

13 7848 a new set of numbers for Gambler's Help counsellors to consider:

Improving public health through
cross referrals



Gambling and Tobacco

- Two major public health issues in Australia
- This initiative aims to increase and improve both organisations' reach to their respective target populations
 - Quit Victoria and smokers
 - Gambler's Help with people experiencing gambling harm

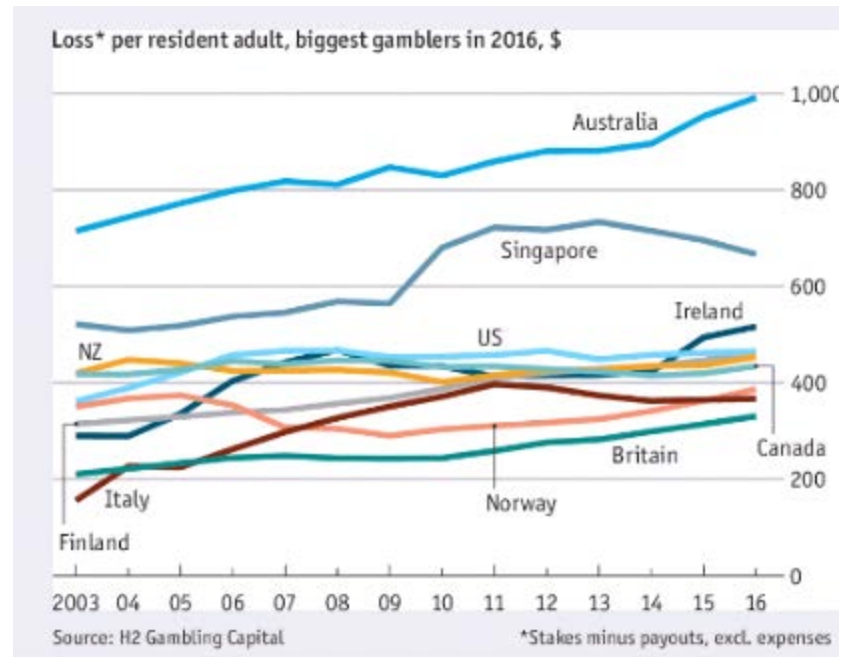
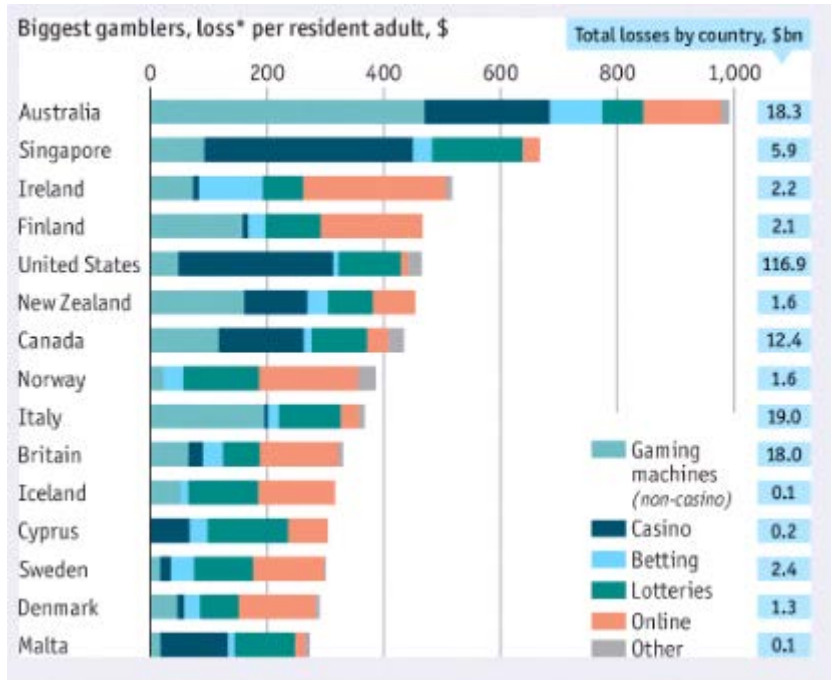


Partnering Organisations

- Quitline (Quit Victoria)
- Gambler's Help Inner North Melbourne (Salvation Army)
- Gambler's Help West (IPCHealth)



