

A needs assessment of responsible gambling manager education

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Purpose

- RG education programs are predominantly targeted at frontline professionals
- Few comprehensive resources for RG specialists at gambling organizations



Methodology

- Literature review and environment scan of RG training programs
- Coding into categories & subcategories
- Validation by four external experts
- Survey (n=67) of RG professionals
 - Screening: “Some” or more of role related to RG



Sample

- Well represented: Organization size, org seniority, operators, regulators, consultants, gambling formats
- Under represented: Non-North American workers (79% from NA)

Importance to RG Professionals at Organization <i>(Scale: 1-Not Important to 5-Very Important)</i>	Average Score	Top-2 Box %	Top-2 Box % Operators
Gambling and PG information	4.5	88	100
RG corporate policies	4.2	80	97
How to educate players	4.2	83	97
RG guiding principles	4.1	77	86
How to assist players in need	4.1	75	90
Self-exclusion programs	4.0	77	90
Organizational benefits of RG	4.0	73	93
Game design and structural characteristics	4.0	70	76
Gambling evaluation measures	3.9	25	72
Organizational barriers to implementing RG policies	3.9	66	79
Advertising and marketing guidelines	3.8	67	79
Venue design and environmental features	3.5	58	69
Community prevention programs	3.4	42	45
Treatment programs	3.2	70	38



Sample Subcategories

Community prevention program subcategories	Avg
Help lines	3.82
Websites/apps	3.57
Evaluation of program effectiveness	3.44
Social marketing campaigns	3.39
Financial education	3.34
Online support groups/forums	3.18
Brief problem gambling screening	3.05
Community interventions for high-risk populations	2.96
Work and school programs	2.73

Unmet need for information at organization <i>(Scale: 1-Strongly Disagree to 5-Strongly Agree)</i>	Average Score	Top-2 Box %	Top-2 Box % Operators
Gambling evaluation measures	3.4	52	17
Organizational barriers to implementing RG policies	3.2	54	54
Game design and machine structural characteristics	3.2	45	41
Venue design and environmental features	3.0	39	63
Organizational benefits of RG	2.8	35	38
Advertising and marketing guidelines	2.8	37	24
Community prevention programs	2.8	30	7
RG corporate policies	2.7	32	24
How to assist players in need	2.7	25	17
How to educate players	2.6	28	21
Treatment programs	2.6	23	21
RG guiding principles	2.5	22	14
Gambling and PG information	2.4	17	14
Self-exclusion programs	2.3	17	10

Thank You

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