



BREAK IT!

the silence of stigma and shame

Gambling Harm Prevention Project **with culturally and linguistically diverse communities**

Final Evaluation Report

June 2019



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Executive Summary

Background

The Ethnic Communities' Council of Victoria (ECCV) received funding from the Victorian Responsible Gambling Foundation (VRGF) to conduct a Gambling Harm Prevention Project "BREAK IT" to proactively raise awareness of gambling harm among culturally diverse communities.

The project took place between December 2017 and June 2019.

Project Objectives

- Build knowledge capacity of multicultural organisations and communities, of the harms associated with gambling as a public health issue
- Equip culturally and linguistically diverse communities with tools to assist members in discussing gambling harm within their communities, promote available support services and inspire lifestyle changes to help mitigate gambling harm
- Reduce the stigma and shame associated with gambling, through awareness raising forums, radio interviews in language and on-line conversations
- Gather useful data about gambling related issues and needs in culturally and linguistically diverse communities
- Assist organisations who work with CALD communities to develop gambling harm prevention policies and inform further research

Evaluation Framework

The primary aim of the evaluation was to explore to what extent the project achieved its short-term, intermediate and end-of-project outcomes as set out in the project logic model (Appendix H).

Key Project Outputs and Outcomes

- **14 awareness raising forums** conducted across Metropolitan Melbourne and Regional Victoria with over **480 participants**
 - 82% completely agreed that their understanding about gambling harm increased
 - 73% completely agreed that they had gained new knowledge as a result of attending the forums
 - 59% said that attending the forum had facilitated conversations about strategies to address gambling harm

"I think it [forum] was very important because actually we just invite people to talk about gambling, that we don't talk before and especially the three guest speakers...they tell the audience how it was for them to be a gambler. Yet to be a gambler, they tell the truth. But normally [in our community] you should hide all this kind of thing. But I think really eye open for a lot of people, that they can talk too now."

- **25 ethnic and multicultural organisations represented** on the advisory group (15 regular members)
 - 79% of representatives completely agreed that their understanding about gambling harm increased after each meeting
 - 66% completely agreed that they had gained new knowledge
 - From April 2018 to April 2019:
 - Self-reported capacity of advisory members' organisations to prevent and respond to gambling harm increased.
 - Perception of effectiveness of advisory group organisations' promotion of alternative recreational opportunities increased.
 - 100% organisations reported to have relationships with other organisations related to gambling harm-reduction in April 2019 (an increase from 50% in April 2018). Furthermore, the perception of the effectiveness of the relationships increased.
 - Number of organisations reporting to have gambling harm policies more than doubled, and the perception of effectiveness of these policies increased. However, a large number of organisations were unsure whether they had policies.
 - Perception of staff understanding about gambling harm as a public health issue increased.

- **69 organisations engaged** in the project (20 in regional areas)
- Over **320 partnerships** initiated or strengthened
- An Interfaith Conference, with Key Note Presenter Tim Costello talking about the social costs of gambling to 265 delegates.

“When we took part in the interfaith conference, it was really good, you know it brought us all together to work for the same cause, and if you see things happening, you feel part of the change, it’s really powerful, being part of something that’s working, something is happening.”

Key Learnings

- ECCV had an integral role in bringing together a range of key people and communities and coordinating effective and efficient activities to address gambling harm via genuine consultation and participation.

“If the question is about do they have a role, I would say absolutely. They [ECCV] are a peak body for different diverse communities, and the fact that they’ve now done this project and developed up those connections and knowledge about gambling harm. I think they are incredibly well placed to build on that work.”

- The strategic vision, knowledge and approach of the project manager was fundamental to the success of the project.

“She’s making a big impact and she’s travelling around doing so much networking, and she’s got such a breadth of reach, she actually probably doesn’t even realise how much she’s changing people’s perspective and how many people she is reaching.”

- The advisory group was a key platform for building the capacity of a wide range of organisations that were at various points along the journey of addressing gambling harm.

“Having a platform to meet those key people, making partnerships, makes our work a lot easier. We’re getting more reach with less resources. We don’t have the benefits of 4 or 5 staff working on gambling harm only.”

- The collaboration and partnerships established and strengthened between people, communities and organisations was at the heart of the project, a key driver of success and a foundation for ongoing work.

“Working together has been so useful and just strengthens both of our projects... You realise pretty quick that we’re all stronger working together. This space, there’s quite a small amount of people working on it, So the more we can work together the stronger that kind of change will be.”

- The public health approach to addressing gambling harm in multicultural communities holds great value and potential particularly in its ability to shift the focus of blame and shame.

“The public health approach is ground breaking... we’ve got a long way to fully make the community aware that this is a public health approach and the predatory nature of the gambling industry... So taking this public health approach is very positive, it really lifts the shame and stigma around gambling harm, it removes the responsibility from the individual, from the family, I think the public health approach is very relevant.”

- Tailored and multiple strategies were chosen as being the most effective approach to raise awareness about gambling harm in multicultural communities.

“It’s been impressive in the range of ways they’ve [ECCV] gone about that [meeting project objectives] so not just through forums and social media, different strategies to reach their groups. If you have multiple strategies to address a topic then you’re more likely to be successful.”

Recommendations

"I think it was really good project...Look it does take a lot of time, a lot of effort. You can't do things for a period of time and then stop. It's something that needs to be continued, because there is need."

- Source additional funding to continue to build on this foundational and innovative work to address gambling harm within culturally and linguistically diverse communities.
- Continue to support the use of a range of strategies to raise awareness about gambling harm from a public health perspective within CALD communities.
- Continue to engage with the same ethnic and multicultural organisations using a strengths-based and participatory approach and build on this foundational work.
- Identify and invite additional ethnic and multicultural organisations to the advisory group, particularly those that may identify as new and emerging communities and those interested in working with key target groups (women, youth and international students, and older people).
- Establish working groups to progress work with the key target groups.
- Support ethnic and multicultural organisations to develop relevant and effective gambling harm policies.
- Continue to facilitate the translation of awareness raising into effective action to address gambling harm.
- Conduct discussions with organisations to identify areas of common interest to work strategically.
- Ensure smaller, new and emerging, communities and groups are supported to participate in this work – e.g. build in sitting fees for advisory group meetings into project funding.
- Consider how funding constraints which inhibit advocacy may impact on the potential effectiveness of work around gambling harm.
- Facilitate exploratory discussions between ethnic clubs, the VRGF and VMC about sustainable business models.

Background to Report

This document is the final report for the evaluation of ECCV's Gambling Harm Prevention Project: BREAK IT. The report provides an overview of the evaluation methods and the findings which may be used to inform future directions.

The interim project report (September 2018) provides further information about the project and is available [here](#).

Project Background¹

Project Funding

ECCV received funding from the VRGF to conduct a Gambling Harm Prevention Project “BREAK IT” to proactively raise awareness of gambling harm among culturally diverse communities.

Project Rationale and Approach

ECCV believes that gambling harm has become a serious public health issue. While minor gaming and leisure plays a role in the cultural fabric of Australians, ECCV clearly distinguishes between large commercial gambling operators, addictive poker-machine technology and minor gaming (ECCV Gambling Harm Position Statement, 2017).

Victorians have lost \$2.6 billion gambling at the 'pokies' - or \$7,149,397 every day – from 2016 to 2017 and a total loss of \$50 billion on pokies over the past 25 years. The greatest amount of losses occurs in low socio-economic areas which are also the areas with high numbers of people from culturally and linguistically diverse (CALD) backgrounds. The costs of gambling addiction can be devastating, and can result in the loss of homes, family breakdown and most tragically, the loss of lives.

Given this evidence, ECCV is prioritising its work with culturally diverse community and faith leaders in metropolitan and rural Local Government Areas (LGAs) which have the highest gambling losses, lowest Socio Economic Index for Areas (SEIFA) that also correlate with a high incidence of family violence.

ECCV supports a primary prevention and public health approach to gambling harm.² A collective impact framework, which is a phased approach across four components (governance and infrastructure; strategic planning; community involvement; evaluation and improvement) was also used to guide this project.

¹ For more information about the project, and ECCV's work around gambling harm: <https://eccv.org.au/gambling-prevention/>

² This is the framework that ECCV used in its public health prevention work: https://www.iap2.org.au/Tenant/C0000004/00000001/files/IAP2_Public_Participation_Spectrum.pdf

Project Objectives

- Build knowledge capacity of multicultural organisations and communities, of the harms associated with gambling as a public health issue
- Equip culturally and linguistically diverse communities with tools to assist members in discussing gambling harm within their communities, promote available support services and inspire lifestyle changes to help mitigate gambling harm
- Reduce the stigma and shame associated with gambling, through awareness raising forums, radio interviews in language and on-line conversations
- Gather useful data about gambling related issues and needs in culturally and linguistically diverse communities
- Assist organisations who work with CALD communities to develop gambling harm prevention policies and inform further research

Project Design and Implementation

ECCV formed a project advisory group with representatives from ethnic community organisations. The ECCV project manager, in collaboration with this advisory group was responsible for the implementation of the project.

The role of the advisory group was to provide strategic direction and leadership to the coordination of the project. The group met bi-monthly to co-design a public health prevention project with culturally and linguistically diverse (CALD) communities about the social costs of gambling harm in Victoria. The languages represented include Hebrew, Arabic, Polish, Russian, Vietnamese, Mandarin, Malay, Cantonese, Nigerian, Tagalog, Turkish, Greek, Polish and Burmese.

Advisory group meetings were also an opportunity for key people and organisations to meet and share information with group members to increase their knowledge and understanding about issues and strategies to address gambling harm.

While the aims, activities and expected outcomes of the project were documented as part of the project proposal to VRGF, the participatory nature of the project meant that as the project progressed the nature of the activities changed. It was an evolving process, based on information exchanged at the advisory group meetings and subsequent activities and meetings.

Project Deliverables and Activities

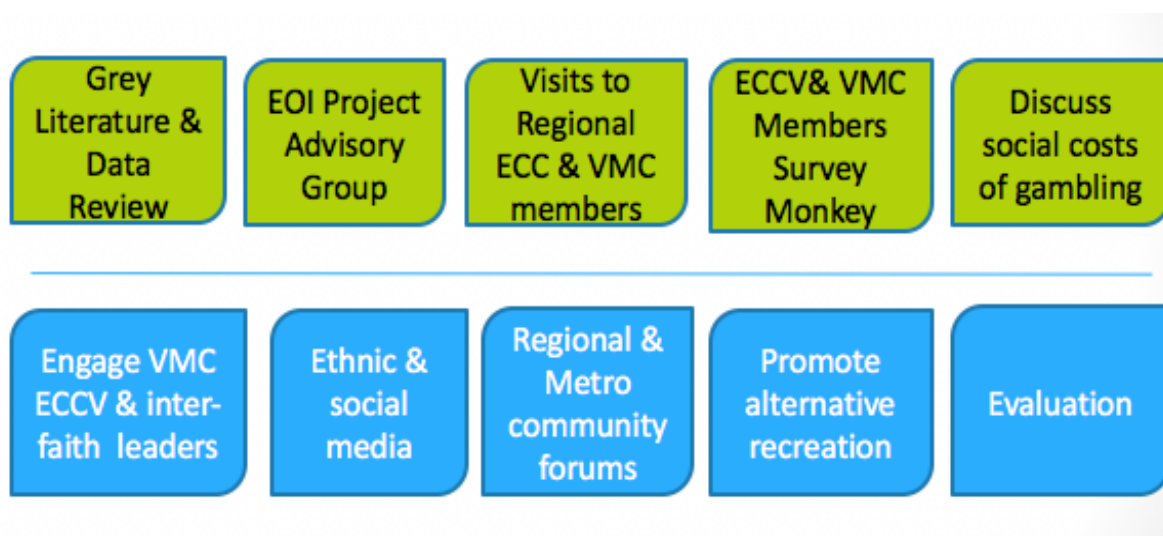


Figure 1. Project activities and engagement process

A number of activities were conducted as part of this project (see Figure 1).

