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Raising the Stakes:

Virginia's Blueprint for a Comprehensive Prevention Program

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Agenda

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Substance Use and Suicide Prevention

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About OMNI

OMNI Institute is a nonprofit social science consultancy that provides integrated research, evaluation, and capacity-building services to foster understanding, guide collaboration, and inform action to accelerate positive social change.



We believe in the power of data to inspire and support individuals and organizations in changing their world.



Our clients are change-makers working in government, nonprofits, foundations, and social enterprises to make a positive difference in their communities.



Economic Security

Economic mobility, food security, homelessness



Children & Families

Education, early childhood, family support, 2nd generation approaches



Behavioral Health

Substance use disorder prevention, treatment, and recovery



Community Health

Awareness & promotion, assessment & strategic planning, equity, leadership development



Justice

Community policing & reform, juvenile justice, racial & ethnic disparities, justice responses to behavioral health needs

Our Areas of Expertise

OMNI's Core Values





Funding Overview

Funding Sources and Restrictions

Problem Gaming and Gambling Funding		
Effective Date	Source	Amount
July 2020 thru June 2021	Skill Games	2% of tax revenue
February 2021	Sports Betting	2.5% of tax revenue
March 2022	Casinos	Varies- unclaimed jackpots
July 2022	Casinos	0.8% of gaming proceeds fund
July 2022	Historical Horse Racing	0.01% of retainment(breakage) from electronic games
Funding Restrictions: <ul style="list-style-type: none">Funding must be used on services and initiatives that aim to mitigate problem gambling in the Commonwealth<ul style="list-style-type: none">Services implemented should be evidence-informed		

How Funding is Used



Supporting statewide capacity and infrastructure building

- Workforce development
- Hiring Staff
- Developing connections and partnerships
- Raising awareness through information dissemination and education

50%

of the budget was spent on PG prevention and promotion this past year

8%

was spent on data collection

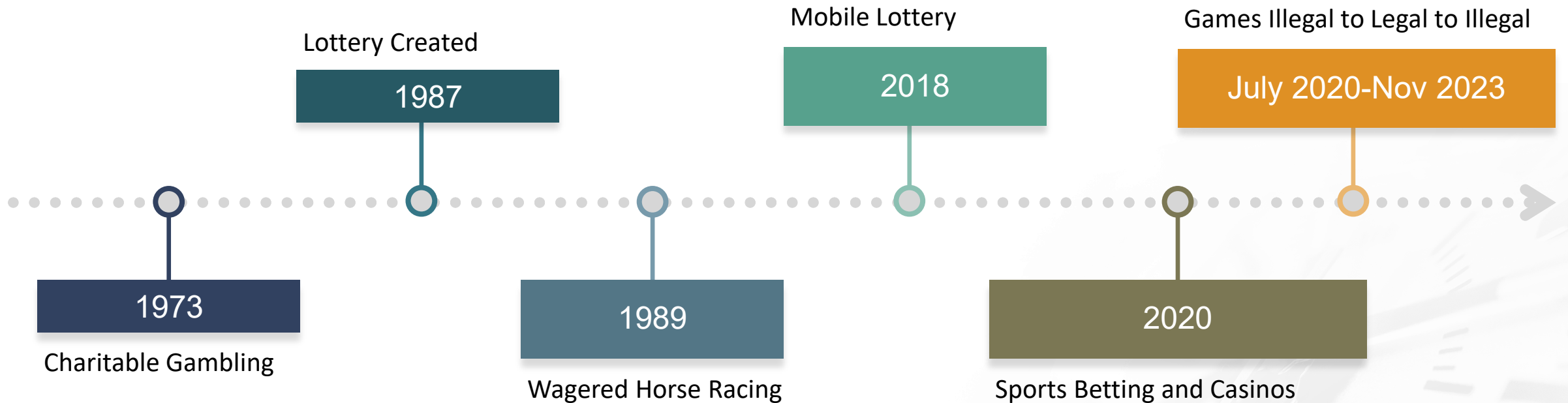
42%

was spent on Recovery and Treatment system building and services



Background

History of Gaming and Gambling in VA



Supportive Legislation

Funding

- Problem gambling treatment
- Support Committee

Legislative Committee

- Problem Gambling Treatment and Support Committee
 - Representatives from each group of **operators**: Casinos, Sports Betting, Historical Horse racing, Charitable Gaming
 - Representative from each **oversight agency**: Lottery, VDACS, VRC
 - Representatives from the **state**: Council, DBHDS, and Community Service Board

