

MORE THAN A GAME

North Carolina Problem Gambling Program

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morethanagame.nc.gov

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Please note the following slides contain text, images, or depiction for gambling elements and video games for educational purposes.

If this is unsettling, please mute, minimize, or step away from your computer as needed.

Please take care of yourself.

About NCPGP

We are leaders in the field of Problem Gambling. We offer treatment, education and prevention services to individuals, families and communities in the State of North Carolina, solely funded by the North Carolina Educational Lottery.



Treatment

No cost support for individuals and families



Education

Trainings and classes from industry experts



Prevention

Evidence based programs for vulnerable populations



Helpline

24/7 access to help and resources



Recovery

Recovery-oriented assistance

MORE THAN A GAME

Chat →

Call →

Text →



I'm seeking info for:

Myself →

Family/Friend →

Clinician →

If gambling is more than a game,
free help is available.

<https://morethanagame.nc.gov/>





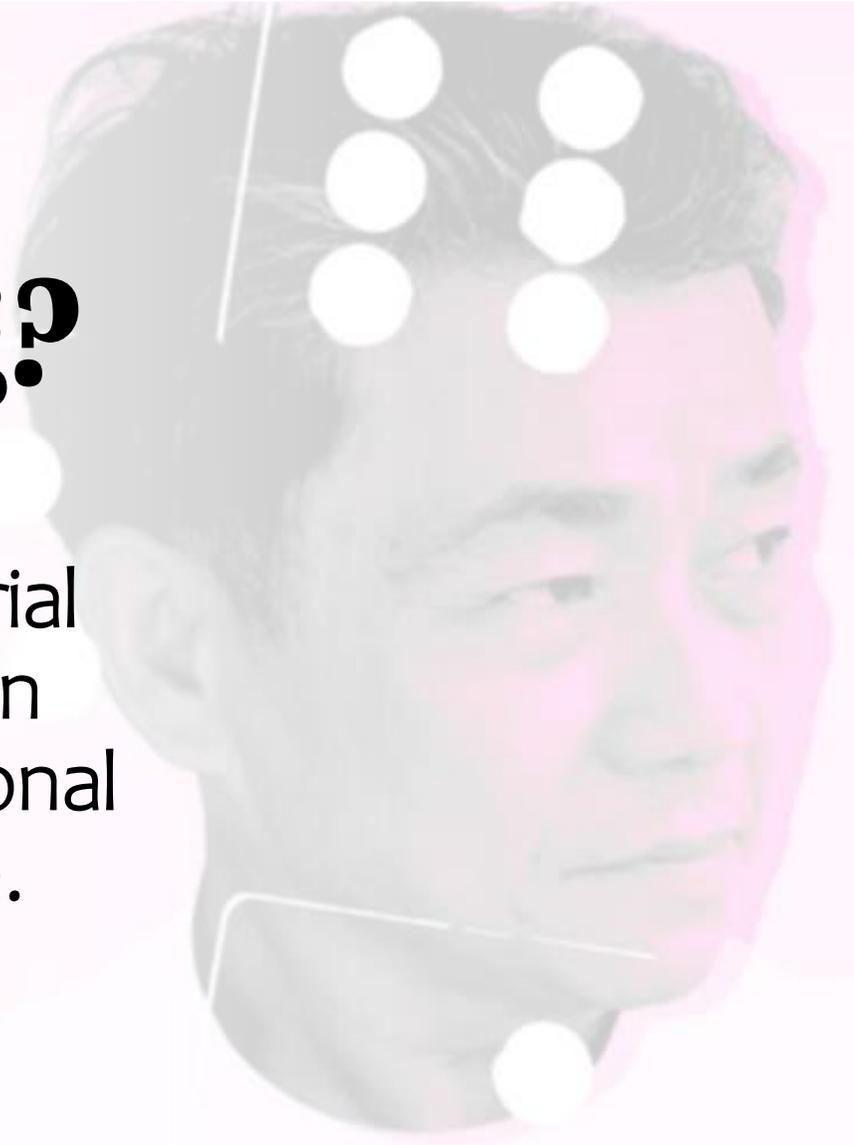


What is gambling?

Staking money or something of material value on an event having an uncertain outcome in the hope of winning additional money and/or item of material value.

Legal Forms

Illegal Forms



Don't leave things to chance **RECOVERY IS POSSIBLE**

Text the phrase
morethanagame
to **53342**

Call **877-718-5543**

Visit
morethanagame.nc.gov

If gambling is more than a game, free help is available.

Gambling Continuum

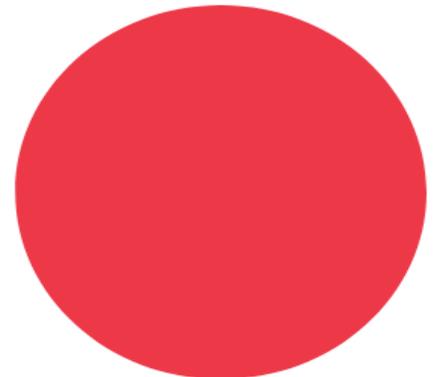
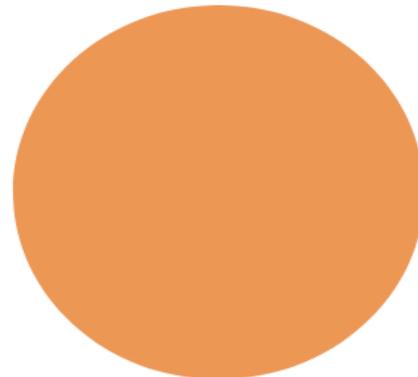
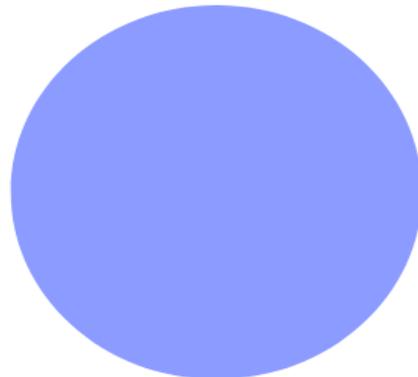
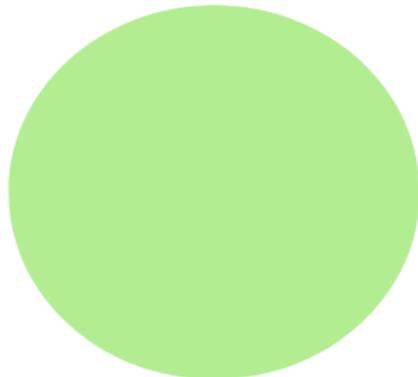
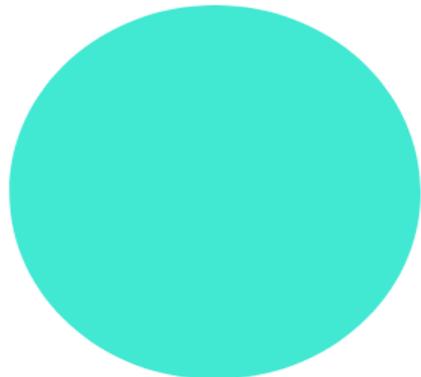
No Gambling

