

# Let's talk about gambling – using the “product family” as a way of promoting awareness of gambling in Finland

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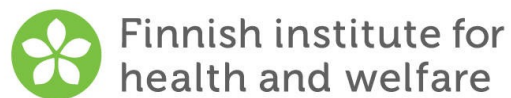
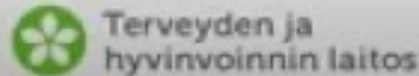
Heidi Ruohio, Finnish Institute for health and welfare (THL)

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# Why is it important to talk about gambling?



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# Background

- The need for "product family" arose from social and health care professionals.
  - How to bring up gambling and give help.
- Based on knowledge, research and screening tools.
- The development is carried out according to the changing needs of professionals and new research.
- The model and materials have been developed in collaboration with problem gambling organizations.
- The products are targeted to social and healthcare professionals.
- The goal is to bring up gambling, early identification and providing assistance.

# Let's talk about gambling -model



1. How to bring up gambling
2. How to identify at-risk and problem gambling (incl. BBGS & PGSI)
3. How to provide brief intervention

+ information on supportive services and treatment providers

# Let's talk about gambling – Product family



Leaflets and brochures



Demo videos of client encounters



Video: Motivational speech from lived experience



Podcasts



Trainings on Teams



Self-learning courses and materials

# Target groups and channels

- Different actors have different target groups
- Health care professionals and social workers in public sector
- Non-governmental organizations
- Low threshold meeting places
- Other target groups, e.g. The Social Insurance Institution of Finland (KELA), Financial and debt counselling and the Police



Informative home pages



Newsletters



Participating to events and fairs

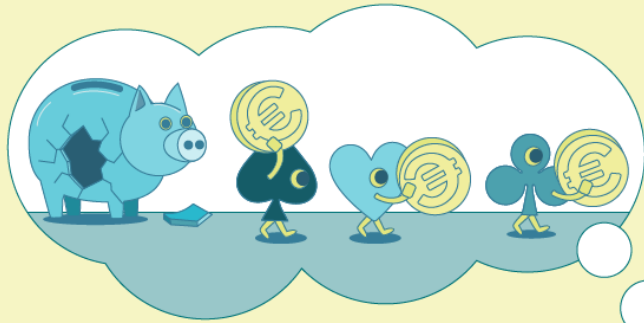
Social media campaigns



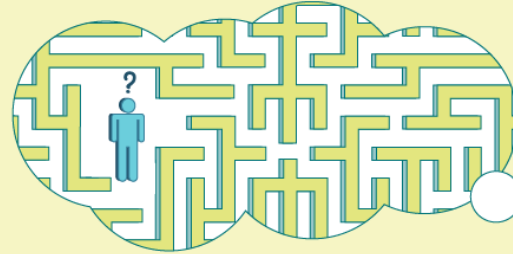


# What makes bringing up the issue of gambling so challenging?

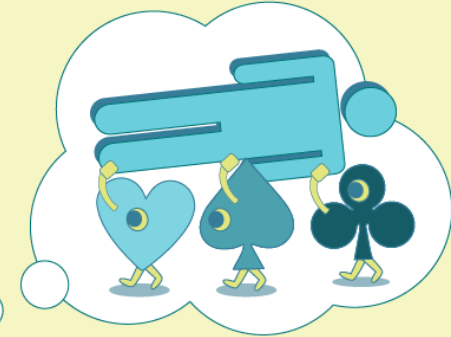
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I don't recognize the harms associated with gambling which I should be concerned about



I don't know where to direct the client



What would be the most natural way to initiate a dialog about gambling?



What if the client gets angry, offended, or does not acknowledge the problem?



I don't have time or don't remember to bring it up when meeting the client





What do I think about gambling and gamblers?

?

What is this about?

?

?

?



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GAMBLING  
CLINIC



# Next Steps

- Feasibility study of the model starting 2024
- How do we take *Lower risk gambling guidelines* (LRGG) into account in the model in the future?
- Should we need tailored models for different target groups? For example culture sensitive approach
- Asking about gambling and structured documentation should become systematic
- The idea is to continue dialogue with both social and healthcare professionals and basically everybody concerning the matter when developing the "Let's talk about gambling" -model

# Thank you for your interest!

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