

The development of a disclaimer to accompany marketing and recruitment efforts for gambling products

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Conflict of interest statement

- This work was supported by funding from the Dutch governmental department of Justice and Security.
- The authors report research funding from Dutch governmental departments and Dutch scientific grant agencies in various projects to study and address the negative and positive effects of games, gambling, and media use.

No direct financial links to gambling industry or gambling affiliates:

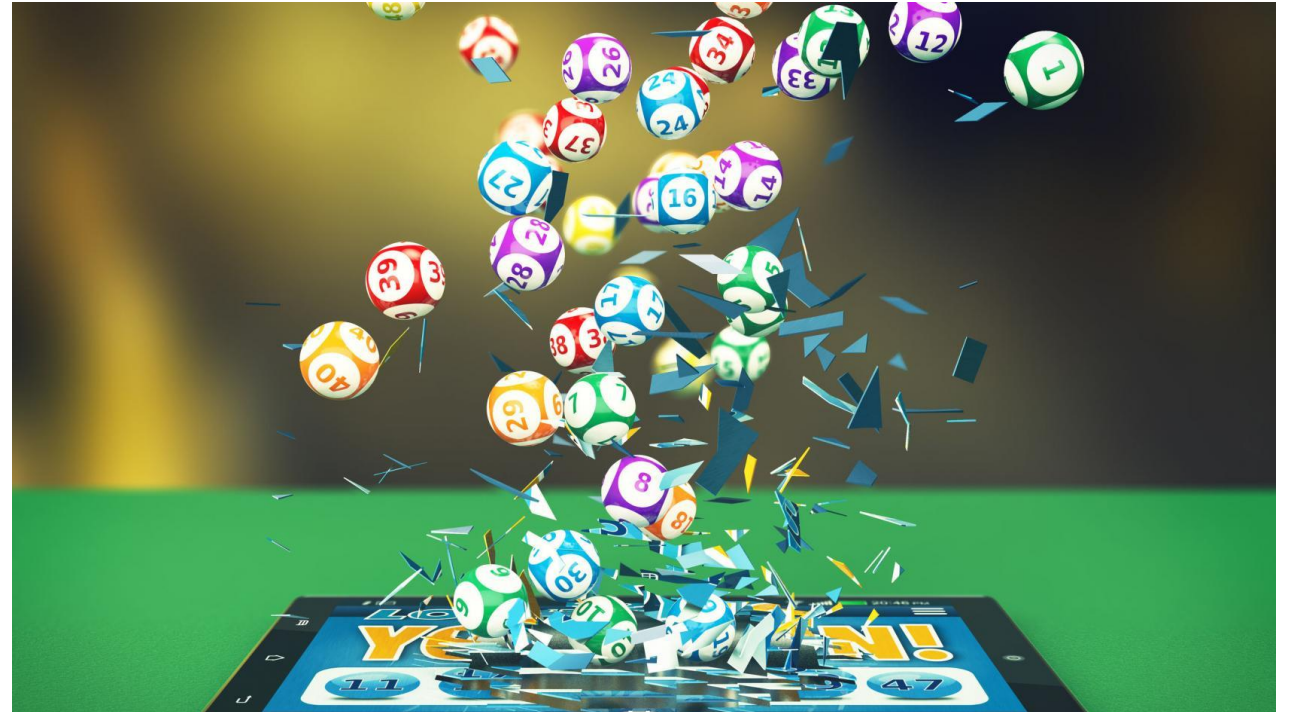
- Trimbos Institute in general and the authors specifically do not receive direct funding from the gambling industry for gambling related research, prevention, and education.
- Trimbos Institute occasionally receives honoraria for speaking engagements by the authors on gambling-gaming-digital balance, but **not** from the gambling industry itself.