The original project deliverables were to conduct a series of information and awareness raising community forums in Melbourne suburbs with high multicultural populations, and regional centres, to a range of target groups:

- ethnic specific workers working with ethnic communities (x 5);
- ethnic specific workers, agencies and communities x 4 regional areas (x 4);
- inter-faith groups and multicultural leaders within CALD communities (x 5); and
- radio and on-line social forums in key community languages (x 5).

Project Outcomes

As part of the project logic model, the short-term, intermediate and end-of-project outcomes were identified. This model was updated in February 2019 to better reflect the actual activities that were undertaken (see Appendix H).

Evaluation Design and Methods

Aim of the Evaluation

The primary aim of the evaluation was to provide information to ECCV and other key stakeholders about the value and effectiveness of the project.

Evaluation Questions

The overarching evaluation question explored to what extent the project achieved its short-term, intermediate and end-of-project outcomes as set out in the project logic.

It was also of interest to identify what else happened that was not expected, and what mechanisms worked well and what could have been done better in order to achieve the outcomes.

Evaluation Design, Framework and Implementation

The evaluation framework was developed in collaboration between ECCV and VRGF, and further refined and implemented by an independent evaluator, Dr Harriet Radermacher.

A project logic model was created to identify project activities and outputs, as well as the anticipated short-term, intermediate and longer term outcomes (see Appendix H).

The independent evaluator oversaw the coordination and implementation of the evaluation, with input from the advisory group.

The evaluation was an ongoing agenda item at the bimonthly advisory group meetings. Regular meetings were conducted between the independent evaluator and the ECCV project manager.

The BREAK IT project was one of 14 projects funded as part of the VRGF Prevention Partnership Program. First Person Consulting (FPC) was appointed the task of evaluating the overall program. The independent evaluator worked with FPC to align the BREAK IT evaluation framework with the broader program

evaluation framework. In this way information (e.g. about data collection methods and materials, project updates, data etc) could be shared along the way.

Data Collection

A range of data was used to address the primary evaluation question. A summary of the data already collected by different people across the duration of the project is presented in the Table in Appendix A. This includes the method and nature of the data collected.

The ECCV project manager was responsible for overseeing the majority of the data collection. The ECCV project manager was supported by regular electronic, telephone communication and face to face meetings with the evaluator. (See Appendices for further information about data collection templates and raw data).

Data Management, Analysis and Reporting

Apart from the individual interviews conducted by the independent evaluator, all the data was collected and passed on to the evaluator by the ECCV project manager. The evaluator was responsible for the majority of data entry, analysis and management.

As per ethical guidelines, data were de-identified as appropriate. Direct quotes from participants or extracts from reports have been written verbatim and de-identified as appropriate.

Evaluation Findings

Overview

This section uses the data collected to address the evaluation question - to what extent has the project achieved its short-term, intermediate and end-of-project outcomes. It also draws on evidence to identify the mechanisms which have worked well and what could have been done better in order to achieve the outcomes.

The findings of this evaluation are based on data collected between March 2018 and June 2019.

Table 1 summarises the findings according to each short-term, intermediate, and end-of-project outcome as set out in the project logic (see Appendix H). The key data sources used to address each outcome are identified along with the outcome measure.

More detailed findings from selected data collection methods (e.g. forum evaluations, advisory group meetings, survey) are in Appendices C - F.

The section concludes by describing some of the key learnings that go beyond the more tangible outputs and deliverables, drawing on the qualitative data to indicate a sense of the value and effectiveness of the project.

Table 1. Summary of Findings

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
Short-term Outcomes			
Target CALD groups and localities are clearly identified and engaged	Advisory Group Minutes (membership and retention) Forum Activity Logbook Community Engagement Survey Social Network Analysis (SNA)	# CALD groups represented at Advisory Group Meetings # CALD groups and locations identified in SNA # and Type of partnerships in SNA # LGAs covered by survey respondents	A large number of CALD groups engaged in varying capacities across the duration of the project, located in low SES LGAs in metropolitan and regional Victoria. 25 ethnic and multicultural organisations have been represented at the Advisory Group across the 18-month project - over 15 of which attended regularly. A total of 69 organisations were engaged in the project (over 30 of which had an ethnic and multicultural focus; Appendix G) Survey respondents referred to over 30 different LGAs state-wide in which their communities reside.
A range of new formal and informal partnerships emerge between ECCV, its members, and other organisations (including other VRGF funded projects)	Social Network Analysis Key Informant Interviews	# and Type of partnerships in SNA Qualitative Comments	Over 320 organisational partnerships were created or strengthened as a result of the project (Appendix G). Partnerships were forged via the advisory group and other project activities (meetings, forums and other events). Non-project activities (that occurred outside of but as a result of the project) were also indicative of new partnerships being forged.
Knowledge base concerning types and extent of gambling harm in	Advisory Group Meeting Evaluation	% agreement with increased understanding and knowledge	79% completely agreed that their understanding about gambling harm increased and 66% completely agreed that they had

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
chosen CALD groups and localities among agencies working with those groups increases	Forum Evaluation Forms	after advisory meetings % agreement with increased understanding and knowledge after forums	gained new knowledge as a result of the advisory group meeting. See end-of-project outcomes.
Intermediate Outcomes			
Conversations about gambling harm and community-level responses emerge in a range of CALD communities across Victoria	Forum Activity Logbook Social Network Analysis (SNA) Non-Forum Activity and Output Log Key Informant Interviews	# of forums and location # and Type of non-forum activities # and Type of partnerships in SNA Location of organisations in SNA Qualitative comments from forum evaluations and interviews	14 forums conducted across Victoria (9 Metro Melbourne, and 5 regional) with community leaders and radio broadcasters. A range of non-forum and non-project related activities (e.g. keynote on social harm at interfaith conference plus a workshop, research funding applications, several news articles and programs in ethno-specific media). The project engaged 20 organisations based in regional areas, initially via face-to-face meetings and some with follow-up forums. Lots of data to indicate that conversations were starting within communities where gambling had not been discussed before.
CALD communities and ethno-specific agencies have access to freely available evidence-based information and resources on gambling-related issues e.g. VRGF,	Non-Forum Activity and Output Log Advisory Group Agenda, Resources and Minutes	# and types of documents circulated Qualitative comments from interviews	A whole range of resources were regularly circulated amongst the advisory group to take back to their communities, and inform ongoing work. Speakers regularly attended and exchanged information at advisory group meetings. The ability to share information

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
AIFS, VLGA			and experiences with each other often inspired further ideas and activities. Relevant Information made available on ECCV website, at forums and other events (e.g. conferences).
Trained community leaders begin to develop ethno-specific strategies to address gambling harm in the community	Forum Activity Logbook Non-Forum Activity and Output Log Advisory Group Member Organisation Audit Key Informant Interviews	Types of project and non-project activities Increase in organisational capacity as evidenced in audit Qualitative comments from interviews	A range of activities were coordinated by advisory group members within their respective communities which include forums, news articles, social media, and podcasts. The advisory group decided that it would be more effective not to develop a generic script for radio/media about gambling harm, but rather tailor strategies for each community.
Radio discussions, print and social media relating to gambling harm in CALD communities increases	Forum Activity Logbook Non-Forum Activity and Output Log	# radio discussions, print and social media	Some articles published (e.g. in AMUST, Shepparton Leader, Jewish Care, ABC Radio News, SBS television). A small number of advisory group member organisations facilitated radio discussion and social media posts.
Community representatives contribute to the development of strategies for educating respective communities about gambling as a public health issue	Key Informant Interviews Forum Activity Logbook Non-Forum Activity and Output Log	# forums and non-forum activities Qualitative comments from interviews	Lots of activities have been driven by community representatives both as part of the project and outside of it. These have been via public forums, print media, radio interviews and social media.

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
End of Project Outcomes			
Awareness of community-specific gambling harm increases in a range of CALD communities across Victoria	Forum Evaluation Forms Forum Activity Logbook	% agreement with increased understanding and knowledge further to forums	82% completely agreed that their understanding about gambling harm increased and 73% completely agreed that they had gained new knowledge as a result of attending the forums. 59% said that attending the forum had facilitated conversations about strategies to address gambling harm (Appendix F). A forum with over 100 participants from multicultural communities around the social costs of gambling harm in Victoria, recorded to be screened on C31.
A range of CALD communities are mobilised in promoting alternative recreational opportunities in their communities and advocating for safe options	Advisory Group Member Organisation Audit Advisory Group Minutes Forum evaluation forms Key informant interviews	Qualitative comments from minutes, audit, interviews, and forum evaluations	Self-reported capacity of advisory members' organisations to prevent and respond to gambling harm increased from an average of 5.1 in April 2018 to 6.9 in April 2019. (Appendix D). Perception of effectiveness of advisory group organisations' promotion of alternative recreational opportunities increased from 6.3 to 7.5 from April 2018 to April 2019. (Appendix D).
CALD communities and ethno-specific agencies promote and share freely available evidence-based info and resources on gambling-related issues	Advisory Group Member Organisation Audit Advisory Group Minutes Key informant interviews	Qualitative comments from minutes, audit, and interviews	Advisory Group members reported to share information and resources from advisory group meetings with their organisations and constituencies. This was done face-to-face, by forwarding emails, and via links to relevant information in newsletters and articles.

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
Community leaders facilitate ongoing conversations concerning ethno-specific strategies for addressing gambling harm in their communities	Advisory Group Member Organisation Audit Advisory Group Minutes Key informant interviews	Qualitative comments from minutes, audit, and interviews	Social network analysis identified activities which occurred outside of the project, but as a result of the project (Appendix G). Several key informants talked about ongoing work that their organisations were planning to do in relation to gambling, but a lot of it was dependent on access to ongoing funding.
Partnerships between ECCV, its members and a range of other agencies generate executive buy-in across a range of agencies that commit to changing organisational policies and advocating for safe recreational opportunities	Advisory Group Member Organisation Audit Advisory Group Minutes Key informant interviews	Qualitative comments from minutes, audit, and interviews	Advisory Group Audit identified that all organisations reported to have relationships with other organisations related to gambling harm-reduction in April 2019 (an increase from 50% in April 2018). Furthermore, the perception of the effectiveness of the relationships increased from 6.7 to 7.3) (Appendix D). Advisory Group Audit identified that the number of organisations reporting to have gambling harm policies more than doubled, and that the perception of effectiveness of these policies increased from 5.7 to 6.8 (across a year). However, a large number of organisations were unsure whether they had policies. (Appendix D). Assisting organisations to develop policies was identified as an area for further work.
Understanding of gambling as a public health issue increases among	Advisory Group Member Organisation Audit	Increase in organisational understanding as evidenced in audit	Perception of staff understanding about gambling harm as a public health issue (from perspective of advisory members about their' organisations) increased from an

Outcomes	Key data sources to evaluate outcomes	Outcome Measures	Findings
CALD agencies	Advisory Group Meeting Evaluation Key informant interviews	Qualitative comments from audit and interviews	average of 5.7 in April 2018 to 7.2 in April 2019 (Appendix D).

