

Insights from Clayton CANVAS and a capacity building toolkit for public health workers

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Overview

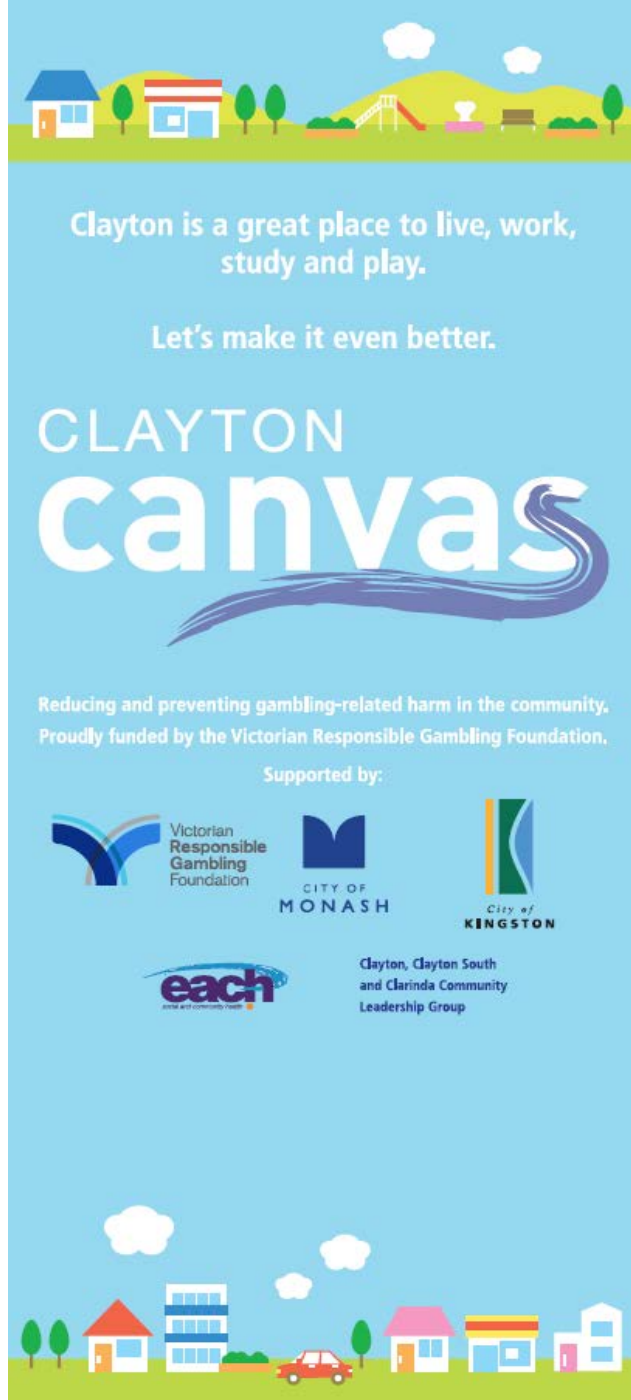
- *City of Monash*
- *Clayton CANVAS project*
- *Capacity Building Toolkit*

City of Monash

- *More than \$111.9 million was lost on electronic gaming machines in Monash in the 2017/18 financial year.*
- *Council's concern is particularly for those most vulnerable in our community who can least afford to carry the burden of addiction to high-intensity machines that are designed only to profit. At harmful levels, gambling can have significant health, social and economic impacts to individuals, families and communities. Because of this Council will continue to elevate gambling to the highest level of public health prominence.*

