monthly amount
\$10,000	\$8
\$30,000	\$25
\$50,000	\$42
\$70,000	\$56
\$90,000	\$75
\$110,000	\$92
\$130,000	\$108
\$150,000	\$125

**WHAT YOU PLAY MATTERS**

- ▶ Fast-paced games that involve quick and repeated betting can more quickly and easily lead to problems.
- ▶ For example, with many forms of online gambling, slot machines, electronic gaming machines and poker, people can spend large amounts of money in a short time.

**GAMBLING TYPES INCLUDE THE FOLLOWING:**



**HOWEVER**, these limits may not be suitable for you. You should consider gambling less than these guidelines recommend or not at all if you ...

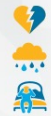
- ▶ Experience problems from alcohol, cannabis or other drug use

- ▶ Experience problems with anxiety or depression
- ▶ Have a personal or family history of problems with gambling

**SAFER GAMBLING TIPS**

- Try to **limit your consumption of alcohol, cannabis and other drugs** while gambling. This will make it easier to stick to the guidelines.
- Try to **limit your access to money**. Consider leaving credit and debit cards at home. There are also apps that can prevent your phone from making payments.
- Try to **schedule activities** right after gambling sessions, which can set a limit on the amount of time you have to gamble.
- **Gambling with other people can affect how you gamble**. Think about how having gambling companions or gambling alone might impact you.
- **Entertainment money**. It is important to keep in mind how much money you are able to spend on entertainment when deciding how much to gamble.
- **Set limits**. If you have a big trip or special event coming up where you'll be gambling, plan ahead, remember the guidelines and set limits.

**WHAT ARE THE NEGATIVE CONSEQUENCES (HARMS) RELATED TO GAMBLING?**



**Losing money** is the gambling harm that first comes to mind. But gambling can lead to other harms:

- Relationship conflicts, such as neglect of relationship, social isolation, arguing with your spouse
- Emotional distress, such as feelings of guilt, loneliness and isolation
- Health problems, such as problematic use of alcohol or other drugs


Following these guidelines can help reduce your risk of gambling harms.

**THINK ABOUT YOUR REASONS FOR GAMBLING**

**Is it for fun?** If you're gambling to escape problems, you're more likely to experience harm from gambling and might find it harder to stick to the suggested limits.

Visit [www.gamblingguidelines.ca](http://www.gamblingguidelines.ca) for more information.

These guidelines were developed for people of legal gambling age who want to make more informed choices about their gambling.



Canadian Centre  
on Substance Use  
and Addiction  
Enrichment, Engagement, Insight.

**IF YOU THINK YOU ARE NOT IN CONTROL OR FEEL UNCOMFORTABLE WITH YOUR GAMBLING, PLEASE VISIT [WWW.GAMBLINGGUIDELINES.CA/GETTING-HELP](http://WWW.GAMBLINGGUIDELINES.CA/GETTING-HELP) FOR A LIST OF RESOURCES IN YOUR REGION.**

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# Duty of Care - Swedish Gambling Ordinance

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*”Licence holders shall have established procedures to contact players in cases where problem gambling has been identified or suspected.”*

