



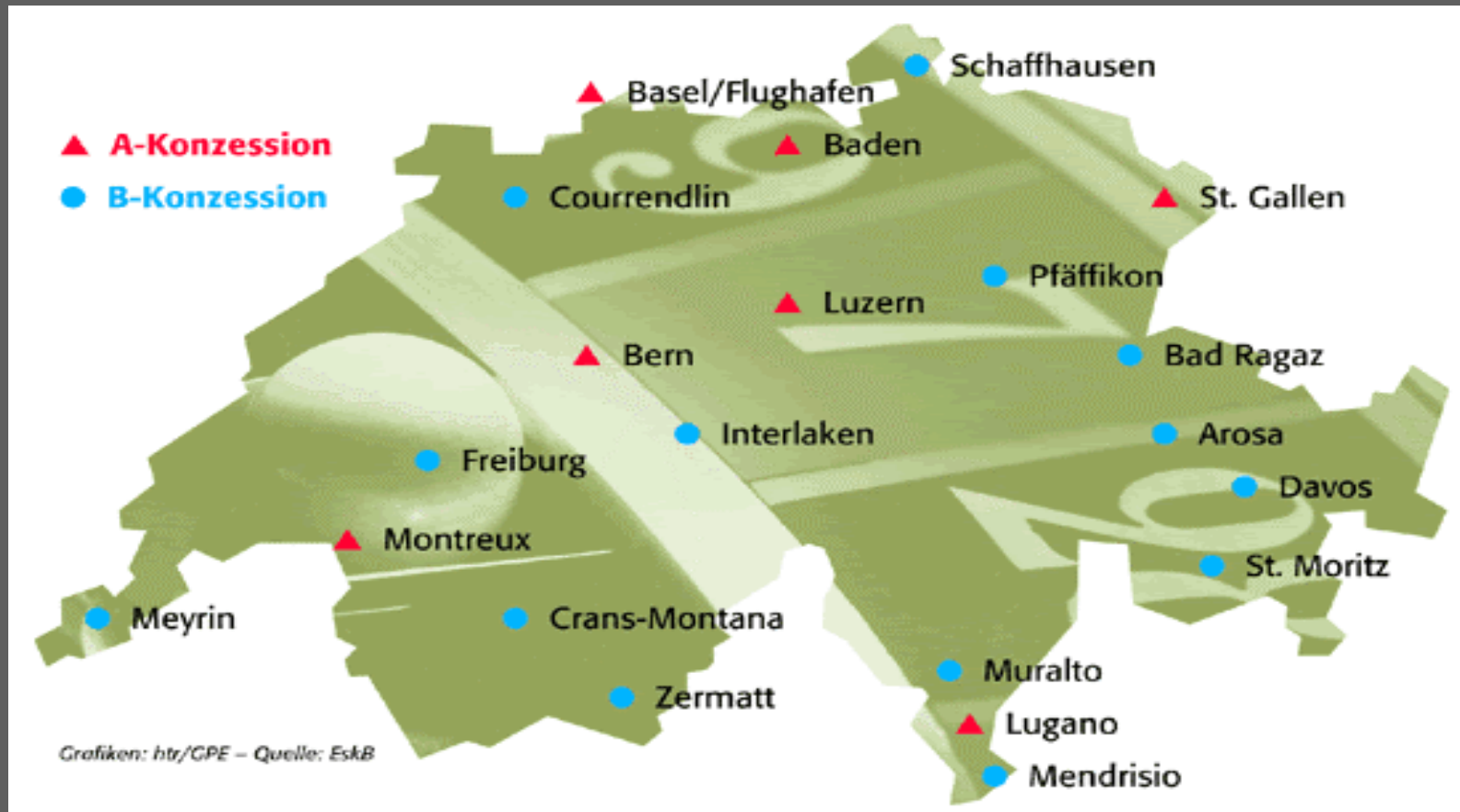
# The Social Concept: A Prevention Model in a Swiss Casino

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# 22 new Casinos in Switzerland



# Federal Act on Casino

## ⇒ Prevention

- Information on the risks of gambling
- Information on available assistance
- Checklist for self-diagnosis
- Bans (self-and imposed)

## ⇒ Staff training

## ⇒ Research and documentation

## ⇒ Cooperation with organisations active in prevention and treatment of addictions

# Prevention in the casino (1)

## ⇒ Staff training

- 1 day basic training for the staff as a whole
- 2 days for the staff involved in gaming (raising awareness on how to detect guests at risk)
- 3 days communication training for managers who approach problem gamblers (counselling session)

## ⇒ Support through coaching and supervision

## ⇒ Yearly refresher courses

# Prevention in the casino (2A)

- ⇒ Gambling bans
  - Self ban
  - Imposed ban
- ⇒ Monitoring
- ⇒ Procedure for ban lifting