Clayton

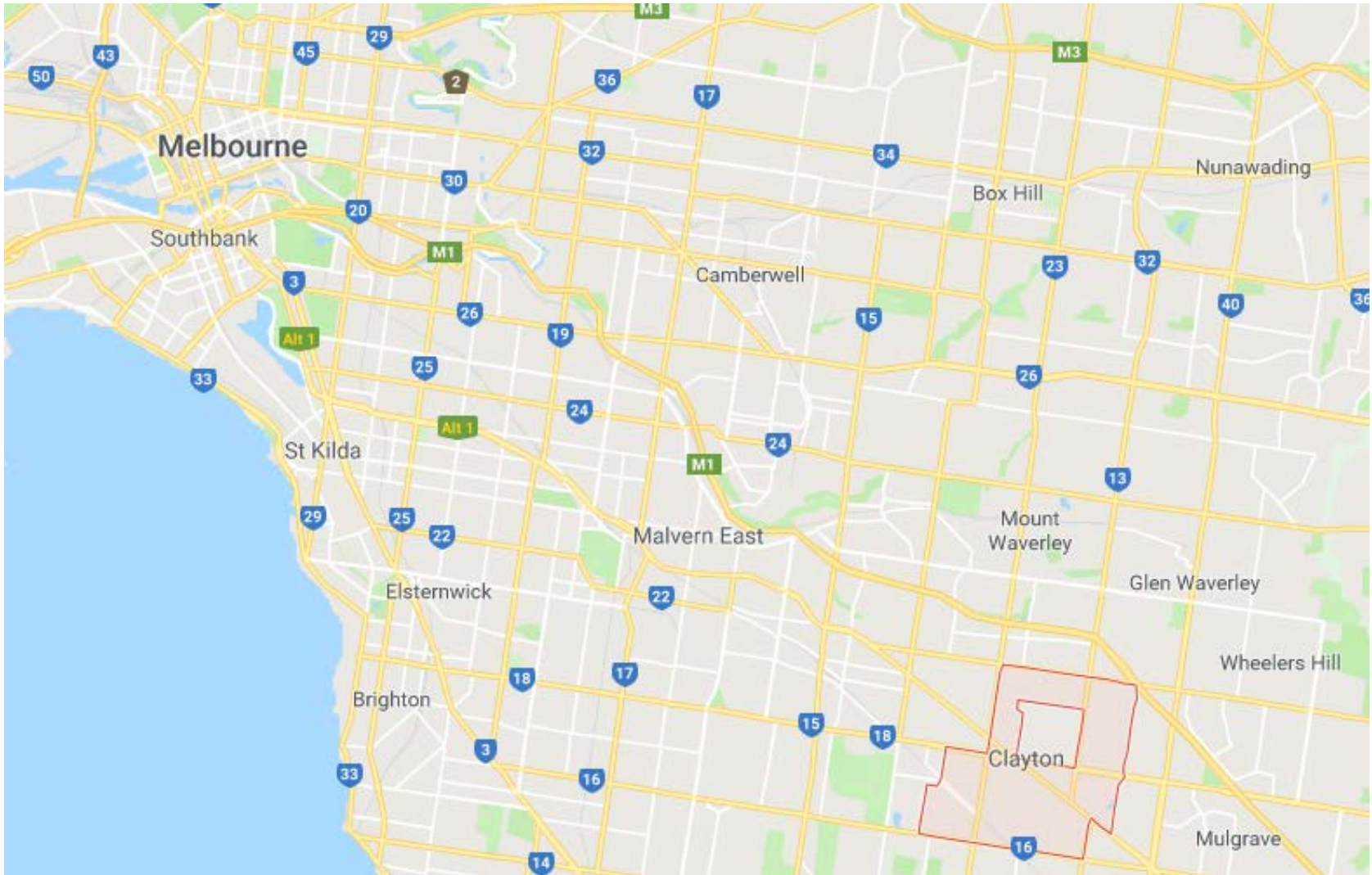
- *Clayton CANVAS was a preventative grant received from VRGF to employ a full-time officer and fund outreach programs and projects in the local area.*
- *Clayton had a very high density of EGMs per adult population – 11.6 per 1,000 adults - nearly twice the Victorian average*.*

