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EXCESSIVE GAMBLING: PROMOTING AND PROTECTING HEALTH IN A DIGITALISED WORLD

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Give me Five: Awareness Events for Young Customers at Casino Lugano

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Give me Five: Awareness Events for Young Customers at Casino Lugano

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Declaration of Financial Interests or Relationships

I have the following financial interest or relationship to disclose regarding the subject matter of this presentation:

Company Name: Casinò Lugano

Type of Relationship: Financial Support IRGA



Background

Young people are considered a vulnerable population for gambling

Increased disposable **income** and **financial independence** coincide with **full legal access to gambling**, making **gambling more accessible and financially viable**.

- At age 19 many may start to move out of the family home and manage their own finances for the first time.
- By age 20-21, young people are most at risk of falling into problem gambling as they adjust to their new freedoms.

It's also **around this age** that **budgeting and taking steps to gamble safely** (e.g. setting limits) are **less likely** to feel like a **priority** and the **most likely** to **engage in risky behavior**.



Background

- **Targeted awareness campaigns in gambling venues for young people can be effective in promoting responsible gambling practices and reducing potential harm.**
- **Educating** young people **about** the **risks** associated with gambling, providing **resources for support**, and helping them **understand the signs of problem gambling.**
- **These initiatives** to be effective **must fall within a context** where **structural prevention measures** (such as **self-exclusion**, etc.) are also applied.
- Our project based on the **Centre du jeu excessif and Casino Montreux model** (thank you for sharing!)



Project partners, goals and target

Five organisations operating in the Lugano area were involved:

- Casino Lugano
- Lugano Municipality Social Office
- Caritas Ticino
- INGRADO Servizio per le Dipendenze GAT-P and
- IRGA

Four awareness/information evenings (taking place over the weekend), were realized in 2023 and 2024

Addressing specifically young clients, both gamblers and companions.



Project topic

Various topics related to losing control over one's gambling behaviour were presented in an **interactive** way:

- ***risk factors*** (big win; gambling more time, more often and for more money than you can afford and have decided to spend),
- ***protective measures*** (gambling up to 1% of your available budget; requesting self-exclusion) and
- ***where to get help and advice*** (toll-free number).



Organization of events

- Customers were welcomed within the Casino Hall in two evening events:

n.129 in 2023 and

n.224 in 2024.



- A **judgment free**, “**light**”, and **interactive approach** was used.



Organization of events

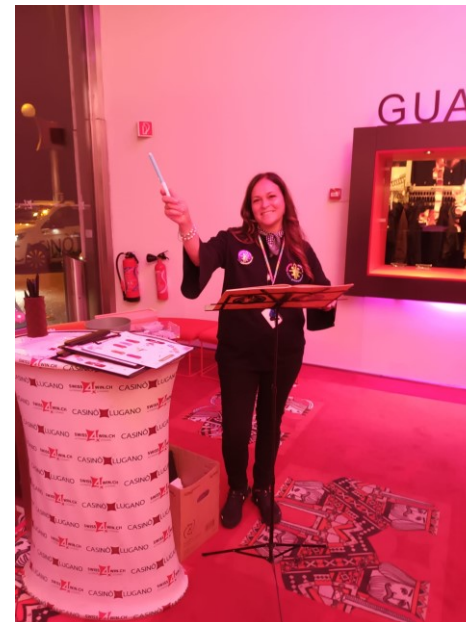
- A **path** had been set up **in the entrance hall** to guide clients **to discover the institutions** involved in the project by **visiting their booths**, in order **to learn about the role of each one in the prevention of Gambling Disorder**.
- Each institution had **its own desk**, **introduced itself** briefly and **discussed the answer to one “stimulus” question** with each client or companion.
- **Questions were related to a key concept that identified each institution** and had been chosen and discussed as a group in the months leading up to the initiative.
- **Outside**, in the parking lot in front of the entrance, was placed **the camper of the Lugano Social Department with street educators** who normally already carry out low-threshold preventive interventions aimed at youth groups.





Organization of events

- **Seats** had also been set up in the lobby, with a place to write comments and messages.
- **Customers received** “Give me five” **gadgets**, prepared by the marketing department, at the conclusion of the route.
- All pathway workers wore “**Give me five**” **T-shirts**, and all casino employees a “**Give me five**” **pin**.
- Internal **promotional communication on the screens was suspended** during the awareness evenings.



Knowledge assessment questionnaire

- **Clients** (both gamblers and accompanying persons) **filled in a short questionnaire**
- It was meant **to survey their basic knowledge** about **the five areas** of relevance to each **of the institutions** involved, **at three separate times**:
 - their knowledge *at the beginning* and *end* of the information tour visiting the stands of the five partner institutions' stands, and after the visit to the casino, *when leaving*.