Legislators

- Champion efforts
- Tax revenue
- Regulations
- Follow Commission recommendations
- State Office provides feedback and recommendations to legislators

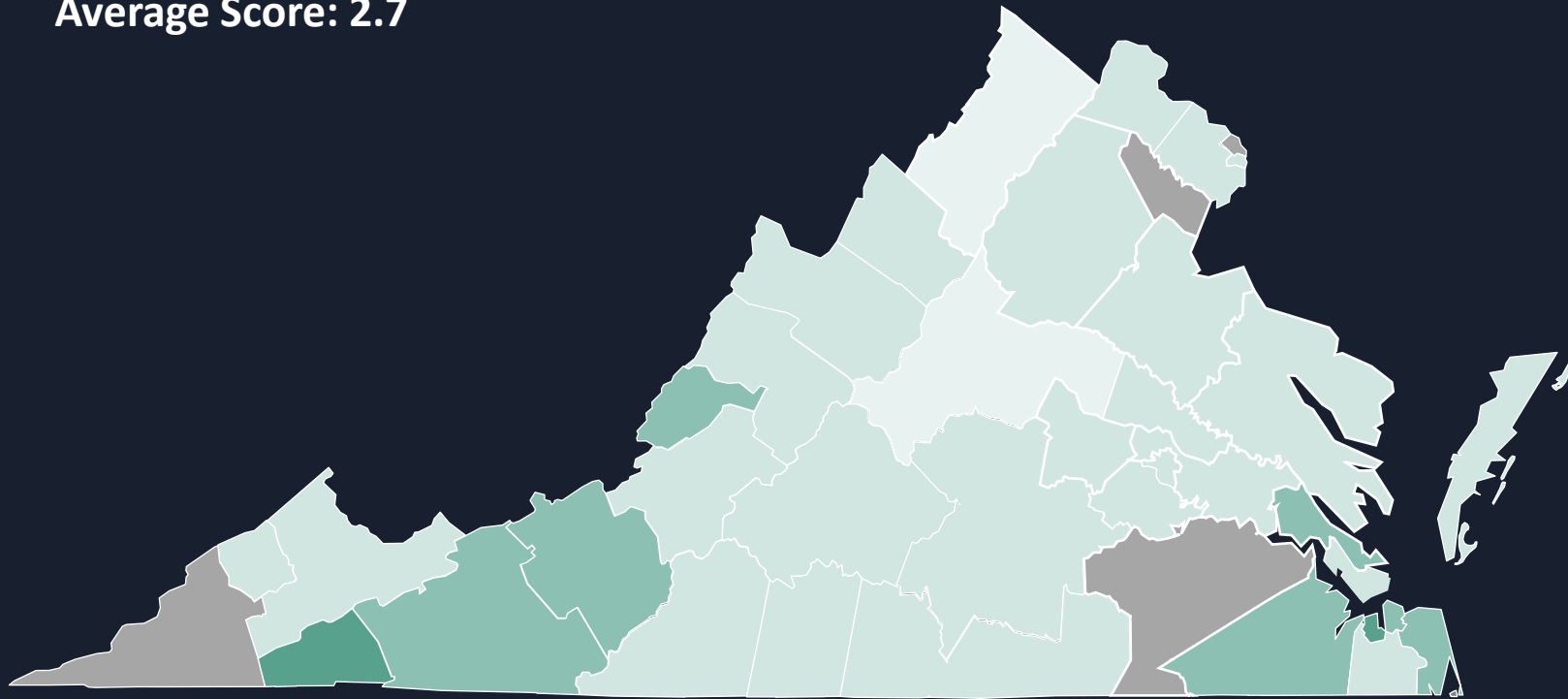
Statewide Problem Gambling Work

- Legislation prompted work to understand the landscape of Problem Gambling across the Commonwealth, including community needs and member perceptions of problem gambling
- Needs Assessment work began
 - Environmental Scan was the first step in November 2021
 - Current Needs Assessment now includes Problem Gaming and Gambling
- Needs Assessment results lead to expansion to other forms of data collection, such as the Young Adult Survey

Overall Average Community Readiness Score in VA

By CSB Catchment Area

Average Score: 2.7



Average Readiness Score Across All Domains

- Less than 2
- 2 – 2.9
- 3 – 3.9
- 4 – 4.9
- 5 – 5.9
- 6+
- Data not available

Breaking Down Community Readiness Score

A few members of the community have heard about efforts, but the extent of their knowledge is limited.