Key Learnings

Integral role of ECCV

ECCV is known and trusted within the CALD sector as the peak body for ethnic and multicultural communities in Victoria and enables community organisations of all shapes and sizes to be represented. Therefore, ECCV was well placed to bring together a range of people and communities, and its role as the coordinating body was seen as critical to the success of the project.

Also of importance was the approach taken by ECCV to engage its stakeholders which encouraged genuine consultation and participation. As described by one key informant:

“I think the project structure was very effective in that it actually brought in people from the various community groups, various ethnicities, and I thought that taking a consultative approach was very, very good because they’re [ECCV] not just basically saying here’s the solution, but they’re consulting with the community directly. So I thought that was very good.” (KI5)

Furthermore, the existing reputation and relationships that ECCV had with organisations across Victoria enabled key meetings to be arranged quickly in order to start vital conversations around gambling harm.

On the question of the role of ECCV taking this work forward, one key informant had the following to say:

“If the question is about do they have a role, I would say absolutely. They [ECCV] are a peak body for different diverse communities, and the fact that they’ve now done this project and developed up those connections and knowledge about gambling harm. I think they are incredibly well placed to build on that work.” (KI10)

Strategic vision of the project manager

Many people talked about how the approach and vision of the project manager has been critical to the success of the project. In particular, it was her knowledge of the public health approach to gambling harm along with her ability to communicate it in effective and meaningful ways and with persistence that has been the key.

In an initial meeting between the project manager and a community organisation, a key informant described how the workers in the organisation talked about taking their older community members on bus trips to the casino. As a result of the project manager talking this through:

“She actually shifted their thinking. She dealt with it so well. I came away thinking she’ll [staff member] never take them there again [to the casino], they’ll find somewhere else.” (K13)

The same key informant said more generally of the project manager:

“She’s making a big impact and she’s travelling around doing so much networking, and she’s got such a breadth of reach, she actually probably doesn’t even realise how much she’s changing people’s perspective and how many people she is reaching.” (K13)

Many key informants reflected that it is not enough to send an email to engage and bring people on board. It takes face to face and sustained contact. Several advisory group members recounted how they had met the project manager at a meeting, and it was this personal connection, who was knowledgeable and supportive, that encouraged them to see the value and feel comfortable to join the advisory group.

“I’m very new to the project. I had to learn a lot because we don’t have many experience with the many networks so one time I went to a meeting .. at a local group, and I met Lyn... She can understand me well...I don’t talk very much in the big group meeting, but Lyn made me feel very comfortable about that...so she invite me to join the group, because I want to learn more, I want to meet more people, and work on the gambling harm prevention project, so that’s why I joined the advisory group.” (K17)

Advisory group a key platform for capacity-building

The project manager convened an advisory group at the outset. While some members dropped in and out, by the end of the project there was a strong and committed core group who greatly valued their involvement. This was also evidenced by the fact that their time on the project was provided in-kind.

Many smaller projects could and have been funded by VRGF. However, data indicated that by bringing these community organisations together, and sharing information and resources, the individual organisations involved have been able to achieve their organisational objectives more effectively and efficiently. As one advisory group member reported:

“Having a platform to meet those key people, making partnerships, makes our work a lot easier. We’re getting more reach with less resources. We don’t have the benefits of 4 or 5 staff working on gambling harm only.” (K18)

While larger, more established agencies, to some extent can do the work themselves having this project as a platform, particularly the advisory group meetings, facilitated meaningful connections and conversations, reducing the time it takes before effective action can be taken.

Even smaller organisations, that have not done work in gambling before, were able to benefit from access to the same resources and networks to achieve their own objectives. One steering group member reported how it was a significant burden to attend the meetings (given his geographic location it took half a day). However, such was the perceived value to his (newly arrived) community, “learning from community leaders and what they’re doing” and the potential to learn from communities that have come before and take a preventative approach, he continued to attend.

Strategic engagement and partnerships

While the original project deliverables were to conduct awareness-raising forums across the state, perhaps the most important outcome of this project was the work done to forge connections between people and organisations. For these connections have built the foundations upon which organisations can continue to talk to each other and engage in work to address gambling harm beyond the scope of the project.

“Working together has been so useful and just strengthens both of our projects... You realise pretty quick that we’re all stronger working together. This space, there’s quite a small amount of people working on it, so the more we can work together the stronger that kind of change will be.” (K114)

The project manager was instrumental in making connections possible, by first of all understanding what work needed to be done and by whom, and then making intentional introductions. Lyn was able to draw together people and organisations that would not necessarily have seen the value in working together previously, or have even known about each other.

“The sheer amount of connections and networking has been a real stand out...I think above and beyond is the right word...She’s [Project manager] often come to us and said “you should be speaking to this person” or “could we meet with that person” and that’s led to a few different things. She has that kind of mind of finding connections that make sense, and opportunities.” (K110)

The connections made between people and organisations ranged in purpose, intensity, and frequency. While there was plenty of scope to forge partnerships, it was acknowledged that they take time, and in a project with such short time frames it was limited.

Four connections in particular stand out as examples and are described below, one of which is written up as a case study.

1. Faith Communities Council of Victoria Conference

This connection started with the project manager approaching the Faith Communities Council of Victoria (FCCV) and arranging a meeting about the project. Such was the interest in the topic and their previous work in this area, it resulted in Reverend Tim Costello being invited to make a key note speech about the social costs of gambling at their 2018 FCCV Conference to hundreds of people from many different backgrounds.³ A conference workshop

³ See here for more information: <http://faithvictoria.org.au/news-a-articles/741-vinc-2018>

addressing the social costs of gambling was also well attended, and the evaluation feedback was very positive.⁴

The FCCV conference was a good methodology for raising awareness about gambling harm in general across communities, as opposed to singling out specific communities where groups might think they are being targeted:

“All the leaders attended that [FCCV Conference]. They said that’s really good information. They were impressed by that. I think the [specific community] benefited more from information sessions because of the impact of research, and the impact across the whole of Victoria. Not identifying or singling out [specific community] gamblers but being able to see the impact of gambling in communities both as a group and in person...It’s a safe space for us to talk about.” (K17)

Another advisory group member who attended made the following reflection:

“When we took part in the interfaith conference, it was really good, you know it brought us all together to work for the same cause, and if you see things happening, you feel part of the change, it’s really powerful, being part of something that’s working, something is happening.” (K19)

2. International Students Association (ISANA)

This collaboration started with the project manager making a connection with a representative of the International Students Association (ISANA). The connection resulted in the president of ISANA joining the project advisory group from its inception. ISANA went on to host a workshop about gambling harm as part of their state-wide conference in September 2018 and professional development training for members in November 2018.

⁴ Reverend Tim Costello's speech rated very highly (4.60) as did all the gambling workshop (4.21) (based on satisfaction ratings from 0 Very Dissatisfied to 5 Very Satisfied)

3. Joining forces via a common language

This collaboration occurred as a result of two advisory group members connecting and forging a partnership, and joining forces on account of representing organisations with a shared language. One member was involved with an organisation who provided in-language gamblers help services, while the other worked in schools. A forum for community leaders was organised in December 2018, raising awareness about gambling harm in the community – nothing like it had been organised within the community before.

Further to the forum, planning was underway for the next phase, targeting parents. The service provider had not engaged in the school setting before, and the latter was keen to support students and families to address gambling harm, specifically talking to parents about young people gambling online and assisting them to recognise the early warning signs.

“You can see change happening as the group is working together and that is wonderful.” (KI8)

4. Case study: Regional organisation embraces gambling harm

In the space of a year, one organisation who had never before done any work in gambling harm before, was now leading the conversation in their community. As part of the regional work, the project manager and two ECCV colleagues went on a road trip to visit this multicultural organisation in regional Victoria. The following is a case study written from the perspective of the organisation:⁵

⁵ This case study is based on discussions with two key informants.

We were contacted by ECCV, and the next thing we know a contingent of them had arrived from Melbourne and we got talking about gambling harm. A while later they came to visit us again and Lyn spoke to us about the VRGF grants program. This sparked interest and got us thinking about it. As a fairly new organisation located in regional Victoria, we had other more pressing priorities but the conversation and the opportunity to apply for funding aligned. We decided to apply and were successful in getting funding for a project of our own. We then got on the road ourselves and hired a 12-seater bus to attend the VRGF Gambling Harm Conference in Geelong. Then we went to a gambling harm forum in Shepparton, facilitated by ECCV, which inspired us to organise our own forum. Our forum brought together many different local agencies and communities – particularly Bhutanese and local Aboriginal groups. The focus of the forum was on allowing communities to share experiences of our project, as well as hear from local Gamblers Help services, local Aboriginal services, an author and storyteller, and an academic from La Trobe University. About 55 people attended and there was lots of positive feedback. It's been so helpful knowing ECCV were working in this space and that we didn't have to recreate the wheel. They shared reports and resources (e.g. facts and figures about gambling) which has been really helpful to use for our work. We hadn't done any work in gambling before Lyn knocked on the door. Lyn initiating these early discussions led to pretty great outcomes in our community, but really this is just the tip of the iceberg, the start of the exploration. Learning about each other, resulted in a platform for future work. We're sharing the journey, but it's just the start.

Public health approach to gambling harm

A key objective of the project was to raise awareness about the public health approach to gambling harm.

At the project outset, in December 2017, the ECCV Board developed and approved a position paper.⁶ This not only engaged and educated key internal leaders about this topic, but also provided clear guidance moving forward for project stakeholders regarding the key messages. These messages were focused on the harm communities are being exposed to as a result of gambling products – talking about gambling harm not problem gambling.

Data from a range of sources indicated that there was a great deal of diversity in people's understanding about gambling, and the public health approach was quite new to a lot of CALD community members. Despite this, the value and potential of this approach was evident, as one key informant described:

“The public health approach is ground breaking...we’ve got a long way to fully make the community aware that this is a public health approach and the predatory nature of the gambling industry... So taking this public health approach is very positive, it really lifts the shame and stigma around gambling harm, it removes the responsibility from the individual, from the family, I think the public health approach is very relevant.” (KI5)

There was a sense that raising awareness of the public health approach was a challenge, as it is constantly being undermined by dominant messages and language in society that tend to blame individuals for their gambling problems, and not the structures in our society. The sentiment shared by many people involved was that this project has started a conversation – an important conversation that will need to continue and will take time. However, it was acknowledged that such is the emotive and stigmatising nature of gambling, it's vital that messaging is planned and thought through very carefully because you risk further stigmatising people.

