

ShowCase

Kiwi Lives

Topic: Gambling

Organisation: Health Sponsorship Council

Location: New Zealand

Dates: 2005 to ongoing

Budget: Approximately NZ\$1.5 million per year

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Overview

The New Zealand Health Sponsorship Council's Kiwi Lives campaign aims to prevent and reduce problem gambling and gambling harm. Delivered in stages, the campaign began by raising awareness of problem gambling, then introduced messages on how to seek help, followed by focusing on specific behaviours, such as encouraging those at risk of gambling harm (particularly those that frequently play electronic gaming machines and others in their lives) to seek help early.

The campaign includes: TV advertising using real-life stories; Pacific and Māori radio advertising; a website; signposting to the Gambling Helpline and other support services; resources and materials for service providers such as a DVD, posters, bags, pens and balloons; and support for Gamblefree Day activities.

2009 results

77 per cent of people surveyed recalled the campaign when prompted. Of those:

- 16 per cent said they did something as a result of seeing the advertisements
- 30 per cent said they had talked to friends and family about problem gambling
- 38 per cent agreed that the campaign had told them something they did not know
- 55 per cent were more concerned about problem gambling than before
- 51 per cent felt more able to take action about problem gambling

1. BEHAVIOUR

- **Programme goal:** To reduce the incidence of problem gambling and the impact of gambling harms in New Zealand
- **Stage 1:** De-normalise harmful gambling behaviour in society by increasing discussion and debate about gambling and gambling harms
- **Stage 2:** Raise awareness of how problem gamblers can seek help and how those close to them can help them to do so
- **Stage 3:** For players of electronic gaming machines ('pokies') to seek help early and for those close to them and venue staff to help them do so

3. THEORY

- **Theory of Planned Behaviour:** Behaviour determined by intention to perform and attitudes towards a behaviour; influenced by social norms and perceived behavioural control

5. EXCHANGE

Barriers for problem gamblers:

- Not feeling the issue was relevant to them
- Believing gambling is a personal choice
- Feeling helpless to act

Barriers for those close to problem gamblers:

- Perception that gambling is recreational and harmless
- Not wanting to cause tensions in relationship

Benefits of reducing gambling:

- Improved relationships and better care of families
- More control over finances
- Reduction in negative feelings related to gambling and losses

7. SEGMENTATION

Stages 1 and 2:

- New Zealanders aged 25 to 54 (including problem gamblers, those close to them, and wider society)

Stage 3:

- **Primary audience** – At-risk gamblers (particularly frequent players of electronic gaming machines)
- **Secondary audience** – Friends and family of those who play electronic gaming machines, staff within venues with gambling facilities

2. CUSTOMER ORIENTATION

Stage 1:

- Literature review
- Nationally-representative face-to-face survey
- Advertising concepts pretested through focus groups

Stage 2:

- 50 face-to-face interviews with people aged 25 to 54
- 6 telephone interviews with problem gamblers

Stage 3:

- Updated literature review
- Focus groups with problem gamblers and family members
- Interviews with electronic gaming machine players

4. INSIGHT

- Gamblers motivated by attractiveness of the machines, prospect of winning, chasing losses, and need to escape external stresses
- Felt bad after playing because of money lost and the impact it had on relationships
- Gamblers want family/friends to be encouraging and supportive, contact help services with them, spend time with them on other activities, and help with money management
- Gamblers want help services to be non-judgemental and provide practical advice

6. COMPETITION

- High level of advertising by New Zealand Lotteries
- Role of gambling revenues as a source of funding for community activities
- Perception that problem gambling is an individual issue affecting a very small number of people
- The unproblematic enjoyment that many people get from gambling
- Accessibility and lure of gambling
- Potential to win
- Life stresses compete with getting help

8. METHODS MIX

- 'Problem Gambling' brand, with straplines
- TV advertising
- Pacific and Māori radio advertising
- Website and web media
- Support services – Telephone hotlines, free face-to-face counselling, support groups
- Resources, materials and support for service providers – Includes posters, postcards, bags and pens
- DVD – To support service providers, by showing stories of people who have been involved with problem gambling
- Gamblefree Day activities