

I'm Part of a Team Now! Sports Betting– Consumption Communities and the Prevention “Plays” Needed to Reach This Team of Gamblers

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Prevention

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<https://youtu.be/mRlwNcnIddo>

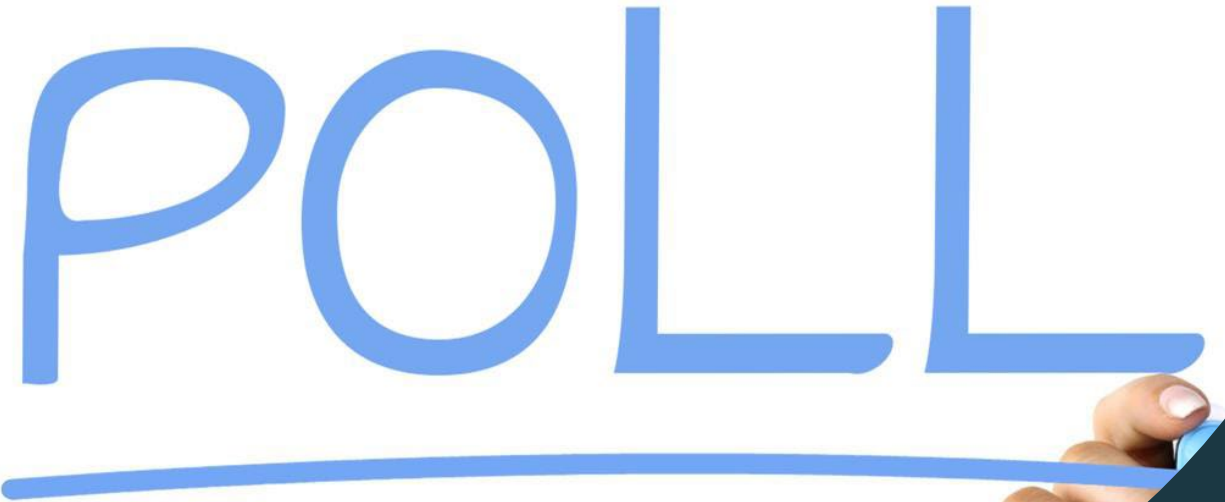


Objectives

1. Learn an overview of sports betting and the “lure” of consuming sports
2. Understand sports consumers as “consumption communities” and “belonging” including vulnerabilities
3. Tips for developing prevention efforts for persons consuming sports and risky sports betting

Poll

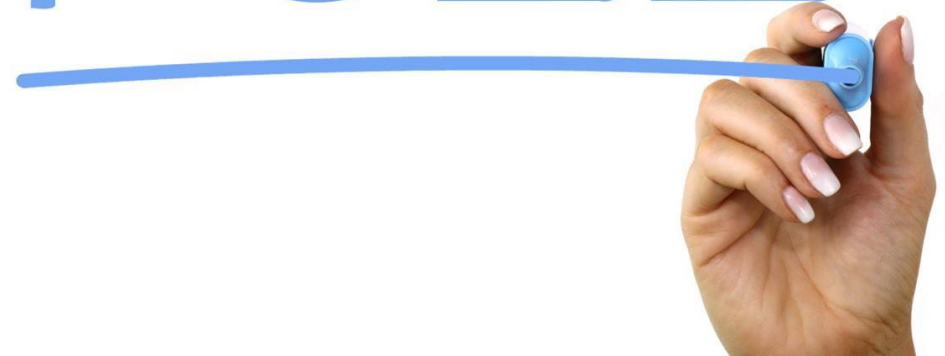
- Are you a sports fan?

The word "POLL" is written in a large, blue, hand-drawn font. Below it is a thick blue horizontal line. A hand is visible at the bottom right, holding a blue marker and having just finished drawing the line.

Poll

- Do you understand sports betting/sports gambling?

POLL



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Overview

Learn key information to share in your prevention



What is sports betting?

- Any wagering of a stake of monetary value in the expectation of a prize of monetary value, subject to a future and uncertain occurrence related to a sports competition (Law Insider)