# External prevention

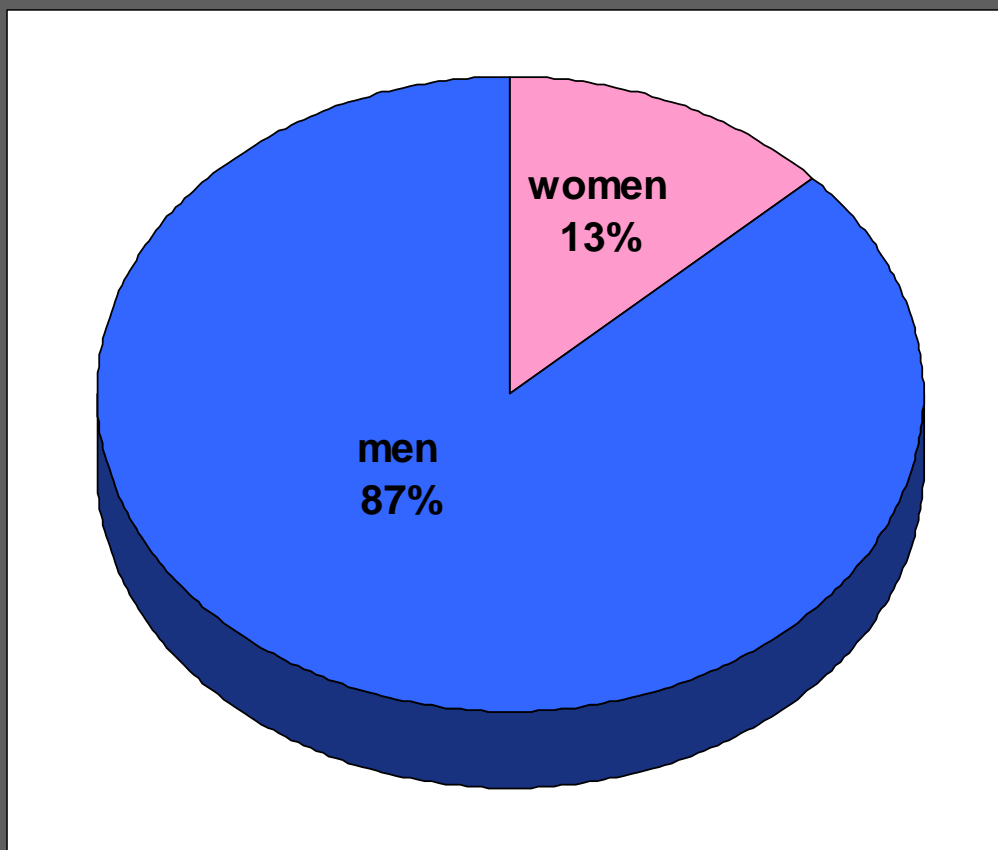
- ⇒ Awareness campaign for the population
- ⇒ Help line
- ⇒ Web site: [www.giocoproblematico.ch](http://www.giocoproblematico.ch)
- ⇒ Formation and sensitizing of the operators
- ⇒ Formation of youth
- ⇒ Coordination and cooperation with the external support network

