

YOUNG LEADERS OF THE WEST (YLOTW)

Development Process of a
Youth Focused
Gambling Awareness Campaign

#YLOTW



Presented by:

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Young Leaders: Juliet Matskarofski, Nathan Heeremans & Rose O'Leary.

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Introduction:

Young Leaders of the West Project



- **2 year Youth Leadership project**
- **Funded by Victorian Responsible Gambling foundation;** – through Prevention Partnership program
- **Led by IPC Health with partners**
Western Bulldogs Community Foundation
Brimbank City Council
- **Aim:** – increase knowledge and awareness, particularly among men and women 16-25yrs of the risks and impacts associated with gambling.
- **Young people with harm:** rising at an alarming rate as they have grown up in the online era, where betting can happen, anywhere at anytime.

Key Project Steps



1st Year:

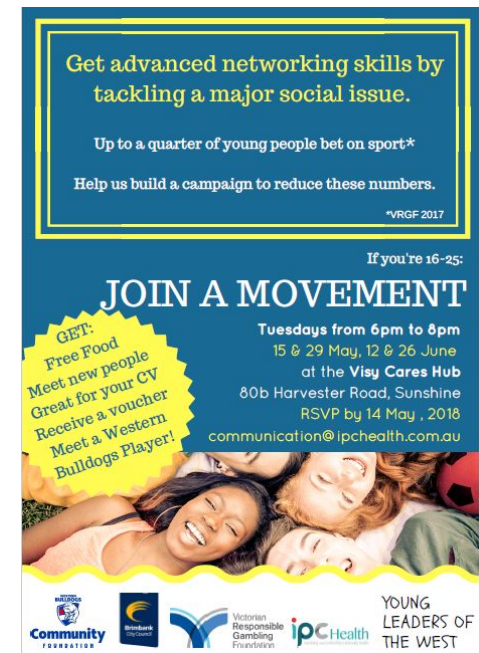
- Project set up
- Recruitment
- Development of Co-design Workshops

2nd Year:

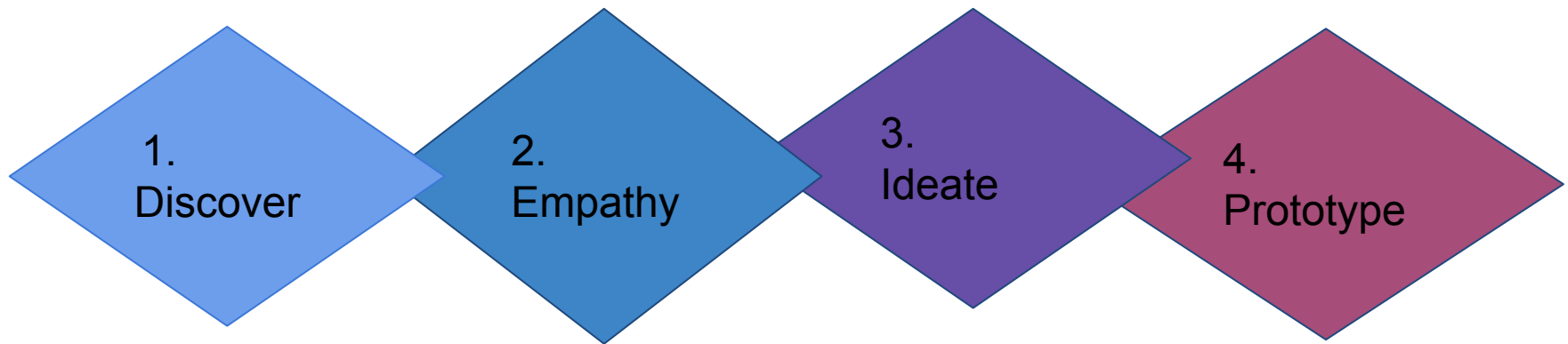
- Develop new youth focused messages
 - Pilot campaign ideas
 - Review and implement new messages/campaigns
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- Document learnings: youth engagement and co-design process

Recruitment

- **Identify & contact groups with potential participants:**
Brimbank City Council, Western Bulldogs Community Foundation & IPC Health community groups and ConnectWest
- **Co-design recruitment strategy:**
Focus groups held with young people.
- **Understand motivations of young people:**
What entices young people to become community participants?
- **Recruit** – Face to face and social media