Recreational

Harmful

Problematic

Disordered







Problematic gambling is not

- ← Only a problem when you're losing.
- ← A decision or a choice.
- ← Insurmountable

Individuals who experience problems are not:



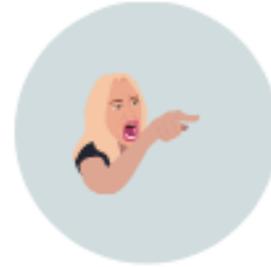
Irresponsible



Morally weak



Easy to spot



To blame

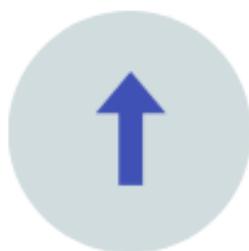
Problematic gambling is

- ➔ Any gambling behavior that disrupts a person's life or causes harm.
- ➔ Repeated behavior despite negative consequences to a person's physical, mental, social and/or financial well-being.
- ➔ Is recognized by the American Psychiatric Association in the DSM-5.

Individuals who experience problems may:



Hold false beliefs



Be unable to
cut down



Talk about
wins not losses



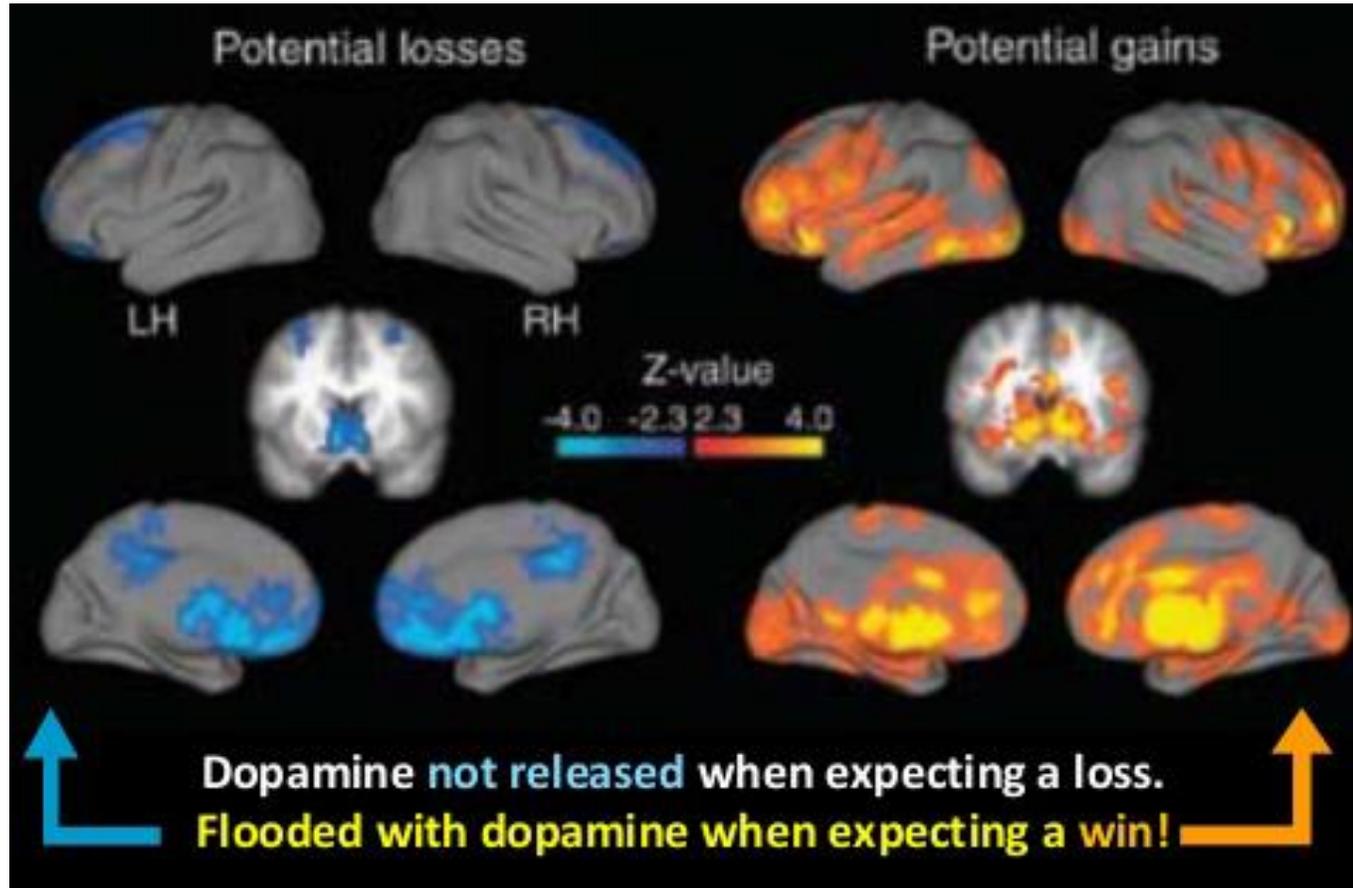
Chase losses



Lie about
time/money

It's not about the money.

It's about the action of the game...



and the hope of winning.

