

**REPORT
SUMMARY**



Prevention Grants for Culturally and Linguistically Diverse Communities evaluation

2018

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Front cover image: Mary Sophou (left) from PRONIA with team members from the 'Gambling - secret no more' project.

This is a summary of the report:

Healey, M, Trickey, K and Clarke, D, 2019, Evaluation of the CALD Prevention Grants Program, First Person Consulting, Melbourne



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Evaluation findings at a glance

PROGRAM-LEVEL IMPACTS

PROGRAM REACH



224

people were engaged through in-depth training sessions or workshops

>24,000

people attended one-off information sessions, presentations, community events and alternative recreation activities

An estimated

445,000

people were reached through broadscale awareness-raising (social media, mass media, newsletters).

PARTNERSHIPS



48

organisations were involved in

55

different partnership arrangements

37

of which were new, suggesting that the Program enabled organisations to establish a range of new relationships.

PROGRAM OUTCOMES

Fully achieved or exceeded:



Increased and/or sustained awareness among target populations of the risks of gambling



Increased awareness of and participation in alternative recreation options



Funded organisations have professional networks to support prevention practice, including a strong relationship with the Foundation.



The capacity of funded organisations increased; they have:

- developed their skills in prevention practice
- are more confident taking on larger prevention projects
- have increased capacity to design and deliver prevention activities

Partially achieved:



Increased awareness of where to seek help among target populations

The Prevention Grants for Culturally and Linguistically Diverse Communities

Research shows that while Culturally and Linguistically Diverse (CALD) communities in developed countries tend to gamble less than the overall population, those who do gamble are more likely to experience harm¹. CALD communities can experience higher degrees of social isolation and therefore vulnerability to gambling harm, as well as stigma and shame – creating considerable barriers to help-seeking.

To address this need and support CALD organisations to come up with local initiatives to prevent and reduce gambling harm in their communities, the Victorian Responsible Gambling Foundation (the Foundation) announced a new grants program in late 2017. The CALD Grants Program (or ‘the Program’), funded 12 organisations a total of \$200,000 from February to December 2018* to deliver a range of activities, aiming to:

- raise awareness within their communities about the risks associated with gambling
- promote help-seeking pathways
- support the promotion and/or provision of alternative recreational activities to prevent or reduce harm.

While the core focus of the Program was to fund projects that aimed to prevent and reduce gambling harm in CALD communities, other aims included: building the capacity of CALD organisations to deliver prevention projects, learning more about what harm looks like in these communities and maintaining a strong element of community ownership throughout funded activities.

Summaries of the 12 funded projects are provided at the end of this document.

First Person Consulting (FPC) were engaged by the Foundation to evaluate the Program and this document provides a summary of their report.

Attendees at an information session about gambling harm run by the Serbian Community Association of Australia.

¹ Dickens, M. & Thomas, A. (2016). Gambling in Culturally and Linguistically Diverse Communities in Australia (AGRC Discussion Paper No. 7). Melbourne: Australian Gambling Research Centre, Australian Institute of Family Studies.

*Some projects required more time and concluded within the first half of 2019





Panel members share their experiences of addressing gambling harm in CALD communities at the announcement event for the grants funding in October 2017.

Evaluation design and methodology

The purpose of the evaluation was to:

- capture outputs from across the funded projects and assess how these contribute to Program-level outcomes
- learn what works in preventing and minimising gambling-related harm in CALD communities
- document the experiences of the funded projects to provide insights into future prevention initiatives.

The evaluators gathered information and data through interviews with project staff and Foundation staff and reviewed the final reports submitted by funded organisations. The interviews with project staff were undertaken at two stages to compare initial goals against end-of-project reflections.

Data was analysed using both qualitative and quantitative techniques. This included aggregating and consolidating quantitative data into tables and figures, while qualitative data was reviewed using thematic and content analysis.