Leadership believes that gaming and gambling is not a concern in their community.

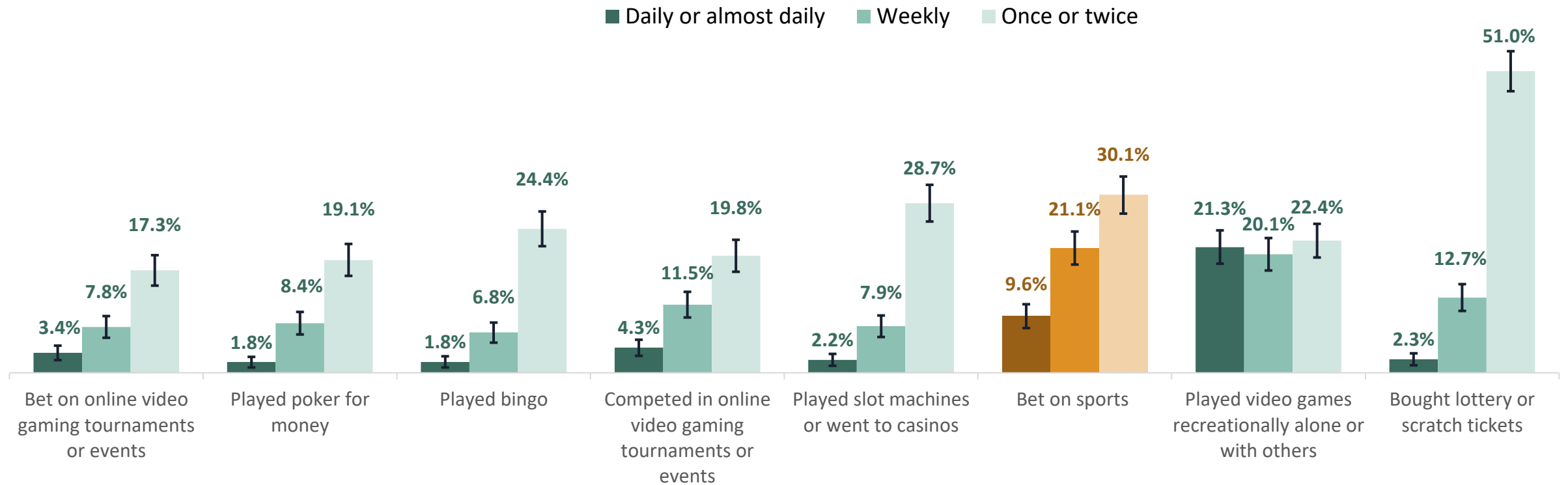
Community climate is neutral, disinterested, or believes that gaming and gambling does not alter the community as a whole.

Some community members have basic knowledge and recognize that gaming and gambling occurs locally, but information and/or access to information is lacking.

There are no resources available for dealing with gaming and gambling.

Gaming & Gambling-2024 YAS Results

Sports betting was the third most popular form of gaming or gambling among young adults who gamed/gambled in the past 30 days despite only being legalized in Virginia in 2022. Nearly 2 in 3 young adults who reported gambling in the past 30 days participated in sports betting. Nearly 1 in 10 young adults who gambled in the past 30 days engaged in sports betting daily or almost daily.



(n=821-833)

Gaming & Gambling-2024 YAS Results

20.5% of respondents who have gambled in the past 30 days reported **participating in gambling activities helps build or maintain social connections.** [17.8, 23.3]