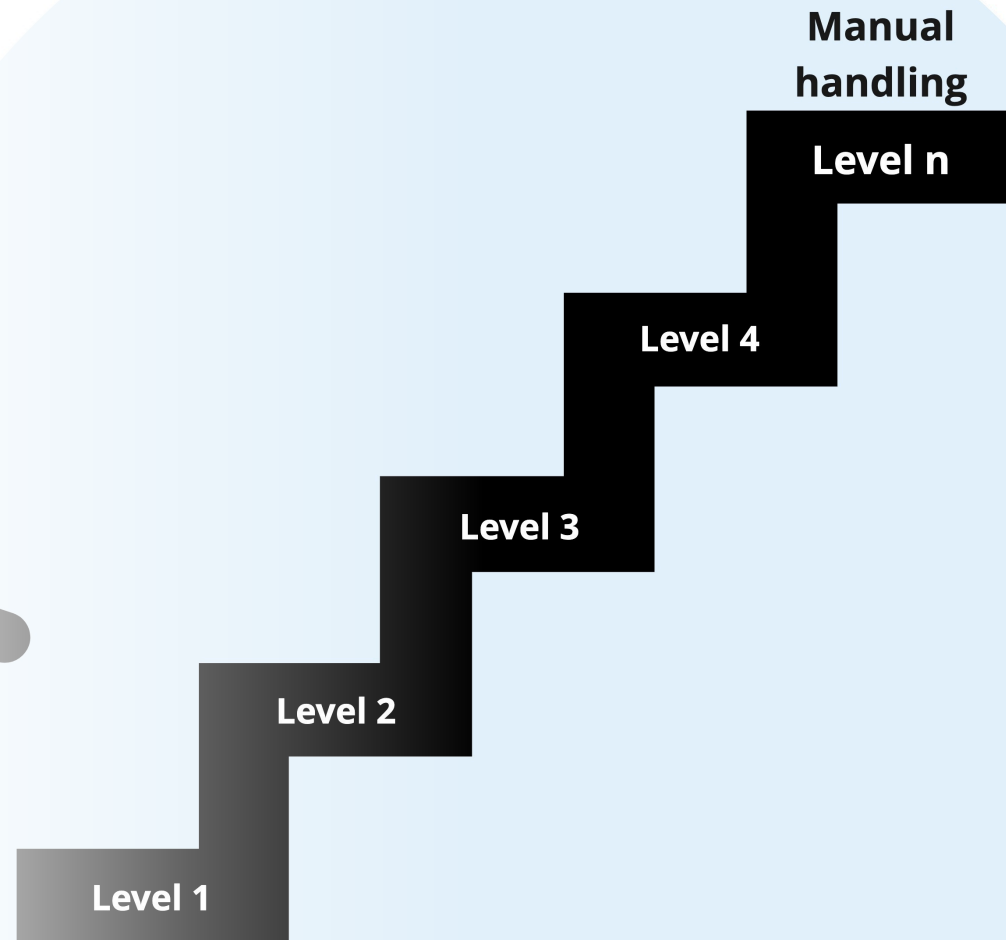
# Duty of Care

- For the player:
  - Spelpaus – central self-exclusion system
  - Mandatory limits
- For the companies
  - Responsibility to contact high consumers
  - Monitor consumption
  - Carry out affordability checks
  - Need to take action



# Stepwise Duty of Care

- Starting point = concern after monitoring
- Escalating actions on each step
  - Adjust limits
  - Reality check
  - Self test
  - Affordability
- Measure change, go to next step?
- Care calls last step
- Fast track to care call





# NT-Study Contacting High Consumers

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RCT 3 x 1003 (phone, letter & control)

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Mean loss last year  $\approx$  8 800 €  
(all gambling registred)

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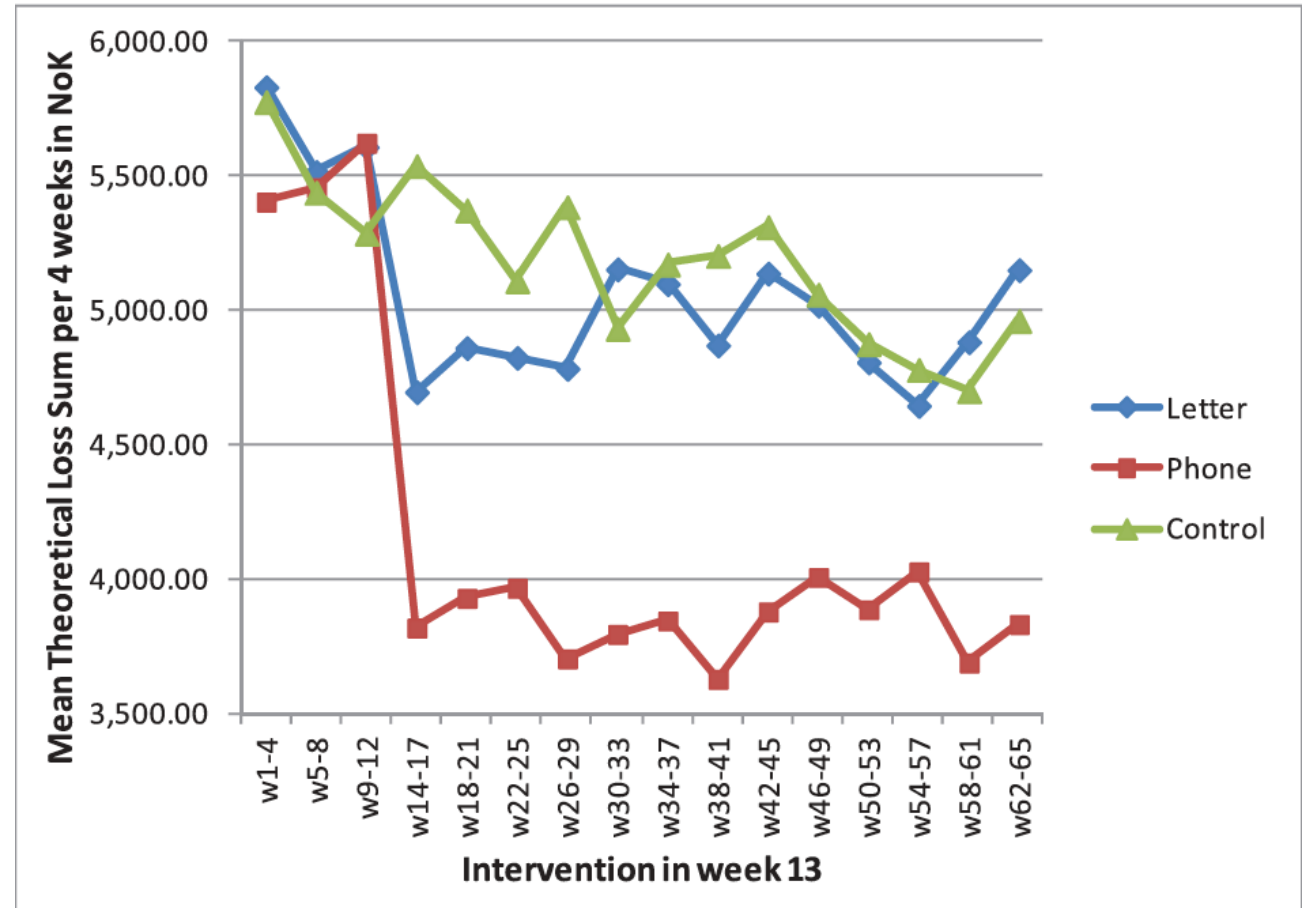
MI-inspired feedback on consumption,  
aiming to motivate customer to take action