Limitations

There are several limitations influencing this evaluation that should be kept in mind when interpreting the findings:

- most of the data used was provided by project staff rather than collected independently
- given that the body of knowledge on preventing gambling harm is still developing, the evaluation focussed on demonstrating outcomes that were set by the Foundation and the evaluators were guided by project plans. The ability to demonstrate contribution more broadly is limited at this stage.
- funded projects were short-term (nine months) and received small grants (up to \$20,000), making long-term outcomes difficult to evaluate.

Key findings

Strong achievements

There was evidence² that four of the five main Program outcomes were fully achieved or exceeded, while one was partially achieved.

Fully achieved or exceeded:

- increased and/or sustained awareness among target populations of the risks of gambling
- increased awareness of and participation in alternative recreation options
- the capacity of funded organisations increased, they:
 - developed their skills in prevention practice
 - are more confident taking on larger prevention projects
 - have increased capacity to design and deliver prevention activities
- funded organisations have professional networks to support prevention practice, including a strong relationship with the Foundation.

Partially achieved:

- increased awareness of where to seek help among target populations.



Unless you have information that is culturally and linguistically relevant, people just tune out.

– Mary Sophou, PRONIA



The CALD Grants Program is the first prevention grants program delivered by the Foundation that specifically aimed to build the capacity of CALD organisations in the prevention of gambling related harm. While the focus was still prevention, the Program clearly contributed to longer-term strategic needs including learning more about what harm looks like in these communities. It also facilitated activities that reached a range of people at risk of harm (including some that are unlikely to be participants in other grant program activity) and had a strong element of community ownership throughout.

² Achievement of outcomes was determined through a rubric (scoring guide used to evaluate performance) whereby 'achieved or exceeded' meant there was evidence (quantitative and qualitative) of significant change from a mix of sources that triangulate*; 'partially achieved' meant there was evidence of change from a mix of sources (may not fully triangulate); and 'little to no achievement' meant there was little to no evidence for change from non-triangulating sources. Feedback from funded stakeholders was also considered within the rubric.

*triangulate means to facilitate validation of data through cross verification from more than two sources

Broad engagement

A wide variety of different populations were involved in the Program, including established communities, newly-arrived and refugee communities. Based on reporting from funded organisations, collective reach is estimated at:

- **224** people engaged through in-depth training sessions or capacity building activities
- over **24,000** people attended one-off information sessions, presentations, community events and alternative recreation activities
- approximately **445,000** people were reached through broadscale awareness-raising (social media, mass media, newsletters).

In total, there were **48** organisations involved in the CALD Grants Program (12 funded projects and 35 partners including the Foundation) with 55 different partnership arrangements between those organisations. Of these **55** partnership arrangements, 37 were new and 18 were pre-existing. This suggests that the Program has enabled the CALD organisations to develop a range of new relationships that may not have otherwise happened.

Collective outputs from the projects included **128** different face-to-face workshops, information sessions and alternative recreation activities, **27** different print and radio media publications, nine social media posts and **five** different in-language resources for communities. It is important to note that in-language resources have the added advantage of reaching communities and individuals who are unlikely to be reached through other English-based methods such as mainstream media.

Building on existing strengths

The success that the project's collectively achieved, including reach and engagement with a variety of communities, increased capacity to prevent gambling harm. Outcomes related to increases in community awareness of gambling harm and where to seek help, all draw from their strengths in a variety of areas such as;

- partnerships and community networks
- understanding of the target population
- applying the best approaches to prevention where stigma is a concern
- mobilising community champions/leaders and empowering the community to take ownership of the project
- maintaining flexible approaches to project delivery and being innovative.

While funded projects were not expected to produce significant and long-term outcomes (because they received small grants and had a short project timeframe), their achievements highlight that these organisations drew on their strengths to maximise value for money.

Project workers who were interviewed also noted this – expressing that by the end of their project they understood how prevention practice could intersect with their own organisational strengths and direct links to the community.



