ABSTRACT
(paper presentation OR poster presentation OR lightning talk)

Preventing gambling harm – targeting at risk gamblers
Every problem gambler has been an at-risk gambler. We should target at-risk gamblers to prevent gambling harm.

Finland ranks 4th in gambling consumption. And 15% of the population are at-risk gamblers. The definition we use for identifying at-risk gamblers are using excessive amount of time or money and possibly experiencing some negative consequences on personal economics, social life or health. How can we focus on at-risk gamblers and prevent gambling harm?

Our solution: We bring gambling up.

It’s not easy to identify at-risk gambling. Social and health care workers meet people who belong to at-risk groups. If they could identify at-risk gambling, they could make an intervention. This could prevent at-risk gambling from turning into problem gambling.

In my presentation I will discuss how to bring up gambling in an easy and neutral way and how to identify at-risk gambling. We have developed a tool for social and healthcare workers to bring up gambling and how to hold an intervention.

We have piloted our method in 16 low threshold facilities across Finland and among social and healthcare professionals. In my presentation I will discuss the results of our piloting projects.

So what?
Much of the gambling research has still been focusing on problem gambling. What we want to do is raise awareness about at-risk gambling and how to prevent problem gambling. If we can identify at-risk gamblers, it not only has a positive impact on the individual, but it also reduces the costs brought about by problem gambling to society and friends and families of gamblers.

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Keywords
at-risk gambling, prevention, intervention, gambling harm