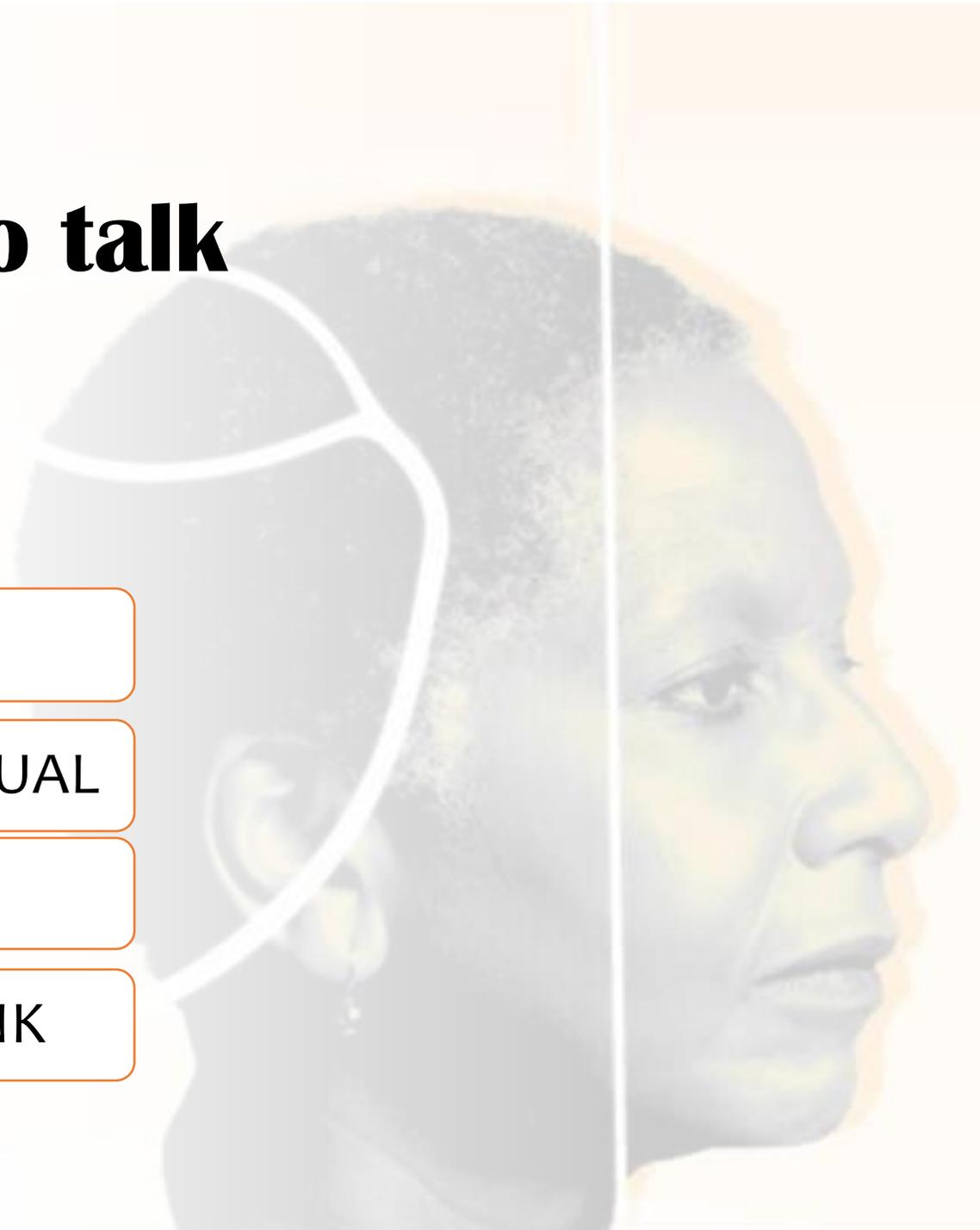
Why is this important to talk about gambling?