Disclaimer for this presentation

- No research findings
- Describing the development process based on behavioural change principles
 - What can you do and what not?
- Some parts in Dutch
- Take-away: how to develop a warning text, not just for gambling, but for other public health areas as well

Context – the Dutch gambling market

- Legalisation of **online gambling** in 2021 in the Netherlands
- One year after opening: higher turnover than estimated, average online loss of **€153** a month
- No official numbers on gambling problems, BUT signals from practice



New warning text

- One element of the new legislation: development of a new warning text
- To replace the old disclaimer “Play responsibly, 18+”



- Structured development by Trimbos Institute and a behavioral change organisation (Dijksterhuis and van Baaren)
 - Based on scientific insights and theories on behavioural change

Phase 1 – Identify goal of the disclaimer

- To warn about the risks of gambling
- to prevent problematic gambling
- but NOT to prevent gambling behaviour in general

Phase 2 – Explore the psychological landscape

- Warning text goals → improving **knowledge**, changing **attitudes**, or changing **behaviour**
- Relevant risk factors that you **cannot** change with a warning text:
 - Certain personal factors
 - Social (environmental) factors
 - Characteristics of the game

Phase 2 – Explore the psychological landscape

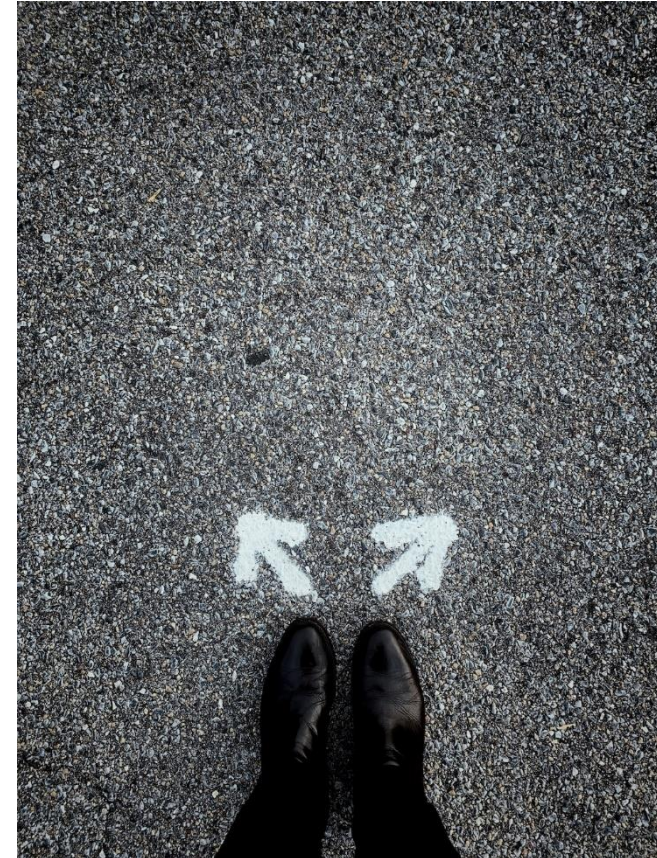
What **can** you target?

- Illusion of control
- Incorrect risk perception
- Overestimation of winning chances
- Lack of knowledge on winning odds and consequences
- Positive social norm
- Self-efficacy

Phase 3a – Set up checklist with requirements for the warning text

A warning text should...

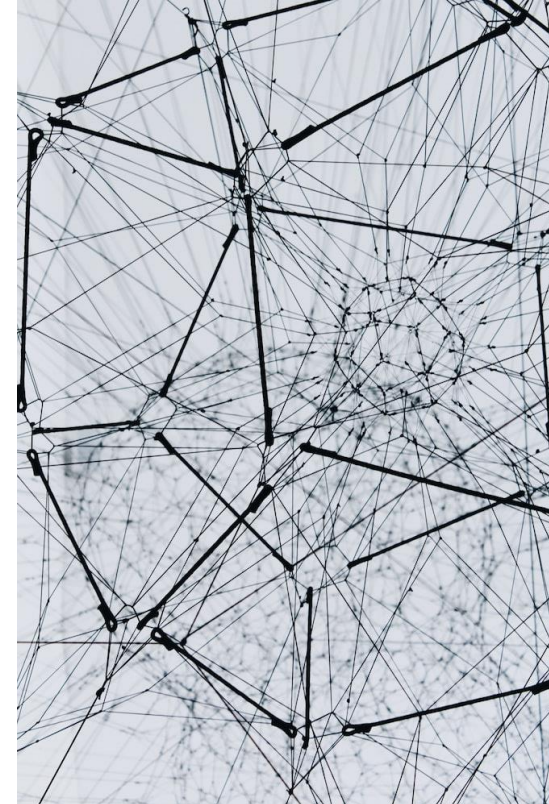
1. attract attention
2. activate
3. be unambiguous



Phase 3a – Set up checklist with requirements for the warning text

A warning text should...