[Being involved in the Program] definitely increased my capacity in terms of the concept and planning and delivery and the great support from the Foundation was very valuable. Some things will be incorporated now into our future projects. And obviously all of our learnings about the content area too.

– Funded partner



Learnings and recommendations

Key Learnings for funded organisations

APPROACHES TO GAMBLING HARM PREVENTION IN CALD COMMUNITIES

The evaluation found that a capacity-building approach is more appropriate than a service-delivery model (i.e. services delivered by outside organisations) in the case of CALD communities.

COMMUNITY TRUST

Change must be community-led, and trust is a key component of this. Overall, interviewees highlighted the role of trust in enhancing the impact of their project:



We are small, but we work hard and we're on the ground with the community. We already had their trust... We are seen as part of the community because of who we are and how we work, so they are more willing to use our services and trust us... It's time-consuming work and the outcomes are slow but, in the end, you get there, and you have a bigger reach.

– Funded partner



COLLABORATION

Relationships, community networks and partnerships all enable and enhance effective prevention practice:



Working collaboratively with other partners – that was very important for us. Every organisation has different concepts so when we work together, we learn something from each other. We learn from them; they learn from us. And we keep updated together on the issue [of gambling related harm] and the community.

– Funded partner





Further key learnings for funded organisations

Interviewees from funded organisations also cited the following:

- alternative recreation activities can be an effective way to reduce gambling harm by reducing peoples' reliance on gambling as recreation
- prevention work takes time
- it is important to take the time to learn about what harm looks like in your target community before designing and delivering prevention projects
- gender may require additional consideration within diverse cultural contexts
- the media and new communication technologies are powerful tools for prevention work.

Risk factors

HIGH-RISK GROUPS

Minority groups within CALD communities are at higher risk of harm than others. For example, the elderly, young people, and newly arrived migrants or refugees.

COMORBIDITIES

Gambling harm co-occurs with comorbid conditions and concerns, such as depression, trauma, elder abuse and family violence.

ISOLATION

Social isolation in several target cohorts also reportedly led to gambling. This issue was compounded by the fact that venues are very easy to access in areas where there are not many other social or recreational options.

Understanding of gambling and gambling harm

CONFUSION ABOUT DEFINITION OF GAMBLING

There was some confusion within different CALD communities around what is considered gambling.

PERCEPTIONS OF GAMBLING AS A PART OF AUSTRALIAN CULTURE

Newly-arrived groups perceived gambling as a normal part of Australian culture. Due to this, participation in gambling was perceived as a component of assimilating into mainstream Australian culture.

STIGMA

The Program found there are high levels of stigma in many CALD communities. This stigma is a barrier to help-seeking and can complicate raising the topic of gambling harm.

Key Learnings for the Foundation

COMMUNITY-LED APPROACH

A bottom-up, community-led, capacity-building approach appears to work best for addressing the issue of gambling related harms in CALD communities. Given that, and due to the access grassroots ethno-specific organisations have to their communities, they are best placed to participate in and / or lead effective prevention work. Thus, the role of the Foundation becomes one of empowering these ethno-specific organisations to address harm by building their capacity to design and deliver prevention activities to their communities. In addition, organisations who were a direct part of their communities had a faster and more straight-forward time initiating their projects.

MIXED METHODS

In many cases there was confusion about what was considered gambling within CALD communities. This appeared to create a barrier for prevention activities. Broad-scale community education on the issue was perceived as an appropriate approach for addressing this barrier but going forward this needs to be balanced against interventions that can have sustained benefit.

TIMING

Longer term investment is required for sustained change in terms of what harm looks like in CALD communities within Victoria. While some interviewees did highlight the value of the grant as relatively 'small', it is also important to consider the time allocated to delivery as a key aspect of delivery.