SERIOUS ADDICTION

IMPACTS MORE THAN JUST THE INDIVIDUAL

TREATABLE

MORE PREVALENT THAN YOU MAY THINK



North Carolina

5.5% of adults may be experiencing a problem

20% of all people at risk for developing a problem

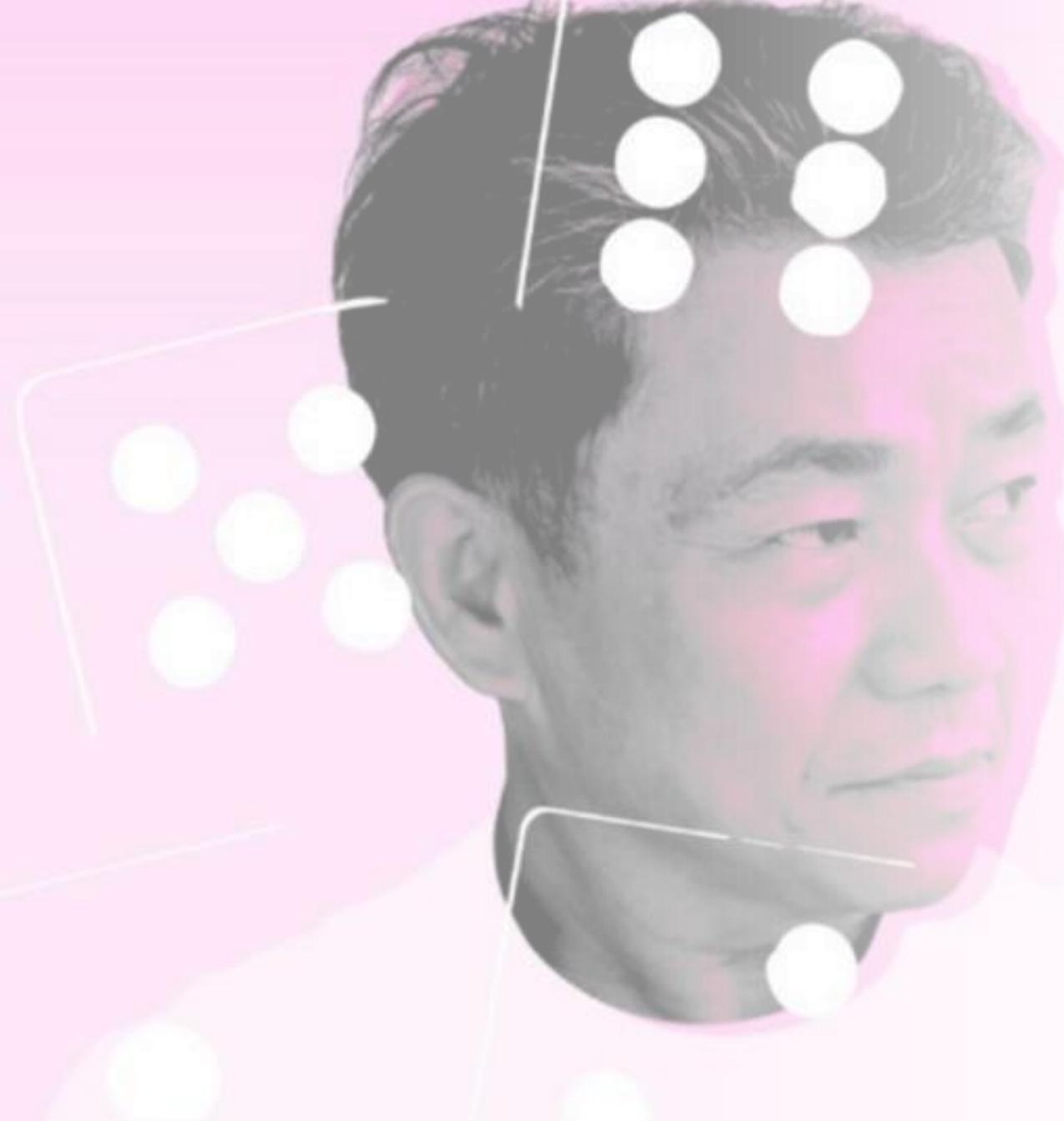
10% of youth are experiencing a problem

15-20% at risk



A woman's profile is shown in a light green tint. Her eyes are highlighted with a bright green glow, and there are white starburst effects around her hair and neck. A thin white vertical line runs through the center of the image. An orange horizontal bar is located at the top right.

2% of the
population
has green
eyes



1-2% of the
population has
natural red hair

Problem Gambling Rarely Travels Alone

- Substance Use Disorders
 - 73.2% alcohol use disorder
 - 38.1% drug use disorder
 - 60.4% nicotine dependence
- Mental Health Diagnosis
 - 60.8% personality disorder
 - 49.6% mood disorder
 - 41.3% anxiety disorder



3.7% only Problem
Gambling Diagnosis

Similar to others.. Risk Factors

Gambling



Substance Use



Gambling

A Venn diagram consisting of two overlapping circles. The left circle is light blue and labeled 'Gambling'. The right circle is orange and labeled 'Substance Use'. The intersection of the two circles contains a list of factors. The entire diagram is enclosed within a thin grey border.

Substance Use

Fallacy
Early Big Win

Family History
Early Exposure
Psychological Factors
ACES
Access
Cultural Acceptance

Warning Signs

Warning Signs

Spending more money than intended on gambling.

Lying about gambling activities, time or money.

Being unable to set limits.

Chasing loses.

Only talks about wins, not loses

Feeling irritable when trying to cut back.

Stigma

- What comes to mind when you think of someone who is identified as a 'problem gambler?'
- Problem gambling attracts significant public stigma
- 77% of people believe that a lack of willpower is a cause of problem gambling
- self-stigmatising beliefs held by people with gambling problems include feeling disappointed in themselves, ashamed, embarrassed, guilty, stupid, weak and a failure
- *Stigma commonly deters individuals from acknowledging problems for fear of self-identifying*
- *Fear of rejection hinders treatment*

Language Matters

Stigma is a big reason many people do not seek help for gambling-related problems. Certain terminologies may add to the stigma.

When we talk about these problems, we want to **focus on the disorder**, or symptoms – gambling with harmful consequences.

Say this

Experiencing problems
Harms related to
gambling

Living with a
gambling disorder

Not this

Compulsive Gambling
Pathological Gambling
Gambling Addiction
Addict
Gambler

Impacts

- Individuals & family
 - Psychological
 - Financial
- Workplace
 - Lost productivity
 - Embezzlement
- Community
 - Incarceration
 - \$6.7 billion annually

Depression
Suicidal Thoughts Stress Arrest Physical health
Loss of Job Anxiety Alone
Loss of relationship



Stealing
Credit card debt
Paying bills
Borrowing money
Using Savings



History of Gambling



Ancient Egyptians crafted these 20-sided clay dice.

China used lotteries to help finance the Great Wall.



“Lotteries also funded some of the United States’ earliest and most prestigious colleges, such as Harvard (1636), William and Mary (1693), Yale (1701) and Princeton (1746). Still, these lotteries didn’t do all of the work. The free labor of enslaved black people significantly drove down the price of construction and maintenance.”



Most Popular Games in order of Popularity



Source: Stacked Deck

How Gambling Works

House Edge

Gambling companies are in business to make money
Chances of winning is only about 25 to 49 percent

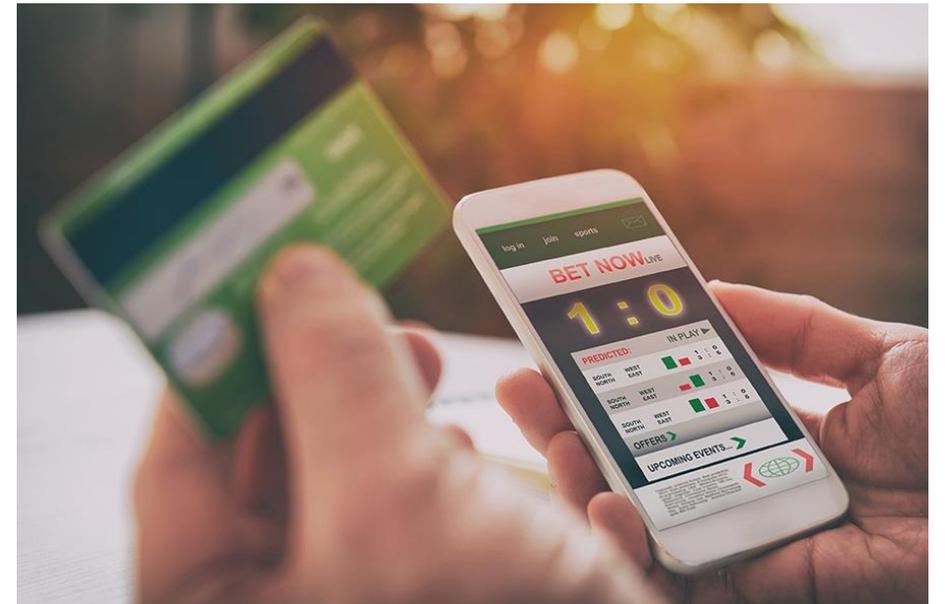
Law of Averages

The larger the sample size, the closer your average outcome will be to the true odds of the game

What does this mean for gamblers?

