

THE EVOLUTION AND OPPORTUNITY OF THE ONLINE SPACE FOR ENGAGING HELP SEEKERS - SOCIAL MEDIA COMMUNICATORS AND CLINICIANS WORKING TOGETHER



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Questions we will be considering

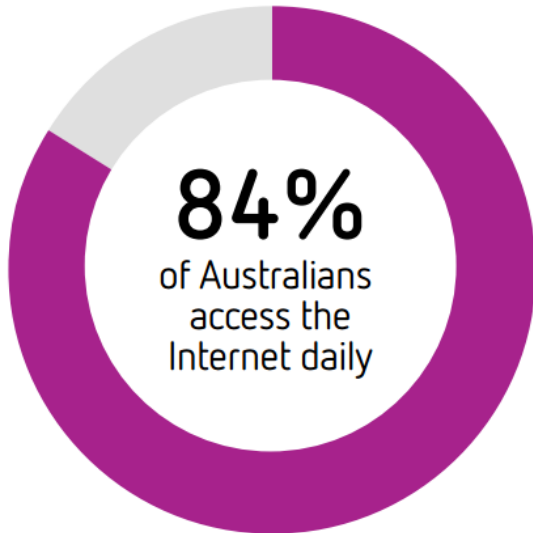
- How can we better engage with people who are reluctant to seek help.
- What is the value in communicators and clinicians working together – what do the stats say?

Collaboration

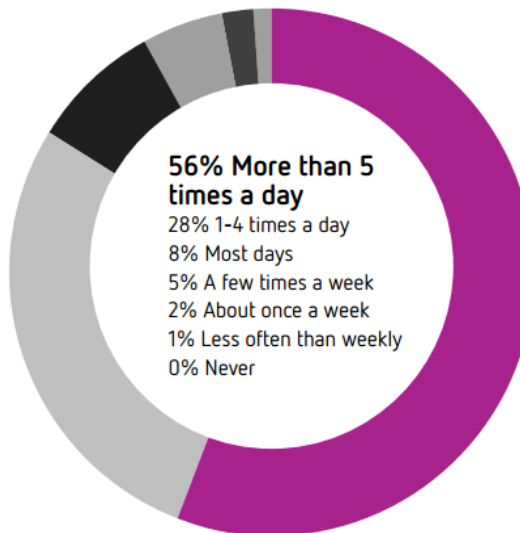
There is a diversity of expertise when combining professional communicators and clinicians together bringing new insights into ways we can reach and engage people experiencing gambling harms.

Australian's Online

Proportion that access the Internet daily

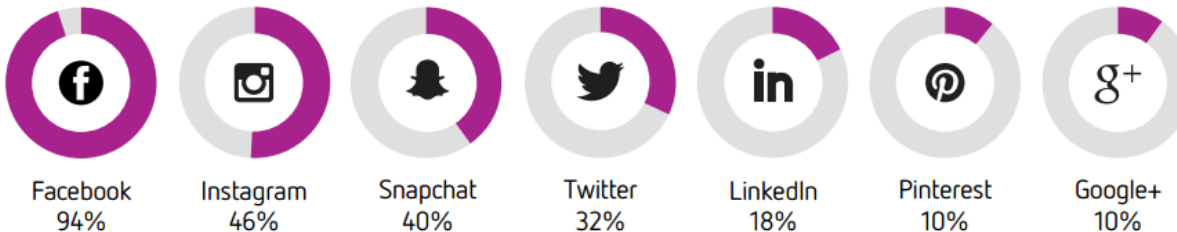


Frequency of Internet use



Important to use social media to Improve online presence

Social networking sites used this year



(Sensis Social Media Report 2017)