HARM APPEARED TO BE INTENSIFIED IN SETTINGS WITH HIGH LEVELS OF STIGMA

Recommendations

The evaluation report provided four recommendations, which are summarised below. The Foundation accepted all recommendations.

1. Maintain and make explicit the strengths-based, community-led approach to the scoping and delivery of projects in CALD communities

FOUNDATION'S RESPONSE: Accepted and work ongoing

2. The Foundation should maintain a similar role in supporting delivery in future CALD-focused grant programs whereby the model is supportive, collaborative, responsive and flexible

FOUNDATION'S RESPONSE: Accepted and implemented

3. Encourage organisations to consider different ways of incorporating alternative recreation into prevention projects in CALD communities

FOUNDATION'S RESPONSE: Accepted and work ongoing

4. Maintain the emphasis on partnerships for all new projects.

FOUNDATION'S RESPONSE: Accepted and implemented

Conclusion and next steps

The inaugural CALD Grants Program delivered on most of its goals.

It raised awareness within CALD communities about the risks associated with gambling, promoted help-seeking and provided alternative recreational activities to prevent and reduce gambling harm. The Program also contributed important new learnings about gambling's impact on CALD communities and improved the capacity of funded organisations to prevent gambling harm.

The insights gained by the Foundation will benefit future programs, particularly those involving CALD communities. In particular;

- findings from this evaluation both informed and confirmed the service model developed for the state-wide multicultural service
- the Foundation's Prevention Partnership (grants) Program 2019–21 strongly encouraged applications from organisations who were led-by and work with CALD communities. Of the fourteen projects funded, eight of these were focussed on CALD communities
- the Foundation also continues to support CALD communities by funding Gambler's Help services across Victoria to engage communities at-risk of or affected by gambling harm and provide services in-language to people from CALD backgrounds.

All the above work is underpinned by a strengths-based, community-driven approach; a collaborative and flexible model; the incorporation of alternative recreation and an emphasis on partnerships.

Certain topics warrant further exploration, including specific sub-populations at risk within CALD communities; co-occurrences with other issues or risk factors such as social isolation and the normalisation of gambling in Australian culture and associated impacts for newly-arrived communities.

Vietnamese community members participating in the Springvale Indo-Chinese Mutual Assistance Association project



The funded projects

Twelve organisations had projects funded through the CALD Grants Program. The Foundation is grateful to all of them for their outstanding work in reducing and preventing gambling harm in their communities.

The GAME: Gambling Awareness for Multicultural Empowerment

ALBURY-WODONGA ETHNIC COMMUNITIES COUNCIL INC (AWECC)

In consultation with community, this project trained a number of community members as “gambling awareness champions” who then helped to deliver workshops which aimed to inform CALD communities on how gambling works, how to identify gambling harm and what they can do about it. The project also raised awareness of gambling harm through dissemination of culturally appropriate print and online resources.

Pleasure for Leisure: social club for Arabic-speaking people wanting to have fun and learn

ARABIC WELFARE

Pleasure for Leisure incorporated recreational and community/social principles to rebuild vital community connections for newly-arrived (Iraqi/Syrian) refugees and migrants of diverse Arabic-speaking backgrounds, who had recently settled in Northern Metropolitan Melbourne. Nine exercise and recreational sessions were held over 10 weeks, which also included information provision on topics such as settlement issues, mental health and gambling.

CALD Gambling Prevention for Vietnamese

AUSTRALIAN VIETNAMESE WOMEN'S ASSOCIATION (AVWA)

This project aimed to raise awareness of gambling harm within the Vietnamese community by working in partnership with LINK Health and Community, through the Three Sides of the Coin project. Together, AVWA and LINK Health organised a series of creative workshops in both English and Vietnamese. These, in turn, led to the development of four theatre performances aimed at reducing stigma associated with gambling harm and encouraging help seeking.