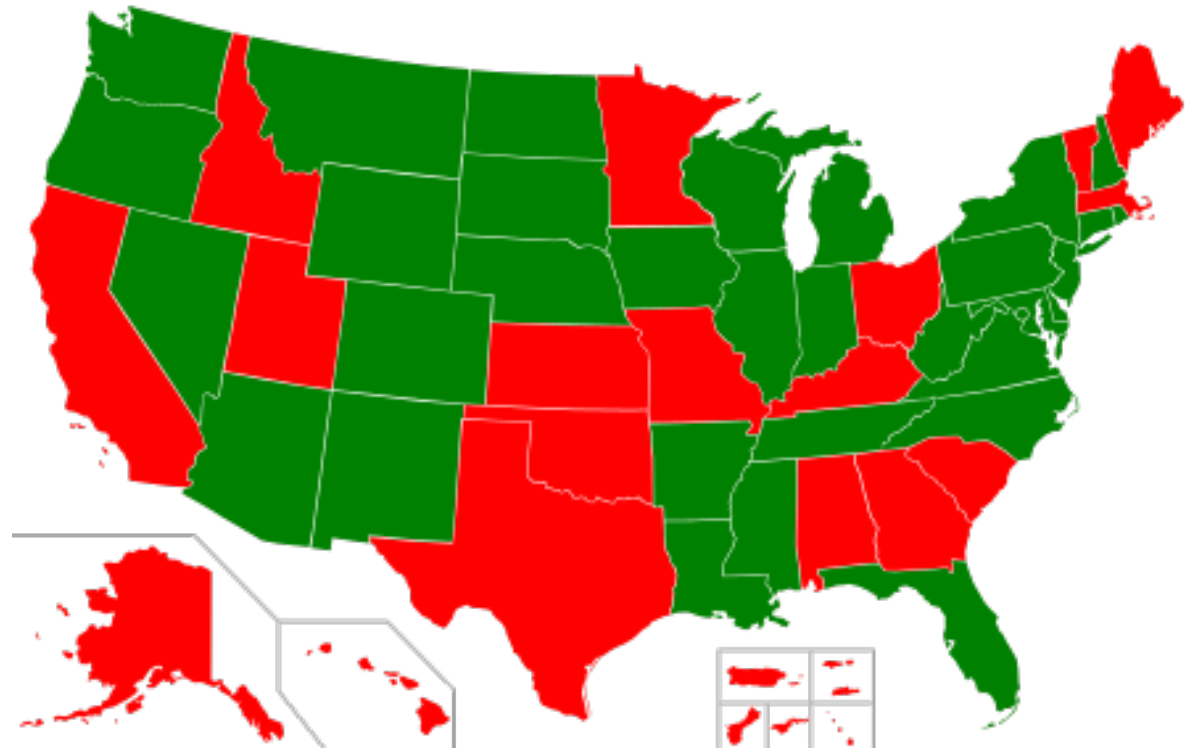


Sports betting has been going on before legalization....

Take a look at U.S. Sports Betting....

- **Green** states are legal
- **Red** states are illegal
- **\$20** billion had been spent on sports betting in the United States*.
- Watch this video—Booming during COVID-19 Pandemic

<https://youtu.be/DNsgJh6dOVE>



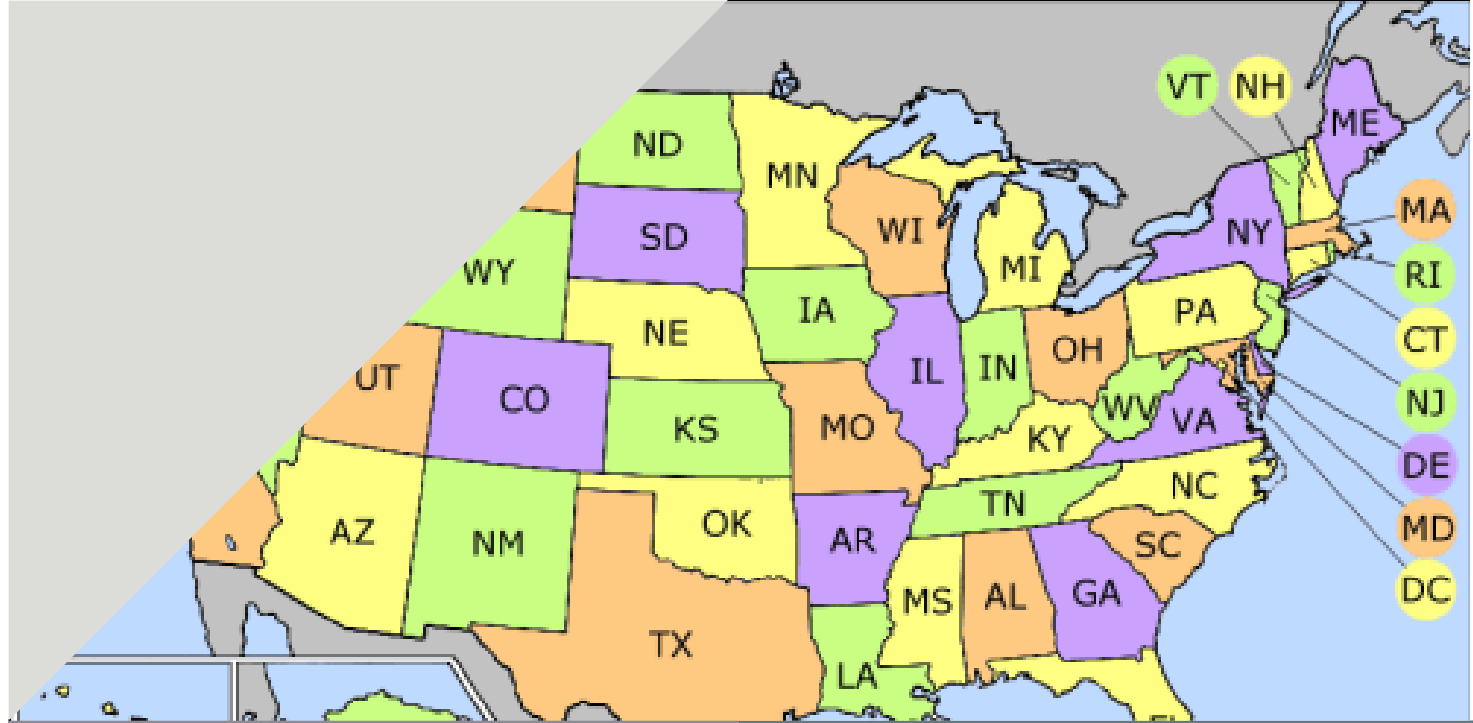
Overview of Sports Wagering Market Integrity Act of 2018 (ncpgambling.org)

- Senators Orin Hatch (R-UT) and Chuck Schumer (D-NY) sports betting legislation in the Senate.
- The Bill acknowledges the rights of States with respect to sports betting and to maintain a distinct Federal and amateur sporting contests, and for other purposes.



General Sports Bettors (Winters & Derevensky, 2019)

- **National** online gambling survey (n=3000) included additional questions about sports betting in the prior year use (n=720)
- Sports better **endorsed the “many times” responses for each of the 4 problem gambling items** (*Lie/Bet Questionnaire* and 2 criteria for gambling disorder from the *DSM-5* at **twice the rate** of non-sports bettors).
- Endorsement rate of sports bettors **5-7% vs. 2.3%** for non-sports bettors (National Council on Problem Gambling)