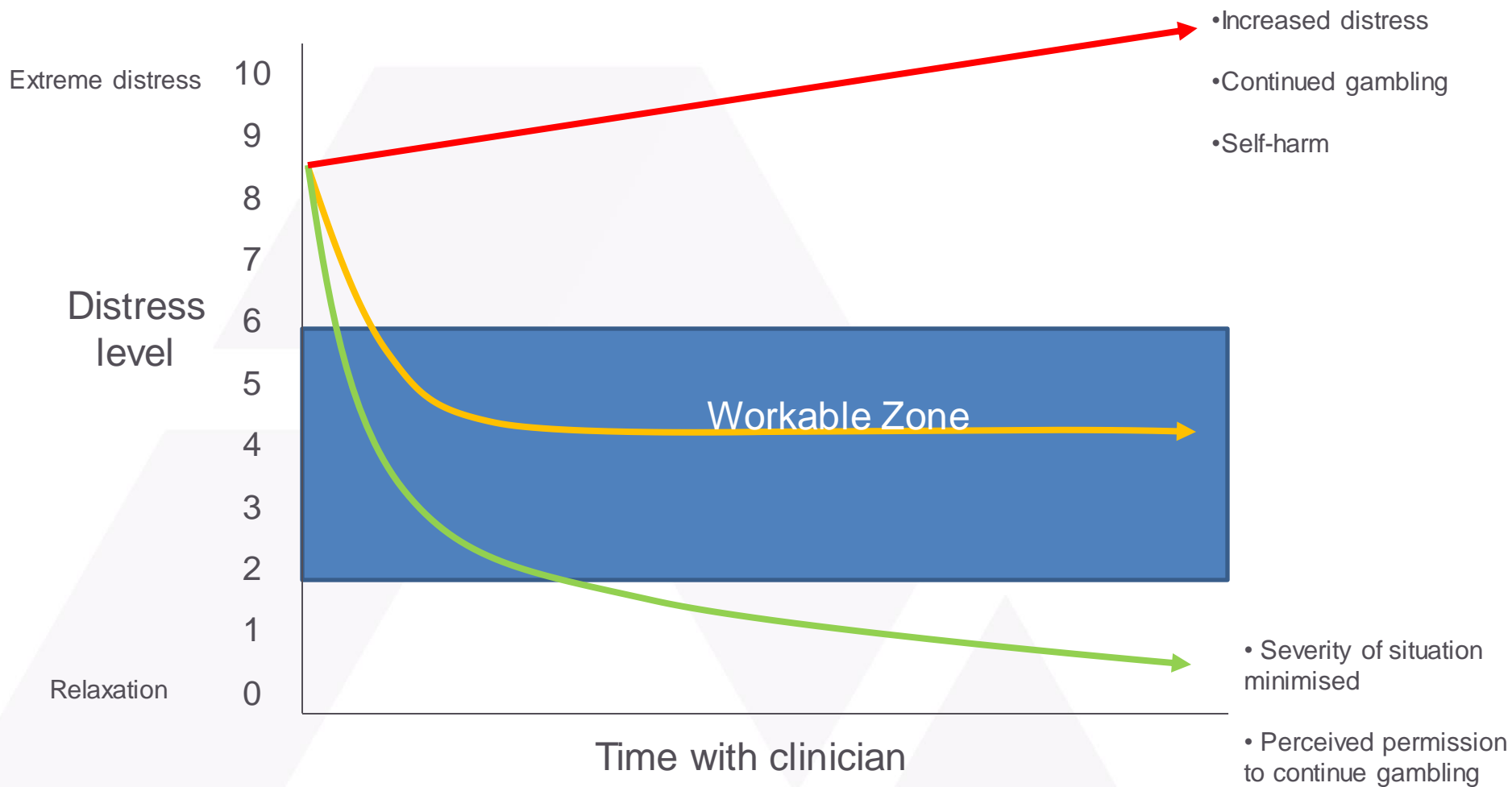
Changing face of Online /Interactive Gamblers

- Twice as likely to be moderate risk or low risk gamblers
- Three quarters of problem and moderate risk gamblers had not considered seeking help
- More likely than other gamblers to prefer an online help service (Hing et al 2014)

Help Seeking

- People seeking help in a crisis are distressed
- Less likely to have knowledge of support options
- Important to encourage ongoing help seeking

Distress Model (Oakes et al 2015)



General Conversation

- Triggering and stigmatising imagery and language is common place
- Mental health related stories often have trigger alerts

The general conversation



The Victorian Government is backing an innovative problem gambling project targeting apprentices working in Victoria's building and construction industry.

