



# Hedge Your Bets: Public Health Promotion in Christchurch

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Salvation Army Oasis Centre



for Problem Gambling





- Laura, 30, Scottish
- Registered nurse, post grad certificate in mental health
- With Oasis since Jan 2016
- Big interest in addiction field
- Big interest in health promotion



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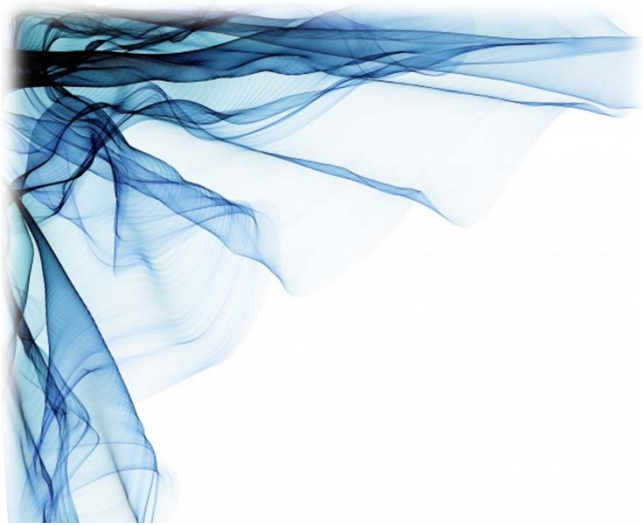
# What Is Health Promotion?

Health promotion is the process of enabling people to increase control over, and to improve, their health.

It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

- World Health Organisation





# Health Promotion Agency



## What is HPA's goal?

HPA would like all New Zealanders to experience less gambling related harm.

Our work currently focuses on the following key areas:

- Increasing the number of people at risk who check whether their gambling is okay.
- Increasing the monitoring/reviewing of gambling behaviours.
- Increasing early self-help/help-seeking behaviours by individuals and concerned others.
- Increasing the implementation of harm minimisation practices in gambling venues.



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# Current Health Promotion Toolkit

- AOD Presentations
- Health Stalls
- Networking Meetings
- Other presentations
- GP Posters
- Flier Distribution – events



# Hedge Your Bets

Hedge Your Bets

THE SALVATION ARMY

Dr. Opien Whittaker

Oasis  
Reducing Gambling Harm

PLAINS FM 96.9

[www.plainsfm.org.nz](http://www.plainsfm.org.nz)





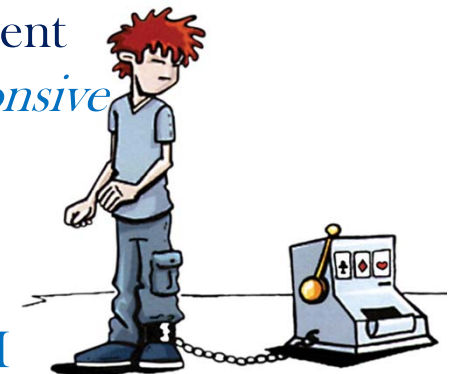
# Plains FM



PlainsFM is Canterbury's only community access radio station and has been operating for 30 years to provide professional, *open and accessible broadcast facilities* and expertise to give a media voice to youth, ethnic communities, people with disabilities and other minority communities.

We support these groups to learn to create their own radio/podcast programmes in their *own style and language* to provide information and entertainment to engage their communities of interest. *Programmes are also responsive to their communities in the material they cover in the broadcasts.* We currently broadcast 87 programmes in 16 different languages.

- Laura Gartner, Community Development Co-ordinator, PlainsFM





# Why Community Radio?

People choose to utilise community radio for a number of reasons:

- Accessibility & approachability
- Presenter's style
- Want for only local news and updates
- Diversity
- Low cost

- Community Media Matters







# Procedures

- Consent form
- Interview protocol
  - Real name or alias
  - Language use
- Follow-up post interview
- Use of Facebook
- Radio training



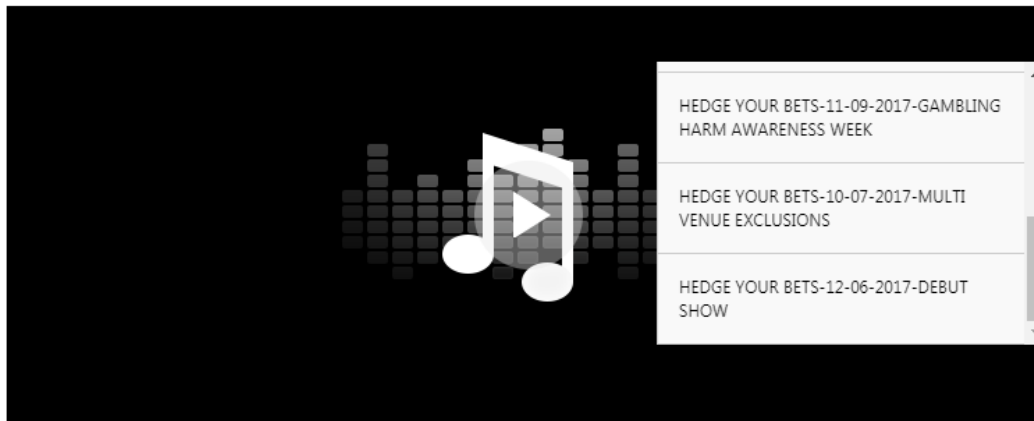


# Podcasts

A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.