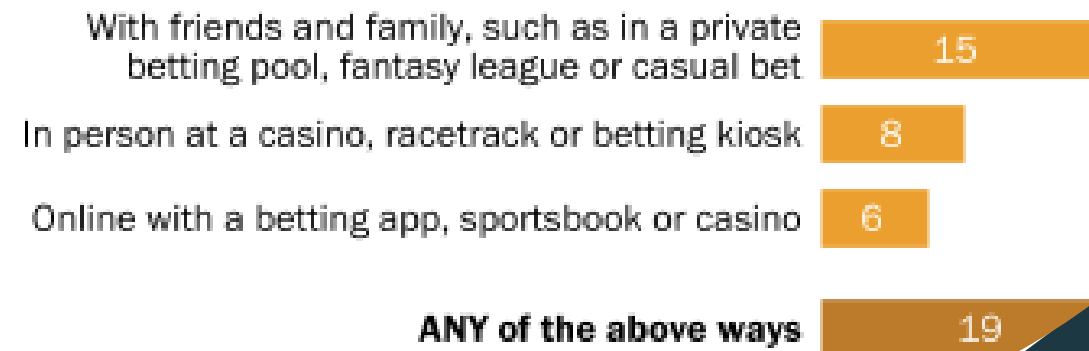


Current (Pew Research Center)

- Around **1 in 5 U.S. adults (19%)** say they have personally bet money on sports in some way in the last 12 months, whether with friends or family in person at a casino or other gambling venue, or online with a betting app (n=6,034)

reported form of sports gambling in the U.S.

% of U.S. adults who say they have personally bet money on sports in the following ways in the last 12 months



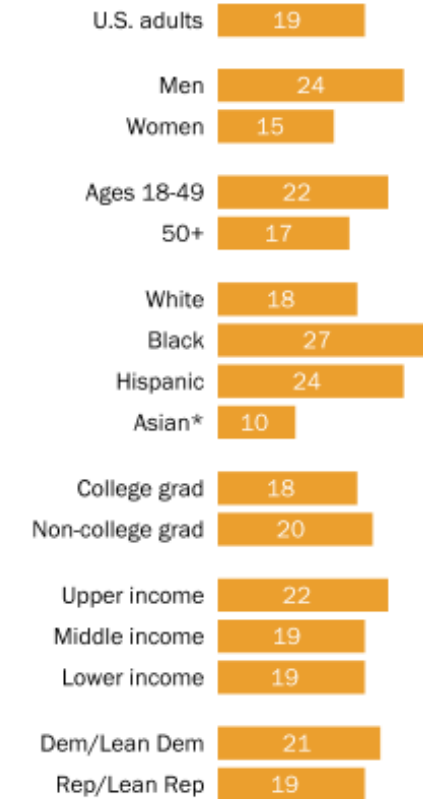
Source: Survey of U.S. adults conducted July 5-17

Who is at risk?

- Black and Hispanic Americans are among the groups most likely to report betting on sports

Black and Hispanic Americans are among the groups most likely to report betting on sports

% of U.S. adults who say they have personally bet money on sports in the last 12 months with friends or family, in person at a casino, racetrack, or betting kiosk, or online



*Estimates for Asian adults are representative of English speakers only.

Note: Family income tiers are based on adjusted 2020 earnings. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.

Source: Survey of U.S. adults conducted July 5-17, 2022.

PEW RESEARCH CENTER

What does the public feel about sports betting..(Pew Research Center)

Few Americans see the widespread legalization of sports betting as a good thing for society or for sports

% of U.S. adults who say the fact that betting on sports is now legal in much of the country is ...



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

PEW RESEARCH CENTER

How do you play?

- New forms of sports wagers, include in-play betting and micro-betting which allow customers to place bets on outcomes that occur within the game/match with the outcome determined immediately or within a short time frame during the game (see Russell et al., 2019).
- These newly established online sports gambling features, including live in-play betting, reduce the delay between wager and reward found in traditional sports betting (Auer & Griffiths, 2013)
- For example, during games customers can wager on anything from the overall winner to gains/losses per quarter of the football game



Other Types

- Internet-based gambling increasingly viewed as a vehicle for problem gambling (Gainsbury et al., 2014; Griffiths, et al., 2009; Wu, Lai, & Tong, 2015)
- Core risk factors for problem gamblers beginning to be identified (e.g. Hing, et al., 2016, McBride & Derevensky, 2009; Potenza et al., 2011)
- Mobile Phone Wagering (Winters & Derevensky, 2019)
- Question: Does prevalence of gambling problems among mobile-based bettors resemble those who prefer land-based sports betting?



Mobile-Device Bettors = Higher Problem Gambling (Gainsbury, et al., 2016)

- 22% higher PG
- Mobile bettors **bet more frequently and scored higher** Problem Gambling Severity Inventory scores compared to sports bettors preferring land-based venues (n=659 convenience sample): **25% were in PG group** vs. 18% laptop vs. 11% land-based



What about your Youth?

- Sports wagering is a popular form of gambling by adolescents
- Sports betting evidence documents **sports betting begins early** (Derevensky,, 2012; Productivity Commission, 2020; Volberg, Gupta, Griffiths, Olason, & Delfabbro, 2010)
- Ohio School Survey found rate of prior-year sports betting was **13.5%** compared with **7.3%** wagered money or fantasy sports and 5.1% wagered on DFS (Marchica et al., 2017)



What about Daily Fantasy Sports (DFS)? (Winters & Derevensky, 2019)

Think about this consumption community...



Illustration

- Pastor James called this Gambling Counselor with a concern about his 12-year old son...He said, "Our son is on the Autism Spectrum...he has trouble with social skills and meeting friends. But now he plays daily fantasy sports we discovered and he suddenly has new friends....his grades are dropping but his self-esteem has increased because he has friends gaming now....We don't know what to do! If we limit his gaming play he will be more isolated!"