Tackling Problem Gambling in the Cambodian Community in the City of Greater Dandenong

CAMBODIAN ASSOCIATION OF VICTORIA (CAV)

Through community forums, social events and training sessions, this project focused on those aged over 55 years. It encouraged social connections in non-gambling environments, raised awareness about gambling harm and trained Cambodian leaders to understand the risks associated with gambling and how to support and reach out to affected community members.



Learning and partnership development were key elements of the program



Simulated Gambling, Games and Adolescence

GEELONG ETHNIC COMMUNITIES COUNCIL (DIVERSITAT)

This project aimed to raise awareness of the links between gaming and gambling and associated risks for adolescents. Project activities included a survey of 450 online gamers, an education session with Macedonian community elders and consultations with media students aged 15-18 years.

These consultations informed the development of a video resource which will be used in future to raise awareness about in-game purchases and potential links to gambling and for financial literacy education with CALD communities.

Don't bet on it

ETHNIC COMMUNITY BROADCASTING ASSOCIATION OF VICTORIA (3ZZZ)

The Ethnic Community Broadcasting Association of Australia, using the station 3ZZZ, ran a media campaign directed at CALD communities to raise awareness of gambling harm. This included a series of announcements to provide information about gambling harm, what you can do and where to seek help, interviews with professionals (e.g. a Gambler's Help counsellor) and interviews with community members who have had difficulties with their gambling.

By New Settlers for New Settlers (BNS4NS)

MIGRANT RESOURCE CENTRE NORTH WEST

In collaboration with community leaders, the BNS4NS project worked with newly arrived refugee and asylum seeker communities – Chin, Iraqi, African (Sudanese, Horn of Africa) and Bhutanese – in the North and West of Melbourne. Through information sessions, the development of video clips and help cards, the project sought to increase awareness of gambling harm and build a better understanding of support available.

Gambling – Secret No More

AUSTRALIAN GREEK WELFARE SOCIETY (PRONIA)

Through this project, PRONIA delivered a series of bilingual forums, information sessions and presentations to the Greek community in the City of Monash and City of Whittlesea. Panel members included Gambler's Help Therapeutic and Financial Counsellors and people with lived experience of gambling harm. Other activities included providing information on gambling harm and support services through radio broadcasts and articles in Greek newspapers.

Addressing Problem Gambling in the Serbian Community

SERBIAN COMMUNITY ASSOCIATION OF VICTORIA

This project aimed to address the issues of gambling in the Serbian community by increasing awareness, promoting help-seeking and organising social activities. Project activities included consultations with community leaders, information sessions with Gambler's Help, development of a brochure on gambling harm in Serbian language, in-language messaging through radio and newspapers and social and recreational activities.

Prevention through Education, Inclusion and Engagement

SOMALI AUSTRALIAN COUNCIL OF VICTORIA (SACOV)

In consultation with community leaders, this project sought to prevent and reduce gambling harm among the Somali community in Heidelberg West by developing strategies to create a “community conversation” about gambling harm and break cultural barriers that prevent access to services. Activities included staff training by Gambler’s Help North (Banyule Community Health), a young people’s forum, gambling awareness session and parents’ forum.

Vietnamese Group in Action

SPRINGVALE INDO-CHINESE MUTUAL ASSISTANCE ASSOCIATION INC. (SICMAA)

The ‘Vietnamese Group in Action’ project established a photo-making group with Vietnamese community members and ran two introductory programs on multimedia, PowerPoint and digital cameras. Monthly information sessions were also provided on a range of topics including financial counselling. The project concluded with a launch of a 2019 calendar, which incorporated the group’s photos.

Know the Odds

VICTORIAN ARABIC SOCIAL SERVICES

The Know the Odds project provided educational sessions and organised group activities to (primarily) Arabic-speaking people under 30 years of age. This included workshops with secondary school students that focused on reducing isolation, youth service events to raise awareness of local support services and recreational activities (such as indoor soccer and a World Cup screening) which provided an alternative to gambling and built social connections.

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