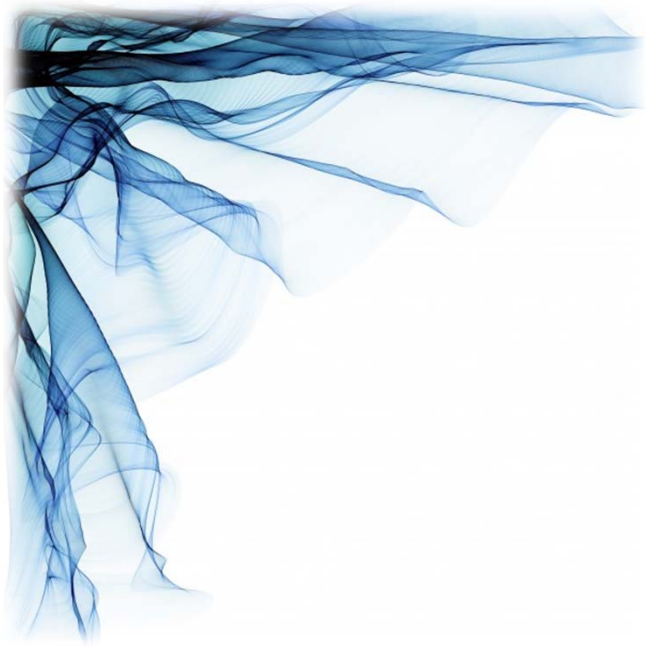
## Play Episodes

Just click on the episode and then click the play button to listen (if the area below is blank there are no episodes available at this time).



- Oxford Dictionary





# Hedge Your Bets - Episodes

1. Debut Show	9
2. Multi Venue Exclusions	20
3. Gambling Harm Awareness Week	33
4. Gambling Quiz	21
5. Cup & Show Week	17
6. Gaming vs Gambling	10
7. Sharing Glen's Story	33



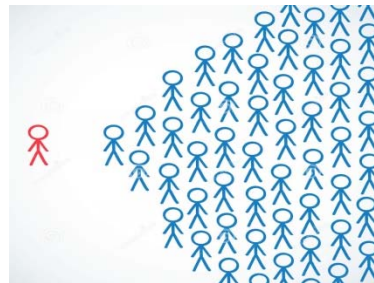


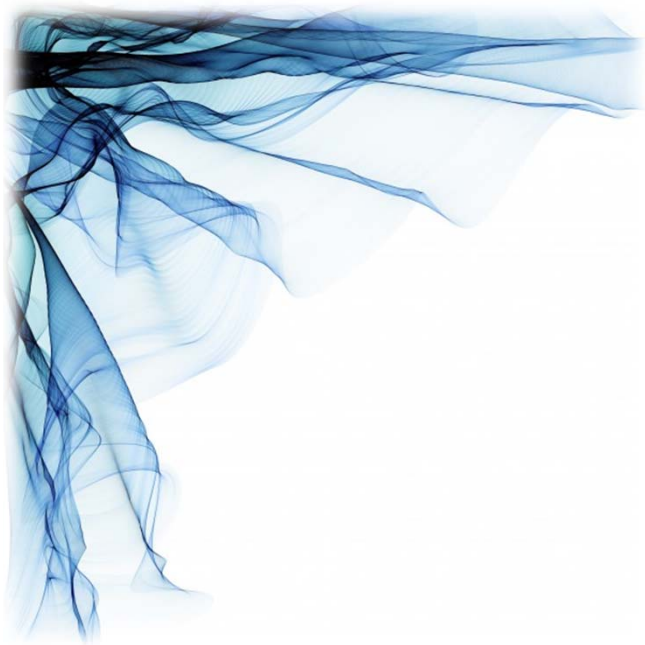
# Results

As yet, we have not received any referrals via Hedge Your Bets. However, it is still very new and more advertising would need to be done to increase numbers of listeners.

In my opinion, anything that can be done to reach a wider audience to talk about harm minimisation is a positive step.

Community radio provides us with a platform to reach audiences that we would not otherwise reach.





# Questions?





# Contact Details

<https://www.plainsfm.org.nz> – search  
Hedge Your Bets

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# References

[http://www.who.int/topics/health\\_promotion/en/](http://www.who.int/topics/health_promotion/en/)

<https://www.hpa.org.nz/what-we-do/minimising-gambling-harm>

<https://en.oxforddictionaries.com/definition/podcast>

Community Media Matters – Meadows etc