CLINICAL
CASES

What is it? (Winters & Derevensky, 2019)

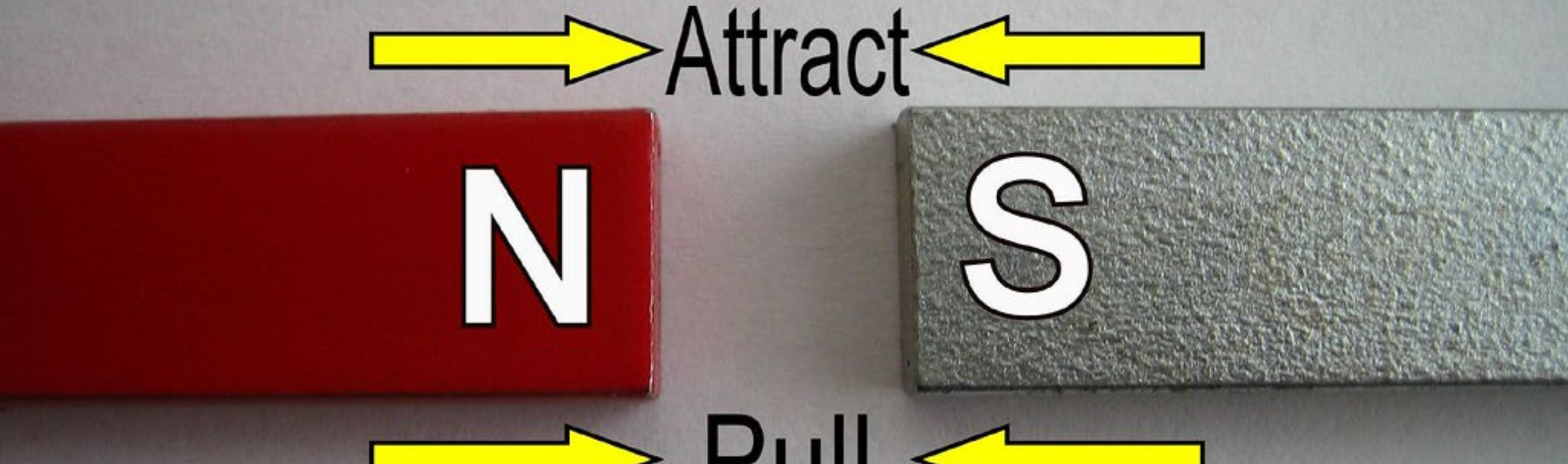
- Type of game that is often played by Internet or within a social group in which participants assembly imaginary or virtual teams of real players of a professional sport.
- Fantasy Sports Trade Association (2018) estimate that **57.4 million** people participated in fantasy sports betting in the U.S. and Canada (compared with 13.5 million in 2004)
- Participants act as a team owner/general manager by drafting, trading, and cutting players (similar to real sports)
- Debate: Is DFSs wagering legally considered "gambling/" (Rose, 2015), fantasy sports players do share similarities with sports gamblers.
- Watch:
<https://youtu.be/D8DweQK0b88>



Sports Betting Among College Students

- **67%** of college students reported betting on sports (ncpgambling.org)
- **6%** of college students in the U.S. have a serious gambling problem (CollegeGambling.org, a subgroup of the International Center for Responsible Gaming)
- Fantasy sports is popular (Martin & Nelson, 2014); **13% male college students** and less than 1% of females participated in past year (n=1556)
- Sports fantasy participants (regardless of playing with money) were **predicted 5 times more likely to endorse at least one DSM-5 criteria for a gambling disorder** (APA, 2013); male participants who did not play for money did not have an elevated likelihood of endorsing the DSM-5 criteria.





Why are people attracted to sports and sports betting?

Why Attracted? (Winters & Derevensky, 2019)

- One-touch!
- Easily accessible wagering options
- Accelerated speed of play, instantaneous and immediate gambling
- Bottom line: Impulsive reacting: those prone to impulsive responses to betting opportunities are attracted (Deans et al., 2013; Lopez-Gonzalez et al., 2018a)
- Bookmakers promote mobile betting over other modes of gambling in their promotions/advertisements by emphasizing these features

etouch Fire



Lifestyle Consumption Community (Gordon, Gurrieri & Chapman, 2015)

]Friendship group interviews were conducted with young persons w/o a gambling addiction engaging in sports betting aged 18-30

- 2 Key Themes related to how consumers interpret, navigate, and participate in sports betting Lifestyle Consumption Communities (LCC) Findings document: there is a **shared intrinsic connection felt among community members that differentiates them from others outside the community and fosters a strong connection among one another.** In this study, such consciousness was present and manifested as shared cultural values. These created a sense of belonging among persons in the community by fostering shared expressions of passion and shared experiences of sociality. Two cultural values bonded the sports community together—competition and loyalty.





What is the Profile of a Frequent Problem Gambler Sports Bettor?

(Delfabbro & King, 2012; Hing et al., 2016; Russel, Hing, Li, & Vitartas, 2016; Wood & Williams, 2011)

- Male
- Young (young adults to approx. age 35)
- Not married
- Full time employed or studying higher level education
- Engage in poly-gambling
- Have significant others/peers who also enjoy sports betting
- Frequent user of multiple types of promotions
- Show more impulsive responses to betting opportunities (e.g., spontaneous betting w/o reflection, Winters & Derevensky, 2019)



Other characteristics... Problem Gambler Sports Bettors (Winters & Derevensky, 2019)

- 47% placed a bet with a friend on sporting bet most common (Statista, 2018)
- Graviting toward friendship groups supportive of sports betting (Gordon et al., 2015)
- Peer influence on sports betting likely parallel other risky behaviors (e.g., alcohol drinking games, Grossbard, et al., 2007)
- Online sports bettor/sports fantasy gamblers, offline based sports bettors often perceive their gambling as more determined by **their own skills, knowledge, and analysis** and less by chance





When substances are in the mix....

(Winters & Derevensky, 2019)

- Elevated likelihood of alcohol or illicit drug use while gambling compared among PGSBs compared to non-PGSBs (Hing, 2017)
- Sports wagering in private increases the ease of substance use while gambling, affecting decision making...

Illustration

- Kevin is a 33-year old African American cisgender male. He enjoys sports and is an avid fan! He watches the NBA, NFL, and Daily Fantasy Sports. He lives with his partner and has 3 young children. He places bets regularly now that sports betting is legal in his state. Recently, his partner got upset because he lost \$10,000 in the crypto market.
- Question: Is Kevin at risk for sports betting?
- Does he fit the profile of a sports bettor at risk?