# Research and collection of data on problem gambling

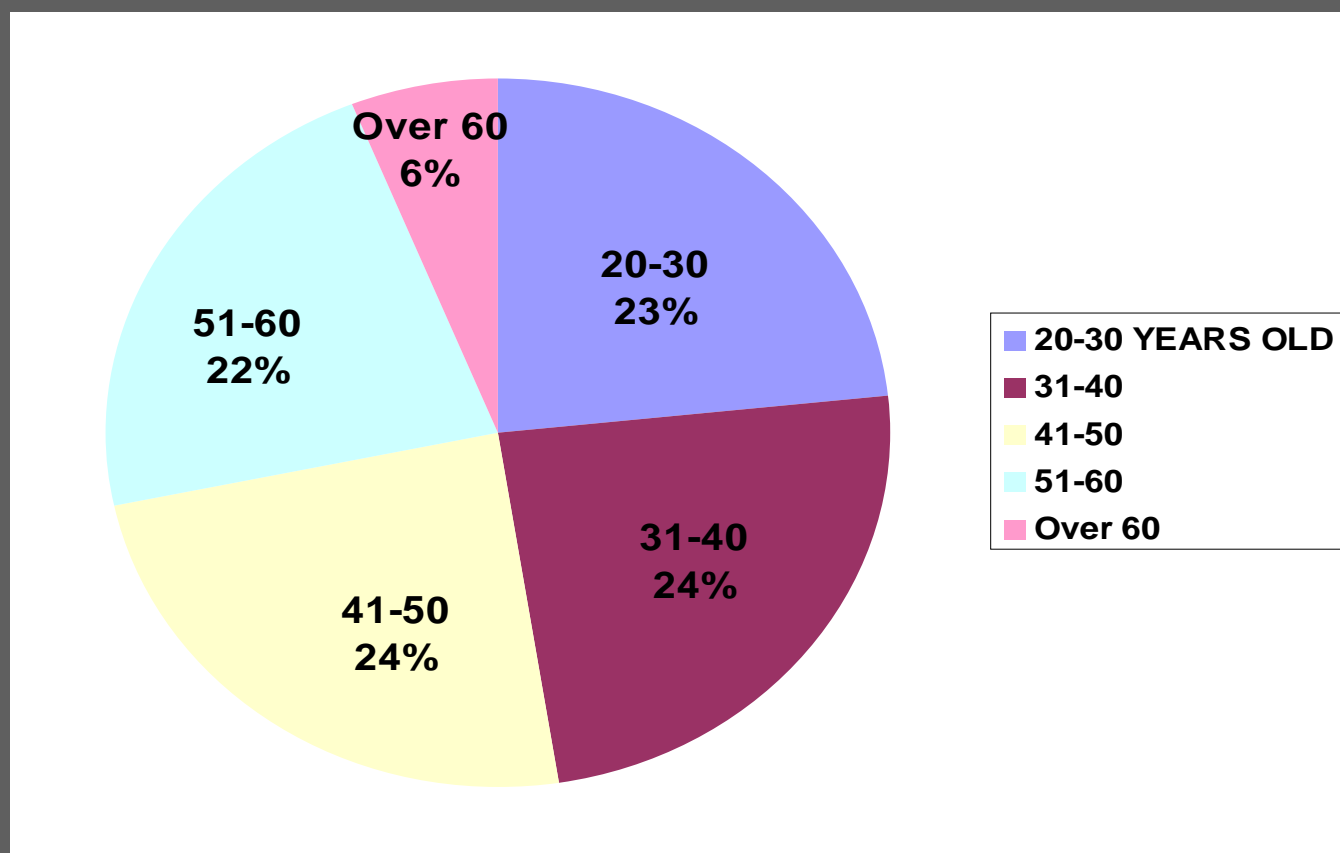
## ⇒ Some data on our casino

- 15 % of the habitual patrons are problem gamblers;
- 11 % are pathological gamblers
- Identikit: Men, 21-30 years old, tourism, industrial and construction workers, working full time, modest educational attainment, single.
- 673 self bans; 128 imposed bans (1993 – 2002)
- Lifting ban 2003:
  - 47 persons: 13 - , 34 +

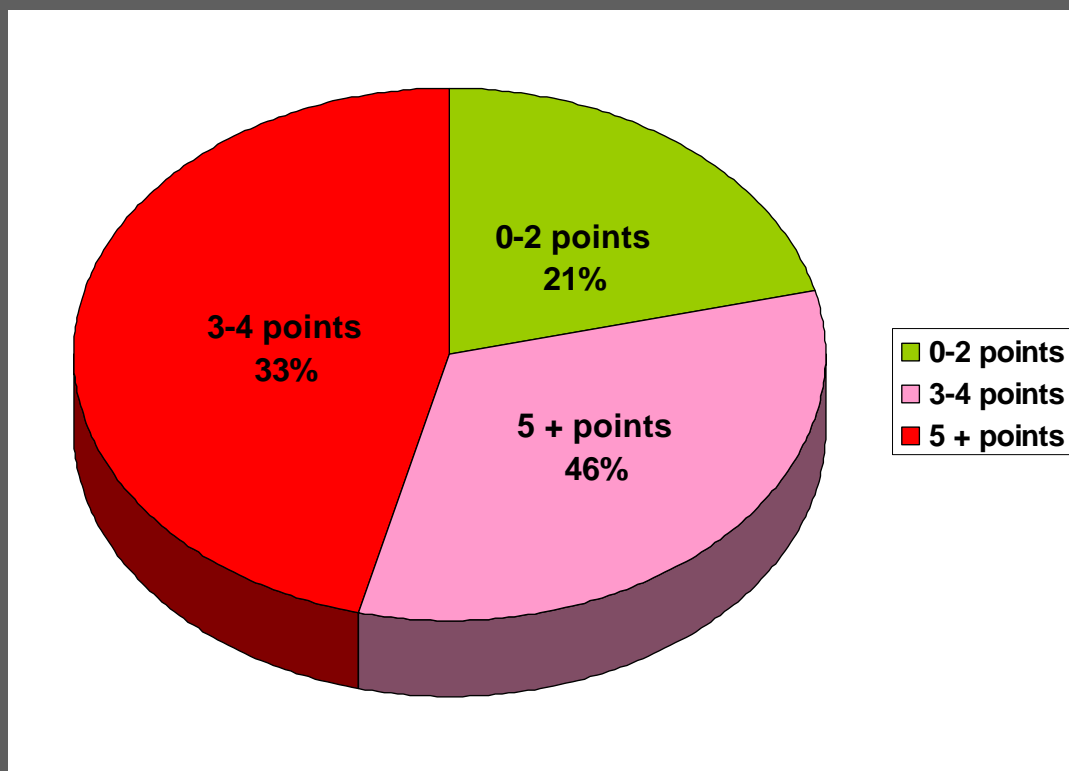
# Data on gambling Bans 2003 By Gender (N=87)



# Data on Gambling Bans 2003 By age (N=87)



# DSM-IV Screening 1 (N=76)



# DSM-IV Screening 2 (N=76)

⇒ 1. Loss of control (19%)

Chasing (19%)

⇒ 2. Tolerance (15%)

⇒ 3. Loss of important relations  
(11%)