⁶ Position paper available here https://eccv.org.au/wp-content/uploads/2018/03/Final_ECCV_Gambling_Position_Paper_December_2017...pdf

Tailored and multiple strategies to raise awareness about gambling harm

The main strategy used to raise awareness about gambling harm in this project was via forums with community leaders. The feedback from the evaluation forms indicated that these forums were extremely valuable both in terms of increasing understanding about gambling harm but also in relation to finding out where to find further information and identifying the key people to talk to about doing further work.⁷ The format of the forums was also described as being particularly engaging and interactive, a method that is much more suited to the target audience:

“It was laid out really well. Not just a lecture but it was a conversation which I think is the best way you can run an informative public health event like that.” (KI14)

At many of the forums, people with lived experience were invited to share their stories (this was often done by linking with other groups funded by VRGF such as Three Sides of the Coin and Re-Spin). One advisory group member whose organisation was very new to the gambling space described how hearing people talk about their own gambling problems was very powerful for leaders in her community, because it was so unusual. It gave them permission to talk too:

“I think it (forum) was very important because actually we just invite people to talk about gambling, that we don’t talk before and especially the three guest speakers...they tell the audience how it was for them to be a gambler. Yet to be a gambler, they tell the truth. But normally [in our community] you should hide all this kind of thing. But I think really eye open for a lot of people, that they can talk too now.” (KI6)

The final forum was hosted by ECCV and RMIT School of Journalism, recorded and due to be televised on Channel 31. It was set up like an SBS Insight program with pre-arranged speakers in an audience discussing the social costs of gambling harm in multicultural communities. It not only attracted over 100 participants on the night, its reach was hugely extended on account of its television screening.

In the initial application, the deliverables were to conduct 20 forums across Victoria. However, due to the collaborative and participatory nature of the advisory group, project activities ended up being much more diverse and tailored

⁷ See Appendix F for summary of forum evaluations.

to each specific community and location as a result of ongoing negotiation and decision-making. About 6 months into the project, media experts came to talk to the advisory group about developing up a script for a generic radio and media. However, after a frank discussion, the advisory group made a decision not to go ahead, with one advisory group member reflecting that:

“Communities don’t really listen to mainstream radio so it would be better if this information was aired in the ethnic radio programs. So I think Lyn took this into account and then there was a decision made to be funded individually, all the participants, to do this with their communities, the way they think would have better outcomes.” (KI9)

Furthermore, and as conveyed by one advisory group member, many of the more established community organisations have good capacity to spread the word. They have lots of existing channels and strategies to continue the work (e.g. via churches, faith leaders, media channels) and it makes sense to capitalise on these known and trusted communication networks. Another advisory group member identified how using university students to spread the message in his community was very strategic. He said that there was a low literacy rate in his community and therefore educated voices are highly respected.

ECCV also had several meetings with researchers from three different universities to support further research about gambling harm with CALD communities. This resulted in an unsuccessful Australian Research Council Grant application, and ongoing discussions about ways to support a PhD student.

Adopting multiple and different strategies was perceived as a great strength of the project:

“It’s been impressive in the range of ways they’ve [ECCV] gone about that [meeting project objectives] so not just through forums and social media, different strategies to reach their groups. If you have multiple strategies to address a topic then you’re more likely to be successful.” (KI10)

Future

Over the course of the project, and via interviews with key informants, there was strong support for continuing the work. Key informants continually expressed ideas to the effect that this work had just begun, and there was much more to do. Further, that this work should not be a one-off and funding should be sought to continue it:

“I think it was really good project...Look it does take a lot of time, a lot of effort. You can't do things for a period of time and then stop. It's something that needs to be continued, because there is need.” (KI9)

“Moving forward I really hope ECCV can secure greater funding for the Break It program to raise greater awareness on this public health issue.” (KI5)

A number of suggestions were made about additional activities which were beyond the scope of the existing project. Some of these suggestions are listed below with a view to informing future directions for this work:

- Create more space and opportunities for strategic discussions about how organisations can work together for mutual benefit.
- Continue a public health approach but need to acknowledge and work with other sectors. There are lots of interrelated issues (e.g. family violence, trauma, elder abuse), and implications for women and housing needs. There is a need to move away from silos, and to make connections with others:

“We talk very much about gambling harm but gambling harm is not an isolated issue on its own. There's a whole range of other things that are going on and that needs to become part of the discussion.” (KI8)

- Employ different strategies for different SES areas and demographics within CALD communities:

“Surprising facts from the ECCV gambling Harm Project was the statistics on why people gamble. In regions with lower employment and lower social-economic status people responded to gambling “to make quick money” whereas in more affluent regions people responded to gambling because they “are socially isolated”. It just so happens that the regions that gambled more to make money are also our peak gambling harm regions (Brimbank, Hume, Whittlesea) and have the highest number of pokies venues and the highest youth unemployment rates in all of Victoria. These regions are also the most diverse and are host to a large portion of migrant and emerging communities. This is one of the reasons why moving forward we really need to form different strategies for different demographics within CALD communities.” (KI5)

- The physical act of a forum can be “life-altering” for people, therefore extending this work beyond just a physical event to online spaces has the potential for a much greater reach:

“Finding a way to start the conversation and making that conversation available, whether that be at an actual physical event or online...looking into that online space as being a potential avenue for communities that can’t make it on the day. These kinds of things can be so valuable for people but if you can’t make it you miss out on a potentially life altering [pause] it sounds a bit dramatic but it’s true – it can be life altering for your community. So having that available via other means, or more accessible, is something that ECCV could look into.” (KI9)

Summary of Findings

The data provides evidence of an enormous range of activities that have been carried out across the life of the project, as well as the large number of people and organisations that have been engaged and the partnerships that have been forged and/or strengthened. Combined, this evidence demonstrates that the short-term, intermediate and end-of-project outcomes were achieved.

The key learnings indicate that the approach taken by ECCV has afforded people and organisations an opportunity to become involved regardless of their organisational experience and capacity to address gambling harm. The project has provided a strong and shared platform upon which people and organisations have come together to effectively learn, exchange information, meet each other, take action, and pursue individual organisational goals and objectives – which in turn has supported ECCV's and the project's own objectives.

The strengths-based and participatory approach taken by ECCV enabled the project to take on an energy and life of its own, as determined by its key players. While it was originally anticipated that ECCV would facilitate 20 forums across the State, project activities ended up being much more diverse and tailored to each specific community and location as a result of ongoing negotiation and decision-making.

While the organisations represented by advisory group members greatly valued their involvement in the project, the conversation about gambling harm from a public health perspective has just begun. It will take time for the message to permeate beyond organisations and key leaders into the wider CALD communities. There is still much work to be done, and for many of the organisations involved and connected with this project the work is likely to be much more effective when these organisations are supported to come together and forge their own strategies and solutions.

The organisations represented on the advisory group were those who expressed an interest in being involved. This approach therefore capitalised on these organisations already having identified gambling harm as an issue for their communities, and built on this existing motivation to participate. However, organisations' participation in the project relied heavily on in-kind contributions, which was a burden for some of the smaller organisations. This raises questions about which organisations could have benefited from being at the table but were not financially equipped to do so.

There was lots of evidence to indicate that the majority of project objectives were met. Lots of useful data and resources about gambling harm were gathered and distributed widely amongst multicultural organisations and communities. Organisations were assisted to support their communities, and stigma and shame associated with gambling were reduced. While there was evidence that an increased number of organisations had developed gambling harm prevention policies across the course of the project, organisations were not explicitly supported or provided guidance to do so. This finding indicates that organisations were doing this work of their own accord, and is perhaps worthy of further investigation.

Recommendations

Based on the analysis of the data collected, as well as discussions at the strategic advisory group, it is recommended that ECCV:

- Source additional funding to continue to build on this foundational and innovative work to address gambling harm within culturally and linguistically diverse communities.
- Continue to support the use of a range of strategies to raise awareness about gambling harm from a public health perspective within CALD communities.
- Continue to engage with the same ethnic and multicultural organisations using a strengths-based and participatory approach and build on this foundational work.
- Identify and invite additional ethnic and multicultural organisations to the advisory group, particularly those that may identify as new and emerging communities and those interested in working with key target groups (women, youth and international students, and older people).
- Establish working groups to progress work with the key target groups.
- Support ethnic and multicultural organisations to develop relevant and effective gambling harm policies.
- Continue to facilitate the translation of awareness raising into effective action to address gambling harm.
- Conduct discussions with organisations to identify areas of common interest to work strategically.
- Ensure smaller, new and emerging, communities and groups are supported to participate in this work – e.g. build in sitting fees for advisory group meetings into project funding.
- Consider how funding constraints which inhibit advocacy may impact on the potential effectiveness of work around gambling harm.
- Facilitate exploratory discussions between ethnic clubs, the VRGF and VMC about sustainable business models.

Acknowledgements

This report tells the story of the project, and this isn't possible without the support and guidance of a great number of people along the way.

Sincere thanks and appreciation to:

- Lyn Dundon and ECCV more broadly for all your support, seeing the value in the process and making it happen so smoothly. An evaluation is only as good as the people who are engaged in it and you brought them along.
- All the advisory group members who completed forms and spoke to me about their experiences of being involved in the project. Thanks also to the many other people who agreed to let me interview them.
- First Person Consulting, who were commissioned by VRGF to conduct the evaluation of the wider Partnership Prevention Program. Your support and guidance was extremely helpful. It is unusual to have the support of a broader evaluation framework, but it proved to be mutually beneficial and a great model going forward.
- VRGF, particularly the support provided via the quarterly forums.

Appendices

Appendix A. Summary of Data Collection

Appendix B. Data Collection Templates

- Advisory Group Meeting Evaluation Form
- Advisory Group Member Organisation Audit and Follow-up
- Forum Evaluation Form

Appendix C. Community Engagement Survey Key Findings

Appendix D. Advisory Group Organisation Audit Findings

Appendix E. Advisory Group Meeting Evaluation

Appendix F. Forum Evaluation Summary Findings

Appendix G. Social Network Analysis

Appendix H. Updated Project Logic (February 2019)

Appendix A. Summary of Data Collection

	Responsibility for Collecting Data	Data Source	Procedure	Data Collected
1	ECCV Project Manager	ECCV and VMC Community Engagement Member Survey	Collaboratively designed and then circulated online to key community leaders in May 2018	117 respondents (28% of total 421 invited) completed 13 questions.
2	ECCV Project Manager	Progress Reports to VRGF	6-month progress reports due to VRGF as part of funding requirement	2 reports (Jun & Dec 2018).
3	ECCV Project Manager	Progress Reports to ECCV EO	Monthly 1 page progress report to ECCV EO written by Project Manager	4 reports (Jan, Feb, Mar & Apr 2018).
4	ECCV Project Manager	Non-forum Activity and Output Log	ECCV Project Manager documented project activities and outputs (e.g. meetings, media items, reports).	A range of activities and outputs logged.
5	ECCV Project Manager	Forum Activity Logbook	ECCV Project Manager, in collaboration with Independent Evaluator documents summary of all project related forums	14 forums conducted across Victoria with over 480 participants (including a televised forum with over 100 participants). 265 people attended the Interfaith Conference.
6	Forum Coordinator	Forum Evaluation Forms	Forum coordinator distributed evaluation form at completion and returned them to ECCV Project Manager	187 evaluation forms completed across 13 forums. 80 evaluation forms from Interfaith Conference.
7	ECCV Project Manager	Advisory Group Agenda, Resources and Minutes	ECCV Project Manager circulated an agenda, meeting documents, and a summary of each bimonthly Advisory Group meeting. Plus ongoing electronic communication.	8 sets of agendas and minutes for each meeting (Feb, Apr, Jun, Aug, Oct and Dec 2018, and Feb and Apr 2019). Various documents and resources.