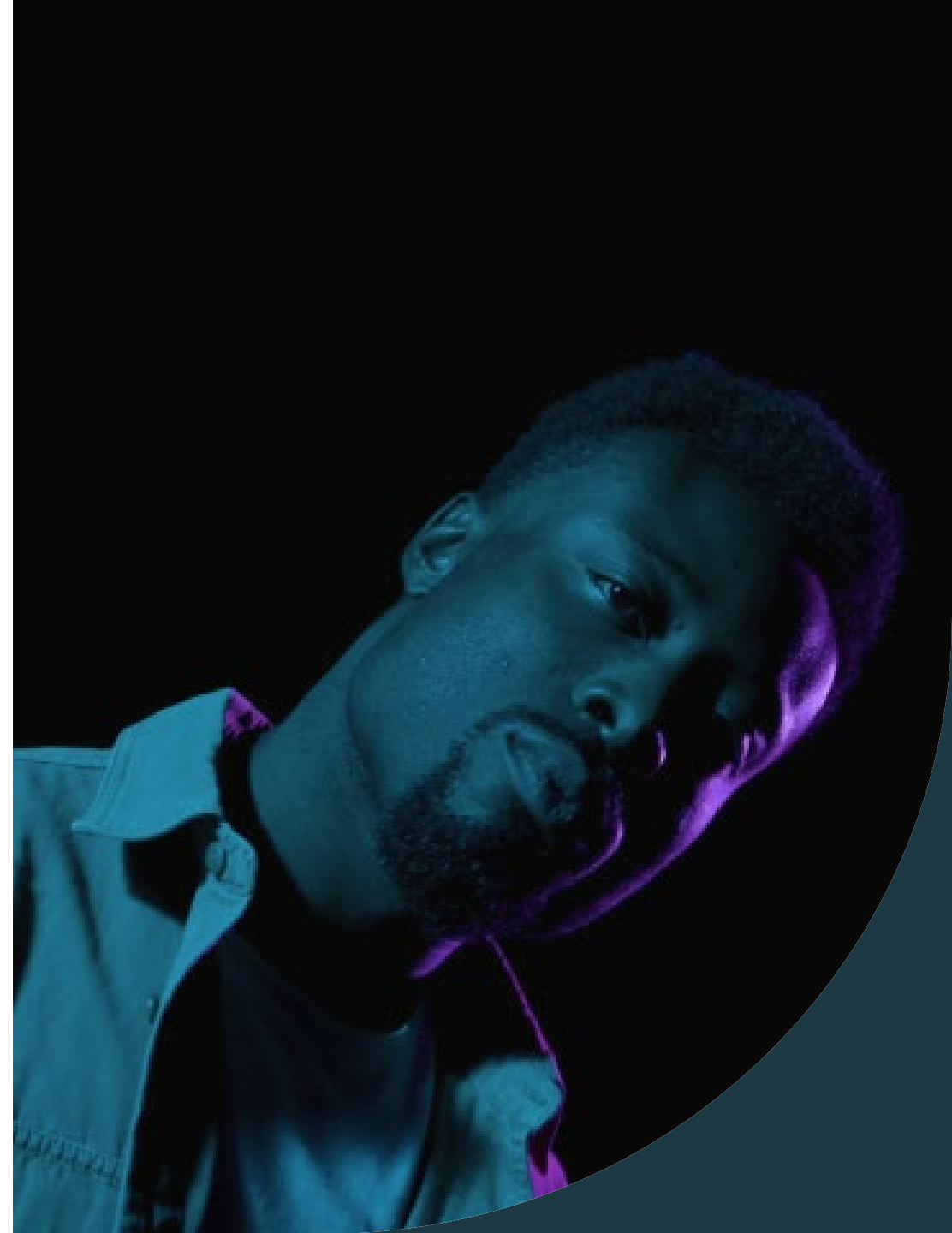


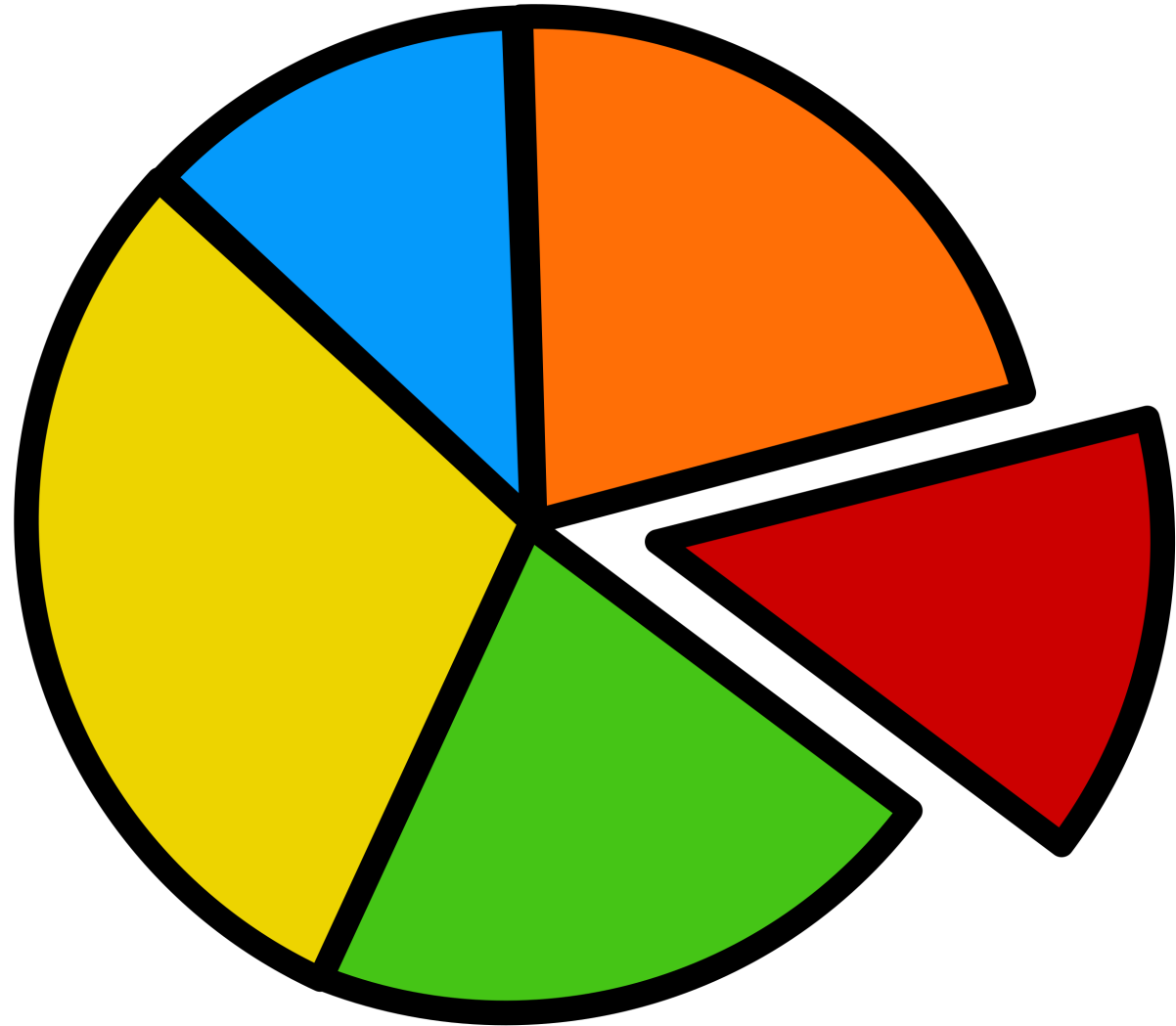
Illustration: Can I start treatment after the Super Bowl?