Co-design Workshop Steps

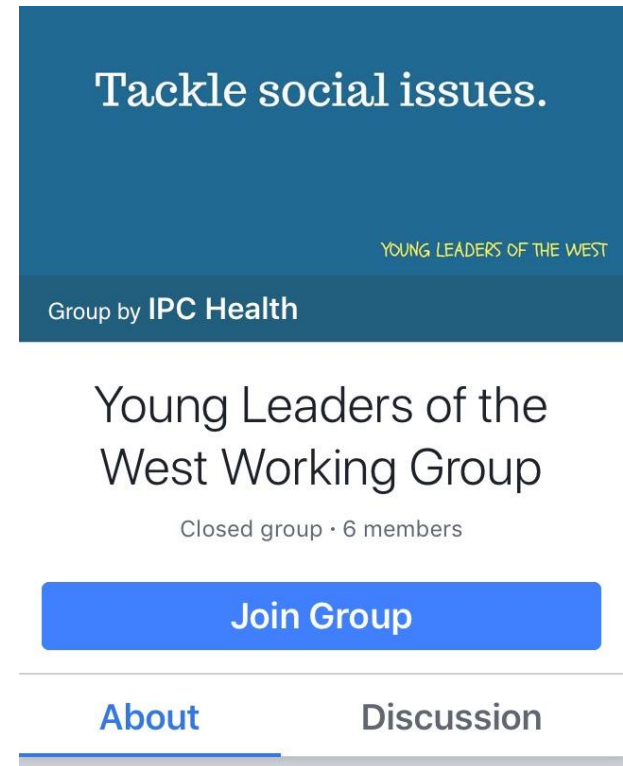
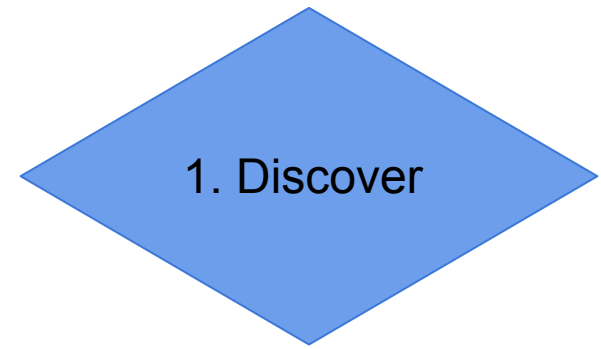


Workshop 1: Discover

- **Introductions**
- **Discussion:** current understanding of gambling harm
- **Presentation:** from staff from Gamblers Help West
- **Presentation:** from young person (21yrs) with a lived experience

Outcomes:

Increased knowledge
Created a closed facebook group.



