



**STARTING CONVERSATIONS:
BUILDING TAKE-A-BREAK
TOOLKITS TO SPREAD
GAMBLING SAFETY
AWARENESS**

Presented by
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AGENDA



1

Who We Are

2

Take A Break Toolkits

3

Why Customizing and Conversing are Vital

4

Growing with a Project & Rebranding

5

Integrating Mental Health, Gambling & Video Gaming

6

Measuring Success & Takeaways

7


Exercise to Apply Strategies to Your Work



Who We Are

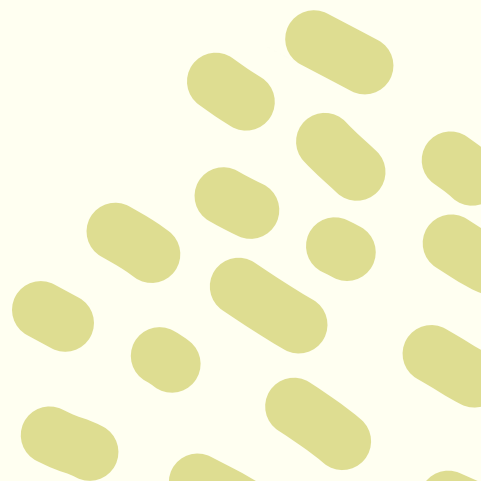

Ronda Hatefi

Founder of Oregonians for Gambling Awareness Organization. Leader in advocacy and awareness around Gambling Harms for 29 years. Preschool teacher & Super Grandma.



Natalie Taylor

Community Health Analyst at Lane County Public Health in Oregon. Working in Gambling Harm Prevention for 3 years. Mom to 11 mo Zadie (wave hi if you see her)



GamAware Coalition

20 years of Advocacy, *with a new name*



1

We are comprised of people with lived experience, affected others, public health & non-profit professionals, and treatment providers. Our efforts have a focus on public awareness, education and policy.

2

Take A Break Toolkits, community presentations, advocate for policy changes

TAKE A BREAK TOOLKITS

- Focused on grounding through the 5 senses
- Based on Mental Health First Aid Kits
- Over 2200 Toolkits built by community members since Dec. 2021
- Everyone walks away with information about gambling & video gaming addiction
- Works in many settings & with many focus populations
- Funded through Oregon PGS Prevention Grants & Oregonians for Gambling Awareness Organization



TAB TOOLKIT SUPPLIES

Example Items

Small Journal

Earplugs

Tea

Affirmation Stickers

Stickers

Calm Strips

Mints/Chocolates

Playdoh/Squishies

Photos of Nature

Meditation Card






LESSONS LEARNED ALONG THE WAY



- ✿ Bring an offering that engages a wider audience to create opportunity to talk about gambling harm prevention
- ✿ Expand Spanish language materials beyond handout translation
- ✿ Mid-sized events are the sweet spot, meet people where they already go
- ✿ Allow for people to share with us and one another while building the kit
- ✿ People are curious about the brain science so integrate it into the experience


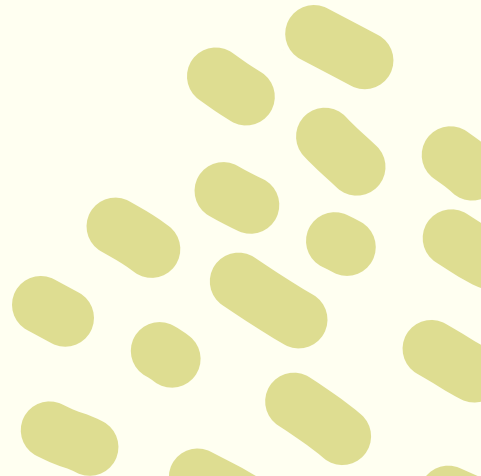


Conversations at the Core

- 
- 
- Allows people building kits together to share and teach one another
 - Gives us opportunity for feedback
 - Creates connection to the toolkit building process and to Gambling & Video Gaming Addiction Awareness
- 



The Power of Customizing

- 
- See the toolkit as their own
 - More likely to add items later
 - Expands time spent building and engaging with conversation & content
 - Kit is more effective filled with items individuals enjoy
 - Able to build toolkit for others
- 

