FALL 2019

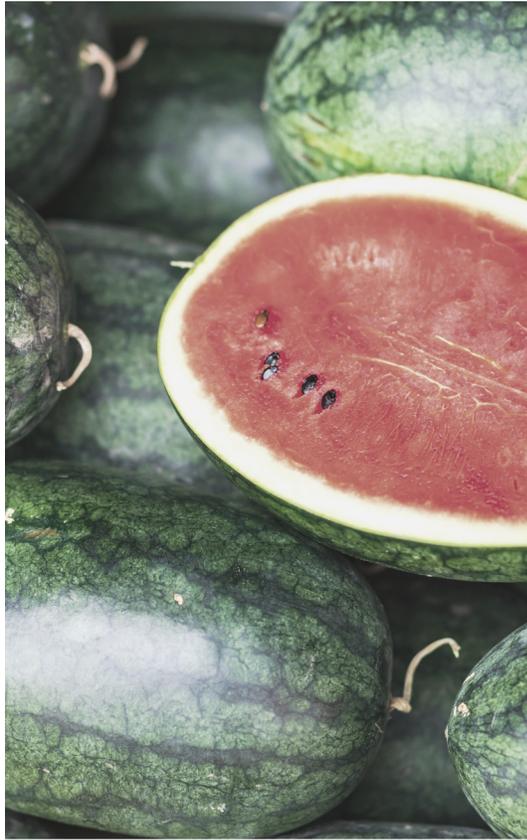# PROBLEM GAMBLING COMMUNITY READINESS ASSESSMENT

SUMMARY REPORT

Prepared by Umatilla County Public Health

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THE COMMUNITY READINESS MODEL

The Community Readiness Model is adapted from the Tri-Ethnic Community Readiness Assessment developed at Colorado State University. The tool is used to measure the knowledge and level of readiness to address a particular issue in a community. The Community Readiness Model is a theory-driven, community-directed approach that is based on the literature traditions of psychological readiness and community development. The model combines prevention science and community experiences to guide next steps in expanding awareness and prevention efforts.

USING THE MODEL IN UMATILLA COUNTY

The model is used to measure six dimensions of community readiness:

1. Community efforts
2. Community knowledge of the efforts
3. Leadership
4. Community climate
5. Community knowledge about the issue
6. Resources related to the issue

The tool was adapted by the Oregon Health Authority and Sunshine Consulting to measure local readiness in addressing problem gambling in Oregon Counties.

THE PROCESS

- Local interviews
- Scoring reasoning and process

In 2018, Umatilla County Public Health (UCo Health) received funding from the Oregon Health Authority to complete a problem gambling community readiness assessment in Umatilla County. The assessment began with conducting nine interviews of local residents living and working in Umatilla County. Some participants included local government officials, Tribal members, students, leaders of religious commuinities and more.

> **"I THINK PEOPLE KIND OF CLOSE THEIR EYES TO IT, AND ACT LIKE IT'S NOT HAPPENING"**
>
> **- INTERVIEWEE**

After the interviews with local residents were completed, a team within UCo Health was appointed with scoring the interviews. Each interview was scored within the six dimensions previously mentioned. The team members received training from the Oregon Health Authority and Sunshine Consulting to complete the scoring accurately and objectively. After scoring the interviews, the data was analyzed into the following summary.

SUMMARY OF RESULTS

Community Readiness: Stage 2

The results revealed low community knowledge of problem gambling and prevention efforts coinciding with stage 2, Denial/ Resistance. Several community members noted that problem gambling is a concern, but little recognition that it occurs locally.

Some interviewees expressed that they were certain resources are available to those in need, however they do not know much about them as they have not had personal experience with problem gambling. Interviewees also mentioned that few community members see problem gambling as a large issue. They felt that there are more pressing concerns that should be addressed before problem gambling.

STAGE	DESCRIPTION
1. No Awareness	Problem gambling is not generally recognized by the community/leaders as an issue
✓ 2. Denial/Resistance	Some community recognize that problem gambling is a concern, but little recognition that it occurs locally
3. Vague Awareness	Most feel that there may be a local concern, but there is no motivation to do anything about it.
4. Preplanning	There is clear recognition that something must be done. However, efforts are not yet focused or detailed
5. Preparation	Active leaders begin planning in earnest. The community offers modest support of efforts.
6. Initiation	Enough information is available to justify efforts. Activities are underway.
7. Stabilization	Activities are supported by administrators or community decision makers.
8. Confirmation/ Expansion	Efforts are in place. Community members feel comfortable using services and support expansions.
9. High Level of Community Ownership	Detailed knowledge exists about problem gambling prevalence and consequences. Evaluation guides new directions

UCO HEALTH NEXT STEPS

10 PRESENTATIONS AROUND THE COUNTY

20K DOLLARS RECEIVED GRANT MONEY FOR CAMPAIGN

2 YEARS UNTIL NEXT ASSESSMENT

Our goal for the 2019-2021 biennium is to increase awareness that gambling carries risks and that multiple resources are available throughout the county and the state. UCo Health will be focusing on presenting to local coalitions and organizations to educate and provide resources. UCo Health was also awarded a grant to run the Reflect, Resource, Renew campaign within Umatilla County. Campaign activities will launch in January 2020. Beginning in 2021, UCo Health will reassess the community readiness by conducting another community readiness assessment to determine how effective actions were and determine new strategies continue the efforts.

WHAT CAN YOU DO?

LEARN

EDUCATE

SHARE

Build your knowledge

- Learn the warning signs of problem gambling
- Learn and practice the safe guidelines for gambling

Educate Others

- Have conversations about problem gambling with friends, spouses, children, family members or coworkers
- Teach others safe gambling practices

Share

- Share your knowledge of problem gambling warning signs
- Share available resources
- Share media posts and articles about problem gambling

PROBLEM GAMBLING RESOURCES

There is help for those struggling with problem gambling as well as resources for friends and family members. For more information or treatment, please check out one of these resources.

OREGON PROBLEM GAMBLING RESOURCE

www.opgr.org   P: 1-877-MY-LIMIT

UMATILLA COUNTY HUMAN SERVICES

P: (541) 278-6330   E: uchs@umatillacounty.net

NATIONAL COUNCIL ON PROBLEM GAMBLING

www.ncpgambling.org   P: 1-800-522-4700

GAM-ANON

www.gam-anon.org   P: (718) 352-1671

THERE IS HOPE. THERE IS HELP.

OPGR
OREGON PROBLEM GAMBLING *RESOURCE*

Oregon Problem Gambling Helpline:
1-877-MY-LIMIT or OPGR.ORG

Umatilla County

NCPG
National Council on Problem Gambling

FOR MORE INFORMATION, PLEASE CONTACT

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