

Virginia Needs Assessment for Problem Gambling Prevention

Information Sheet for Environmental Scan Participants

The Virginia Department for Behavioral Health and Developmental Services (DBHDS) and OMNI Institute are working together to better understand local community needs for problem gambling prevention. One of the goals is to document where adults and youth are seeing advertisements for gambling and what these messages look like in different communities. This effort is called an Environmental Scan.

Importantly, different demographic groups, like young people, are targeted differently by advertisers and may be using different media platforms. Therefore, we are asking both youth and adults to volunteer to collect data on where and how frequently they are seeing gambling advertisements. The information that is collected will help DBHDS and local Community Service Boards (CSBs) target efforts to prevent problem gambling and gambling disorders. Please find important information about participation below:

- Your/your child's responses will be anonymous. The only personal information that will be collected from participants is their age and their town or county to help us assess what differences there may be between age groups and regions. All data will be combined with other participants and no individual person's data will be shared publicly.
- You may use e-mail to communicate with your local CSB about your/your child's participation. CSBs are the only ones who will have access to your e-mail address and will only use them for the purposes of facilitating participation. Your e-mail address will not be shared with anyone else.
- We will not ask you/your child to change your media habits, search for gambling-related topics, or engage in time-consuming activities. The goal is to understand what you are seeing (or not seeing) when you watch TV, use social media, listen to music, and engage in other everyday media use. We will ask you/your child to track on the worksheet how many advertisements you've seen, whether they have certain content, and similar questions.
- There are not expected to be any risks associated with participating in this project beyond those in everyday life. There may be the benefit of becoming more mindful of media-consuming habits and advertisements that you are exposed to. Beyond this, no broader impacts are expected.
- You may choose not to participate in this project at any time with no impact to any services you may receive at your CSB.

Results from this effort will be shared as a part of a larger report at the end of the project. This report will be publicly available through both DBHDS and OMNI.

If you have any additional questions participation, please contact OMNISupport@omni.org. Thank you for your willingness to support this important prevention effort!