

Dead Cert or Long Shot: The Utility of Social Marketing in Tackling Problem Gambling in the UK?

Ross Gordon & Crawford Moodie

Institute for Social Marketing:

University of Stirling & The Open University

World Social Marketing Conference, Brighton

29th-30th September 2008

Structure

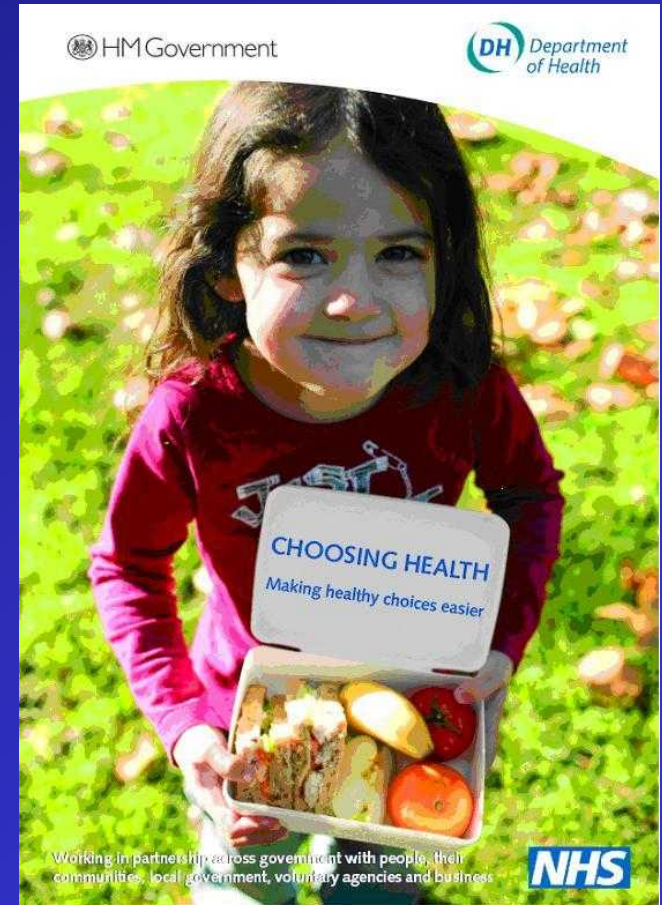
1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

Social Marketing: Growth & Diversification

- Social Marketing – the use of marketing techniques to promote the adoption of healthy or pro-social behaviors (Kotler & Zaltman 1971)
- Lazer & Kelley (1973, p.9) expanded this definition to include a critical marketing dimension: “it is also concerned with the analysis of the social consequences of marketing policies, decisions and activities”

Social Marketing: Growth & Diversification

- Social marketing has enjoyed a period of growth with an increased capacity for research, funding, practitioner skills base, development of professional standards
- Political buy-in: Choosing Health White Paper (2004) recognised the “power of social marketing and marketing tools applied to social good being used to build public awareness and change behaviour”



Social Marketing: Growth & Diversification

- Formation of the NSMC in 2006



- Development of Benchmark criteria for social marketing interventions (Andreasen 2002, NSMC 2006)
- Guides interventions and aids reviews of SM effectiveness (Gordon et al 2006, Stead et al 2007)

Social Marketing: Growth & Diversification

- Endorsement of SM as a core public health strategy in the US (CDC 2005)
- Use of SM in developing world in areas such as contraception, vaccination efforts, disease control
- Interventions in a range of areas (predominantly public health) in countries such as Canada, Australia, NZ as well as the UK and US

Social Marketing: Growth & Diversification

- Reviews have shown that SM interventions do work (Stead et al 2007)
- Contribution of the critical dimension of SM (Hastings & Saren 2003) illustrated by studies of tobacco (MacFadyen et al 2001), food (Hastings et al 2003, Institute of Medicine 2006) and alcohol marketing (Snyder et al 2006, Gordon et al 2007)

Social Marketing: Growth & Diversification

- In recent years attention has turned to broadening to scope & applicability of SM outside traditional public health domain (Andreasen 2003)
- Citizen engagement (Bhattacharya & Elsbach 2002), climate change and sustainability (Marcell et al 2004), public transport use (Cooper 2006), road safety (Stead et al 2005), criminal justice (Hastings et al 2002)



Structure

1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

Social Marketing & Problem Gambling: Are they Compatible?