YET

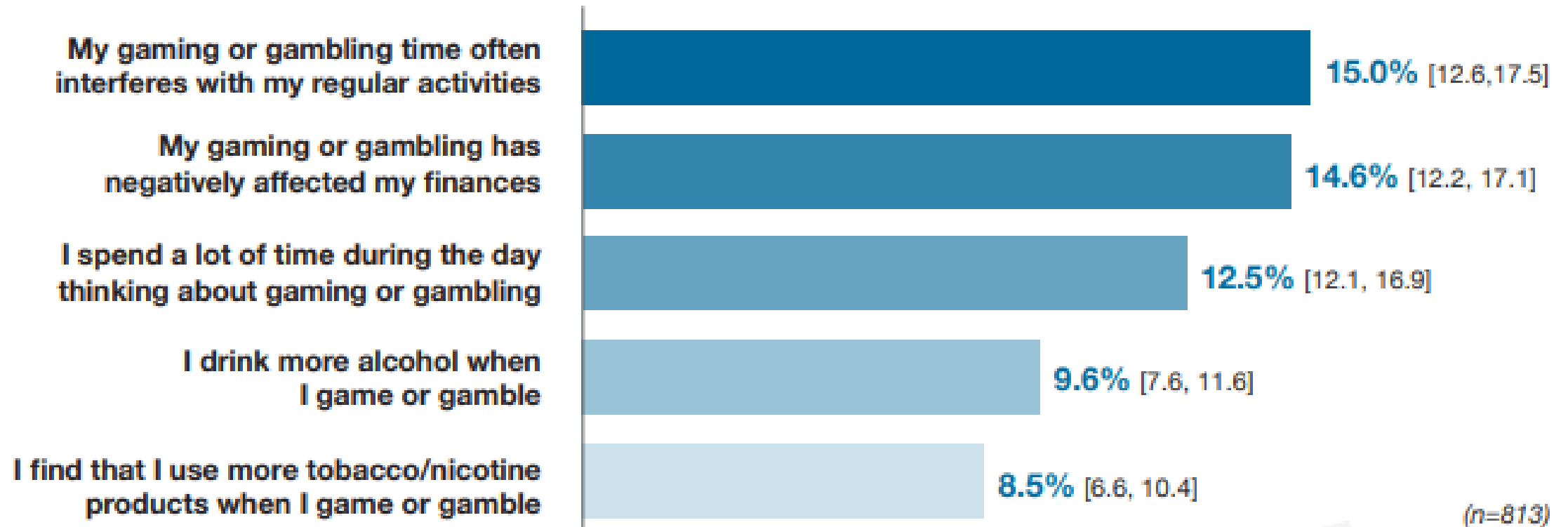
24.3%

of young adults who gambled in the past 30 days were not honest about the money they spent gambling [19.9, 28.8]

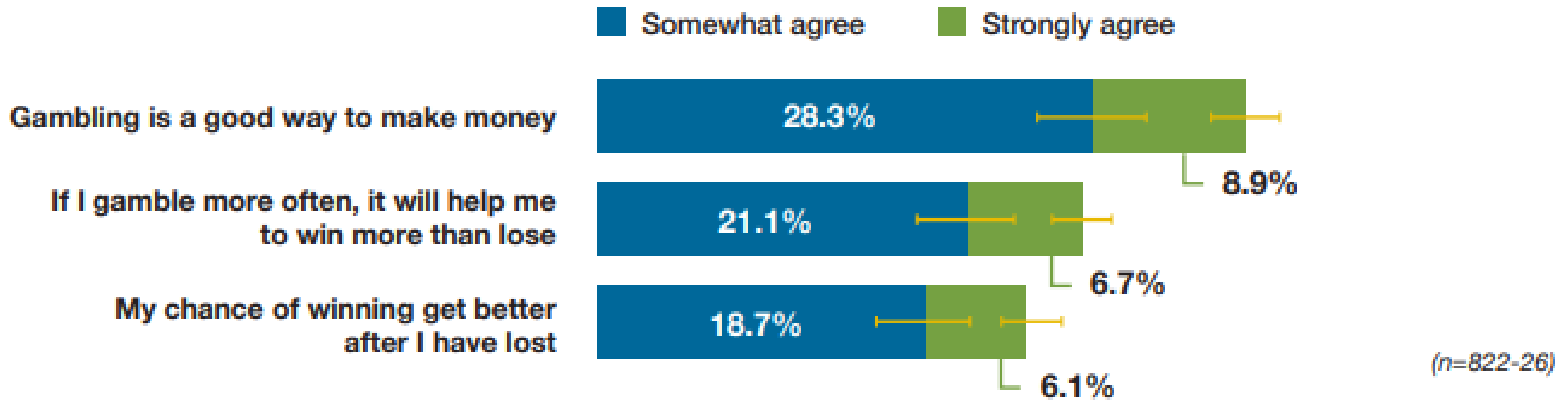
23.4%

of young adults who gambled in the past 30 days were not honest about the time they spent gambling [19., 27.8]

Gaming & Gambling-2024 YAS Results



Gaming & Gambling-2024 YAS Results





Where Problem Gambling Meets Substance Use and Suicide Prevention

Links between Problem Gambling, Mental Health, and Substance Use

- An estimated **2.5 million** adults in the United States meet the DSM-5 diagnostic criteria for a **severe gambling problem disorder** in a given year
- Another **5 to 8 million** adults experiencing **mild to moderate gambling problems**
- Up to **96% of individuals with a lifetime Problem Gambling Disorder (PGD)** diagnosis also meet the criteria for at least one psychiatric disorder
- An estimated **15% of individuals seeking Alcohol Use Disorder (AUD)/ Drug Use Disorder (DUD) treatment met lifetime criteria for PGD**, while **11% met current criteria for PGD**.