- Mr. Chang called the 1-800-GAMBLER Helpline and shared despair about his older brother, a sports better. The family immigrated when the 3 children were in elementary school and their parents are in their 80s. Mr. Chang: "Gambling is part of our culture, but my brother continues to gamble excessively." He asked if his parents and siblings could participate in gambling disorders treatment because they were exhausted from "bailing" him out from his financial destructiveness. His brother, Xiun, was now in his 2nd marriage and he was afraid of his wife leaving him. In the intake, Xiun shared that he felt he is now "at my bottom but can I begin treatment after the Super Bowl??"



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**Not everyone
who consumes
sports will bet on
sports or if they
bet on sports will
become
addicted...**





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Let's hear from a sports fan who was a sports bettor...
"Will, a Peer Recovery Supporter"



So what is a Preventionist to do??

What Prevention "Plays" Can You
Implement?

Get creative...let's approach it like a
team!!!!

Primary Prevention

Interventions designed to prevent the onset or future incidence of a specific problem

Secondary Prevention

An early intervention that decreases the prevalence of a specific problem

Tertiary Prevention

Develop prevention uniquely for the sports consumer.....

**We will need
to use
language that
sports fans will
relate to....**



Every team has a....according to Haskins (a sports fan and “vicarious” team player)

Team Experience

- Coach (guidance/mentoring/strategizing)
- Every person plays a role! Not everyone can participate (play) in the same way
- Each player has “playing time”—not everyone will play full minutes!!!
- Timeouts occur in the game
- Foul/Penalty: When player violates a rule, they pay a penalty
- There are Winners and Losers: But the Team enjoys the game—not always about the winning. Remember professional athletes get paid as a job even when losing.

Prevention Parallels

- Preventionist/GAMBLER Helpline/Gambling Counselor/Treatment Provider
- Some sports fans/bettors may play some games but not others
- Set limits on how much time and how much spent
- Take frequent breaks—monitor how long sitting
- Penalty: When you “dip” into other funds to stay in action—that is a foul/penalty...Will experience a negative consequence—Reflect and Change Behavior (i.e., if you have 3 technical as a player you may be suspended from playing)—Abstain/Reduce/Harm Reduction Strategy
- Game is designed as entertainment—not for you to lose your life/home/finances to take care of your needs

Strategies: Primary

Consider developing primary prevention—public awareness and outreach targeting younger, male, youth, student-athletes, and general public (see Profile to target awareness campaign).

Example of a Sports Fan Betting Safely:
Play Audio of Mr. K. (35 years old African American cisgender male—fits profile)

Example: Univ of MD School of Medicine, Center of Excellence on Problem Gambling “Know Your Limit! Stay Within It!”

https://youtu.be/KRc3pv-L_sQ



Secondary Prevention: In what ways does marketing contribute to risky sports betting behavior.....Implement Harm Reduction Methods....

[Visibility of age restriction warnings, harm reduction messages and terms and conditions: a content analysis of paid-for gambling advertising in the United Kingdom - ScienceDirect](#)



✓ **Tertiary Treatment: Online gambling—a Treatment for Sports Betting (Marcos, July/Dec. 2020)**