- One area suggested as holding potential for using a SM approach is problem gambling (Messerlain & Derevensky 2007)
- Mass media campaigns can have success in changing gambling behaviours
- Gambling contains similarities to other areas in which SM has been used

Social Marketing & Problem Gambling: Are they Compatible?

- Gambling is:
 - historically and globally prevalent
 - widely engaged in by both adults and children
 - socially acceptable (in many countries)
 - heavily marketed
 - can lead to addictive behaviours with social consequences for gamblers and their families and society in general

Social Marketing & Problem Gambling: Are they Compatible?

- Problem gambling is in many ways similar to health risk behaviours such as tobacco and alcohol use
- Problem gambling requires a multi-faceted, long term intervention approach (Williams et al 2007)
- SM with its consumer orientation & insight, focus on relational thinking, and its ability to challenge norms, change behaviours & contribute both upstream & downstream, is well placed to contribute to tackling problem gambling

Structure

1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

Using Social Marketing to Tackle Problem Gambling: The Case of New Zealand

- HSC has opted to take a public health approach to problem gambling, repositioning it as a social & community issue not just an individual concern (HSC 2007)
- Consistent with a shift in the field away from the medicalisation of problem gambling and its consideration as an individual pathology, to it being viewed as a wider public health concern (Korn et al 2003)

Using Social Marketing to Tackle Problem Gambling: The Case of New Zealand

- Programme launched in 2007 with a mass media campaign to raise awareness and understanding, challenge norms and shift attitudes
- Included TV & radio advertising, a website, print media resources, helpline, access to support & information services.
- Campaign strap-line:

PROBLEM GAMBLING
WE ALL LOSE

OUR COMMUNITIES OUR FAMILIES OUR PROBLEM

WWW.OURPROBLEM.ORG.NZ

Using Social Marketing to Tackle Problem Gambling: The Case of New Zealand

- Programme draws on findings from formative research & design meets SM benchmark criteria
- HSC also co-ordinated evaluation in form of a benchmark survey
- Early results indicate campaign is a success: unprompted ad recall 33% of general population, 24% identified main message as problem gambling affects us all & the community

Using Social Marketing to Tackle Problem Gambling: The Case of New Zealand

- 18% revealed campaign prompted them to discuss the issue of problem gambling with others
- 68% agreed that they have a greater understanding of problem gambling & its wider impact on the community
- 50% felt more able to do something about problem gambling, less likely to think of it as an individual issue

Using Social Marketing to Tackle Problem Gambling: The Case of New Zealand

- Stage 2 of the programme will involve the implementation of targeted behaviour change strategies to prevent & minimise gambling harm
- Will address specific audience needs, follow agreed themes & focus on behavioural & environmental changes
- Stage 3 will consist of consolidation of stages 1 & 2, monitoring, evaluation and needs assessment for future progression

Structure

1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

Gambling and Problem Gambling in the UK

- Approximately 65% of adults & over 70% of adolescents have engaged in some form of gambling activity in the past year.
- 0.6% of the adult UK population identified as problem gamblers in 1999 & 2006 prevalence surveys (Sproston et al 2000, Wardle et al 2007)
- Rates of youth problem gambling in England, Wales & Scotland range from 3.5% to 9% (MORI/IGRU 2006, Ashworth & Doyle 2000, Moodie & Finnigan 2006)

Gambling and Problem Gambling in the UK

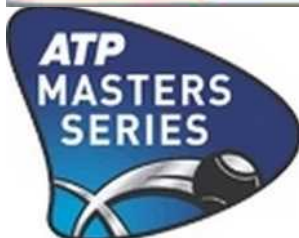
- Suggestion that figures are an underestimation of true prevalence rates given low response (Moodie & Hastings 2008)
- Most studies were conducted prior to 2005 Gambling Act
- The deleterious consequences associated with problem gambling typically extend beyond the gambler & affect at least 5 significant others & the community at large (Productivity Commission 1999)

Gambling and Problem Gambling in the UK



- 2005 Gambling Act
- Liberalisation of gambling market
- Lifting of restrictions on gambling marketing
- Gambling Commission have implemented codes of practice on social responsibility which all gambling marketing & operators must adhere to

Gambling and Problem Gambling in the UK



Gambling and Problem Gambling in the UK

- Lifting of restrictions on gambling marketing allied to the proliferation of gambling opportunities is likely to further foster acceptance of gambling.
- Recent observational research indicates that many gambling operators have not embraced the concept of responsible gambling & are not adhering to codes of practice (Moodie & Reith, 2008)

Structure

1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

What Can Social Marketing do about Problem Gambling in the UK?