8	ECCV Project Manager/ Independent Evaluator	Advisory Group Meeting Evaluation	Advisory Group attendees invited to complete a 1 page evaluation form after every meeting	47 evaluation forms completed across 6 meetings (Apr, Aug, Oct, & Dec 2018 and Feb & Apr 2019).
9	Independent Evaluator	Advisory Group Member Organisation Audit	Attendees of April 2018 Advisory Group Meeting invited to complete an audit form	10 audit forms completed.
10	Independent Evaluator	Advisory Group Member Organisation Audit Follow-up	Attendees of April 2019 Advisory Group Meeting invited to complete an audit form	11 audit forms completed (inc 5 same respondent as 2018).
11	ECCV Project Manager	Social Network Analysis(SNA)	Collaboration with independent evaluator and First Person Consulting to document all the project networks and partnerships	69 organisations engaged, and over 320 partnerships ⁸ . Live network analysis in KUMU software program.
12	Independent Evaluator	Interviews with key informants (project outset)	Telephone interviews with key informants in June 2018 by the evaluator.	4 interviews conducted.
13	Independent Evaluator	Interviews with key informants (during and end of project)	Telephone and/or face-to-face interviews with key informants (e.g. advisory group members, project manager, VRGF staff, ECCV board)	11 interviews conducted.
14	Independent Evaluator	Observations and field notes	Evaluator documents observations and field notes in meetings and forums.	Numerous electronic and hard copy records.

⁸ The network analysis does not include the additional organisations and connections made at the final project event (televised forum) and the last four months of the project advisory group.

Appendix B. Data Collection Templates

Advisory Group Meeting Evaluation Form

To what extent do you **agree** with the following statements (please select one option for each statement):

As a result of attending this meeting today, **my understanding** of gambling-related harm (e.g. signs, symptoms, impacts and/or causes) has increased

Not at all

Somewhat agree

Completely agree

As a result of attending this meeting today, I have gained **new knowledge** on **how to assist people** in my community experiencing gambling-related harm

Not at all

Somewhat agree

Completely agree

Please list any actions you are planning to take after this meeting

Advisory Group Member Organisation Audit

NAME:

ORGANISATION:

1. What is the current capacity of your organisation to prevent and respond to gambling harm? (Please circle)

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10
No capacity *Excellent*

2. What is the current level of understanding of workers within your organisation of gambling-harm as a public health issue? (Please circle)

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10
No understanding *Excellent*

3. Does your organisation promote alternative recreational opportunities to your community?

YES / NO / UNSURE (please circle)

If YES, how effective is the promotion?

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10
Not effective *Extremely effective*

4. Does your organisation have existing policies about gambling related harm?

YES / NO / UNSURE (please circle)

If YES, how effective are the policies?

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10
Not effective *Extremely effective*

5. Does your organisation have existing relationships with other groups/organisations related to gambling harm-reduction?

YES / NO / UNSURE (please circle)

If YES, how effective are the relationships?

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10
Not effective *Extremely effective*

Advisory Group Member Organisation Audit Follow-Up

NAME:

ORGANISATION:

1. What is the current capacity of your organisation to prevent and respond to gambling harm? (Please circle)

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10

No capacity

Excellent

2. What is the current level of understanding of workers within your organisation of gambling-harm as a public health issue? (Please circle)

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10

No understanding

Excellent

3. Does your organisation promote alternative recreational opportunities to your community?

YES / NO / UNSURE (please circle)

If YES, how effective is the promotion?

0 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10

Not effective
effective

Extremely

4. Does your organisation have existing policies about gambling related harm?

YES / NO / UNSURE (*please circle*)

If YES, how effective are the policies?

0 1 2 3 4 5 6 7 8 9 10

*Not effective
effective*

Extremely

5. Does your organisation have existing relationships with other groups/organisations related to addressing gambling harm?

YES / NO / UNSURE (*please circle*)

If YES, how effective are the relationships?

0 1 2 3 4 5 6 7 8 9 10

*Not effective
effective*

Extremely

6. Is there anything else you'd like to say about what your organisation is doing to address gambling harm?



BREAK IT!

Gambling Harm Prevention Project

Community Forum Evaluation Form

1. To what extent do you **agree** with the following statements (*please circle one option for each statement*):

- a) As a result of attending this forum today, **my understanding** of gambling-related harm has increased

Not at all

Somewhat agree

Completely agree

- b) As a result of attending this forum today, I have gained **new knowledge** about how to **support people** in my community to discuss gambling harm

Not at all

Somewhat agree

Completely agree

- c) As a result of attending this forum today, I am confident to **facilitate conversations about strategies** to address gambling harm in my community

Not at all

Somewhat agree

Completely agree

2. Did you make any new connections that might assist you in addressing gambling-related harm in your community today? If so, can you tell us a little bit about what type of connections you made.

3. Please list any actions you are planning to take after this forum

4. Please share any other comments you have about this forum

This project is funded by the Victorian Responsible Gambling Foundation and is being evaluated. We would love to hear more about your experiences of gambling-related harm in your community and of attending this forum today.

If you **are willing** to be contacted by a member of our team to take part in a short follow up survey and/or brief telephone interview (20 minutes duration), **please tick the boxes** below **and** **provide your preferred contact details.**

Contact me about a follow up survey ☐

Contact me about a short phone interview ☐

Name: _____

Email address: _____

Phone number: _____

Thanks so much for your time 😊

Appendix C. Community Engagement Survey Key Findings

The community survey conducted at the project outset was used as a tool to engage Ethnic Communities Council of Victoria (ECCV) members and Victorian Multicultural Commission (VMC) Regional Advisory Council (RAC) in thinking about gambling harm.

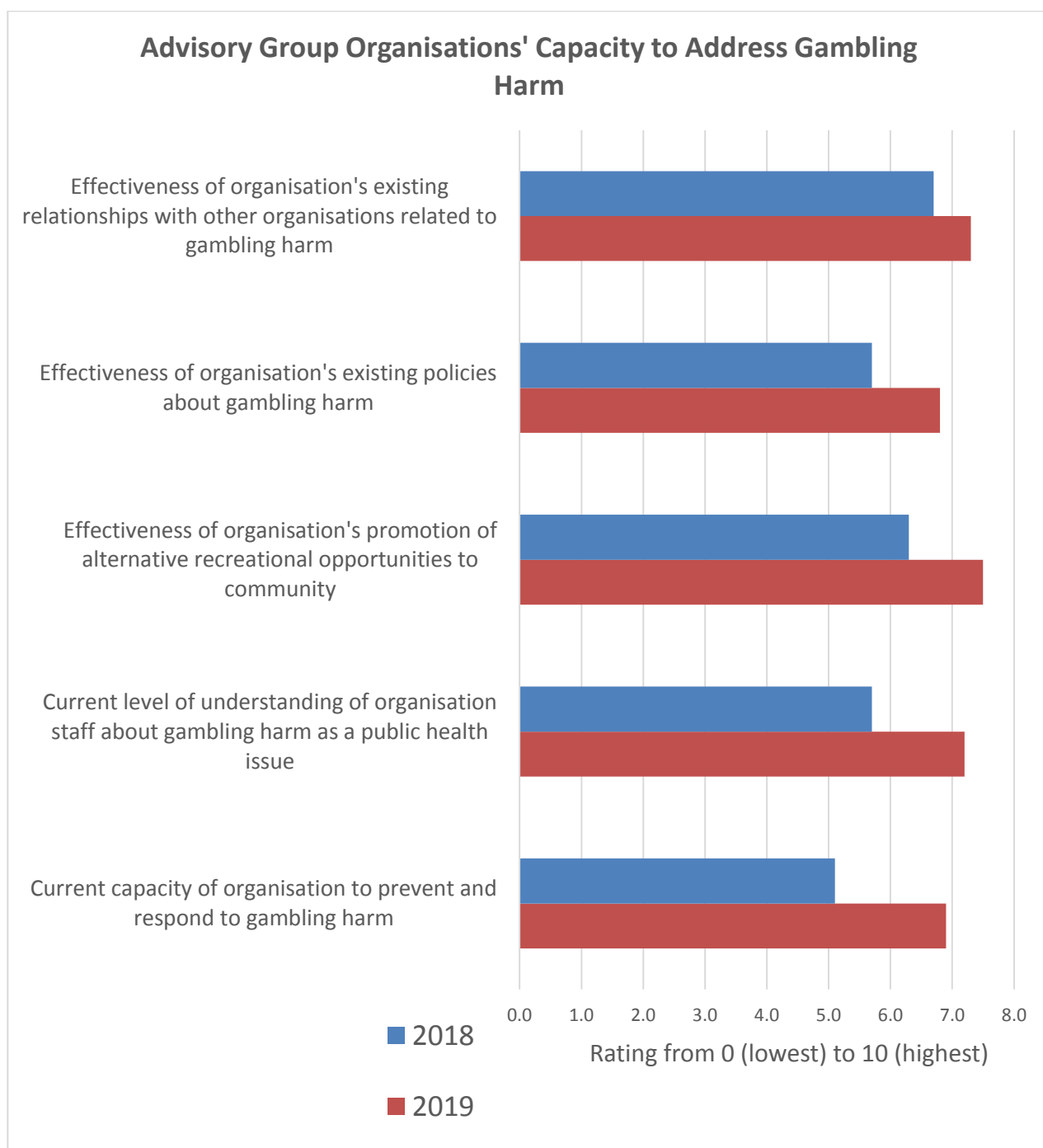
The key findings from the survey included:

- The response to the survey was good (28% key informants invited took part in survey), indicative that it successfully engaged a significant proportion of the ECCV and VMC RAC members to think about gambling harm in their communities
- The majority (55%) reported that gambling was a significant issue in their community, and that there is an appetite to challenge the discourse about gambling in the community. About half of respondents said that their communities are not discussing gambling harm.
- The most popular responses for how to address gambling harm were to build community awareness (76%) and create alternative recreational activities (65%).
- The survey identified some interesting findings to generate debate and discussion amongst the expert advisory group and forums and inform activities going forward.

For more information see the interim project report available here:

<https://eccv.org.au/wp-content/uploads/2018/11/Interim-Report-ECCV-Gambling-Harm-Prevention-Final.pdf>.

Appendix D. Advisory Group Organisation Audit Findings



Summary of Audit Findings

Advisory group members were asked to rate their organisation's capacity to address gambling harm at two time points: April 2018 and April 2019.

The average rating increased on all 5 items over the one year period indicating that organisations' capacity to address gambling harm had increased across the project.

Representatives from 10 organisations completed the form in April 2018 compared to 11 in 2019. Only 5 representatives completed the form at both time points.