4. be accessible
5. take into account optimal cognitive processing



Phase 3b – Develop different texts

IEDEREEN KAN **VERLIEZEN**. OOK JIJ. **18+**

DE KANS IS GROOT DAT JE **VERLIEST**. **18+**

GOKKEN KOST GELD. WAAR LEG JIJ DE **GRENS?** **18+**

VOORKOM **SPIJT**. **STOP** OP TIJD. **18+**

WAT KOST GOKKEN JOU? **STOP** OP TIJD. **18+**

Phase 4 – Evaluation

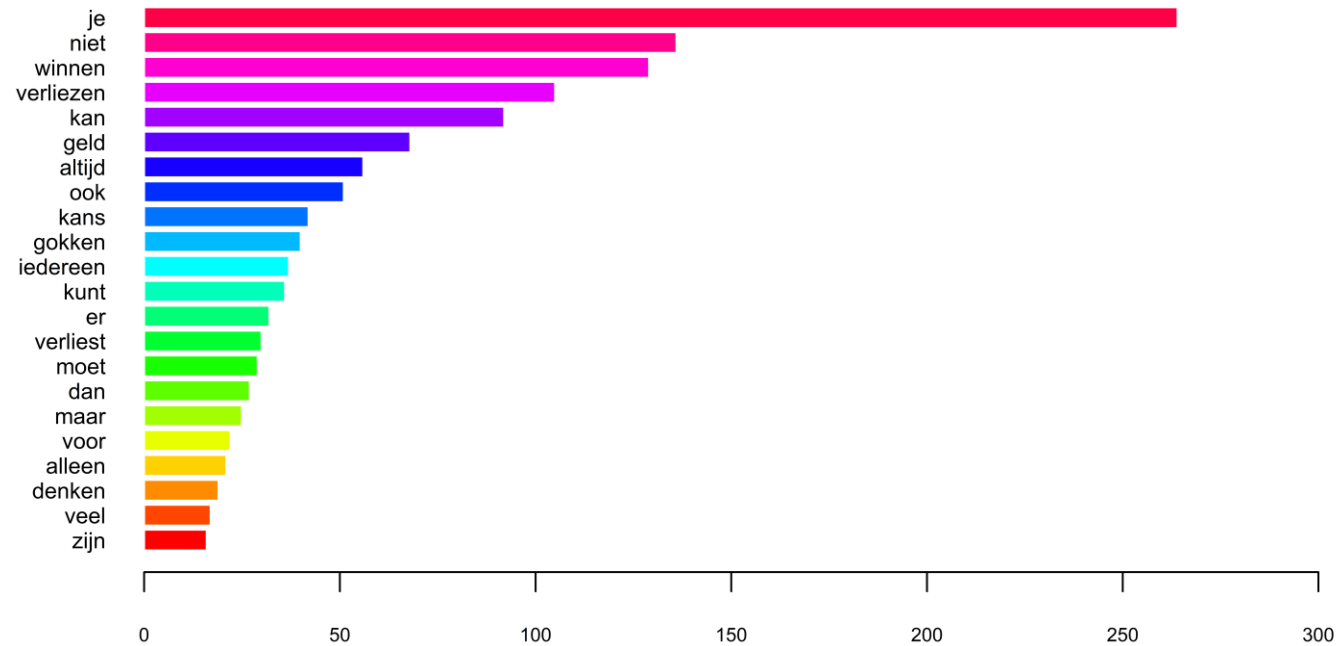
- What can you measure? And what not?
- Testing the disclaimers with the public → understanding and associations
- Testing the disclaimers with people with lived experience



Phase 4 – Testing associations

IEDEREEN KAN **VERLIEZEN**. OOK JIJ.

18+



Phase 5 – Choosing a text with stakeholders

- Sessions aimed at reaching consensus with stakeholders
- Final word with financially independent organisations for addiction care

WAT KOST GOKKEN JOU? STOP OP TIJD.