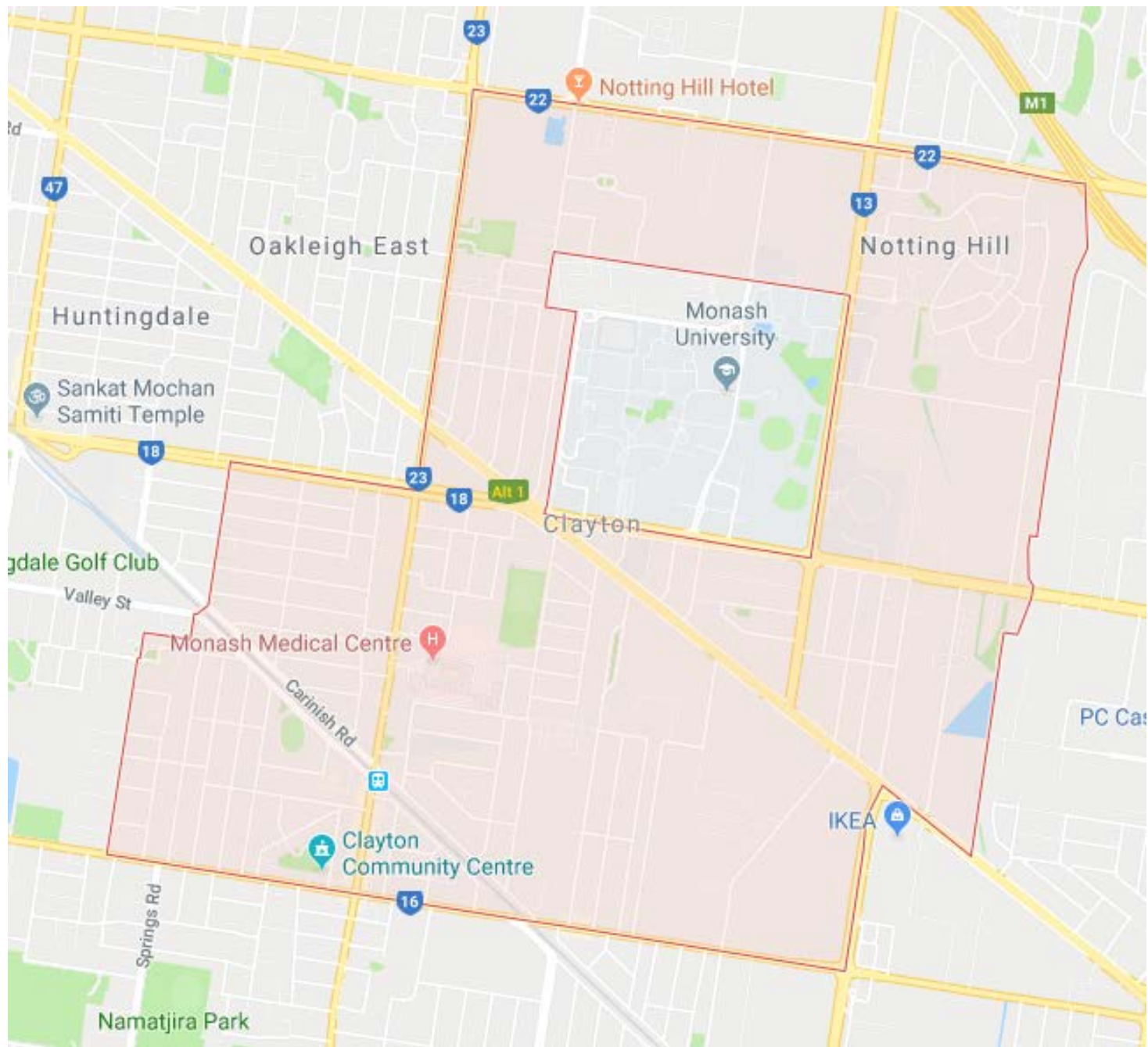


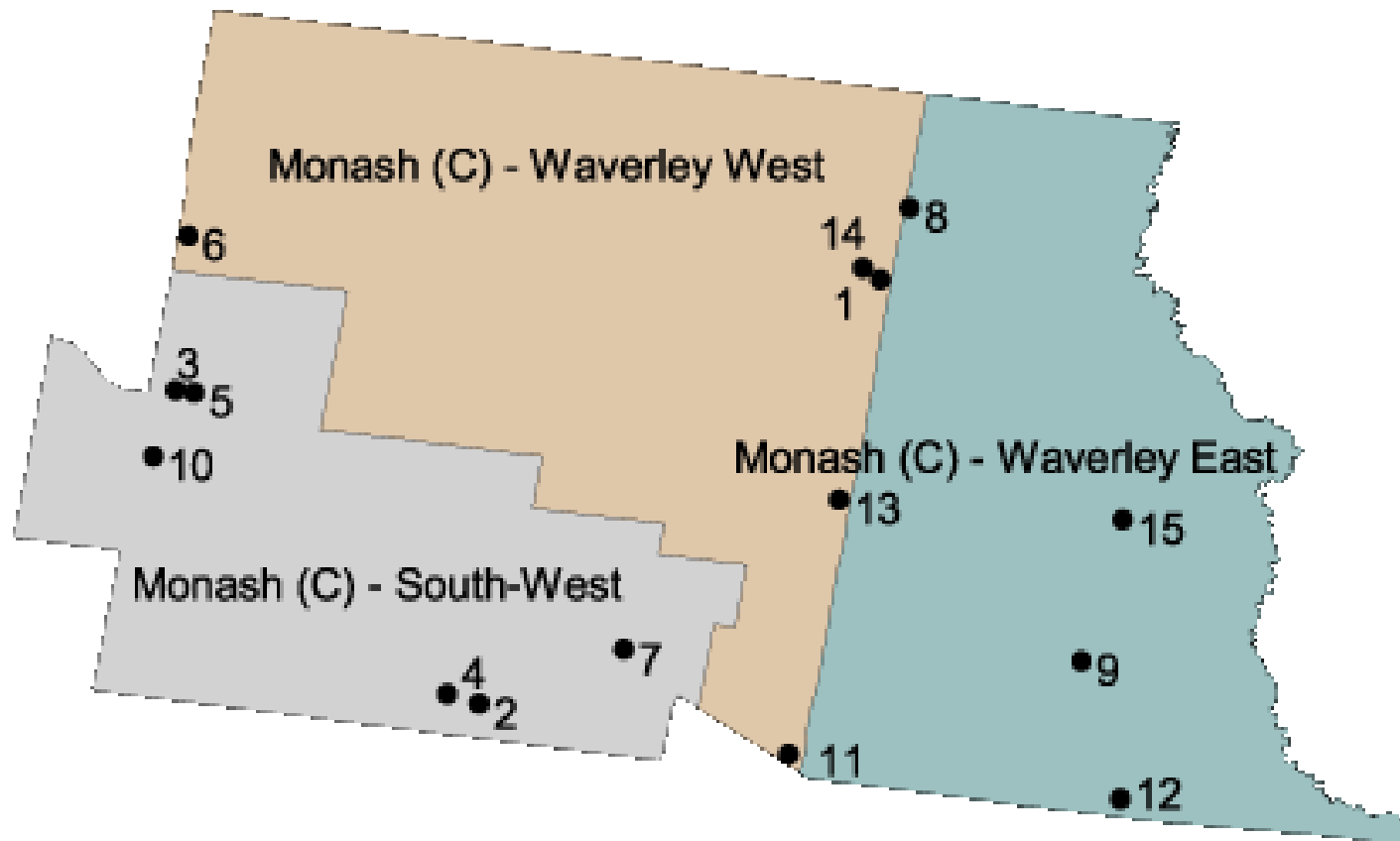
Clayton CANVAS- Gambling Harm Prevention

The Clayton CANVAS program was developed in response to Monash Council's concerns about the impact that poker machines, online gambling and sports betting are having on the Clayton Community.

Starting from July 2014- June 2017, this site based pilot prevention program delivered a range of initiatives and activities across the Clayton community with a particular focus on reaching at risk groups where they live, work, study and play.







Impact & Desired Outcomes



Project Promotion



LOW LEVEL, BROADSCALE

- Email newsletter
- Monash web page
- Resident kits
- Billboards/signage

MEDIUM LEVEL, ONE-OFF SEMINARS/MEETINGS ETC.