Key findings include:

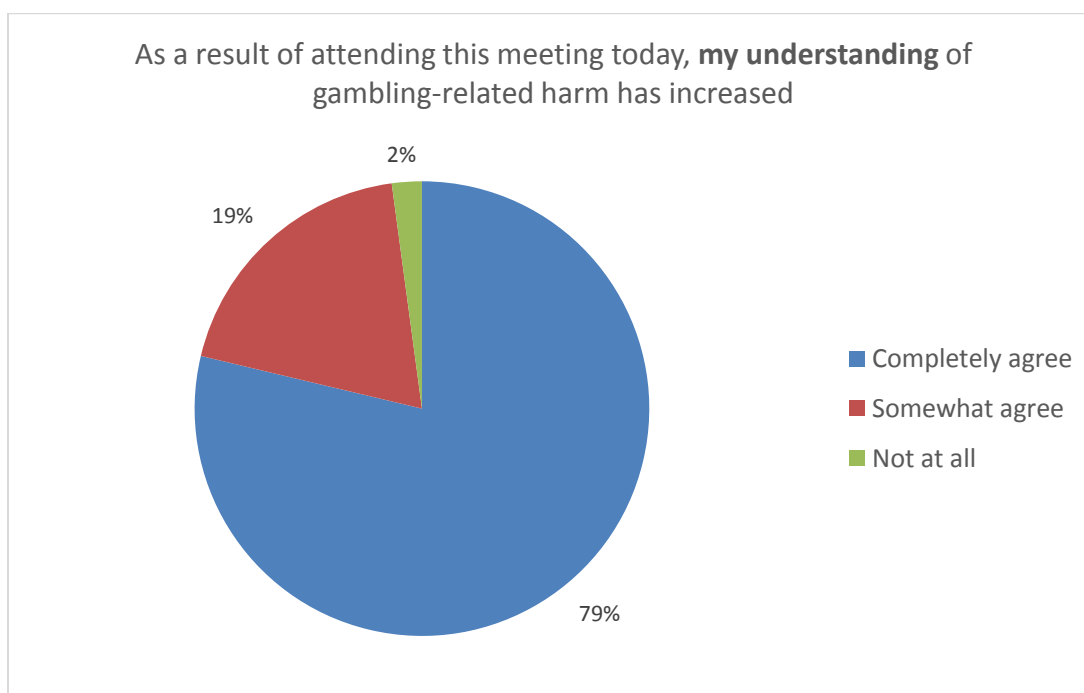
- There was a big range in perceived organisational capacity (2 - 9 in 2018; 3 - 10 in 2019).
- There was a big range in perceived understanding of gambling harm as a public health issue, but this margin reduced in 2019 (2-10 in 2018; 5-10 in 2019).
- Most organisations promoted alternative recreational opportunities (only 1 reported not to at each time point) and most perceived these opportunities to be pretty effective (3-8 in 2018; 6-9 in 2019).
- Only 2 organisations in 2018 reported to have policies relating to gambling harm. In 2019, 5 organisations reported to have policies, and 4 organisations were unsure. The perceived effectiveness of these policies increased across the two time points.
- In 2018, 50% had existing relationships with others organisations about gambling, compared to 100% in 2019. The perceived effectiveness of these relationships increased across the two time points.

Appendix E. Advisory Group Meeting Evaluation

As a result of advisory group members completing evaluation forms after each meeting:

- 79% completely agreed that their understanding about gambling harm increased
- 66% completely agreed that they had gained new knowledge

(47 evaluation forms were collected across 6 meetings, from April 2018 to April 2019)





The agenda for each advisory group meeting was dependent on the status of current project activities as well as the availability of people invited to speak. The intention was therefore not always to focus on increasing understanding about gambling harm or gaining new knowledge about how to assist people to address gambling harm. Despite this, the majority of advisory group members strongly agreed that these meeting increased their understanding and capacity to address gambling harm.

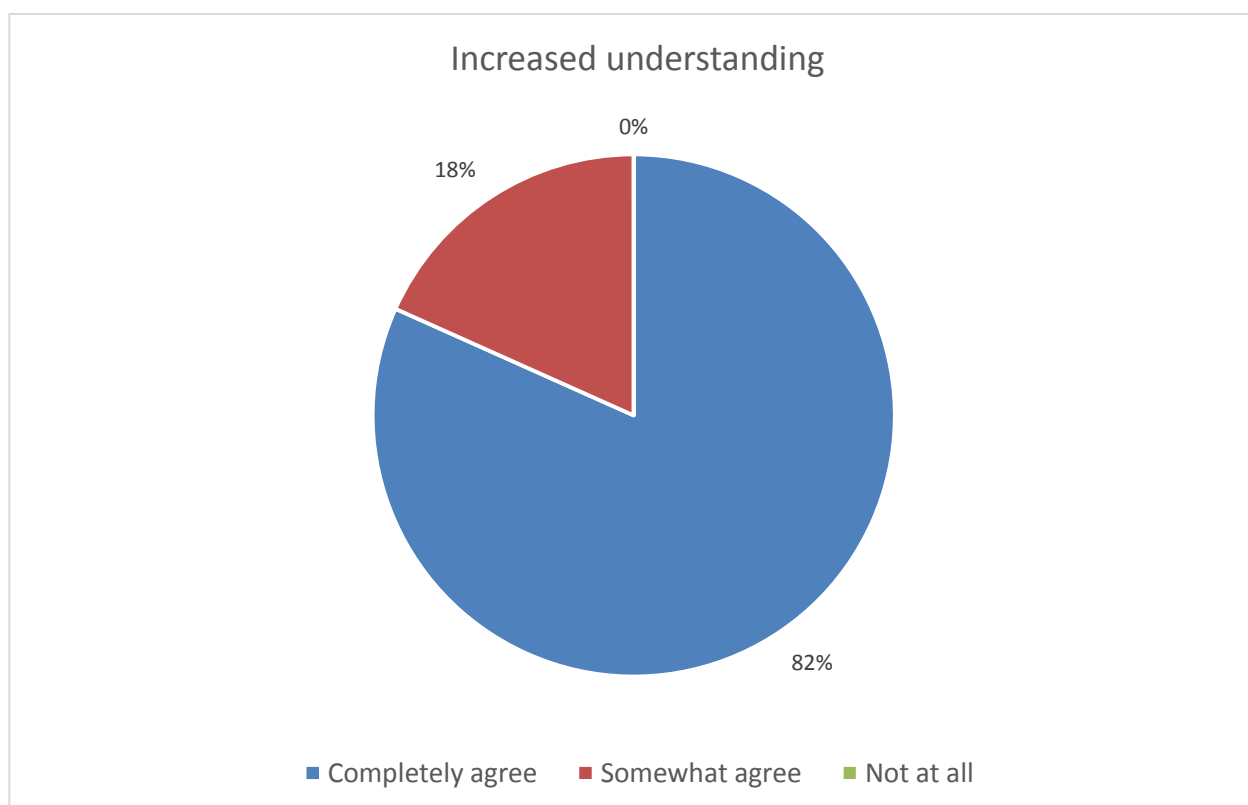
Advisory group members were also asked to document any actions they planned to take as a result of the meeting. Responses included:

- communicating and sharing the information learned with colleagues, staff members and their constituency more broadly
- doing further research about specific areas of gambling harm
- informing own organisational activities and strategic discussions about how to address gambling harm.

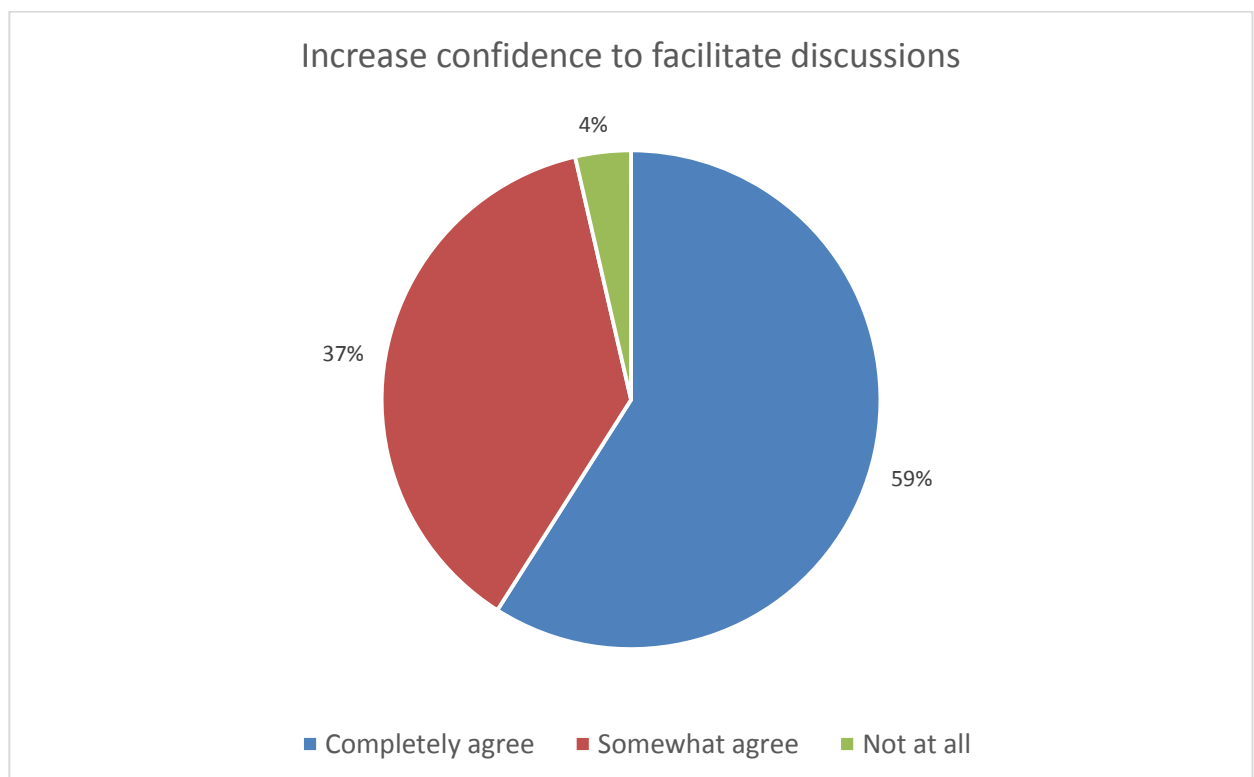
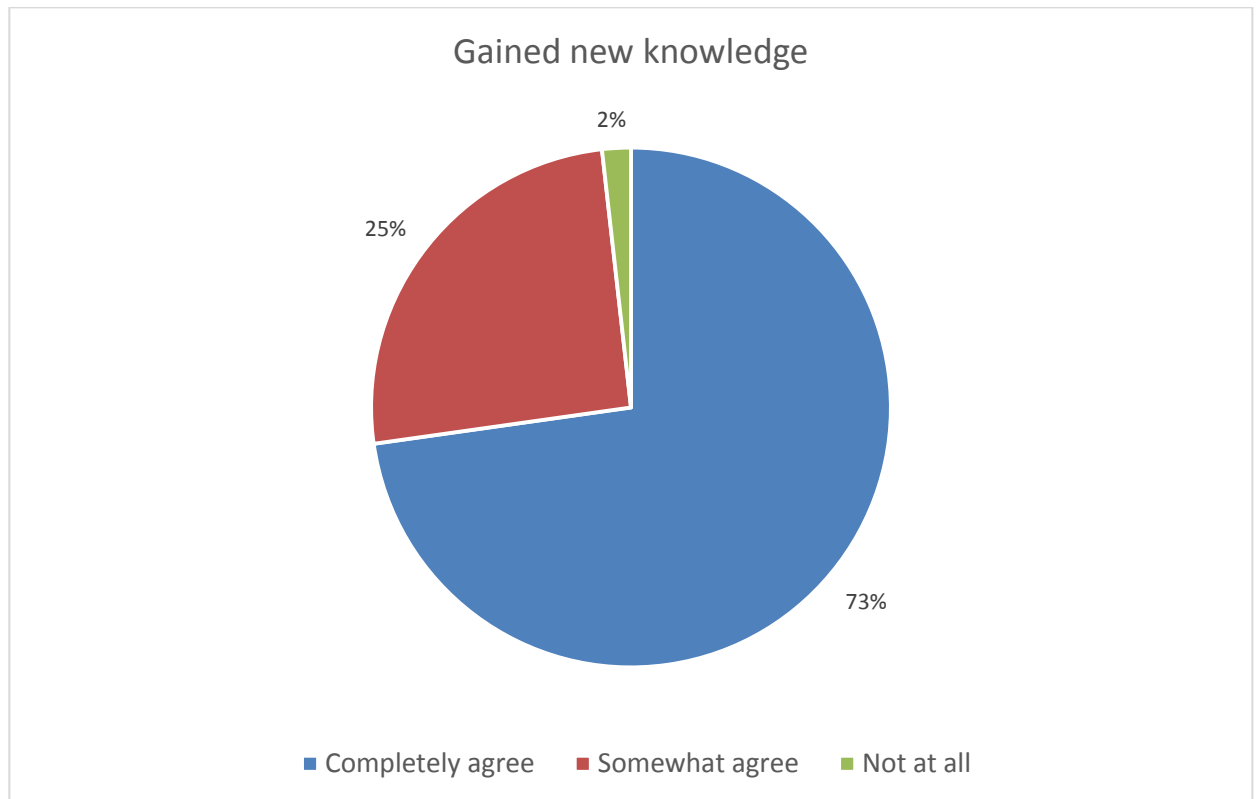
Appendix F. Forum Evaluation Summary Findings⁹