# Data on Gambling Bans 2003 (N=87)

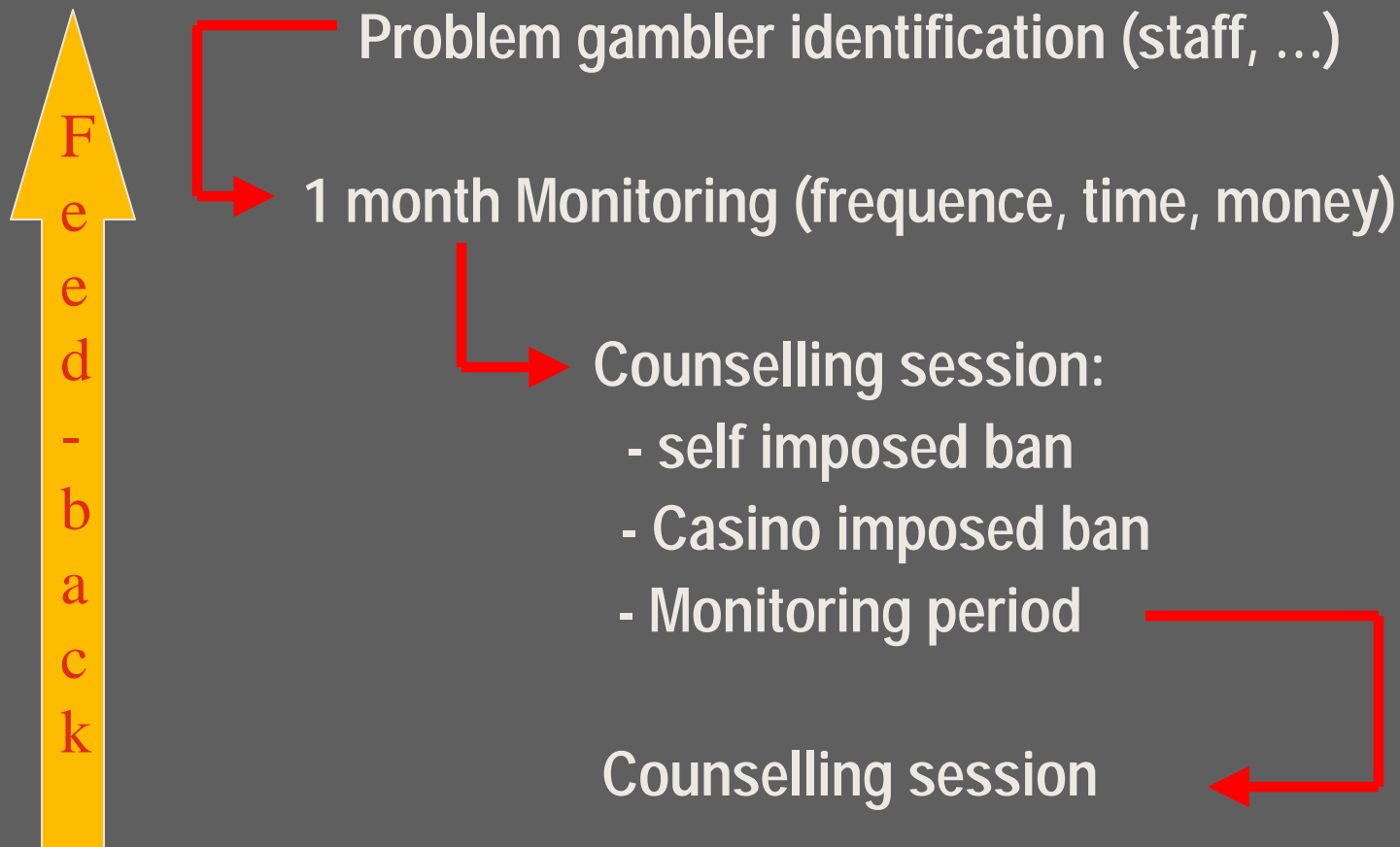
## REASONS

- ⇒ Prevention (42%)
- ⇒ Uncontrol gambling (33%)
- ⇒ Financial problems (17%)
- ⇒ Family problems (8%)

## GAME

- ⇒ Slot machines (74%)
- ⇒ Roulette (18%)
- ⇒ Black Jack (8%)

# Research on the effects of the counselling session



# Method

## SAMPLE

12 regular casino gamblers

- ➔ 6 persons received counselling session and feedback on their gambling habits (experimental group)
- ➔ 6 no feedback, counselling (control group)