- Information sessions
- CANVAS stalls
- CANVAS events

HIGH LEVEL, REPEATED INTERACTION

- Training sessions
- Workshops

Clayton CANVAS Insights

- Role of Local Government
- Community Support & Perception
- Feedback & Consultation
- Duty Of Care



CANVAS Community Champion Group

Working with a number of community members passionate about changing the culture of gambling harm locally.

This involved 6 workshops focusing on education, upskilling and supporting them to influence change in their community group.

- The Community Champion program's aim was to bring together a broad range of community members who were passionate about changing the impact of gambling harm locally.

The Champion Program worked with this group, providing training and educational workshops to teach participants new skills, with the end goal being that they support future Monash City Council community initiatives. These champions strengthened the reach of the CANVAS message and have, in turn, helped to support further harm prevention programs back within their own community groups.



EMPLOYMENT READINESS TRAINING

A workshop delivered on behalf of Clayton CANVAS. Employment Readiness Training is a four week workshop that will cover the following:

- Resume writing
- How to write a cover letter and apply for jobs
- Interview skills
- How to set career goals and achieve them.

Each participant will receive valuable resources upon completion on a USB, including a resume template.

Supported by Clayton CANVAS, this program includes information and presentations about gambling harm and the effect it can have on employment opportunities.

4 week course
Wednesdays
6-8pm

Held
May 17, 24, 31 & June 7
Cost: FREE

MYFS Room
Clayton Community Centre
Cooke St Clayton.

RSVP is required to book your place.

Simon Harrex
Clayton CANVAS Program Officer
Email: simon.harrex@monashvic.gov.au Phone: 9518 3046

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FIRST AID TRAINING IN MENTAL HEALTH

Fully accredited course from the Australian Red Cross.

This course will be delivered over two full days and will address topics around mental health problems including depression and anxiety disorders.

Participants will learn about mental health issues, what resources are available, and how to help others who may be suffering from a mental illness.

Supported by Clayton CANVAS, this program will include information and presentations about gambling harm and its effect on mental health.

Each participant will receive a certificate upon successful completion of the course.

- Monday 22 & Tuesday 23 May
9am - 5pm
- MYFS Room, Clayton Community Centre, Cooke St, Clayton
- Cost: FREE**

RSVP is required to book your place.

Simon Harrex
Clayton CANVAS Program Officer
Email: simon.harrex@monashvic.gov.au
Phone: 9518 3046

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CLAYTON **canvas** Presents

Effect Change in the Community

Reduce Community Gambling Issues

CHAMPION PROGRAM

Passionate Community Members

Creating community champions passionate in reducing gambling harm locally.

Monash Council is looking to recruit passionate community members who would like to participate in a champion program around tackling the growing gambling issues in our community. Our champions will meet once a month during the six month program to learn about gambling issues in the local community and the harm it can cause. There will be workshops as well as guest speakers. Champions will be able to provide input and support to help bring about change to the local community. Champions will then be able to run their own change program in the community with council support.

When: Second Wednesday of the each month, starting in October from 6pm-8pm

Where: Venues located in Clayton & Clarinda

Contact: Simon Harrex
Clayton CANVAS Program Officer
9518 3046
Simon.Harrex@monashvic.gov.au

Places are limited so get in touch today!

Proudly funded by the Victorian Responsible Gambling Foundation.

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SUMMER NIGHTS

THURSDAY 23 FEBRUARY
5pm - 7pm

A FREE SUMMER EVENT WITH BUBBLE SOCCER, GIANT JENGA & MORE!

Come along to learn how technology is 'normalising' gambling and view Ka-Ching, a gambling documentary.

Residents can receive free information around the links to gambling and the marketing towards children.

- Food Provided
- Fun Children's Games
- Support Services

Namatjira Park
Springs Road, Clayton South

Bookings advised: 9518 3046
Simon.Harrex@monashvic.gov.au

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SUMMER NIGHTS

FIRST OF 3 FREE EVENTS!

City of Monash are partnering with the Monash Youth Film Festival Committee to showcase a collection of short films from local film makers, which will be followed by a screening of Ka-Ching! Pokie Nation.

