

Education and Awareness Strategy 2018–2021

The Education and Awareness Strategy will guide our efforts to build awareness of responsible gambling and gambling related harm, and encourage resilient communities in NSW.

We take a health promotion approach to community education and awareness. This means we will provide education for the wider community, strengthen our focus on early intervention and continue to raise awareness of services available for those affected by problem gambling. We will target our work across the gambling harm prevention continuum:



Our objectives

- Develop and implement prevention and early intervention initiatives which encourage responsible gambling practices and promote a resilient community
- Develop and implement initiatives which work across the gambling harm prevention continuum
- Work in partnership with a broad range of stakeholders and partners including sporting codes, health and community organisations to deliver prevention initiatives
- Develop initiatives which work to destigmatise problem gambling and encourage help seeking behaviour and open conversations



Our principles

- Be informed by and contribute to research and evaluation
- Recognise the diversity of populations and experiences in NSW
- Effectively target priority communities and populations
- Take a long term, sustained and multifaceted approach
- Empower communities to take action on local priorities and emerging issues
- Work collaboratively to deliver effective and meaningful initiatives
- Adopt a harm minimisation approach that recognises that gambling is a legitimate and lawful activity

What we will do

- Deliver both targeted and broad scale education and awareness campaigns
- Work in partnership to support responsible gambling through education
- Provide capacity building opportunities to educate people about responsible gambling
- Implement community led action initiatives to encourage local conversations
- Provide grants for local harm prevention projects
- Give voice to people with personal experience to educate others
- Harness the power of social media to better engage and inform the community
- Develop interactive and engaging resources for our audiences

Who we will target

NSW is diverse, and so are our community's needs and experiences. We will target our work to ensure we meet community need and have the greatest possible impact.

Our work will be tailored to our key audiences including:

- NSW community
- Young people
- Men
- Women
- Aboriginal people
- Culturally and Linguistically Diverse communities