# HYPOTHESIS

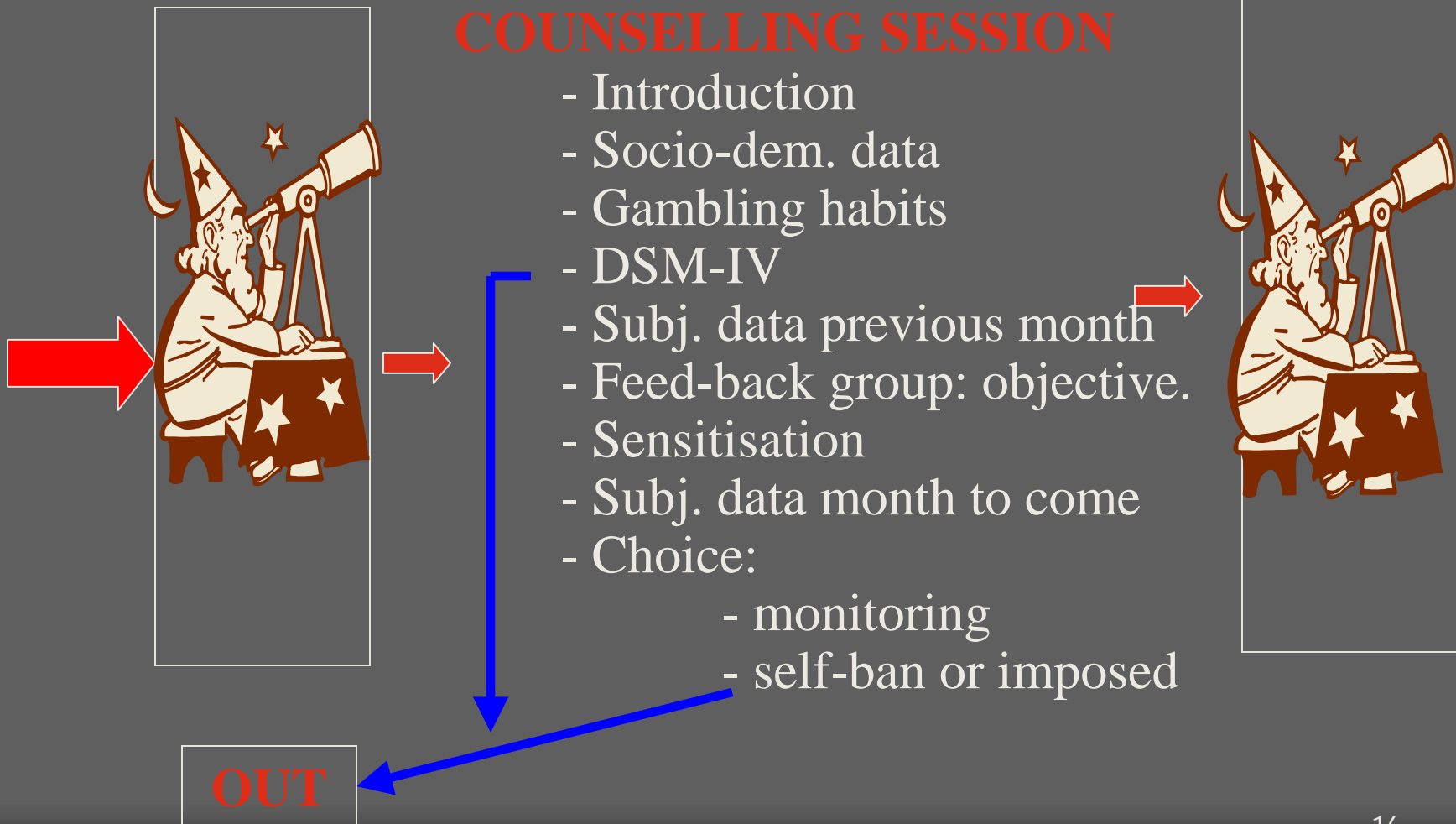
Positive effects of counselling session on pathological gamblers

- ⇒ The Experimental participants should have a greater reduction of gambling activities (time, frequency and money) than the control participants

# PROCEDURE and INSTRUMENT

## COUNSELLING SESSION

- Introduction
- Socio-dem. data
- Gambling habits
- DSM-IV
- Subj. data previous month
- Feed-back group: objective.
- Sensitisation
- Subj. data month to come
- Choice:
  - monitoring
  - self-ban or imposed



# RESULTS

## SOCIO-DEMOGRAPHIC DATA

12 regular casino guests

- ⇒ 7 males, 5 females
- ⇒ 60% married, 75% have children
- ⇒ 42% Swiss, 33% Italian
- ⇒ 83% apprenticeship level
- ⇒ 75% full time workers; average monthly income = 4'000 Euro
  - DSM-IV: mean score 6