6.00 - 6.30pm: Free sausage sizzle with support services and councillors from Gamblers Help Eastern.
6.30pm - 8.30pm: Movies commence

Clayton Community Centre
9 - 15 Cooke Street, Clayton
Phone: 03 9518 3046
Email: Simon.Harrex@monashvic.gov.au

► FREE finger food
► Refreshments
► Information Services

THURSDAY 15 DECEMBER

BOOKINGS ARE ADVISED

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This machine is:

- a) misleading**
- b) addictive**
- c) deadly**
- d) all of the above**



**THE POKIES
PLAY YOU**



www.pokiesplayyou.org.au

FINAL DRAFT

Prepared for the City of Monash

Prepared by Rebecca Zosel and
Natalie Russell

June 2017

CAPACITY BUILDING TOOLKIT FOR GAMBLER'S HELP STAFF

Toolkit objectives

- Distil the findings and practice insights of the Clayton CANVAS program in a toolkit, in order to scale up and sustain the impact of the program
- Develop a toolkit that enhances the capacity of Gamblers Help staff, and leads to improved community awareness of responsible gambling practices, strategies and support services.

Toolkit development

Key considerations:

- Reflects CANVAS learnings and current best practice
- Tailored and targeted to real working environment of Gambler's Help

Stakeholders:

- Public health consultants Rebecca Zosel and Natalie Russell – toolkit development
- City of Monash – project manager
- Victorian Responsible Gambling Foundation –funder and key partner
- Gamblers' Help staff – target audience

**TOOL 1:
DETERMINING PRIORITIES FOR LOCAL ACTION**

**TOOL 2:
WORKING WITH COMMUNITY PARTNERS**

**TOOL 3:
WORKING WITH LOCAL GOVERNMENT**

**TOOL 4:
DEVELOPING A COMMUNICATIONS STRATEGY**

**TOOL 5:
PLANNING FOR EFFECTIVE EVALUATION**

Tool 1: Determining priorities for local action



Domains that influence evidence-based decision making

Source: Satterfield JM, Spring B, Brownson RC, Mullen EJ, Newhouse RP, Walker BB, et al. *Toward a transdisciplinary model of evidence-based practice*. Milbank Q 2009;87(2):368-90

Tool 2: Working with community partners

Checklist for establishing and maintaining partnerships:

1. Define goal
2. Identify prospective partners
3. Establish the partnership*
4. Work collaboratively
5. Evaluate and sustain

Tips and considerations for engaging organisations

- Identify key contacts/gatekeepers
- Find a champion
- Meet face-to-face
- Answer the question ‘What’s in it for me?’
- Become a resource for the organisation
- Help get a small win on the board

Tool 3: Working with local government

- Demonstrate the importance of engaging with local government as a key partner in the prevention of gambling harm
- Profile the leadership of the City of Monash in the prevention of gambling harm through the Clayton CANVAS program

Tool 4: Developing a communications strategy

1. Background and introduction
2. Situation analysis
3. Target audiences
4. Key messages
5. Communication methods
6. Budget
7. Implementation
8. Evaluation

Framing the issue

Use public health language when communicating gambling messages

Communicating through art and pop culture

Effective way to encourage community participation and explore and challenge social norms

**Communicate where people live, work, study
and play**

*Effective way to reach the community and
target priority population groups*

**Communicate in the languages of your
community**

*Effective way to reach culturally and
linguistically diverse populations*

Tool 5: Planning for effective evaluation

Checklist for planning evaluation:

1. Develop a program logic
2. Define goals and objectives
3. Establish measures of success
4. Collect data
5. Analyse and interpret data
6. Communicate evaluation findings

Activities with related outputs and outcomes

Activities	Measuring outputs	Measuring outcomes
Education sessions	Number of sessions Number of participants Resources and materials distributed Participant satisfaction with session	Increase in awareness, knowledge, attitudes or skills Change in behaviour Improvement in access to information for target audience

Questions?

Copies of the toolkit:

Simon.Harrex@monash.vic.gov.au