

Tailoring Your Knowledge Translation Strategies for Your Intended Users

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Center on
**KNOWLEDGE TRANSLATION FOR
DISABILITY & REHABILITATION RESEARCH**

There's No Age Limit for Gambling Harms

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RGC: All in for Safer Gambling



- Independent, non-profit organization
- 35+ years of research, prevention, education, and policy guidance
- Providing global insights on responsible gambling (RG)
 - In-depth knowledge of leading practices across many jurisdictions
- Working with all stakeholders: regulators, industry, treatment providers, families, and players to prevent problem gambling and reduce its risks

Gambling Risks for Older Adults

- Older adults are at an increased risk of experiencing gambling harms due to:
 - Limited financial resources (i.e., living on a fixed income)
 - Loneliness and/or isolation (coping with loss/death of spouse, family, and friends)
 - Limited leisure options (i.e., social opportunities that gambling provides)

Project Summary

- The Older Adult Program Gambling Awareness Project involved the development of a poster campaign and an accompanied pamphlet to educate older adults, their families, and professionals (i.e., human services providers, community agencies, health care providers, etc.) about gambling.



Project Aims

- The poster campaign aimed to:
 - **Increase awareness** of the risks of gambling and relevant sources
 - **Increase knowledge** of low-risk gambling strategies and elements of lower risk play
 - **Prevent** the impact of **gambling harms** on older adults in Ontario



Focus Groups

- Focus groups were conducted to get the target audience perspective to tailor a product that was effective
- 2 focus groups
 - Caribbean Seniors
 - PEAPN (Peer Elder Abuse Prevention Network)



Focus Group Questions

- What is gambling?
- What types of gambling games are you familiar with?
- When is gambling a problem?
- What are the needs of older adults in relation to problem gambling?
- Is there enough information available about this issue?
- Are there barriers to accessing information/services/support that we should be aware of?

Focus Group Questions (cont'd)

- What information should this awareness kit include?
- What languages should this kit be translated to?
- What is the best way to reach older adults?
- How should we share this awareness kit?
- Who should we share this awareness kit with?

Key Themes from Focus Groups – Content Specific

- Lack of accessible education about gambling in general
- Lack of information/education about harms, warning signs, and impact
- Stigma surrounding the topic of gambling
- Needs to be reflective of the community
- Information for families



Key Themes from Focus Groups – Delivery Specific

- Poster needs to include:
 - Harms
 - Key short messages
 - Large print
 - Resources
 - Attention-grabbing images that relate to the community

Best Way to Reach Older Adults

News

Doctors' offices

Libraries

Churches/places of worship

Community centers

Seniors' homes

Banks

Government resources

Newspapers (could be culturally specific)

Importance of Engaging Target Audience

- Identify gaps in research when tailoring products
- Tailor products specifically to the needs of the target
 - Identify best ways to reach target
 - Identify specific delivery methods
 - Identify specific content to use when developing products
 - Identify suitable language to use
- Develop a product that will be beneficial for target audience



Q&A

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