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For details, see Jonsson, Hodgins, Munck &  
Carlbring 2019; 2020; 2021; 2023

# Main Findings

- Change in TL over 12 months (PP)
  - Phone -30 %
  - Letter -13 %
  - Control -7 %
- Calls were appreciated by customers (rating 1-5: 4 mean)
- Limits (locked) main measure taken
- >93 % remained customers after 12 months



# RG at Sites

## ”Standard measures”

- Limits (deposit, loss, time)
- Self-tests
- Local self-exclusion
- Educational initiatives

## Newer measures

- PTS – monitoring and communication
- Budget tools
- Reality checks – feedback on consumption
- Duty-of-care communication
- Real time interventions

# Real Time Interventions

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- Example from Norway – Norsk Tipping
- Multidisciplinary team (UX, RG, data analysts, researcher, product specialist)
- Learning work process



# Experimental and Iterative Approach

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Select target group

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Research background

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Develop target indicators and interventions

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Test interventions internally and externally

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Design experiments with controls

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Go live (n usually >2,000 per arm)

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Evaluate

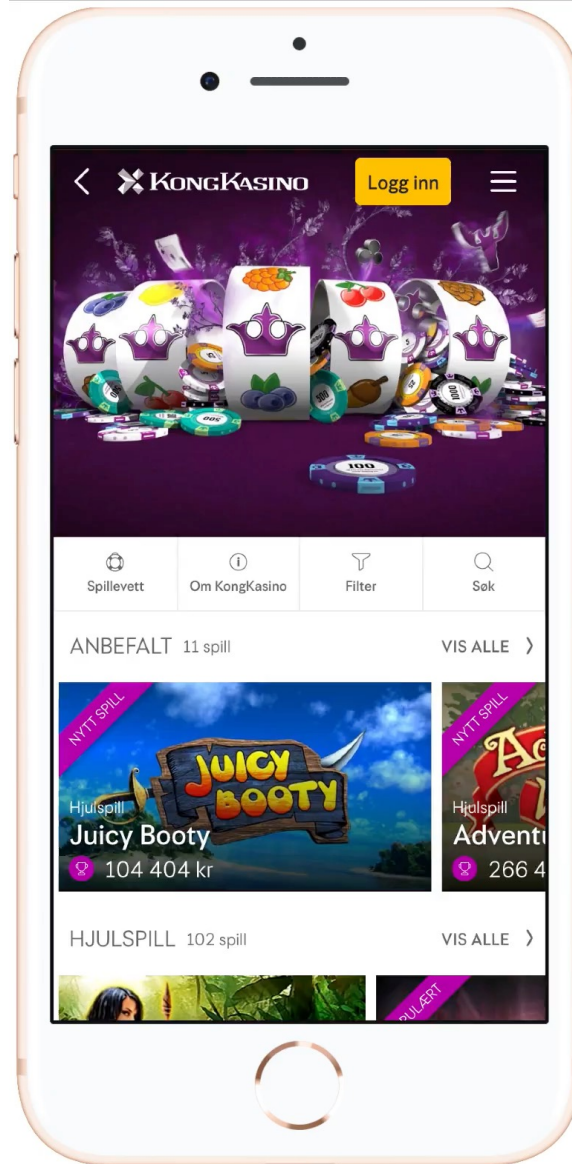
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Modified pilot or -> ordinary production