THE POWER OF BRANDING



- **Recognizable** - People see us and the toolkits as memorable for something more than just having good swag
- **Shareable** - Having a name people can remember means we will be brought up and shared more often
- **Consistent** - Easy to develop new materials with clear branding guidelines
- **Collaborative** - Others are more likely to join us or work with us because we are visible





INTEGRATION

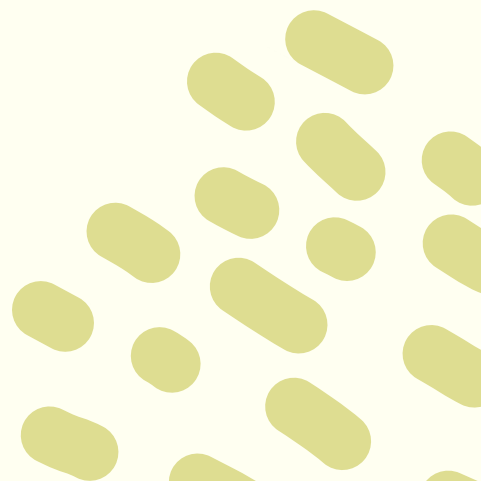
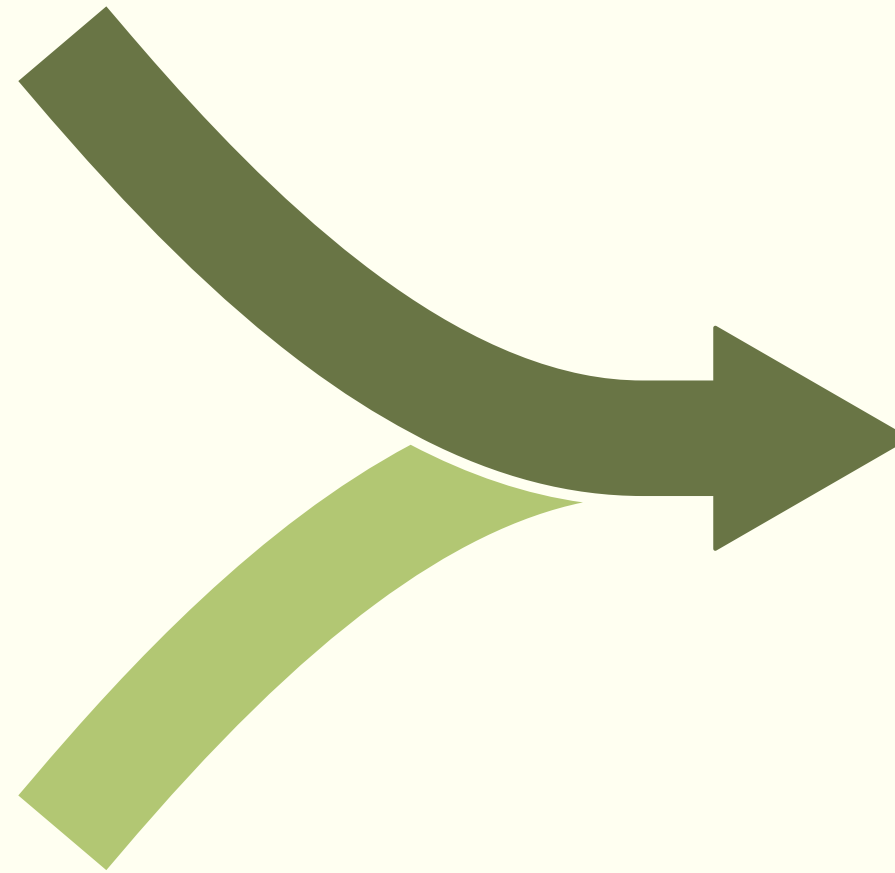


Gets you invited into spaces that
were formerly closed doors

Helps people imagine themselves
in the issue

Brings a wider audience

Allows for upstream approach
incorporating protective factors





EVOLUTION OF LANGUAGE

- **Mental Health** - welcome conversation or off-putting?