Summary of findings

- 14 forums conducted with over 480 participants (225 evaluation forms) across metropolitan and regional Victoria:
 - 82% completely agreed that their understanding about gambling harm increased.
 - 73% completely agreed that they had gained new knowledge about how to assist people to address gambling harm as a result of attending the forums.
 - 59% said that attending the forum had increased confidence to facilitate conversations about strategies to address gambling harm.



⁹ These findings do not include the Faith Council Conference or workshop.



Overview of forums

Six forums were coordinated and organised by ethno-specific or faith based organisations. Five forums were conducted in regional areas, and included participants from a range of different cultural backgrounds. One forum was convened by a radio station, and another was held at a university and focused on international students. Forums generally lasted about 2 hours and comprised of a panel of speakers and plenty of time for discussion. The target audience was community leaders who it was anticipated would share the information with their respective communities.

The final forum was hosted by ECCV and RMIT, recorded and to be televised on Channel 31. It was set up to be run like an SBS Insight program with pre-arranged speakers in an audience discussing different aspects of gambling harm in multicultural communities.

Summary of qualitative comments

Overall, participants provided very positive feedback about the forums. Content was described as interesting, informative, with good speakers. In particular, participants noted the power of people talking about their lived experience. The mode of delivery was described as interactive and engaging. The majority of the participants agreed that they had learnt something new about gambling harm from the forum. Some suggested these education sessions should be held more frequently. Others said that while the forums were a good start, there needed to be ongoing work and follow through.

Around a quarter of participants were still not very confident in discussing gambling harm in their communities, which suggests further support may be required.

Many participants reported that the forums raised their awareness about who in their local community were doing work around gambling and providing services. There was evidence of information exchange and networking. However, the evaluation was not able to identify the extent to which ongoing contact was made between people after the forum.

A large range of planned actions were documented by participants. These included actions both at a personal and individual level, as well as community activities, such as:

- Reviewing and changing own gambling activity
- Doing further research about specific areas of gambling harm

- Sharing information amongst personal networks, asking about how people are, providing advice as required and reaching out to friends/family/community
- Raising awareness of gambling harm via advocacy, media and communications, lobbying local and state government, organising community events and education sessions
- Referring people as required to services
- Connecting with speakers and organisations to organise further information and education sessions with specific groups.

Appendix G. Social Network Analysis

A social network analysis was done based on all the organisations involved in the project up to March 2019.

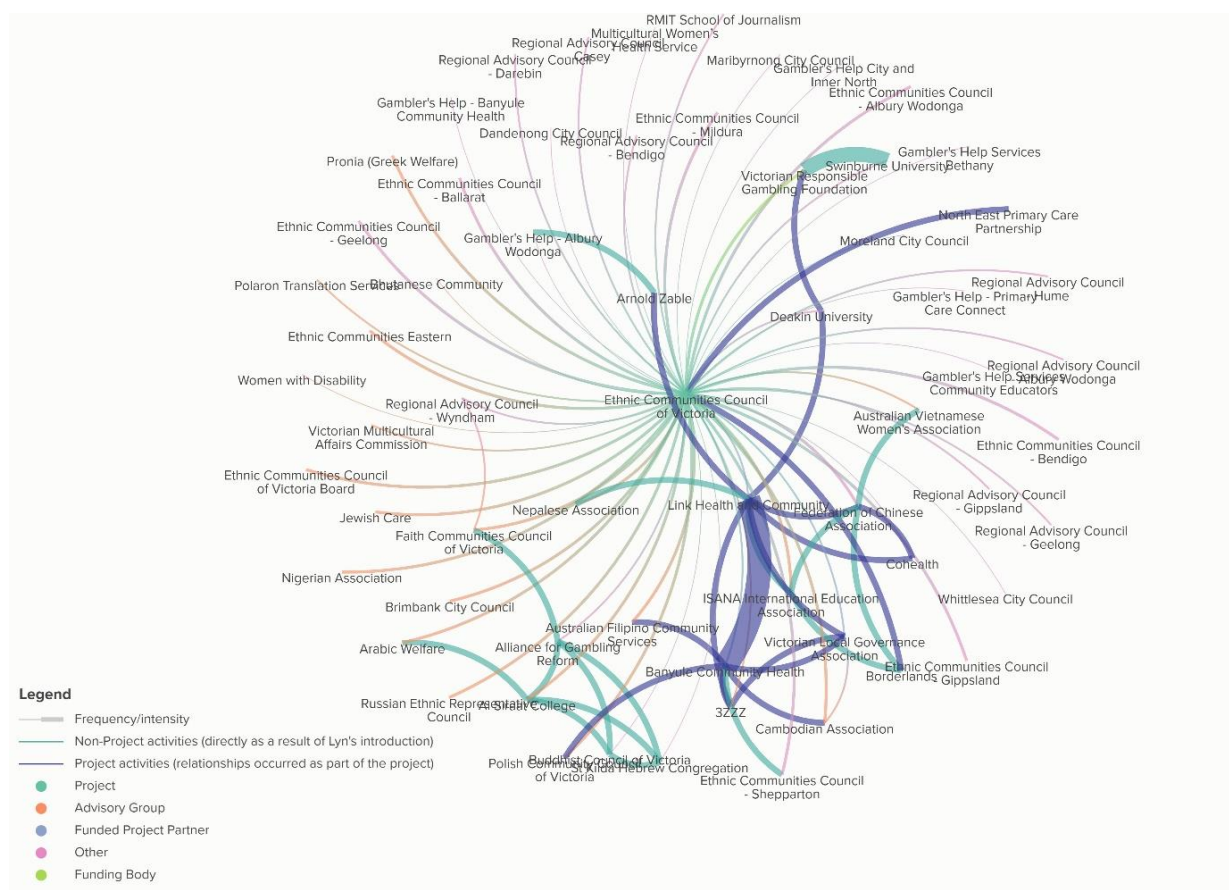


Figure 1.

Figure 1 plots all the 63 organisations involved, and the lines indicate the partnerships (97 of them). The thicker lines indicate greater amounts of activity – blue indicates activities done as part of the project (e.g. forums) and green indicates activities that have happened outside of the project but as a direct result of the connections made.

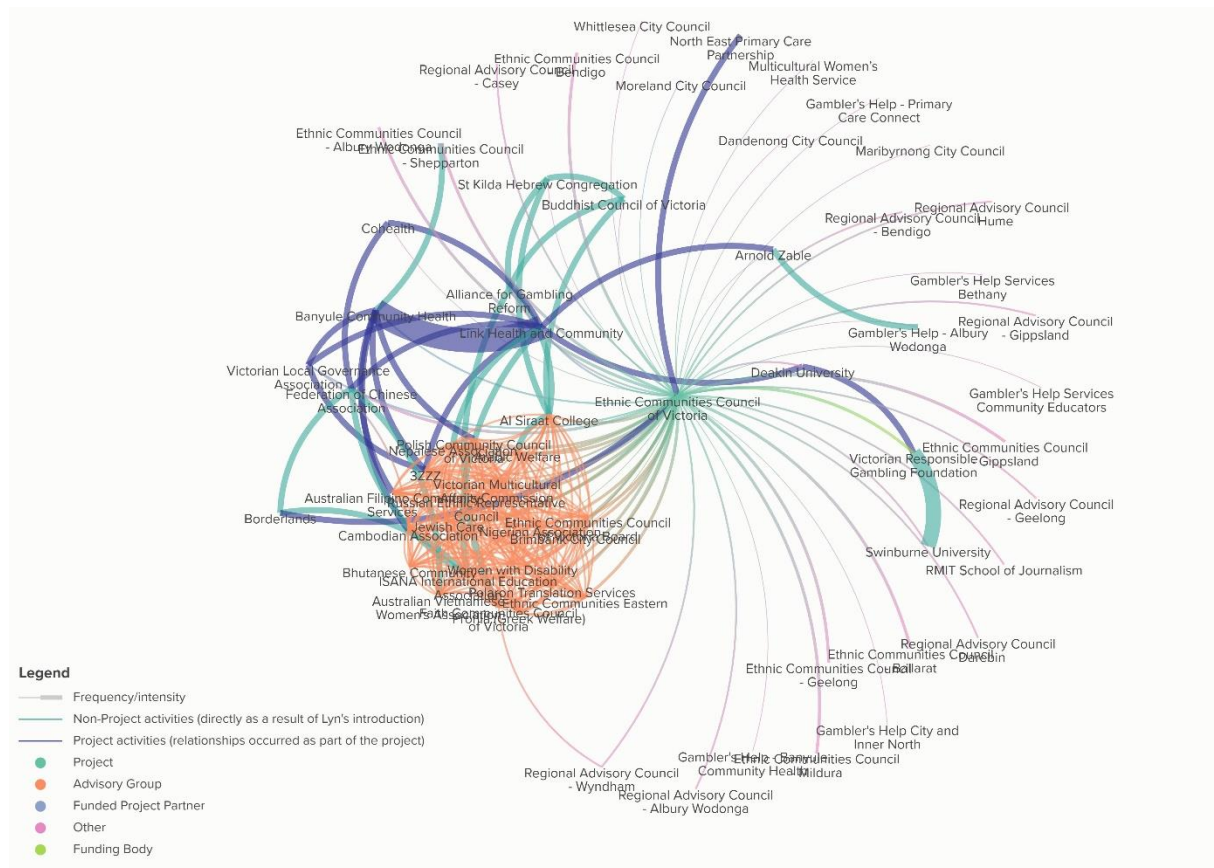


Figure 2.

