Using CSAP Strategies for Virginia's Problem Gambling (PG) Prevention

The Center for Substance Abuse Prevention (CSAP), within the Substance Abuse and Mental Health Services Administration (SAMHSA), developed six types of prevention strategies. Prevention services/programs should include several types of strategies for a comprehensive approach to make positive and lasting change.

PRIMARY PREVENTION

INFORMATION DISSEMINATION

This strategy involves one-way communication from the source to the audience. It provides awareness and knowledge of the nature, extent, and impact of problem gambling and of available prevention programs and services.

This strategy alone does not impact behavior change.

Examples of activities and services using this strategy follows:

+ Social Media posts
+ Health fairs
+ Public Service Announcements
+ Fact sheets, brochures, etc.
+ Speaking Engagements

EDUCATION

This strategy involves two-way communication and is distinguished from Information Dissemination because it requires interaction between the educator and the participants. This strategy aims to affect critical life and social skills, such as decision-making, problem-solving, and systematic judgment abilities.

Examples of this include using evidence informed programs, such as:

+ Limit setting
+ Mentoring programs specific to PG
+ Financial management classes
+ Seller, operator education classes
+ School based curriculum such as Stacked Deck, We Know Better, etc.

ALTERNATIVES

This strategy focuses on opportunities, technical assistance, or consultation that support implementation of effective activities that excludes PG. The purpose of this strategy is to discourage gambling by providing healthy non gambling activities.

Examples of this may include the following:

+ After school programs
+ Recreation or social events
+ Non gambling school or community events
+ Teen or adult community center activities

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ENVIRONMENTAL

This strategy establishes or changes written and unwritten community standards, practices, policies, regulations, and codes that influence incidence and prevalence of problem gambling in the general population. This strategy focusses on large populations versus individuals.

Examples of this strategy include the following:

+ Establishing gambling related worksite, community, school, etc. policies
+ Technical assistance to communities on policy change efforts
+ Modifying gambling/gaming advertising practices and policies at the community-level
+ Social marketing campaigns such as *Talk, they'll listen* or *Lottery's not Childs Play*
+ Limiting access to slot and lottery machines
+ Compliance Checks

COMMUNITY-BASED PROCESS

This strategy aims to enhance the ability of the community to more effectively provide problem gambling prevention services. This strategy includes assessing, building capacity, organizing, planning, implementing and using efficient and effective collaborations, coalition building, and networking.

Examples of this strategy include the following:

+ Guide the development of a strategic plan
+ Assess community gambling and community needs
+ Assist in assessing local data
+ Training or technical assistance services to the coalitions to enhance understanding of problem gambling prevention best practices
+ Multi-Organization collaboration

SECONDARY PREVENTION

PROBLEM IDENTIFICATION AND REFERRAL

This strategy aims at identifying those who have indulged in illegal or age-inappropriate gambling and those individuals who have begun to show problem gambling behaviors. This strategy does not include any services to determine if a person is in need of treatment.

Examples of this strategy may include the following:

+ Risk reduction education for work-related problems involving gambling
+ Employee or Student assistance programs
+ Operator education programs that teach staff how to identify someone who may be developing a problem.
+ Screening & referral programs to see if person can be helped by prevention program