Main results

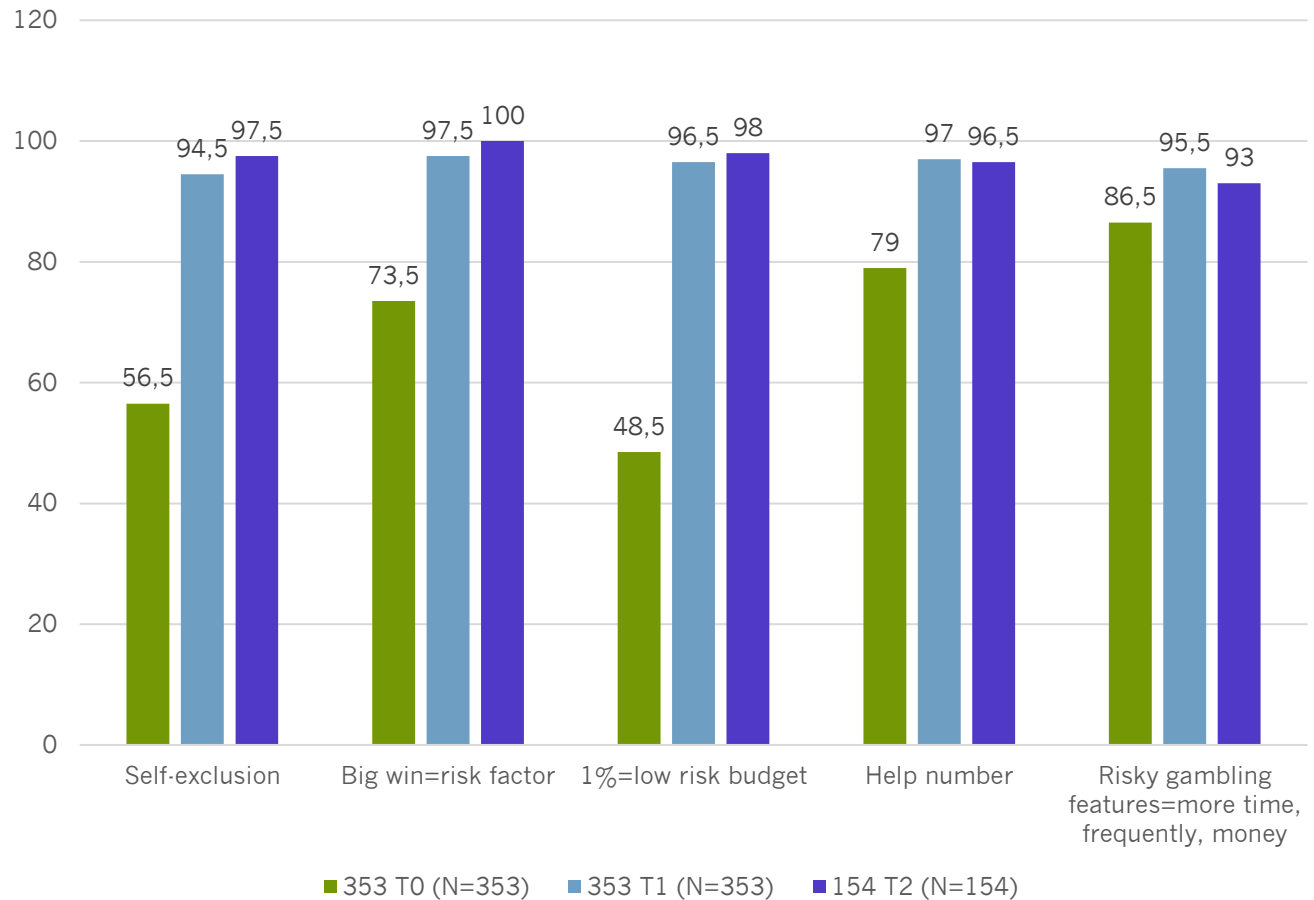
- An **increase in knowledge** was observed, when **comparing answers before** and **after** attending the information pathway (either before entering the gambling hall **and as they were leaving**).
- For all items, the **scores never dropped** to those obtained before the educational intervention.
- **Behavioural effects of the initiative *could not be measured*.**



Main results



Correct answers Means % (T0-T1-T2, 2023+2024)





Conclusions

This project enabled a **greater understanding** about the **Casino's young customers** regarding either

- **their background knowledge** and
- **possible misconceptions that might facilitate risky behaviours.**



Future development

- **Similar interventions** could be **replicated** in the future on the same target group (continuity e redundancy)
- **Planning events for other target groups** (e.g., **elders**) using similar formats
- **Improving the research design with university support**



Thank you!



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