Figure 2 includes all the connections between the advisory group members – the orange ‘hairball’ is the advisory group. The blue lines indicate activities done as part of the project (e.g. forums) and the green lines indicate activities that have happened external to the project, but as a result of the connections made.

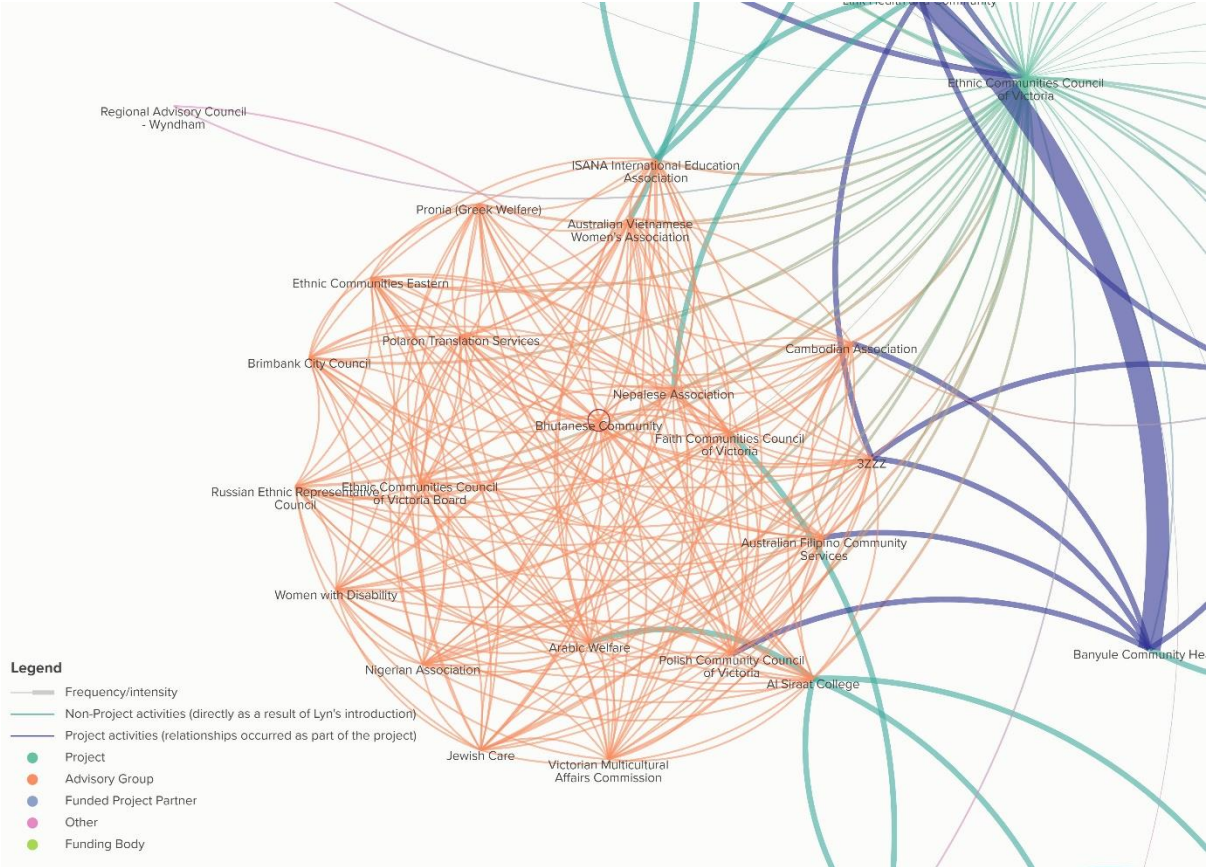


Figure 3. Advisory Group Close up



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Appendix H. Updated Project Logic (February 2019)

Inputs	Activities	Outputs	Outcomes			Line of account	Longer term outcomes	Alignment with Program streams
			Short term	Intermediate	End of project			



Gambling Harm Prevention Project: Final Evaluation Report

<p>\$250,000 grant funding from the VRGF</p> <p>Project Coordinator EFT</p> <p>Data/Evaluation Communication</p>	<p>Establish a community advisory group</p> <p>Review literature on gambling losses, CALD, SEIFA index, family violence and suicide</p> <p>Source and develop in-language public health gambling harm resources and messages</p> <p>Collaborate with VLGA, Moreland, Hume, Whittlesea, Darebin, Geelong, Brimbank and Maribyrnong Councils</p> <p>Collaborate with ECCV and VMC regional councils</p> <p>Survey of VMC and ECCV members across Victoria</p> <p>Provide information and forums for ethno-specific workers including regional areas</p> <p>Develop content for ethnic radio, print and on line blogs/ or social media</p> <p>Conduct action research evaluation</p>	<p>Regular bi-monthly community project advisory meetings</p> <p>Identified target groups for project work</p> <p>Promote alternative recreational activities e.g. libraries after dark & previous health west gambling prevention messages with CALD senior groups</p> <p>Feedback to ECCV and VMC members gambling harm survey results</p> <p>Information and awareness raising forums with ethno specific workers, agencies and communities x 5 regional areas</p> <p>Build cross sector relationships between CALD communities and three sides of the coin, re-spin and gamblers help services</p> <p>Information and awareness raising forums to key vulnerable communities i.e. seniors, women, international students, youth x 4</p> <p>Discuss gambling harm within inter-faith groups and Interfaith Conference CALD communities x 5</p> <p>Radio, print and on line blogs/social media and in key communities x 5</p> <p>Interim and Final Evaluation report</p> <p>Sector forum x 1</p>	<p>Target CALD groups and localities are clearly identified and engaged</p> <p>A range of new, formal and informal partnerships emerge between ECCV, its members, and other organisations (including other VRGF funded projects)</p> <p>Knowledge base concerning types and extent of gambling harm in chosen CALD groups and localities among agencies working with those groups increases</p>	<p>Conversations about gambling harm and community-level responses emerge in a range of CALD communities across Victoria</p> <p>CALD communities and ethno-specific agencies have access to freely available evidence-based information and resources on gambling-related issues e.g. VRGF, AIFS, VLGA</p> <p>Trained community leaders begin to develop ethno-specific strategies to address gambling harm in the community</p> <p>Radio discussions, print and social media relating to gambling harm in CALD communities increases</p> <p>Community reps contribute to the development of strategies for educating respective communities about gambling as a public health issue</p>	<p>Awareness of community-specific gambling harm increases in a range of CALD communities across Victoria</p> <p>A range of CALD communities are mobilised in promoting alternative recreational opportunities in their communities and advocating for safe options</p> <p>CALD communities and ethno-specific agencies promote and share freely available evidence-based info and resources on gambling-related issues</p> <p>Community leaders facilitate ongoing conversations concerning ethno-specific strategies for addressing gambling harm in their communities</p> <p>Partnerships between ECCV, its members and a range of other agencies generates executive buy-in across a range of agencies that commit to changing organisational policies and advocating for safe recreational opportunities</p> <p>Understanding of gambling as a public health issue increases among CALD agencies</p>	<p>CALD agencies in selected localities provide safe recreational opportunities</p> <p>A pool of CALD agencies has the capacity and resources to demonstrate best practice in tackling gambling harm in CALD communities</p> <p>Social connectedness of members of CALD communities, especially those most at risk, increases</p> <p>Selected CALD groups are engaged, mobilised and committed to driving ongoing change at the community level</p> <p>CALD community leaders partner with a range of agencies to advocate for structural change in relation to gambling harm affecting CALD communities</p> <p>Community shame around gambling harm decreases</p>	<p>Builds social connectedness and community resilience</p> <p>Work with a range of professionals to build understanding of gambling as a public health issue</p> <p>Builds the capacity of CALD organisations to prevent and respond to gambling harm</p>
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Stage of the

Assumptions

logic	
Inputs -> Activities	<p>What assumptions are made about the link between inputs and activities? Are these assumptions supported by evidence?</p> <p>The amount of cash and in-kind support will be sufficient to deliver key deliverables identified in the project plan.</p>
Activities -> Outputs	<p>What assumptions are made about the link between activities and outputs? Are these assumptions supported by evidence?</p> <p>The project team will be able to find representatives willing to be part of an advisory board.</p> <p>There will be sufficient literature available to create an evidence-based literature review as a resource.</p> <p>The project team has the capacity and resources to develop resources to assist the discourse in gambling harm within ethnic communities.</p> <p>The partnership with councils will be an effective mechanism for attracting people at risk of gambling harm to recreate safely after dark.</p> <p>There will be demand for and interest in the information forums and it will be possible to schedule these in a timely manner.</p> <p>There will be community leaders willing to undertake the forums.</p> <p>There will be ethno-specific broadcasters willing to broadcast content with messaging about gambling harm.</p>
Outputs -> Short term outcomes	<p>What assumptions are made about the link between outputs and short-term outcomes? Are these assumptions supported by evidence?</p> <p>There will be a strong rationale used to identify a range of CALD groups and localities to focus on.</p> <p>Partnerships established between ECCV, its members and other agencies will lead to effective collaboration.</p> <p>There will be appropriate channels for the dissemination of evidence-based information leading to an increased knowledge base.</p>
Short term outcomes -> intermediate outcomes	<p>What assumptions are made about the link between short term outcomes and intermediate outcomes? Are these assumptions supported by evidence?</p> <p>Project activities will influence community members to talk about gambling harm.</p> <p>CALD communities and ethno-specific agencies will be interested in engaging with information about the issue; once we tackle issues of shame and stigma and open the discussion that gambling is a community responsibility and a public health issue.</p> <p>Community leaders will be willing to take further action and open the discourse within their communities.</p>

	<p>A range of viewers and listeners in CALD communities will watch/listen to the content broadcast during the project.</p> <p>Training offered to community representatives educates participants about gambling harm and how this is a public health issue.</p>
<p>Intermediate outcomes -> End of project outcomes</p>	<p>What assumptions are made about the link between the intermediate outcomes and end of project outcomes? Are these assumptions supported by evidence?</p> <p>The project is able to reach a range of CALD communities across Victoria.</p> <p>Involvement in project events/forums is a mechanism for activating community mobilisation.</p> <p>CALD communities and ethno-specific agencies will be willing to promote and share freely available evidence-based information and resources on gambling-related issues.</p> <p>Community leaders will be engaged in raising awareness in the community beyond the duration of this project.</p> <p>Agency executives will commit to changing organisational policies and advocating for safe recreational opportunities.</p> <p>https://www.vichealth.vic.gov.au/media-and-resources/publications/generating-equality-and-respect-resources</p>
<p>End of project outcomes -> Long term outcomes</p>	<p>What assumptions are made about the link between the end of project outcomes and long-term outcomes? Are these assumptions supported by evidence?</p> <p>CALD agencies in selected localities will be motivated to prevent recreational outings to gambling venues and to promote alternatives.</p> <p>By this point, it will be clear what best practice looks like in this area of gambling harm prevention.</p> <p>Project activities will have an impact on community social connectedness.</p> <p>Community engagement continues beyond the lifetime of this project.</p> <p>The activities undertaken will have an effect on community perceptions of shame concerning gambling harm.</p>