No gambling will allow you to make money in the long run
The more times you play, the more likely it is that you will have lost money

Source: Stacked Deck



Fallacies and Gambling

- Normalizing Behavior
- Confusing often and memorable
- Superstitions
- Ignoring the Odds
- Forgetting the Law of Averages
- Random events are not influenced by past history
- Early wins and occasional rewards encourage false hope

Source: Stacked Deck



What to Remember About Gambling and Youth?



Gambling is normalized, glamorized in the media, and parents gamble with children with little to no awareness that gambling can become an addiction.

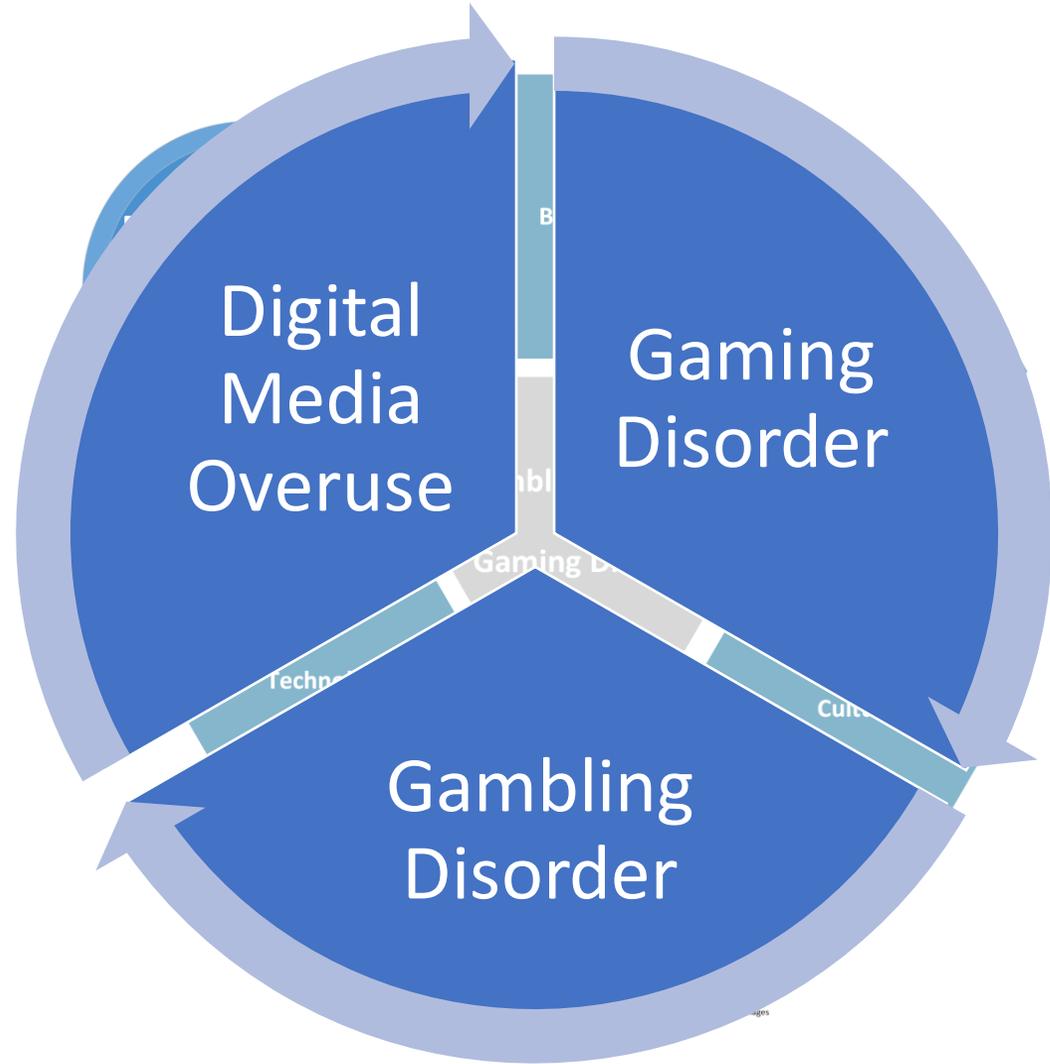


Research indicates 60-80 percent of youth gamble across the globe each year.



Youth and young adults have higher problem gambling prevalence rates of problem gambling than adults.





What are Some Advances in Technology?



Big data are large data sets that may be analyzed to reveal patterns and trends in human behavior.



Natural language processing or artificial intelligence gives computers the ability to understand texts and spoken words.



Algorithms records what we do online and creates a more personalized experience for each user.

“Technology has given companies tools to know us better than sometimes we know ourselves and this gives them power over us and our decisions. Media literacy empowers us to make decisions independently.”

– Tessa Jolls, President, Center for Media Literacy



The “gamification” of products and services means creating challenges, competitions, and rewards while product or service users are setting goals, tracking progress, and hitting milestones to unlock a reward. There are many examples of gamification that occur within websites and apps. The gambling industry has gamified many products to encourage a younger audience to gamble, to keep them engaged, and spending more money.

The “gamblification” of products and services means companies utilize gambling mechanics for nongambling purposes. Researchers indicate this term emerged in the late 2000s and describes the combining of the sports culture and the gambling industry. Free-to-play online games have emerged allowing for gaming companies to utilize gambling mechanics within microtransactions presented throughout the game play.