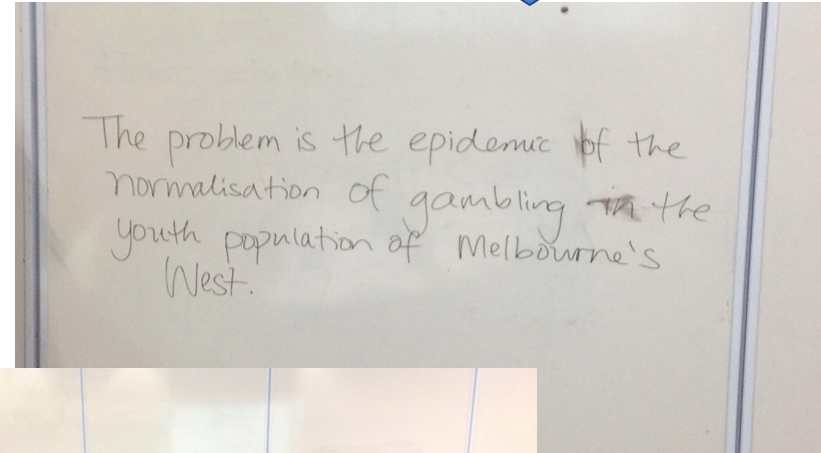
Workshop 2: Empathy

2. Empathy

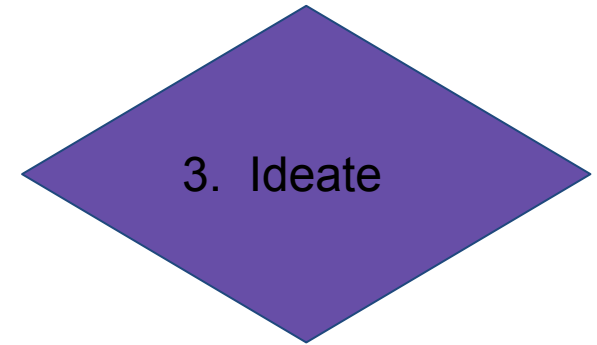
- **Interview** each other about gambling attitudes and experiences
- **Develop** a group 'Problem Statement'
- **Finalise** Empathy survey questions

Outcomes:

Developed 'Problem Statement'.



Workshop 3: Ideate



- **Performance** from 3 Sides of the Coin.
- Each young person was interviewed by a camera crew. Video – <https://vimeo.com/281234341>

Outcomes:

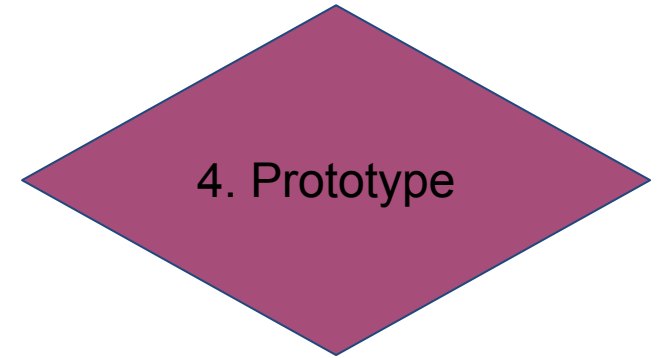
- Increased empathy from performance.
- Asked to research advertising: what makes some gambling advertisements unforgettable.
- Creation of powerful video.





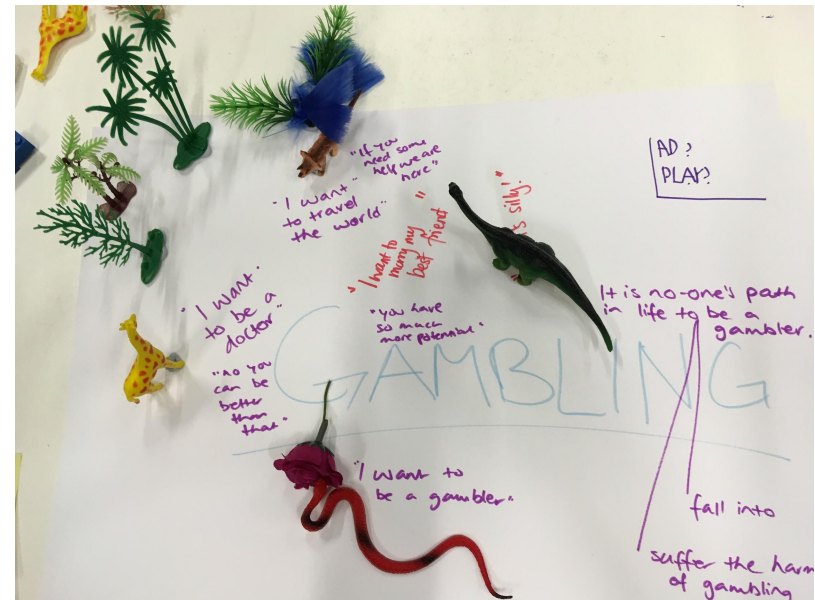
Workshop 4: Prototype

- **Recapped** learnings so far; attitudes, empathy, survey results,
- **Brainstormed** key advertising messages
- 'Played' with toys to bring key messages to life
- **Developed** storyboards from visual pictures



Learnings:

- Needed more time to develop storyboards and refine ideas
- Using toys took young leaders out of their comfort zones
- Some great ideas: 1. about how to have difficult conversations; 2. developing a media campaign along lines of ice bucket challenge, and 3. no-one chooses career path of a gambler.