# Example Customers coming back from 180 days of self- exclusion

- **Pilot 1**
  - Tried out five different messages aiming to motivate players to set limits when coming back from SE
  - When coming back from SE, 13 % set new limits after intervention
  - No effect on gambling behavior (TL) and SE ( $\approx 60\%$  SE again after 8 weeks)
  - Disappointing results... time to rethink



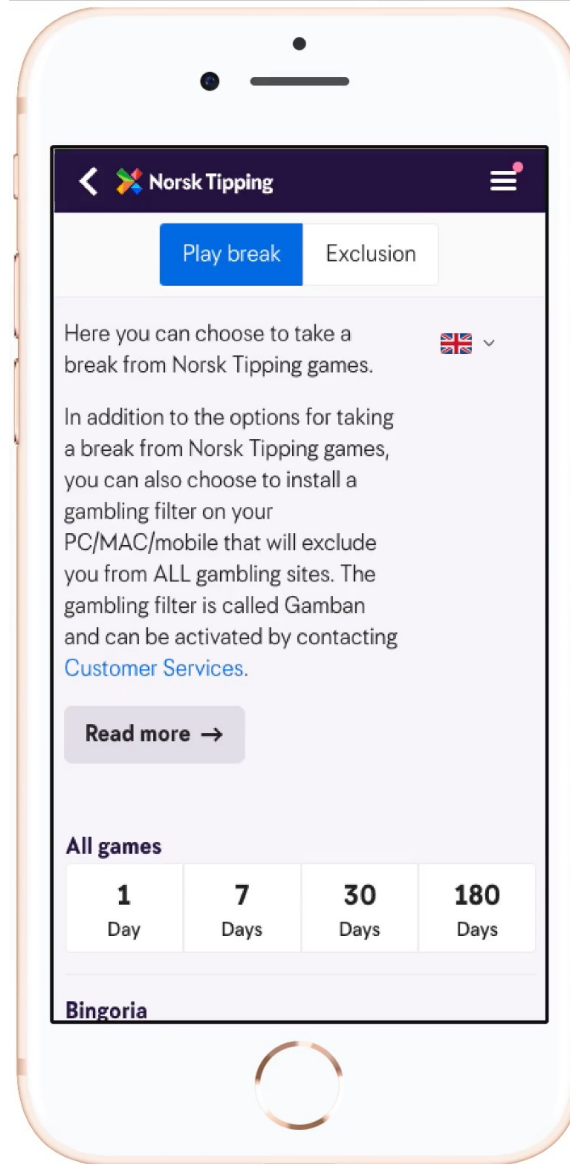


# Changing Timing for Intervention

- Pilot 9 – “make one more choice”
  - In connection with SE – “Make another choice, change your limit”
    - Straight version/Recognition/Positive motivation
    - Suggested recommended limit (low!)
  - 31 % - 35 % of those returning had changed their limit – a great improvement
  - Of those setting limits, ≈40 % set recommended limits or lower
  - Still no difference in TL as measure of gambling behavior







# Future Directions in Gambling Harm Minimization

- (improved) Regulation the most important key
- Battle non-licensed gambling companies
  - B2B-licenses
  - Payment solutions
- Collaboration with industry
  - Relevant RG measures + Data + Experimental design
- Publish negative results
- RG in payment solutions?
- Step-wise duty of care
- Mandatory deposit system
- Evaluate!

# Mandatory Limit on Central Deposit System

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- Customer sets a mandatory limit for monthly deposits
- All licensed gambling companies reports deposits and withdrawals to the system
- Before allowing a deposit, the company must check with the central system if it is within the customers limit (same as Spelpaus)
- Opens up for having a maximum limit
- Could be combined with affordability

Thanks for your attention!  
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