Media Convergence

What is Persuasive Design?

Media technology has always played a role in influencing human behavior. Psychological and social theories are utilized to influence human behavior in order to sell products or services. This design can be found in websites, apps, social media, advertising, marketing, games, and gambling.

Deceptive design is dark patterns of design inserted into some websites and apps that make you do things that you didn't mean to, like buying or signing up for something.

These dark patterns can include trick questions, tricked into sharing more information about yourself, misdirection, hidden costs, bait and switch, forced continuity, friend spam, disguised ads, and confirm-shaming are just a few examples.

There is a fine line between deceptive design and persuasive design when creating a user experience. It is important to know that both designs give companies an understanding of how to frame and use information they have gathered on you to influence your behavior.



How are Advances in Technology Creating Innovations for Gambling Marketing and Advertising?

Gambling advertising appeals to children and includes misleading content

Advertising depicts gambling as glamorous, skill-based, with financial and social rewards

Youth and those living with problems with gambling appear to be influenced by gambling advertising



Social media and online influencers



In-game advertising



Online ads and promotions



Billboards and public advertising



Promotional products



Point of sale



Sponsorships



Celebrity endorsements



Apps and websites

Why Focus on Media Literacy?



8.01 billion people in the world



5.16 billion people use the internet



4.76 billion people are active social media users



3.32 billion people play video games

When it comes to media literacy, citizens are truly the first line of defense: citizens must possess knowledge and skills to combat propaganda.

Copyright: Center for Media Literacy

Continued advances in technology have given companies platforms to market and advertise products and services.

These advances also include persuasive design concepts that utilize psychological and social theories to keep people engaged and spending money on products and services.

Technology has connected the world and provided a platform for people to create and share messages. It is vital to understand how to be responsible digital media citizen of the world. W

What is an Example of Advertising and Marketing in Gambling?

Place Your Bet with Us and Win Free Money! Act Now!

Want to brag with the boys about your favorite soccer team with an extra kick? Get a **Risk-Free Bet** up to \$200. Invite a friend and get another Risk-Free bet worth \$500.

You know the stats and your team better than anyone else!



Use the promo code below to enter to win! Promo code: Winner



Skill-enhancing narratives



Self-efficacy, control, and masculinity (loyalty and be a “real man”)



Risk-lowering advertising



Risk-free bets



Social form of entertainment



The illusion of control is a vital element in gambling. Skill-based games give people even more of an illusion of control. For example, Candy Crush Saga provides boosters giving players the illusion they are affecting the outcome.

Mixing and matching of candy can create a feeling of excitement around not just winning, but near misses just like a slot machines.

Candy Crush also provides rewards throughout the game that release dopamine in the brain, which impacts human behaviors by forming habits. Too much dopamine and too little dopamine have been related to mental health and neurological disorders.

What is an example of Gambling Persuasive Design Techniques in Social Games found on Social Media?



What is an Example of Gambling Persuasive Design Techniques in Video Games?

Loot boxes are mystery boxes purchased throughout video game play. These crates contain virtual items, the content of the boxes are not revealed in advance, and they can be purchased with real-world money or in-game currency.

The loot box is presented to players utilizing a variable-ratio schedule during video game play.

The combination of paying to open a loot box and a chance-based reward has led to investigations and allegations that loot boxes are gambling.

Skins are items found within loot boxes. Skins are cosmetic items for the avatar within the game. Skins can be bought, sold, traded, and gambled on esports.

What about Esports?

Sports betting is becoming a normalized part of being a fan. Watching a gambling advertisement with your favorite esports player or hearing that your favorite online influencer is betting skins on the next upcoming esports tournament are persuasive design techniques utilizing social and psychological theories of human behavior.



Esports is competitive video game play that is played in an official or structured setting.



Research indicates 17 percent of the esports audience is under the age of 16, while as many as 69 percent are between the ages of 16 -23.



Thirty-two percent of 13-39-year-olds would rather watch esports than traditional sports.



Esports betting is the process of putting real-world money on the outcome of esports leagues and tournaments.



The three most common types of esports betting are real-world money, social betting between friends, and skins gambling.

How are Adolescents Screen Time Behaviors Impacted by Advanced Technology?



The average screen time for adolescents is 8 hours and 56 minutes per day.



Around 97 percent of adolescents are on social media.



Around 97 percent of boys and 83 percent of girls play video games.

Marketing and Advertising Gambling Products



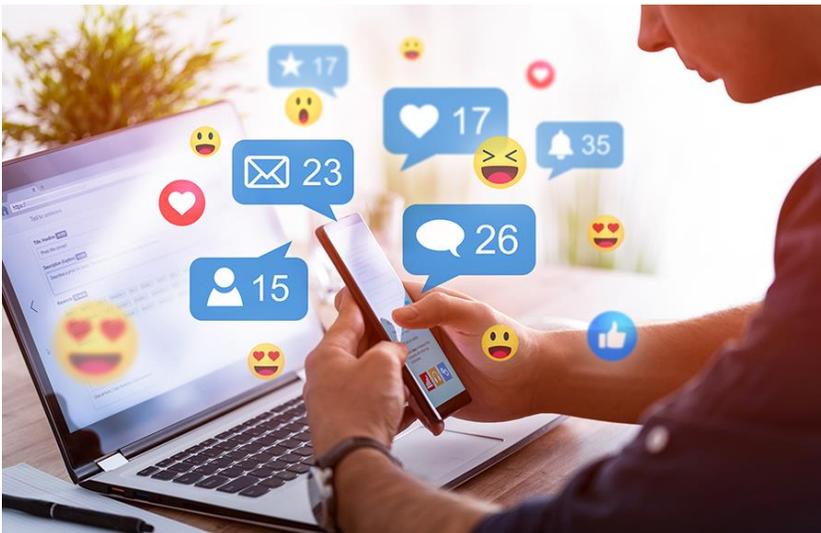
Eight out of ten of young people can identify a list of gambling firms.



More than 95 percent of children see gambling advertisements on television, in sport and on social media.



Research also found 41,000 of children under 16 follow bookmakers' accounts.