Shared Risk and Protective Factor Approach

- Risk and protective factors influence individuals and communities throughout their lives
 - Risk factors are characteristics that can exacerbate problems or negative outcomes
 - Protective factors can help prevent or reduce problems or negative outcomes or impacts
- Can impact the development or prevention of developing mental health or substance use disorders throughout life
- Can guide interventions in communities and meet overlapping problems that appear in individuals and/or communities with both mental health and substance use concerns, including gaming and gambling



Shared Risk and Protective Factors

	Gambling	Suicide	Substance Use
ACEs	X	X	X
Bullying	X	X	
Easy Access	X	X	X
Early Onset	X		X
Active Parenting and Parental Involvement	X	X	X
Family history	X	X	X
Healthy Coping Skills	X	X	X
Low academic performance	X		X
Low perception of risk	X		X
Parental Approval, Disapproval, and Use	X		X
Peer Approval, Disapproval, and Use	X	X	X
Social Isolation	X	X	X

Rethinking the Prevention Model

With a growing number of intervention areas, opportunities exist to shift prevention models from a problem area focus to a shared R&P focus

This shift

- Addresses capacity related concerns among an overworked prevention workforce
- Takes a more holistic approach to wellness
- Gets back to the roots of primary prevention
- Allows for greater investment in programs

Foundational Frameworks & Theories

By tying state prevention frameworks to existing and evidenced prevention frameworks and theories, states can create a cohesive prevention narrative and strategic line of intervention.

Key frameworks being utilized by states:

- The Socio-Ecological Model
- Collective Impact Approach
- Social Development Strategy
- Resiliency Theory
- Developmental Assets Framework
- Communities That Care
- The Icelandic Prevention Model
- MEB Health Promotion and Prevention
- Adverse Community Experiences and Resilience Framework (ACE | R)
- The Youth Empowerment Conceptual Framework



Current Work

Development of G&G strategy matrix

- Matrix with 40 strategies across the nation
- Mapped them to CSAP strategies per SAMHSA and by target audience
- Ensures consistency across CSBs
- Builds capacity about what evidence-based programming or materials are available for problem gambling

Problem Gambling and Gaming Prevention Strategy Matrix

Alternatives

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Gambling Awareness Youth Media Project-Learning Cohort	Youth/Adult Leadership Activities	Provide learning experiences on the value of prevention; raise awareness of the warning signs of problem gambling; and assist youth and their adult advisors to develop, produce and distribute gambling awareness messages.	Early onset of Use Increase Knowledge and Awareness	Youth	Connecticut – Gambling Awareness Youth Media Project
Middle School Problem Gambling & Gaming Awareness Art Search	Youth Leadership Programs	Statewide art contest for middle school students to raise awareness about problem gambling and problem video gaming. Students receive an award from the state.	Increase Knowledge and Awareness	Youth	Oregon – Middle School Problem Gambling & Gaming Awareness Art Search
Peer to Peer Program	Youth Leadership Programs	Youth prevention program where high school students create a media campaign, from radio spots to videos, posters and slogans, social media and a logo, that is then promoted locally.	Increase Knowledge and Awareness	Youth	Mentioned here on p. 51 (46 in print): Washington State – Problem Gambling Study Report to the Legislature

Overview



Problem Gambling Treatment and Support

- Establishing Problem Gambling Treatment and Support in 2023
- First meeting was July 2023 and meets quarterly



Monthly Gaming and Gambling Calls

- Started in the summer of 2022
- Space for Community Service Boards and statewide updates
- Education



Integration of Problem Gaming and Gambling into Counter Tools

- Streamlines retail visits with other substances
- Gather additional data to support statewide changes



Strategies being Implemented

- CSB lead strategies based on community needs

Overview



Curriculum Development

- Creating an in-person and e-learning curriculum for schools
- Maps onto the DOE Standards of Learning



Media Campaign Development

- Creating a statewide messaging campaign
- Strategic Planning for SUBG 2020-25
 - Will more fully integrate problem gambling into the state focus
- Expanding access to data
 - Adding problem gambling hotline data and treatment data to VASIS





Challenges

Statewide Challenges



Getting things through state system in a timely manner



Getting appropriation to match revenue to spend



Thank you!

Any questions?

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