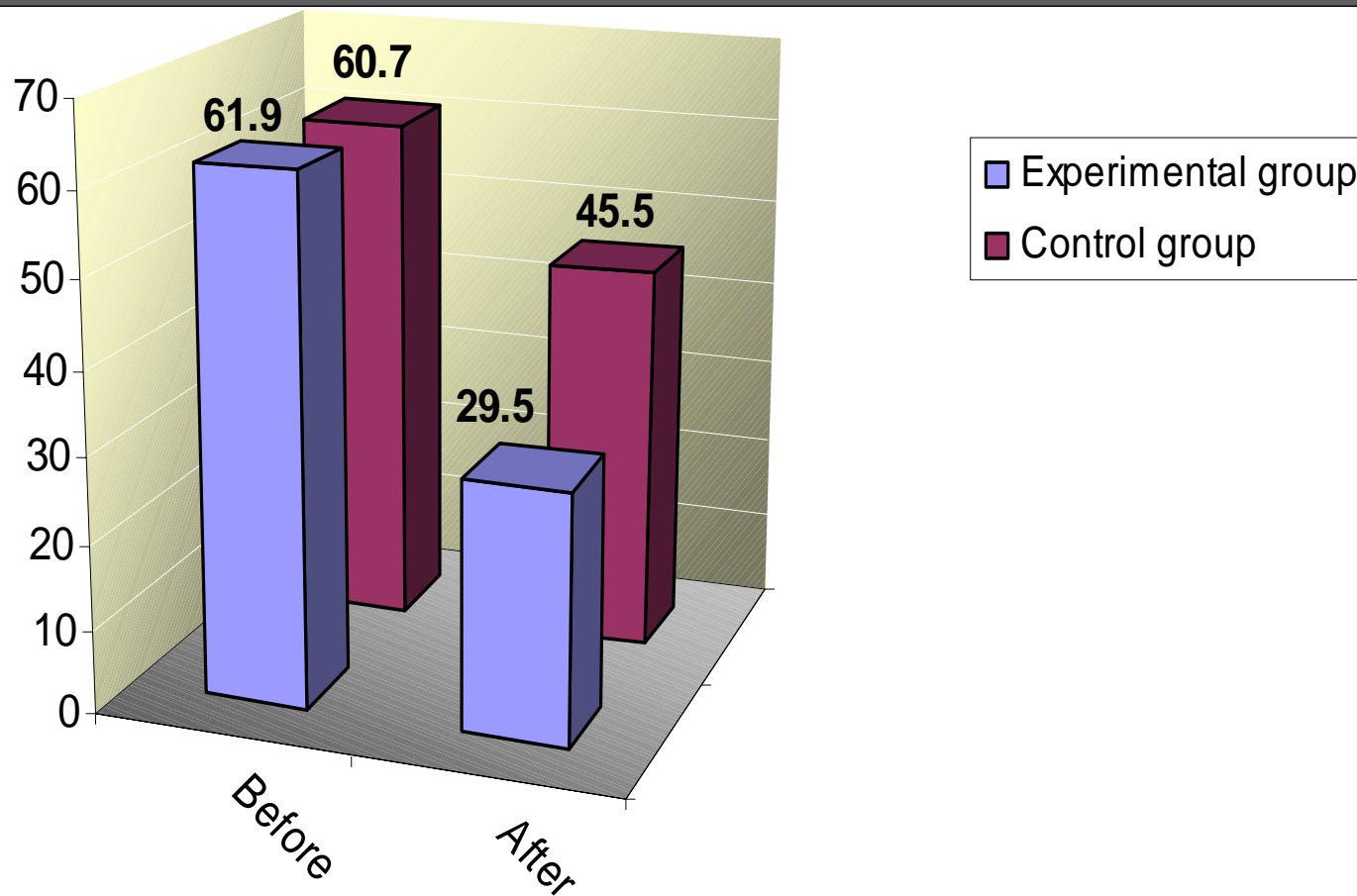
# RESULTS

## GAMBLING HABITS

- ➔ 9 subjects gambling for 9 years or longer
- ➔ 4 already barred themselves once before
- ➔ 1 banned and readmitted 5 years before
- ➔ 11 subjects play video poker machines
- ➔ 7 play other forms of gambling
- ➔ 5 had antecedent family gambling problems