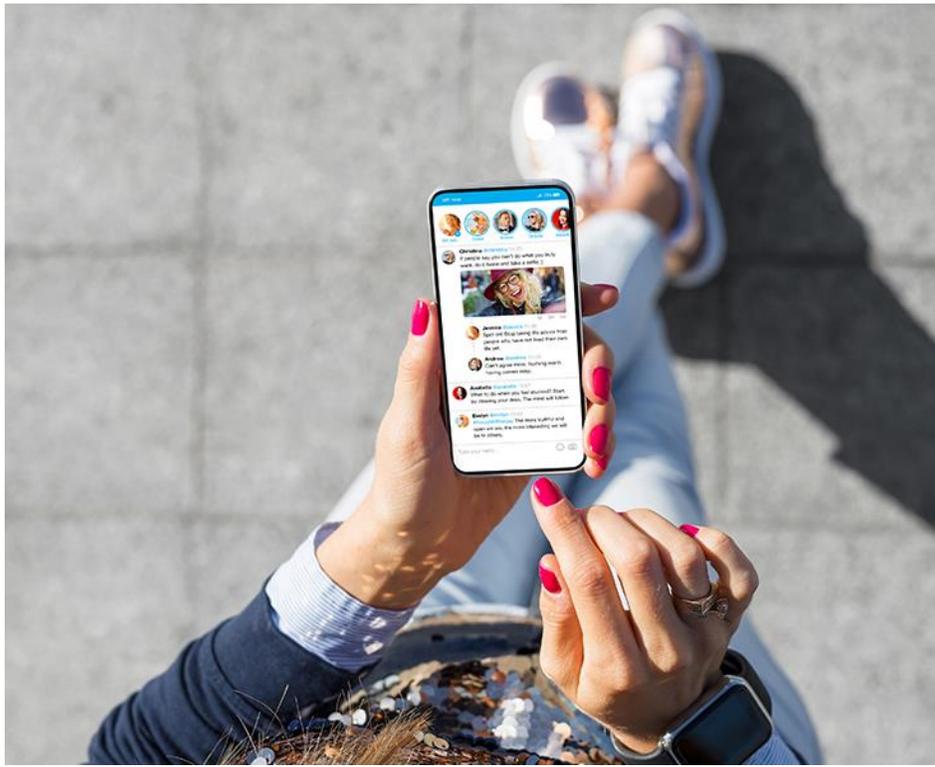
Almost a third of all replies and retweets of esports gambling Twitter posts were from children under 16.



Esports ads are more appealing to children and young people than to older adults.



Esports media companies have been utilizing Snapchat's gaming content to reach more adolescents.



What Harms Exist as a Result of Problematic Behaviors in Gambling, Gaming, and Digital Media Use?

Gambling Disorder and Gaming Disorder are recognized in professional diagnostic manuals.

Problems related to gaming, gambling, and digital media overuse can impact mental health, relationships, school, work, and overall wellbeing.

Social media may impact sleep cycles and body images of youth.

Social media and gaming can expose youth to cyberbullying, sexual exploitation, sexual content, alcohol, gambling, and other unhealthy products.

Social media, especially for girls, is associated with mental health issues.

Youth may be exposed to pornography by typing in the wrong website or they may be interested and actively seek out pornography.

Information seeking on the internet can lead to bogus or unhealthy content or an uncontrollable urge to gather information.

Excessive technology use in adolescents can impair executive functioning in the brain in the areas of attention and working memory skills.

Dopamine released during excessive gambling impacts the brain in the same way substance overuse impacts the brain.

Research indicates a consistent relationship between violent video game use and increase in aggressive behavior and decrease in prosocial behavior and empathy.

Recent research indicates a connection with loot box purchases and problem gaming and gambling and past-month skins gambling and problem gambling.

Risk Factors

Risk Factors



Brain development can be impacted by mental health and neurological disorders, traumatic brain injury, addictions, genetics, social determinants of health, technology, intellectual developmental disabilities, learning differences, other disabilities, traumatic events, and adversity.



Genetics and parental modeling also play a very large role in a young person developing a mental health disorder or addiction.



Maladaptive coping skills, emotional dysregulation, or having problems with identifying emotions or emotional suppression can lead to high-risk behaviors.



When a young person grows up in an environment with risk factors and no protective factors, their mental and physical health is affected greatly. Adversity can lead to lasting changes in the brain and body leading to mental health disorders and addictions as well as heart disease, stroke, cancer, COPD, diabetes, Alzheimers, and suicide.

The Risk Factor of Insecure Attachment

The level of trust and connection experienced in childhood carries into adulthood.

Addiction is really a response to psychological pain.

The opposite of addiction is not sobriety. It is human connection.

Secure attachment can be learned.

Recovery and social connection is possible.

Research 2021 Ohio - Dr. Jeffrey Derevensky

Mental Health Issues	No Gambling	Social/Occasional Gambler	Living with Problem Gambling
Live with someone having mental health issues	23.80%	25.20%	30.50%
Live with someone who is experiencing a problem with drinking	16.60%	21%	26.10%
Live with someone that has been in prison/ jail	18.30%	22.40%	32.30%
Witnessed parents separated/ divorced	36.80%	38.40%	46.80%
Witnessed domestic violence	5.20%	6.90%	11.40%
Experienced physical abuse	6.30%	8.10%	17.50%
Experienced verbal abuse	19.90%	26.30%	31.40%
Experienced sexual abuse	5.10%	5.80%	9.00%
Experienced neglect	4.70%	6.40%	13.90%
Experienced emotional abuse	18.60%	24.10%	32.40%
Suicide ideation	20.70%	23.10%	35.10%
Suicide attempt	5.80%	6.70%	16.60%

Research 2021 Ohio - Dr. Jeffrey Derevensky

<u>Substance Use</u>	<u>No Gambling</u>	<u>Social/Occasional Gambler</u>	<u>Living with Problem Gambling</u>
Smoking cigarettes	1.50%	3.70%	6.30%
Vaping nicotine	27.70%	37.90%	37.50%
Vaping Cannabis	16.40%	21.80%	24.40%
Vaping flavors	16.50%	25.50%	30.70%
Alcohol use	11.60%	19.40%	25.40%
Binge drinking	5.70%	10%	13.90%
Marijuana use	7.50%	10.40%	14.30%
Stimulant use in past year	1.80%	4.40%	6.90%
MDMA use in past year	0.60%	1.70%	2.70%