Think! About your choices. Call Gamblers Help 1800 858 858. Gamble Responsibly.

Our focus

Be clinically appropriate
+
Engaging and approachable

Some of our priorities were:

- Normalising help seeking
- Reduce stigma
- Minimising distress
- Avoiding triggers
- Make our services easier to find
- Once people have found us keep them engaged

We regularly sought input from consumers

Old website

gambling help  Online

Counselling, information and support, 24 hours a day, 7 days a week

[Home](#)

[Emergency Help](#)



[Other languages](#)

[Login](#) | [Register](#)

Telephone Support 24/7  **1800 858 858**

[Gambling Issues](#) [Regaining Control](#) [Accessing Support](#) [Concerned About Someone?](#)



**Start chat
now**



**Join a
discussion**



**Self
help**



**Assess
your risk**

Interested in talking to someone?

Help is just a click away. Available immediately, there is no need to make an appointment to access free 24/7 support via chat or email. It's free, easy and convenient and available to anyone affected by a gambling concern.



**START ONLINE
COUNSELLING**

GHO

The GHO website wasn't broken people were still visiting it and utilising it.

However, from a design perspective:

- Strong colours – orange in particular?
- Someone looking straight at us is a bit intimidating

Our focus

- The content of website reviewed and extensively upgraded
- A lengthy collaborative process - we considered user journeys, language and rewrote content on the site in line with evolving understanding of how people use the internet
- The website content was workshopped together, taking expert knowledge of gambling & addiction, professional communication and best practices for engaging audiences
- We added new services to engage people
- Launched on 28 October 2016

The new website

Counselling, information & support 24/7

News & Articles

Online Forum

1800 858 858



Emergency Assistance ▾

gambling help  Online

Sign In

Get started

Understanding gambling

Making a Change

Take a step forward

Helping Others

Search



Support for anyone affected by gambling

Free

Private & confidential

Safe & secure

Talk with real people

Available 24/7

What people are saying about Gambling Help Online!

Take a step forward

Chat now



Self help



Join a discussion



Interested in chatting to someone?

Help is just a click away.

