



Meaningful Multicultural Messaging about Gambling and Problem Gambling Communities

International Gambling Conference
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At COSTI, we understand that hope means different things to different people. By filling people's lives with hope, we're helping build a strong and prosperous community. COSTI provides the means to a brighter future.



COSTI Immigrant Services

COSTI Immigrant Services is a community-based multicultural agency in Toronto, Canada, providing employment, educational, settlement and social services to all immigrant communities, new Canadians and individuals in need of assistance.

Background

Prevalence research (Weibe, Mun and Kauffman, 2006) shows that 63.3% of adults in Ontario gamble and 3.4% experience moderate to severe gambling problems.

Weibe, J., Mun, P. & Kauffman, N. (2006). Gambling and Problem Gambling in Ontario 2005. Responsible Gambling Council.

In 2000, a Problem Gambling Service was established by COSTI Immigrant Services, Toronto, through support from the Ministry of Health and Long-Term Care.

COSTI Services

Address the counselling needs of Italian-, Spanish-, and Portuguese-speaking groups with regards to problem gambling

Provide information about the issue of problem gambling to service providers working with newcomers

Disseminate problem gambling awareness information to immigrant and ethno-linguistic groups

Arabic

Farsi

Hindi

Italian

Korean

Mandarin

Polish

Portuguese

Punjabi

Russian

Serbian

Spanish

Somali

Tagalog

Tamil

Urdu

Vietnamese

Community Education

- The importance of defining the terms to the community
 - gambling vs. “problem” gambling
 - gaming
 - “internet addiction”

Community Education contd.

- Understanding the importance of religious and socialized religious beliefs
 - Gambling forbidden in Islam
 - Religious talismans as “good luck charms”
 - Role of indigenous healers

Community Education contd.

- The importance of recognizing the cultural context of gambling
 - associated with *diwali* (an Indian festival)
 - traditional games like *mahjong*
 - collectivist values (protecting family name and honour, parenting style, wife's' role) may not effectively support the gambler

Challenges in Community Education

- Taboo topic in several communities
- Not recognizing problem gambling because of lack of physical indicators associated with “addiction”
- “One size fits all” approach of mainstream campaigns; also differences within ethno-linguistic communities

Community Expertise

The presentation is based on the responses to questions about risk factors, key messages and modes of message delivery.

A. 123 workers providing services to newcomers in Southern Ontario, Canada

* This research study was part of a larger project entitled *New Beginnings: Raising Awareness of Problem Gambling In the Settlement Sector in Ontario* funded by the Ministry of Health and Long Term Care, Ontario

B. Community partners in the Multi-lingual Problem Gambling Services

Risk Factors for Problem Gambling among Newcomers

Individual Experiences

- Desire for quick money
- Unemployment and underemployment
- Loneliness, isolation
- Culture shock
- Depression and anxiety
- Lack of awareness of problem gambling
- Inadequate financial literacy

Public Lures

- Appealing advertisements
- Government-sanctioned
- Lotteries and raffles as fund raising for medical research
- Accessibility

Key Messages about Gambling

Informative Messages

- Indicators of problem gambling
- Negative consequences of gambling
- Resources available for help and to address shame and stigma attached to seeking help
- About the odds of winning

Marketing Messages

- Gambling is not a way to make money
- Gambling as planned entertainment

Social and Health-related Messages

- Show how gambling may affect the whole family
- Identify healthier ways of coping with culture shock, depression and boredom

Modes of Message Delivery

- Information sessions, workshops
- Media and ethno specific media, multilingual ads or connected to other ads (for example advertising for lottery)
- Flyers, posters, brochures, games, videos, and websites
- Theatrical performances

- Other responses related to where messages should be delivered:
 - Community centres and libraries
 - Places of worship
 - Outside gambling venues
 - Language instruction classes
 - Doctors' offices
 - Cultural clubs or other places that certain groups frequent
 - Retail stores or shopping malls

Great things are done by a series
of small things brought together.

Vincent Van Gogh

Thank You

Farishta Dinshaw
Community Development Worker
COSTI Immigrant Services
dinshaw@costi.org

www.costi.org