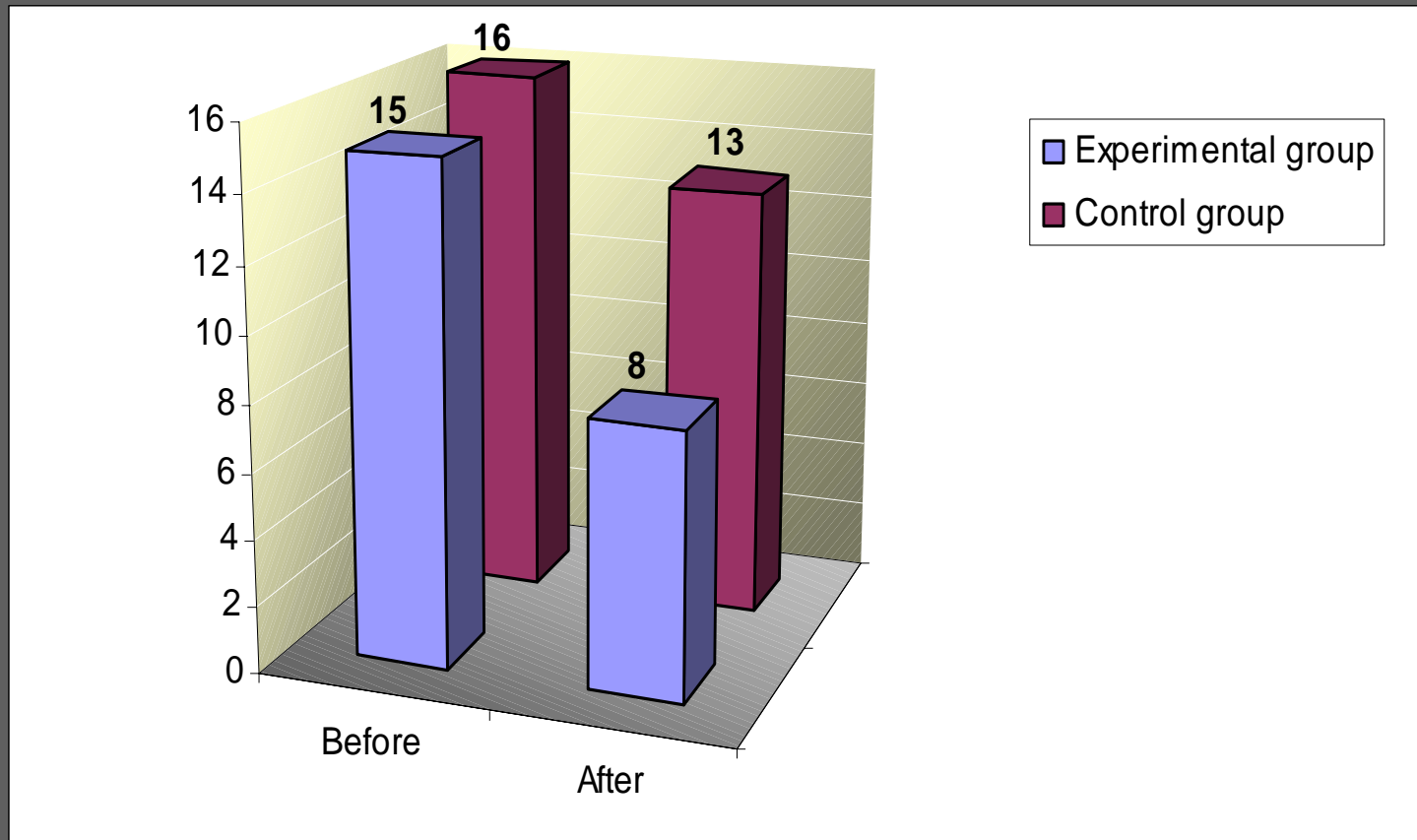
# RESULTS

## Mean monthly hours b/a counselling session



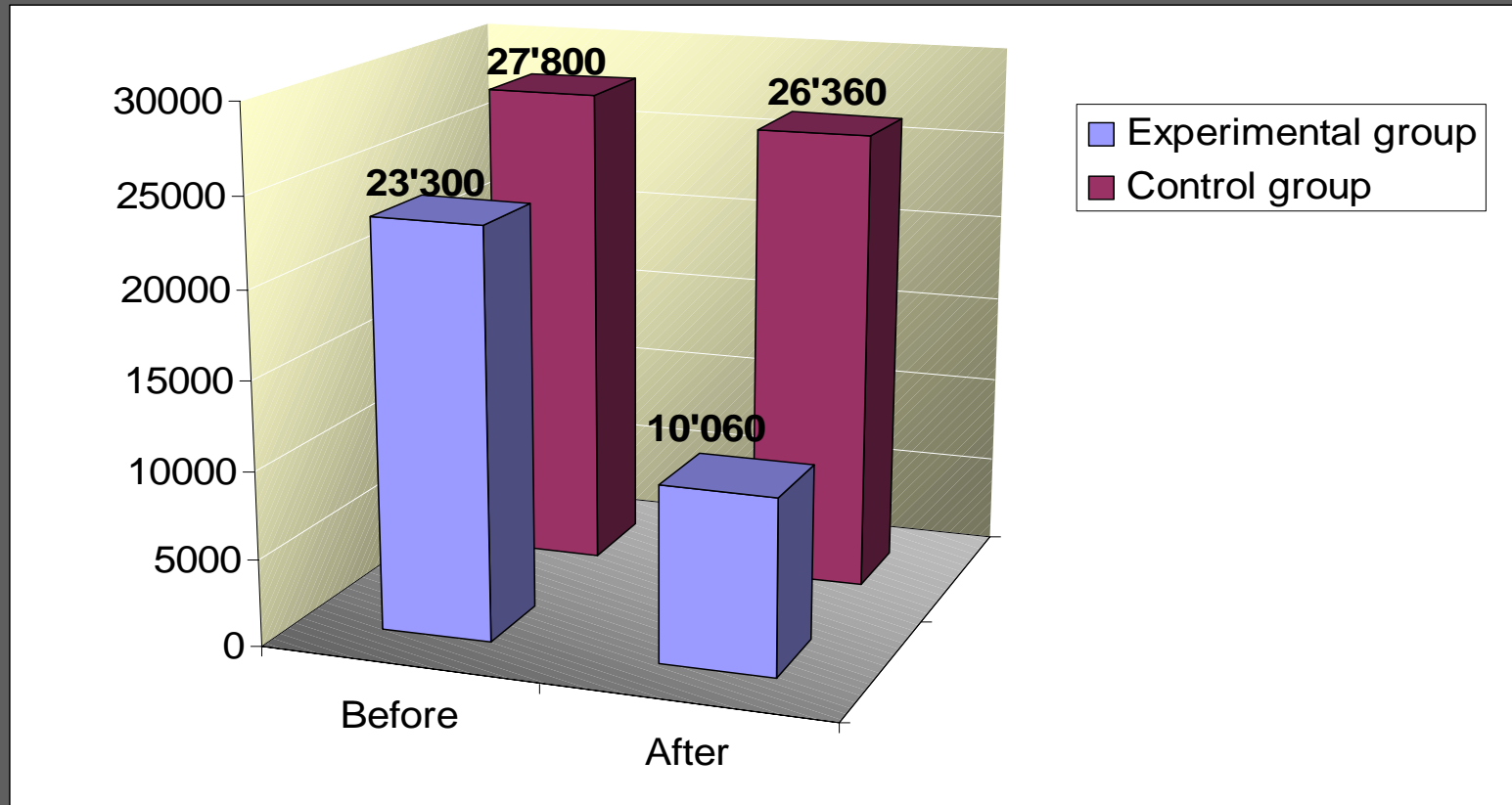
# RESULTS

## Mean monthly frequency b/a counselling session



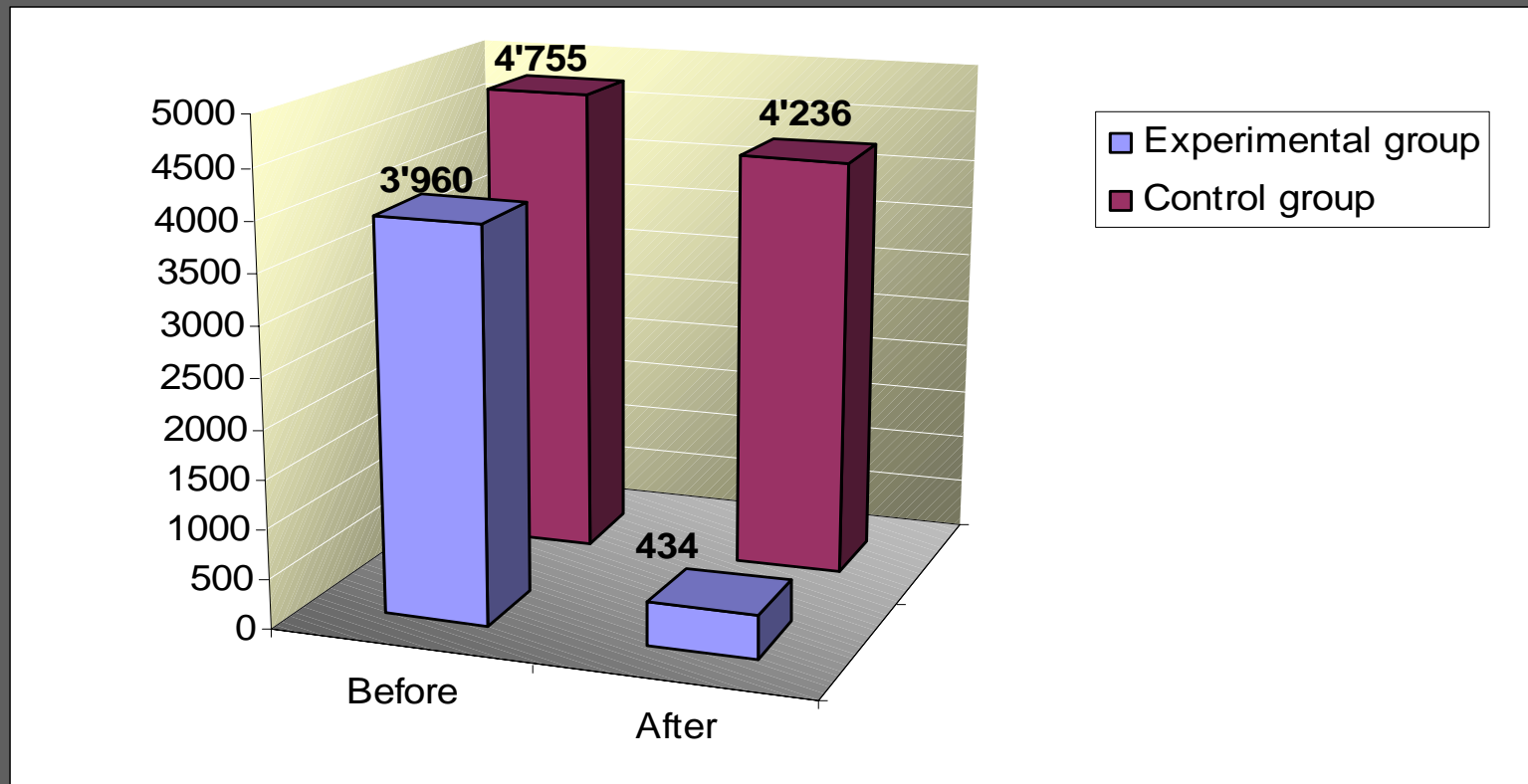
# RESULTS

Mean monthly wagered money b/a  
counselling session



# RESULTS

## Mean monthly losses b/a a counselling session



# RESULTS: patron's predictions and objective data

	predicted	measured
Hours exp. Gr.	17	29.5
Hours ctrl. Gr.	18	45
Visits exp. Gr.	8	8
Visits ctrl. Gr.	6	13
Losses exp. Gr.	925	433
Losses ctrl. Gr.	521	4'230

# Consideration

- Positive results obtained on all measures.
- Additional participants should be included
- More than 50% of the subjects requested spontaneously a self-ban procedure
- Most of them found it useful
- Time spent monitoring subjects need to be reduced

# Social concept and marketing



lo mi sto preparando.  
E voi?

Silvia, 28 anni, Croupier

 CASINÒ LUGANO  
dal 30 novembre

The image shows a woman named Silvia, 28 years old and a croupier, relaxing in a bathtub. She is holding a red sponger and has her legs raised. The bathtub is decorated with various items, including a red towel, a yellow rubber duck, and a small red heart. The background is a bathroom setting with a white wall and a window with white curtains. The text on the right side of the image is in Italian and promotes the opening of Casinò Lugano on November 30th.

# Conclusions

⇒ Switzerland has

- A good law
- Too many casinos
- Social concepts
- A saturated gambling market

...and in the future?