GOLD, GOLD, GOLD AUSTRALIA

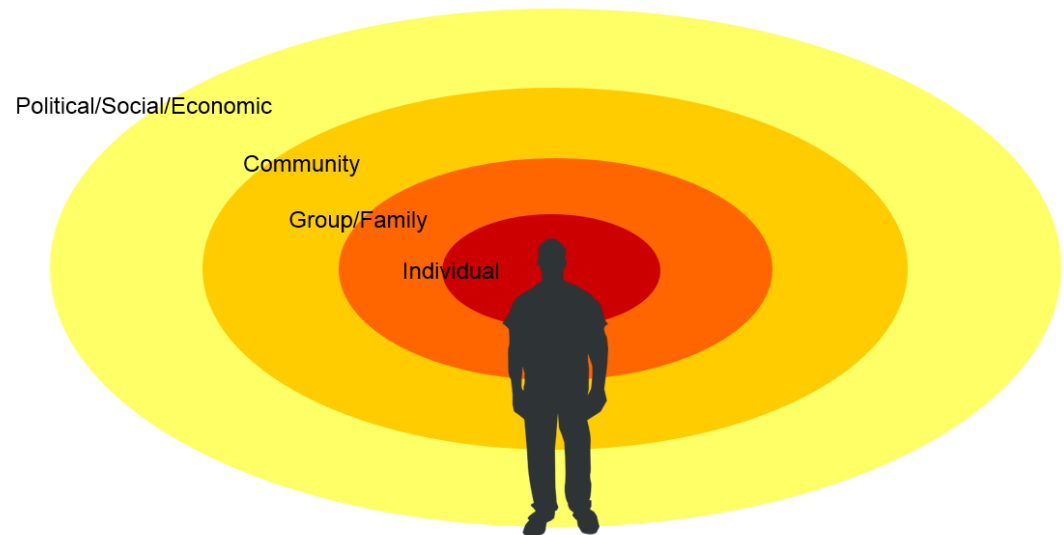


H2 Gambling Capital, 2017

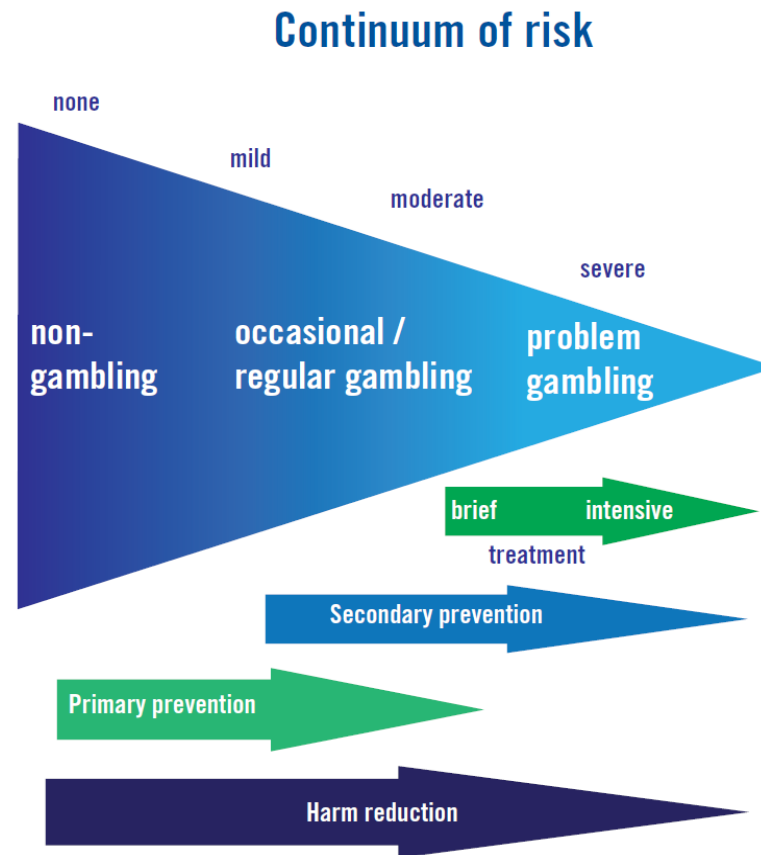
Evidence based public health approaches recognise:

- The complex interplay between the determinants of health and our behaviours.
- The need to employ the appropriate mix of actions required to achieve the desired change.

VRGF (2015)



Why a public health approach for gambling?