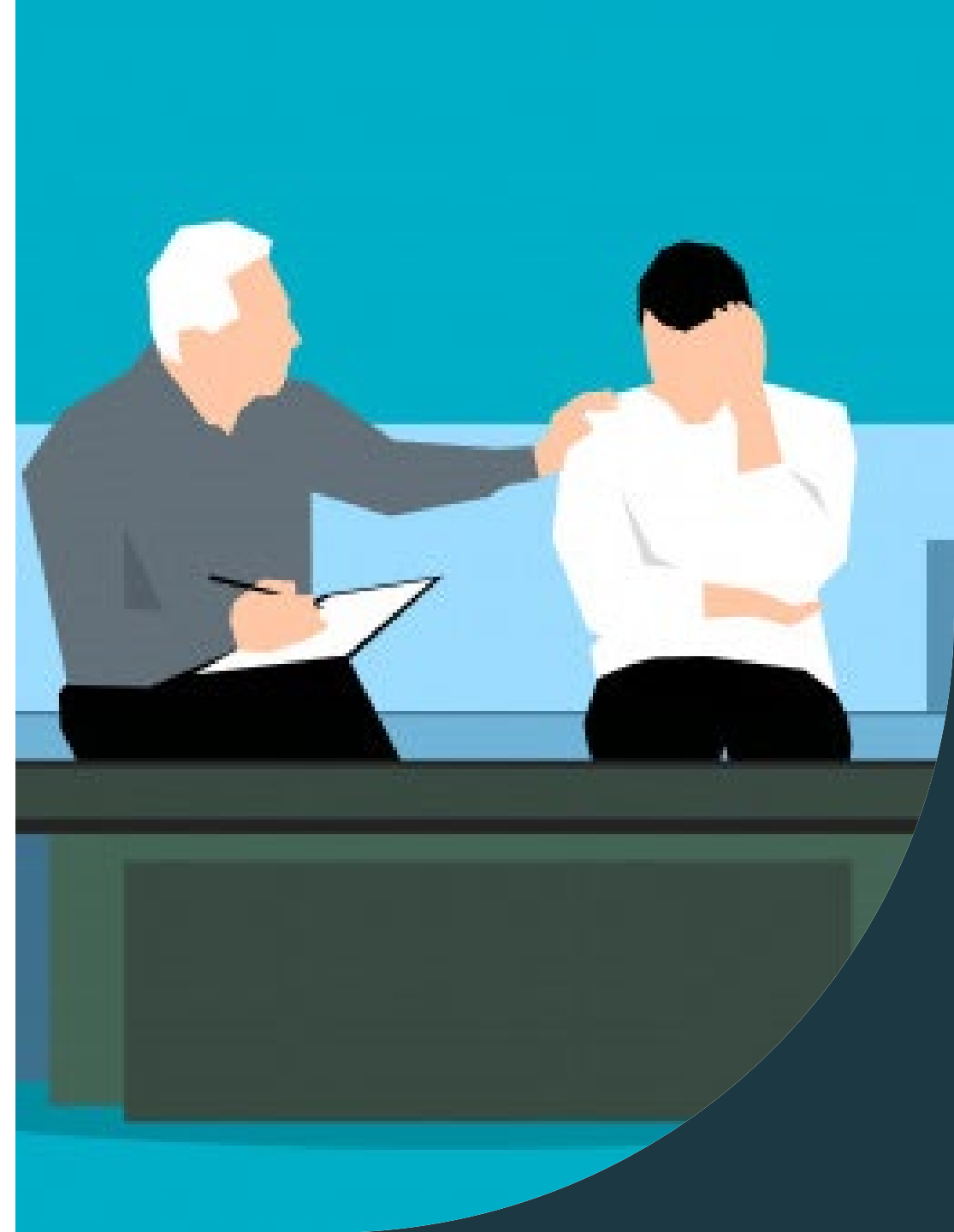
- Marcos (2020) presented a treatment protocol with an online sports bettor. Treatment consisted with CBT which focused on:
 - ✓ Deconditioning of gambling situations
 - ✓ Training of skills to prevent relapses and overcome risky situations
 - ✓ Information on gambling risks
 - ✓ Change of attitude toward gambling
 - ✓ Promotion of a healthy lifestyle compatible with gambling treatment

The patient diagnosed with severe gambling addiction showed improvements in the gambling disorder criteria and the *Symptom Severity Scale Score*



Graded Exposure Therapy for Online Mobile Smartphone Sports Betting Addiction: A Case Series Report (Riley, Harris, Nye Javidi-Hosseiniabad, & Baigent, 2021)

- 6 men (21 to 42 years-old) received up to 10 weekly 60-min, manualized CET sessions
- Outcome measures included: **gambling harm, gambling urge, gambling cognitions, psychological distress, and functional impairment**
- All 6 participants averaged 8.33 CET sessions (SD=1.75) and reported improvement across all outcome measures. Psychological distress was reduced to non-clinical ranges for all 6 men and 5 men scored below the cut-off for PG and functional impairment at 1 month follow-up



Breakout-groups: Primary and Secondary groups will think of one prevention idea targeting persons who engage in sports betting....

- **Primary Prevention** group: Target mobile device sports gambling in Massachusetts)
- **Secondary Prevention** group: Target educating the high risk young adult male gambler; African American and Latino males)
- **Tertiary Prevention** group: Will discuss Xian case. How would you approach treatment for this sports bettor who has close to 30 years of gambling behavior and meets clinical diagnosis of Gambling Disorder? What are important considerations for wife and his family?

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Reflections from Breakout groups

References

- Bechtold, J. & Wilson, A. (2021). *The gambling disorder treatment handbook: A guide for mental health professionals*. London: Jessica Kingsley Publishers.
- Gainsbury, S. (2014). Internet Gaming and Disordered Gambling. In D. C. S. Richard, A. Blaszczynski, & L. Nower (Eds.). *The Wiley-Blackwell Handbook of Disordered Gambling*. NY: Wiley-Blackwell Publishers.
- Gordon, R., Gurrieri, L., & Chapman, M. (2015). Broadening an understanding of problem gambling: The lifestyle consumption community of sports betting. *Journal of Business Research*, 68(10), 2164-2172.