Problem Statement



“The increasing normalisation of gambling in the youth population of Melbourne’s West.”

Young Leaders' Collective Learnings



- Given a unique opportunity by IPC Health to have a voice and create change.
- Different backgrounds, same vision
- Young people do care!

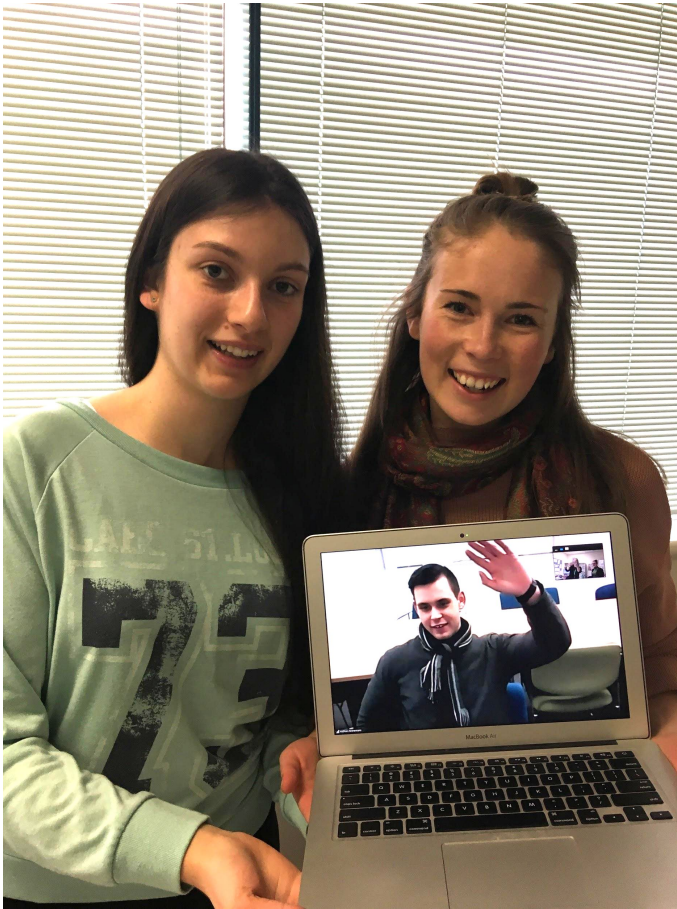
Learnings from Young Leader: Juliet Matskarofski

The personal effects of watching the ‘three sides of the coin’ performance.

- **Stigma** - being aware of-, acknowledging, and removing a subconscious stigma
- **“Addiction is addiction”** - gambling is characteristically an addiction like any other
- **Empathy** - developed towards those experiencing gambling harm
- **Overall** - empathy made the whole process more meaningful