VRGF, 2015

Using a Public Health Approach

- Partnerships and collaborative approaches recognising that large scale social change requires broad cross-sector coordination rather than isolated interventions by individual organisations.

Victorian Responsible Gambling Foundation 2015, 'Using a Public Health Approach in the Prevention of Gambling-Related Harm' Background Paper, p8



Gambling and Smoking

- Research has shown an association between gambling and cigarette smoking.
- Co-occurrence of severe gambling harm with other behavioural and/or psychological disorders can increase the severity, or be exacerbated by problem gambling.

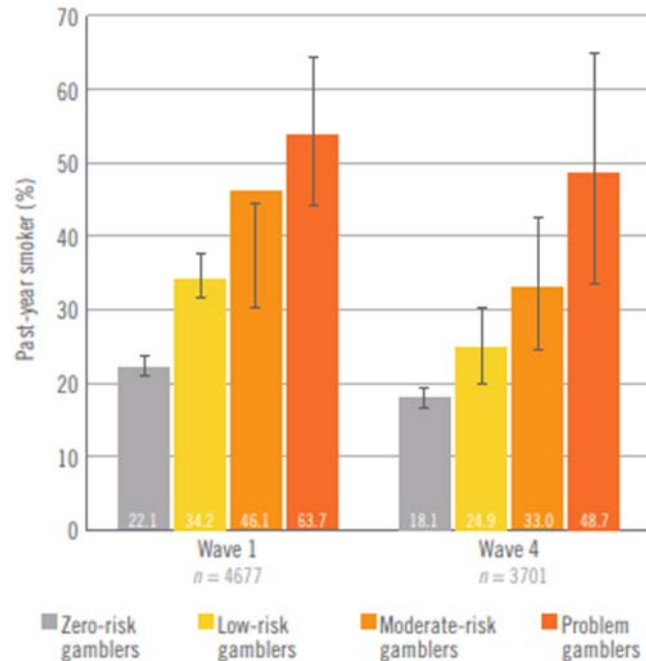
Harper T, Smoking and Gambling: A Trance Inducing Ritual. Tobacco Control 2003;12:231–233

Smoking Behaviours of High Risk Gamblers

- Few studies examined smoking behaviours of problem gamblers
- 43.1% calling a gambling helpline smoke daily
- Highlights the need for enhanced smoking cessation efforts

Marc N. Potenza, et.al. (2009) 'Characteristics of Tobacco-Smoking Problem Gamblers Calling a Gambling Helpline' American Journal on Addictions, 13:5, 471-493, DOI: 10.1080/10550490490483044

Smoking and Gambling Risk



Note: Question asked: 'Have you smoked at all in the past 12 months?' (Base: all gamblers in Wave 1 and all respondents in Wave 4.)

Figure 19 Proportion of smokers in the past 12 months (unweighted)

In 2015, the Victorian Smoking and Health Survey found that the smoking rate among Victorian adults was 11.9%

<https://www.quit.org.au/resources/fact-sheets/smoking-rates/>

Billi, R., et.al., (2014). The Victorian Gambling Study: A longitudinal study of gambling and health in Victoria, 2008–2012. Victoria, Australia: VRGF

Quitline is Effective

2010-2011 Victorian evaluation

- 38.3% quit at one month and 41.2% were quit at six months
- 96.3% of callers very satisfied or somewhat satisfied
- 94.6% of callers would recommend to a friend
- 83.7% very satisfied or somewhat satisfied with the information and quitting strategies

Hayes L, Baker J, Durkin S 2010-2011 Evaluation of the Victorian Quitline. CBRC Research Paper Series, No. 43. Melbourne, Australia: Centre for Behavioural Research in Cancer, The Cancer Council Victoria, May 2012.



Cross Referral to Gambler's Help

- GH Inner North and Gambler's Help West refer to Quitline
- Quitline refers
 - Gamblers Help Inner North Melbourne
 - LGAs of: Melbourne, Moonee Valley, Moreland and Yarra
 - Gambler's Help West
 - LGAs of: Brimbank, Maribyrnong, Hobsons Bay and Wyndham
- Referral partnership document

Next Steps

- Training
 - GH to deliver training to Quitline Counsellors
 - Quitline to deliver training to GH Therapeutic and Financial Counsellors
- Evaluation
- Extension of program
- Explore other cross referral possibilities