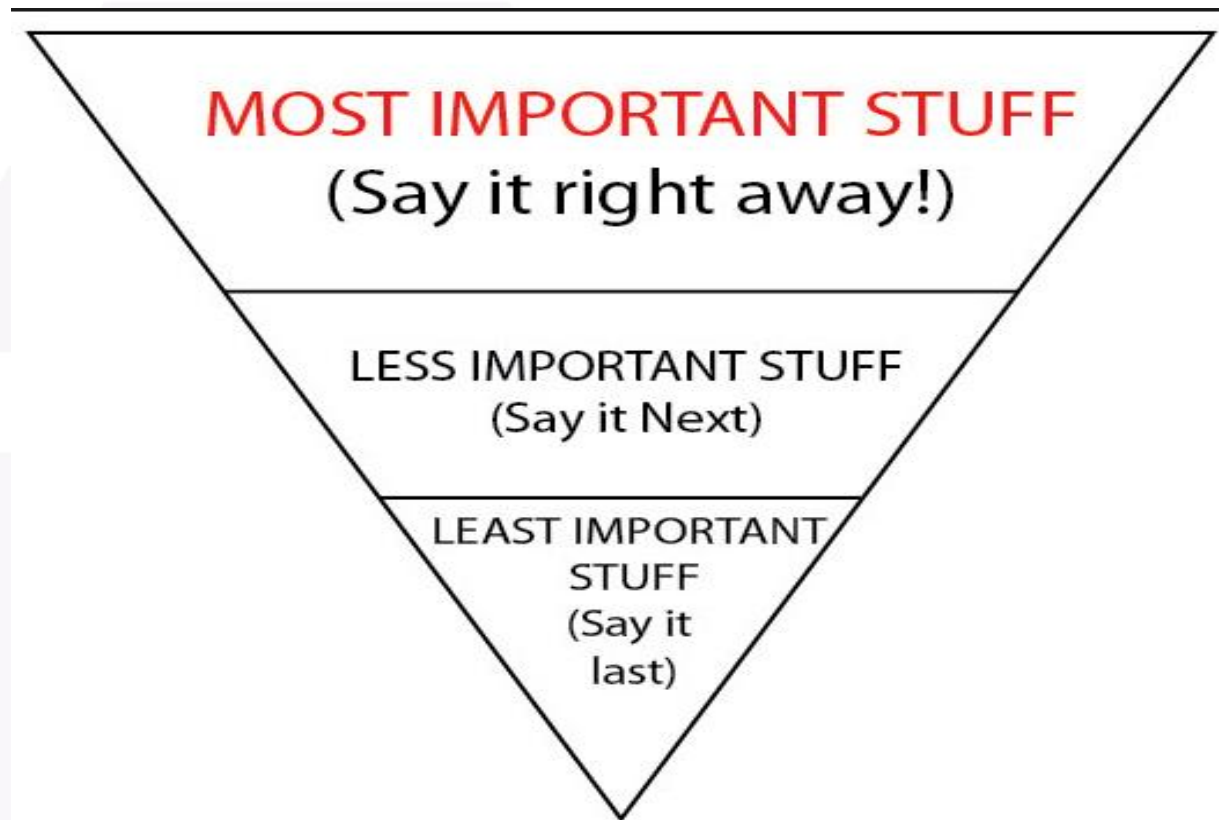
Free, confidential and available 24/7



- Since October 2016, visitors to the website have been able to subscribe to daily text messages designed to help inspire
- Each SMS is a micro intervention that aims to give gamblers strategies to help with the process of change.



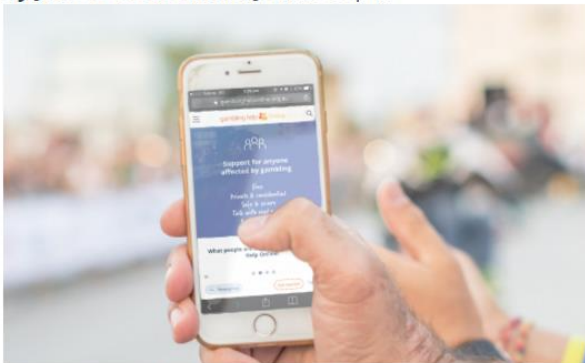
The new website



Home / News & Articles

Major sporting events & keeping your gambling under control

By Jane O & Cassandra J on 28 Sep 17



Caution: this article may be triggering for some people who are trying to avoid gambling.

Article Categories

- [Events](#)
- [News](#)
- [Press Releases](#)
- [Stories](#)
- [Strategies](#)

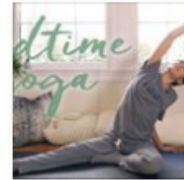
Social Media



Gambling Help Online

Published by Send Social Media [?] · 15 October at 20:36 · 🌐

Feel stressed or struggling to sleep? You could try some yoga to help relax, this free routine could be a good place to get started



Yoga For Bedtime - 20 Minute Practice

Yoga For Bedtime - YUMMY sleepy time yoga. This gentle practice is a great remedy to anyone feeling stress, anxiety or...

YOUTUBE.COM

👤 412 people reached

Boost Post



Gambling Help Online

Published by Send Social Media [?] · 11 August · 🌐

Having a tough day? Remember, changing your gambling habits is a journey and our counsellors are here for you at any stage
www.gamblinghelponline.org.au



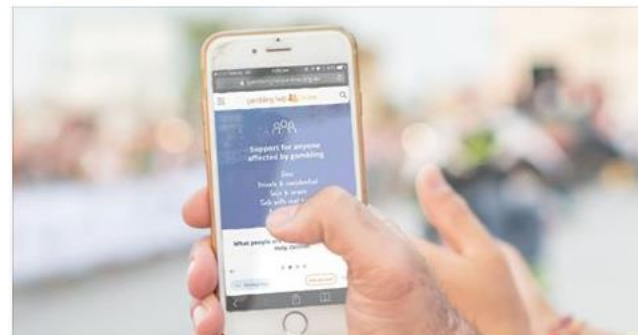
Gambling Help Online

Published by Tur Point [?] · 28 September · 🌐

With major sporting events happening right across Australia this weekend you may be concerned about your gambling getting out of control.