18+

Recommendations

1. Research to test effects of the disclaimer
2. Part of a greater range of preventive efforts
3. Requirements for visual display

TOTO



Officiële partner van de KNVB

SENEGAL
NEDERLAND

VANDAAG 17:00

ZET IN & WIN

Een spel van Nederlandse Loterij

Wat kost gokken jou?
Stop op tijd. 18+

NEDERLAND

VANDAAG 17:00

ZET IN & WIN

TOTO.NL

Maandag 21 november 2022 | Het laatste nieuws het eerst op NU.nl



5 °C > 18 km (3) > 710,87 > TV gids > 0 live >

Net binnen (9)

- 11:17 Rangers ontslaat trainer Van Bronckhorst na een jaar vanwege...
- 11:00 Viruswaarheid-voorman Willem Engel voor de rechter wegens opruiing
- 10:59 Video - Taylor Swift heeft moeite om al haar trofeeën vast te houden na...
- 10:57 Podcast De Boordradio - 'Pérez had in deze Red Bull makkelijk tweede...



KNVB laat Van Dijk OneLove-band toch niet dragen omdat FIFA met gele kaart dreigt

- Lokale media: Tientallen doden en honderden zwaargewond na aardbeving Java
- BNNVARA twijfelt aan spijtbetuyging Van Nieuwkerk en gaat met hem in gesprek
- Viruswaarheid-voorman Willem Engel voor de rechter wegens opruiing
- Asielzoekers en statushouders moeten te lang wachten op BSN
- Dit jaar extra veel kerstpakketten met lekkers voor het hele gezin
- Van Gaal kan tegen Senegal Oranje-bondscoach worden met meeste zeges ooit
- Iran probeert demonstraties Koerdische regio met geweld de kop in te drukken
- Video - Waarom Noppert als 'atypische Van Gaal-keeper' speelt tegen Senegal
- Groningen opnieuw uitgeroepen tot gezondste stad van Nederland

Meer Algemeen >



Als eerste op de hoogte van groot nieuws?

We sturen alleen meldingen als nieuws echt belangrijk is.

Nee, bedankt

Ja, graag

TOTO Officiële partner van de KNVB

SINDS 1957 TROTSE PARTNER VAN HET NEDERLANDS VOETBAL!

Wat kost gokken jou? Stop op tijd. 18+ | Een spel van Nederlandse Loterij

- 10:49 Van der Poel maakt rentree in veldrijden bij wereldbekerwedstrijd...
- 10:22 Video - Kermisbezoekers slingeren uit attractie in Thailand
- 10:21 Philips ontdekt nieuwe problemen bij beademingsapparaten
- 10:20 KNVB laat Van Dijk OneLove-band toch niet dragen omdat FIFA met gel...



ZET IN & WIN

Een spel van Nederlandse Loterij

Wat kost gokken jou?
Stop op tijd. 18+

Translations

- **English:** What will gambling cost you? Quit in time. 18+
- **German:** Was verlierst du durchs Zocken? Hör rechtzeitig auf. 18+
- **Arabic:** +18 . اذا يكلفك القمار؟ توقف في الوقت .
- **Turkish:** Kumar sana neye mâl oluyor? Zamanında bırak. 18+
- **Polish:** A co Ciebie kosztuje hazard? Skończ z nim na czas. 18+
- **Chinese (simplified):** 赌博让你付出多少代价？及时停手。18+

Take-away

- Warning text based on behavioural change principles
- Final word with financially independent organisations for addiction care
- Not just relevant for gambling, but also for other public health areas
- More information? Email us at:
 - atuijnman@trimbos.nl OR trooij@trimbos.nl

Checklist – a warning text should...

- ❑ attract attention
- ❑ activate
 - ❑ is self-relevant (e.g. by asking a question)
 - ❑ focuses on emotion
- ❑ be unambiguous
- ❑ be accessible
- ❑ take into account optimal cognitive processing
 - ❑ is short and fluent
 - ❑ has no positive associations with gambling
 - ❑ avoids the word “not”
 - ❑ does not communicate the “wrong” social norm
 - ❑ does not commit to harmful old behaviour