Research into the extent, nature of, and any effect on behaviour of gambling marketing:

- Paucity of research in this area (Griffiths 2005, Binde 2007)
- Would demonstrate impact of 2005 Gambling Act on marketing
- Findings could feed into →

What Can Social Marketing do about Problem Gambling in the UK?

Consumer studies:

- Longitudinal, consumer based, critical marketing studies into the impact of gambling marketing on behaviour similar to those examining food, tobacco & alcohol marketing
- Would measure awareness of, attitudes towards, exposure to and involvement with, gambling marketing and assess for any impact on behaviour

What Can Social Marketing do about Problem Gambling in the UK?

- Survey findings would help create an evidence base from which regulation and policy could be better informed, would contribute to upstream SM initiatives (Goldberg 1995)
- Review of advertising codes, should advertising be found to be encouraging youth gambling consumption, and possibly responsible gambling codes, if proving ineffective

What Can Social Marketing do about Problem Gambling in the UK?

Social Marketing Media Campaigns:

- A mass media campaign designed using SM principles would help raise awareness & understanding of problem gambling, challenge norms (Berkowitz 2005) and help to re-define the issue
- For example a campaign to correct misperceptions regarding chances of winning when gambling could be useful given that research has shown that all gambling groups appear to have erroneous perceptions & beliefs regarding gambling probabilities (Moodie 2007)



What Can Social Marketing do about Problem Gambling in the UK?

- Could help frame problem gambling as a public health issue, highlight associated harms to others & the community
- Would help empower people to be able to talk about problem gambling and enable them to do something about it

What Can Social Marketing do about Problem Gambling in the UK?

Social Marketing behaviour change interventions:

- Aim to change behaviour - minimise & prevent problem gambling
- Gain insight & understanding through consumer research
- Make use of psychology/behavioural theory e.g. TPB, Social Norms Theory
- Exchange: Highlight incentives such as increased financial security, improved personal relationships

What Can Social Marketing do about Problem Gambling in the UK?

- Address the competition: working with stakeholders in gambling industry to limit gambling opportunities, demonstrating benefits to stopping and alternative pastimes, pursuits, enjoyments
- Segmentation & targeting: can deliver interventions to key demographics (youths/males/females/low income) & subsets of gamblers (strategic & non-strategic)

What Can Social Marketing do about Problem Gambling in the UK?

- Marketing Mix: Use of promotional media communications (TV, radio ads, leaflets, press articles), people (stakeholders inc. gambling industry & family members of gamblers), policy (regulation, advocacy initiatives)
- Interventions on problem gambling if properly designed, implemented & evaluated would engender discipline building by demonstrating the applicability of SM in new areas

Structure

1. Social Marketing: Growth & Diversification
2. Social Marketing and Problem Gambling:
Are they compatible?
3. Using Social Marketing to tackle problem gambling: The case of New Zealand
4. Gambling and problem gambling in the UK
5. What can social marketing do about problem gambling in the UK?
6. Conclusions

Conclusions

- SM is growing into new areas of application
- Gambling is one such area suggested as holding potential for use of SM approaches
- Gambling has clear parallels with other addictive behaviours such as tobacco & alcohol that have benefited from the use of SM
- Example of NZ shows a SM approach to gambling can be valid

Conclusions

- We have outlined an agenda on how social marketing could be used to tackle problem gambling in the UK:
 - Research into the extent, nature of, and any effect on behaviour of gambling marketing
 - Consumer studies
 - Social Marketing Media Campaigns
 - SM behaviour change interventions

Conclusions

Challenge is upon social marketers, academics, practitioners, decision makers and research funders to adopt this agenda and demonstrate the utility of social marketing in tackling problem gambling in the UK



THANK YOU

**Ross Gordon & Crawford Moodie
*Institute for Social Marketing:
University of Stirling & The Open University***

**World Social Marketing Conference, Brighton
29th-30th September 2008**