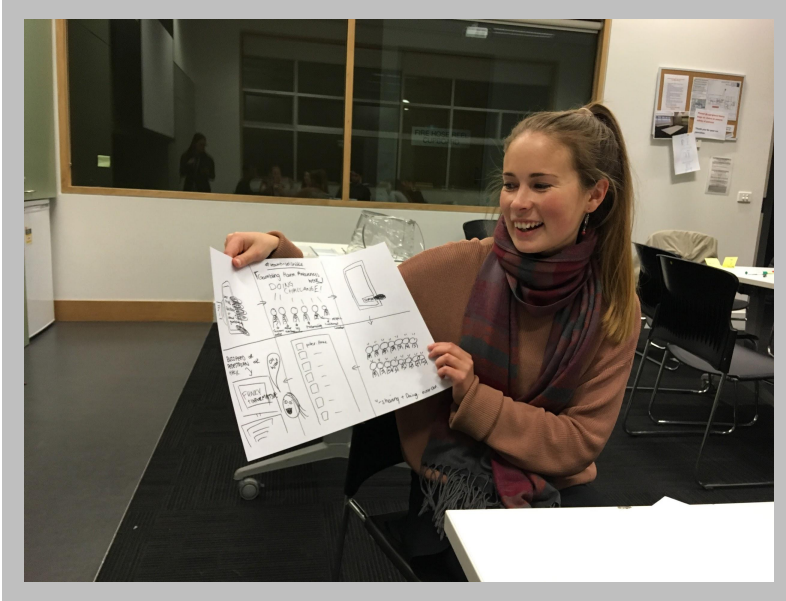


Learnings from Young Leader: Nathan Heeremans



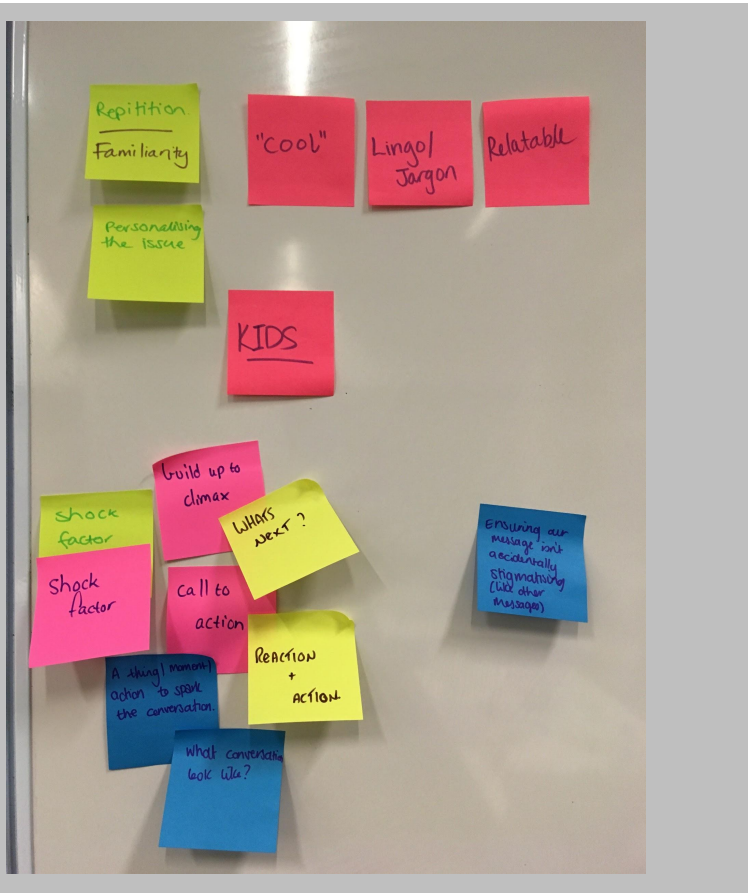
- **Gambling Harm** - a systematic issues influenced by current cultural trends.
- **Sharing Lived Experiences** - a tool for empowerment and awareness.
- **The significant impact of Youth Guiding Youth!**

Learnings from Young Leader: Rose O'Leary



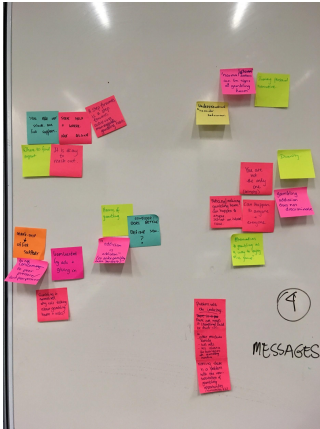
- **This is a growing problem for young people.**
- **We are groomed to be gamblers:** gambling is normalised for young people.
 - Pokies
 - Sports betting
 - Apps and games
 - Many more!
- **It is critical to engage young people in the process of creating programs FOR young people.** IPC Health giving this opportunity has resulted in some great outcomes! Many more will come.

Learnings from IPC Health



- **Learning** about the gambling space
- **Connecting with community** minded youth leaders engaged through ConnectWest - Healthwest partnership pivotal to success so far.
- **Co-design process** worked really well: needed a fifth session to complete prototype stage
- **Empathy workshops really important;** built a connection to the issue

Next steps:



- **Celebrate** the co-production of this presentation.
- **Refine prototypes:** fifth session
- **Pilot prototypes** through groups already consulted during recruitment stage and through young leaders community connections
- **Review and improve**
- **Create** final messages and campaign
- **Implement**
- **Create/share** model of youth engagement

For more information about YLOTW project contact:

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Questions?