Here are some strategies you can try
<https://www.gamblinghelponline.org.au/.../major-sporting-even...>

Remember free support is available anytime
www.gamblinghelponline.org.au



Major sporting events & keeping your gambling under control | Gambling Help Online

Caution: this article may be triggering for some people who are trying to avoid gambling. It's that time of year where lots of major sporting events are happening...

GAMBLINGHELPPONLINE.ORG.AU

Learn More

👤 5,631 people reached

View Promotion

But is it working?

Website traffic snapshot

	2016/17	2015/16	Change
Total visits	210,808	168,159	25.4% ▲
New visitors	169,359	131,470	28.8% ▲
Returning visitors	41,449	16,342	153% ▲
Pages/visit	2.49	3.19	.70 page ▼
Average session time	1 min 38 s	2 mins 21	43 secs ▼

Counselling and Email snapshot

	2016/17	2015/16	Change
Online Counselling requests	7,393	5,558	33% ▲
Email-based counselling interactions	715	1,265	43.5% ▼

Forum Activity

	2016/17	2015/16	Change
New forum registrations	2,685	1,226	119% ▲
New forum topics	256	211	21.3% ▲
New forum posts	3,496	3,371	3.7% ▲
No. of active users posting	1,552	134	1,058.2% ▲
Forum page views	189,659	180,661*	5% ▲
Forum users	10,047	8,280*	21.3% ▲

What we are hearing

I truly believe that if it wasn't for logging on to this forum daily I would still be gambling. I said to my husband I believe this forum is a life saver.

Thank you for the responses, it really helps. I'm going back to the basics & taking it one day at a time. So grateful for these forums & the online help.

Summary

- Working collaboratively with people that have different skill sets can effectively improve the outcomes for services.
- This is not the end, we need to keep changing as technology and peoples use of it, changes to ensure that we keep up with them.

PsychMed

We have taken onboard these messages:

- Normalising help seeking and reducing stigma
- Minimising distress
- Avoiding triggers



PsychMed -First steps

Working with the OPG

Redevelopment of GP brochures

- Language aimed to reduce shame and engage with people
- Increase help seeking



Identifying, Assessing and Treating Problem Gamblers.



Gambling can be a hidden cause of many of the symptoms and problems encountered regularly in general practice. Many problem gamblers are unaware that health problems such as headaches, anxiety, depression or poor sleep may be related to out of control gambling. Consequently, they are unlikely to seek help until their gambling has created a crisis.

Patients with gambling problems may present with the following symptoms and problems:

Anxiety and Depression

Approximately 75% of people with a gambling problem meet the diagnostic criteria for a major depressive disorder, with 40% expressing significant suicidal ideation.

Financial Problems

70% of people with a gambling problem reported having spent more than they could afford in the previous year. 11% sold property to gamble and 19% reported having borrowed money and not paid it back.

Family and Social Problems

One in ten gamblers say that their problem has led to violent incidents or relationship breakdowns.

Addictions

International studies show that amongst those with diagnosed gambling problems, 73% had an alcohol use disorder, 60% exhibited nicotine dependence and 38% had a drug use disorder.

For more information and resources visit
www.problemgambling.sa.gov.au/gps

Funded through the Gamblers Rehabilitation Fund



This picture has been provided by iStock. The picture is used for illustrative purposes only. The person depicted in the content is a model and does not hold the views or opinions stated or suggested by this publication.



How to Reduce Gambling Harms in General Practice



Our next Steps

Update PsychMed Website taking into consideration the key messages



Any Questions?