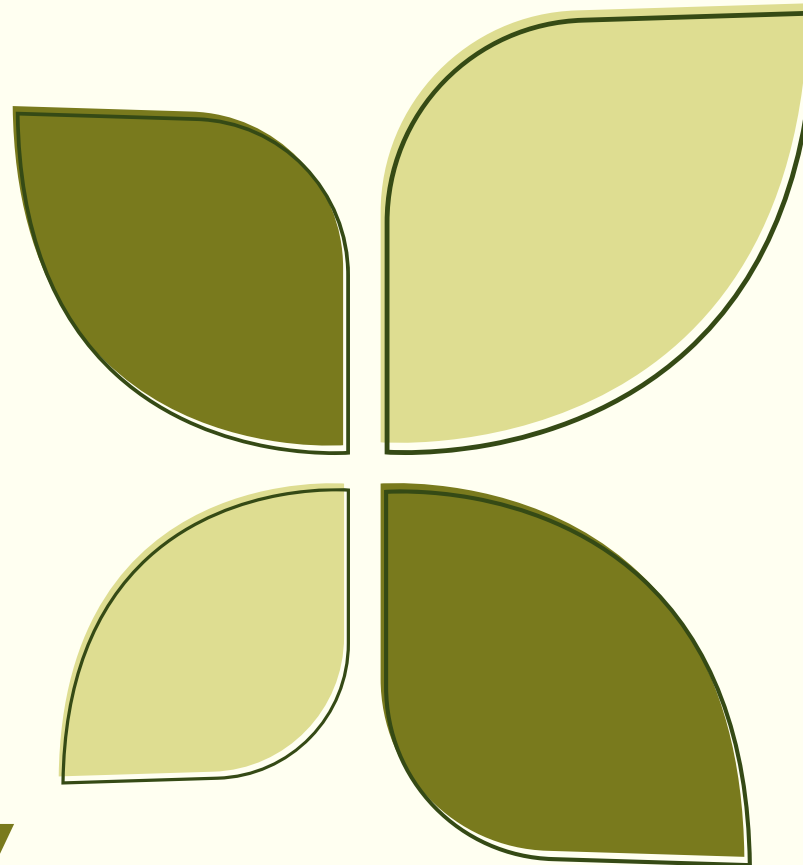
- **Harm Reduction Language** - moving away from "problem gambling"

- **Brain Regulation** - It's not just for developing brains



A FEW DON'TS

Don't let your message get lost in the mix



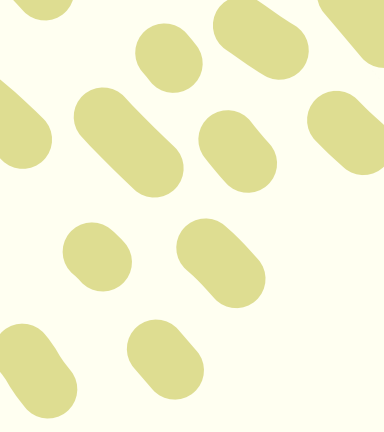
Don't shy away from saying the words Gambling Disorder, Harm Reduction, or Suicide




Don't let others strip away the integration

Don't be afraid to let the project change and grow with community needs






MEASURING ✨ SUCCESS

- ✿ At least 5 other counties in Oregon have adapted this project and are bringing kits to their community events.
 - ✿ People report back about using their toolkits and gaining knowledge on gambling harm from our events.
 - ✿ Many requests to bring toolkits to events.
 - ✿ We hope to see improvements in our Community Readiness Assessment. In 2019 Lane County:
 - Community Climate - 1 - No Awareness
 - Community Knowledge of Issue - 2 - Denial/Resistance
- 




TAKEAWAYS





Building Community Awareness Projects **with** your community and **within** your community leads to *MUCH* larger and richer engagement

Find Opportunities For:

- Unique Branding
 - Integrating Mental Health
 - One on One Conversations
 - Individual Customization
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✦ APPLYING THESE STRATEGIES IN YOUR WORK ✦

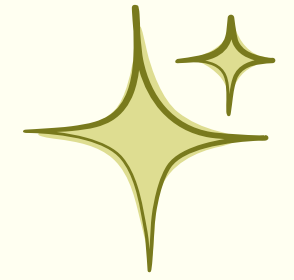
- 1 Take a few minutes to brainstorm ways that these strategies could support your current or future work.
 - 2 Share one or two thoughts with the people sitting around you.
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✦ REPORT BACK & Q&A ✦

- 1 Does anyone want to share any insights or takeaways
 - 2 Any Questions?
- 
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Reach Out Anytime!



THANK
YOU



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