Impact in North Carolina

Students Engaging in NC Engaging in Intervention

Year	2013	2015	2016	2017	2018	2019	2020
Any Gambling Activity	56.8	53.5	52	53.2	52.2	52.4	45
Gambling Once a Month		38.4	35	35.2	35.9	37.3	25
Gambling at Least Once a Week		28.5	26.2	20.7	26.2	32.4	14.8
Problems Related to Gambling	7.3	7.9	8.3	9.7	8.3	11.7	10.5

Students in NC Engaging in Interventions

Year	2022
Traditional Gambling	31
Gambling in Gaming	41
Gambling and Gaming Engagement	44
Problems Related to Gambling	13

Protective Factors

Why Focus on Social Emotional Learning?

The benefits of social emotional learning (SEL) are well-researched, with evidence demonstrating that an education that promotes SEL yields positive results for students, adults, and communities.

Emotional and social intelligence is the ability to understand your own feelings, how to manage your feelings, and how to understand how others may be feeling.

Happiness is based on the connections and relationships we create with others.

SEL can contribute to an individual's ability to become resilient during times of both positive and negative stress.



Positive Childhood Experiences: A Case for SEL

Felt supported by family and friends

Enjoyed participating in traditions in community

Felt a sense of belonging at school

At least two nonparent role models

Felt safe



Resilience, Protective Factors, Emotional Regulation, Mindfulness, and SEL

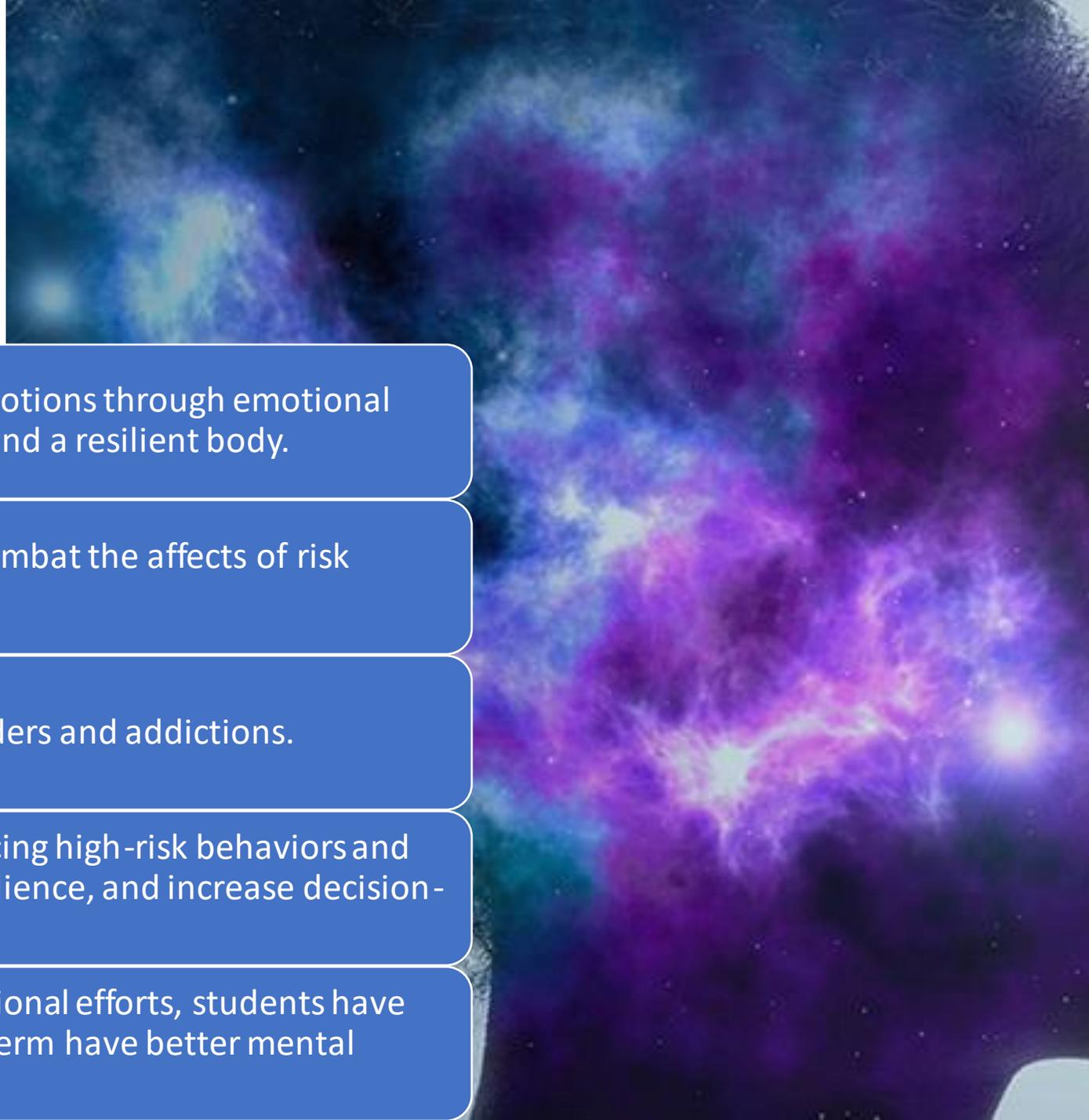
Resilience is living a mindful life and learning to control emotions through emotional regulation techniques that will help build a resilient brain and a resilient body.

Research shows that protective factors, such as SEL, can combat the affects of risk factors.

Maladaptive coping skills can become mental health disorders and addictions.

Youth Prevention Education (YPE) programs focus on reducing high-risk behaviors and have been proven to promote academic success, build resilience, and increase decision-making skills.

Evidence shows that when SEL is implemented with intentional efforts, students have positive attitudes towards self and others and in the long term have better mental health and academic success.



Contact Information

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The NCPGP is funded by the North Carolina Education Lottery



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Mental Health,
Developmental Disabilities
and Substance Abuse Services



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