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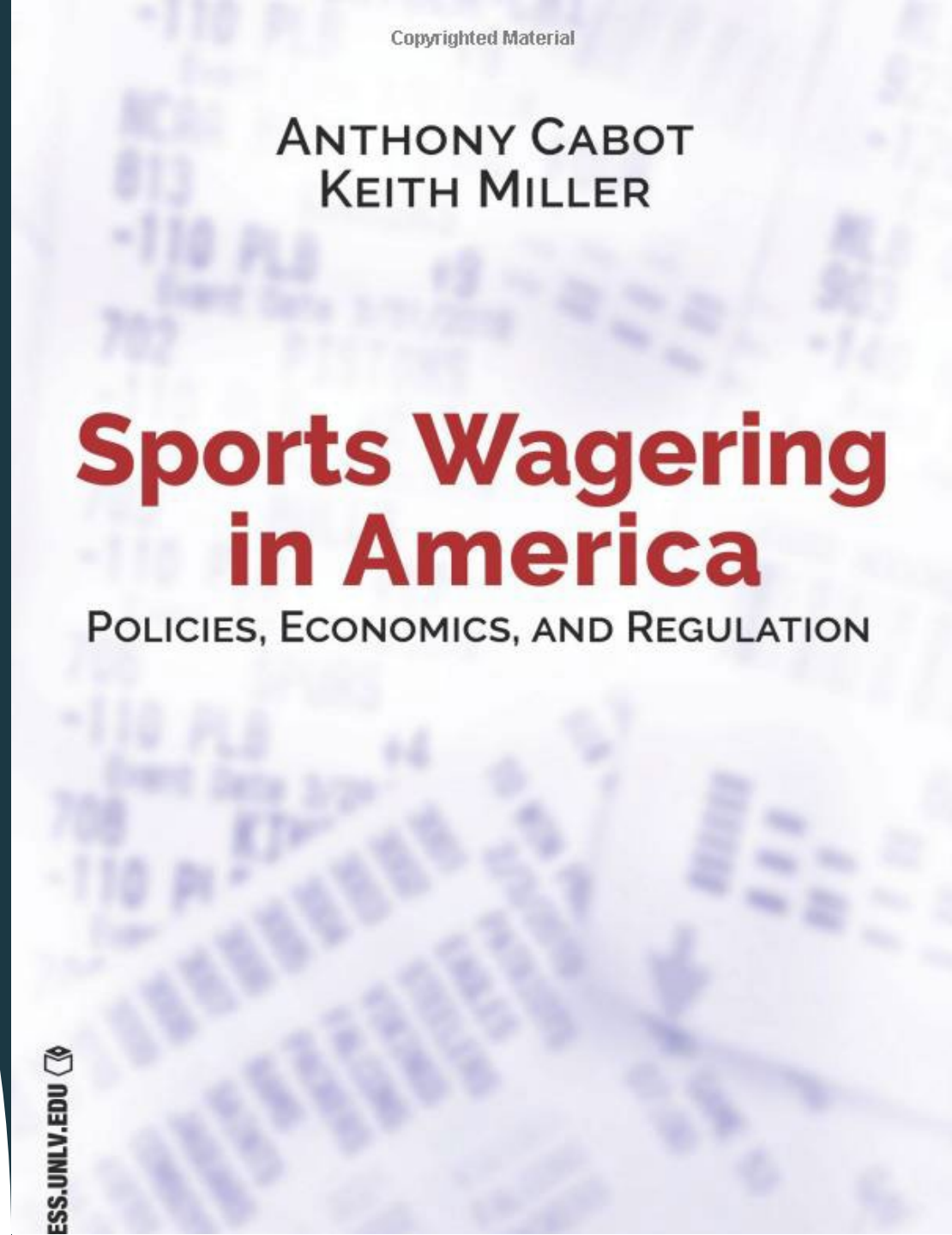
Jonas, B., Leuschner, F., Eiling, A. Schoelen, C., Soellner, R., & Tossman, P. (2019). Web-based intervention and Email-Counseling for Problem Gamblers: Results of a Randomized Controlled Trial. *Journal of Gambling Studies*, 36(4), 1359.
<http://doi.org/10.1007/s10899-019-09914-4>

Resources

- National Council on Problem Gambling
www.ncpgambling.com
- NCPG Offers Recommendations on Sports Betting Partnerships with Colleges (3/23/2021)
- NCPG Gaming Principles for Sports Betting Legislation (March 2018)
- 2018 Sports Wagering Integrity Act

[What you need to know about the Sports Wagering Market Integrity Act \(SWMIA\) of 2018 \(espn.com\):](#)

Resources



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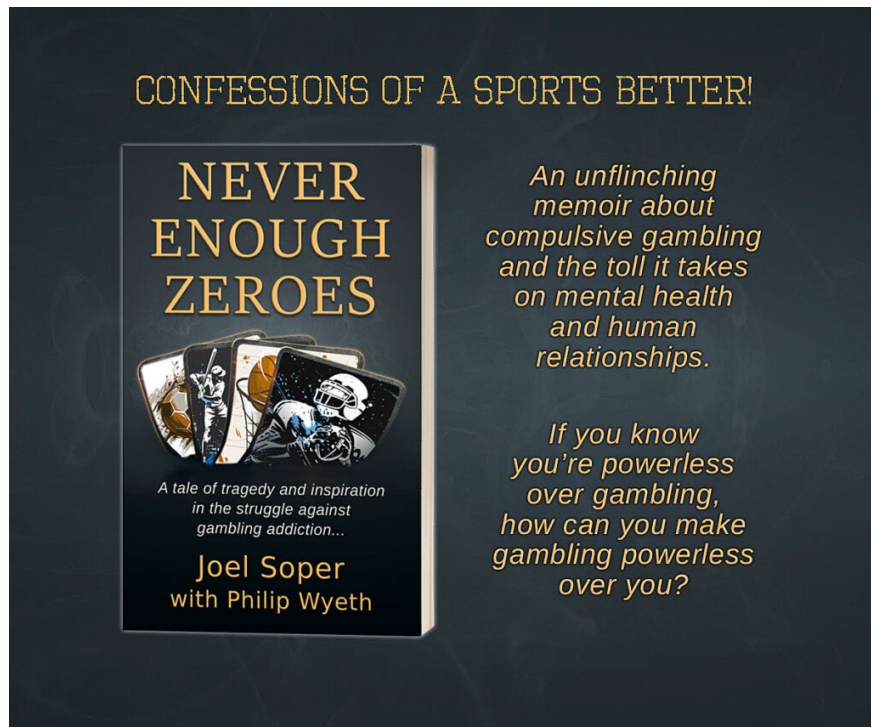
Sports Wagering in America

POLICIES, ECONOMICS, AND REGULATION

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Resources

<https://www.neverenoughzeroes.com/reviews/>



**Resource
(Tertiary Prevention
Resource)**



**THE GAMBLING
DISORDER
TREATMENT
HANDBOOK**

A Guide for Mental Health Professionals

JODY BECHTOLD AND ALYSSA WILSON

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